



NIT CALICUT'S

RAGAM

A CULTURAL HERITAGE

18





ABOUT US



“

Since 1961, Calicut Regional Engineering College has strived to cultivate seeds of knowledge and mentor the budding revolutionaries of our nation. After morphing into the National Institute of Technology Calicut in 2002, we, the students, have aspired to take that tradition a step further through our passion and resilience.

For over twenty years, Ragam has been recognized as one of the most significant cultural festivals of South India. Boasting of a plethora of events ranging from literary to musical to performing arts, a variety of workshops and some of the most enthralling nites in the country, Ragam attracts audiences from all over the nation.

Year after year, Ragam proves to be more than just a fest, but an emotion in itself. Held in memorandum of our alumnus, Rajan, this festival is a legacy that has been passed down to us over generations, and one that we intend to celebrate like never before.

Vishnu Vijayan T
Cultural Affairs Secretary

”



STATISTICS



EVENTS
ORGANISED

60+

PRIZES
WORTH

2M+

100+

COLLEGES
PARTICIPATED

65K+

FOOTFALL
REGISTERED



MEDIA



▼
63 K+
Facebook
likes.

▼
10 K+
Instagram
likes.

▼
50 K+
Website
hits.

▼
1M+
Youtube
views.



OVER THE YEARS



1977

1987

2014

2015

2017



The All Kerala
Rajan Memorial
Singing competition
was commenced.



The **first Ragam**
was organised
at REC Calicut.



Farhan Akhtar
performed for
the first time
in South India.



For the first time
an **International**
artist **Eluveitie**
performed at
Ragam.



Sonu Nigam
performed with
Maruti Suzuki
Colors of Youth.



PRONITES



sunburn

The popular nite is one of the most anticipated elements of the Ragam Pro-nites. With some of the biggest names in the music industry taking to the stage, the event promises to gift the audience with memories worth a lifetime. Having hosted the likes of artists like Sonu Nigam, Farhan Akthar, Sukhwinder Singh and Shankar Ehsaan Loy, Ragam has set sail to put together the biggest pronites the country has ever seen.



SHANKAR MAHADEVAN



BENNY DAYAL



ANKIT TIWARI



PRITAM CHAKRABORTY

◀ POPULAR NITE ▶



SURAJ JAGAN



SUNIDHI CHAUHAN



SONU NIGAM



FARHAN AKHTAR



LAGORI



SKRAT



ELUVEITIE



SPUNK!



HARRISON



ZAEDEN



MORGAN PAGE



DIEGO MIRANDA



BEN GOLD



F. POLAR BEARS



PRODEZZA



“

Creativity and Artistry. Innovation and Inspiration. It takes courage to be an artist. Prodezza is where India's finest gather. Those who have managed to buck the odds. From Kenny Sebastian to Sachin Warrier. Shakthisree Gopalan to Biswa Kalyan. Ragam is where the best of the best come together.

”





