



15<sup>TH</sup> EDITION

# UDGHOSH 2018