VINEETH VINCENT



BISWA KALYAN RATH



KENNY SEBASTIAN



BOOGIE LOOP



MR. BANANA



SHAKTISREE GOPALAN



SABAREESH PRABHAKER

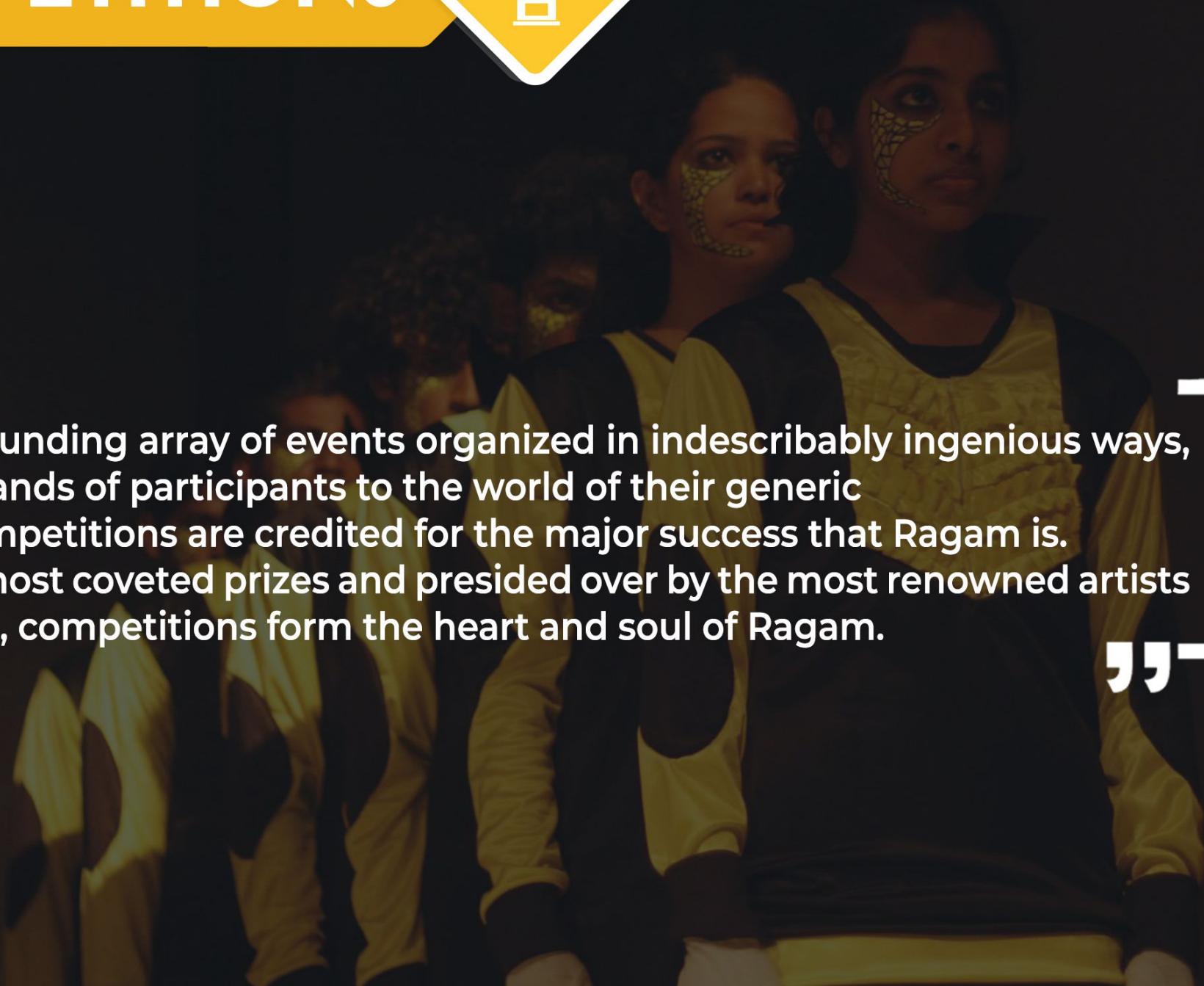




COMPETITIONS



“With an astounding array of events organized in indescribably ingenious ways, luring thousands of participants to the world of their generic interests-competitions are credited for the major success that Ragam is. Having the most coveted prizes and presided over by the most renowned artists of the nation, competitions form the heart and soul of Ragam.”





CHOREO NITE



“ Watch the foremost dance teams of the country battle it out for the top spot in the biggest inter-collegiate dance competition in South India, **Ragam Choro Nite**. Get ready to be awestruck as the teams sweat it out to put up a nerve wracking display and woo the massive crowd of over **5000 people**.

”



COUTURE BOULEVARD



“

Fashion is an art, an expression and a statement. At Couture Boulevard, witness stunning models fire up the ramp with their confidence and panache in innovative theme based outfits crafted by a new generation of exciting fashion designers.

”



AMPLIFIED



“

Blaring chords, reverberating beats and an electrifying crowd. Amplified is where you witness the best of rock music. With a medley of bands from across the country, the stage is set for all rock enthusiasts to enter a combat of rhythms and beats.

”





STRING SOLO



SWARA RAAGA



ACOUSTICS



RAJAN MEMORIAL

MUSIC & DANCE



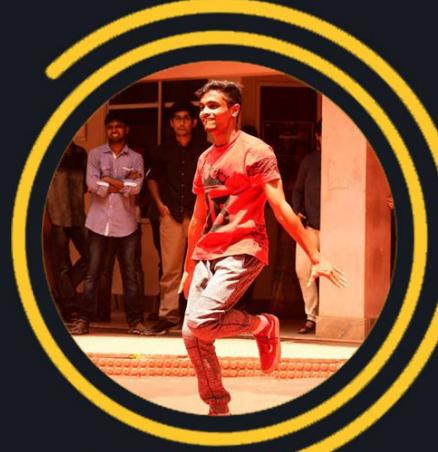
CLASSICAL SOLO



TANGLED



FACE-OFF



FREESTYLE



CLASSICAL



DRAMA



MIME



MOVIE SPOOF



STAND-UP COMEDY

DRAMATICS & FINE ARTS



FACE TO FACE



SKETCHING



SPLIT POETRY



STREET PLAY



P. BALACHANDRAN



RAJEEV RAVI



SAJITHA MADATHIL



R.S. VIMAL



SHANKAR RAMAKRISHNAN





FURY



“

Fury; where premier basketball teams get in the zone to dribble, shoot, rebound, and score points against one another. Catch the game live on court, amidst a frenzied crowd of basketball enthusiasts, as these seasoned teams from across the country compete in an ultimate showdown for the coveted Fury cup.

”



I'INK



I'INK '17

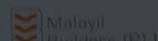
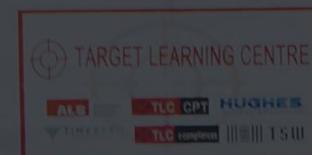
presents

LITERATURE FEST

Witnessing the merger of Art, Literature and Cinema, I'INK celebrates freedom of expression, the idea where Ragam draws it's roots from. Featuring eminent panelists, conducting workshops, hosting students, intellectuals and general public from all over Kerala, I'INK'18 is ready with multiple events spanning whole of a semester and Kozhikode.



Co-sponsored by:





SANJAY KAK



KALPETTA NARAYANAN



SHARANKUMAR LIMBALE



PRABHATH PATNAIK



V C HARRIS



JAYAPRAKASH KULOOR



WORKSHOPS



POTTERY



MEHENDI



BODY PAINTING



PHOTOGRAPHY



"

Workshops provide a fun and interactive platform for people to expand their skill sets in various fields. With a massive turnout of avid minds attending them every year, Ragam has been home to some of the most unique workshops conducted by professionals from all over the country.

"

and many more...



Sneharagam is a heart-warming social initiative of Ragam, where the students of NITC celebrate the joy of giving. Students from special schools across the state visit the campus and are provided with a platform to showcase their talents. A day filled with fun, frolic and smiles that will melt your heart!

സേം രാമായി പെയ്ക്കിറ്റീ



Mathrubhumi
e-paper KOZHIKODE Mon, 14 March 2016
digitalpaper.mathrubhumi.com/c/9108254

The ‘Special Ones’ Waltz Past Mental Barricades

Express News Service

Kozhikode: Ageeh Rahman, a student of Love Shore Institute of Mentally Challenged at Pannicode, Kozhikode, has a passion for classical dance. The 38-year-old Ageeh adores actor/dancer Shobana and loves to dance in ladies costume. Now, Ageeh has a stage to showcase his talent in front of a large crowd, courtesy Sneharam, a social event organised by National Institute of Technology, Calicut(NIT-C). Ageeh is not alone; as many as 160 students from 6 special schools across the district displayed their talent on



Students with special needs performing oppana at Sneharagam organised by N Calicut on Sunday

and self-worth among the students with special needs. The people with special needs desire to live like us and Sneharagam strive to achieve that," said Muhammed Swalah, convener of the event that was inaugurated by Kozhikode District Collector N Prashanth.

Sajeena M, teacher of Ageeb, concurred. "Ageeb watches actor Shobhana dance and try to imitate her. That was the beginning of his love for dance and also the reason for his interest in wearing ladies costumes. We tried to get him into the men's costume for classical dance but he is very particular about his costume. His favourite

costume is the one for Bharathanatyam and Sneharangam offered a perfect stage," she said.

Besides dancing, the participants showcased their talent in singing and art skits. "Students are more interested in dancing. So, we included items like Oppana and group dances. They enjoyed the practice session and some of them even suggested steps. They were able to co-ordinate among themselves which shows that they are improving," said Kamarabhu M, a teacher. The NIT students left no stone unturned in their effort to make the event a success. They even prepared food for the participants.

Sneharagam turns a big hit



Differently-abled children perform an oppana during Snehaaram, a cultural programme at NIT-C on Sunday. —DINESH KHANNA

attained that ability. He appreciated the efforts of NIT-C students to motivate the less privileged kids and give them a day to remember for the rest of their lives.

"It was indeed a treat to eyes to see the glowing smiles of the students and our students encouraged

Mon, 14 March 2016
[epaper.newindianexpress.com/c/9108203](http://paper.newindianexpress.com/c/9108203)

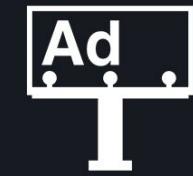


INFORMALS



“ Enticing and spontaneous, Informals allures the crowd with whacky games, music, dance and much more. Delve deep into the festivities of Ragam amidst the exuberant and ever vibrant crowd at informals. ”

BEFORE RAGAM



HOARDINGS



MOBILE APP



CITY PUBLICITY



POSTER REACH



WEBSITE
BRANDING



TEASER



PRESS
RELEASES



SOCIAL MEDIA

DURING RAGAM



BANNERS



TICKETS



VIDEO FOOTAGE



KIOSK



NITES AD



ID CARDS



CERTIFICATES

AFTER RAGAM



AFTER MOVIE



MEMENTO



DATABASE



WEBSITE



OFFICIAL WEAR



BRAND REACH



OPPORTUNITIES

SEE YOU AGAIN



PREVIOUS SPONSORS





PREVIOUS SPONSORS



THE WEEK



DELL



fastrack

JET AIRWAYS



spykar



Idea

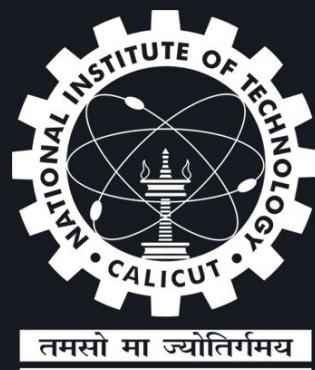
മാവും



SAMAGRA



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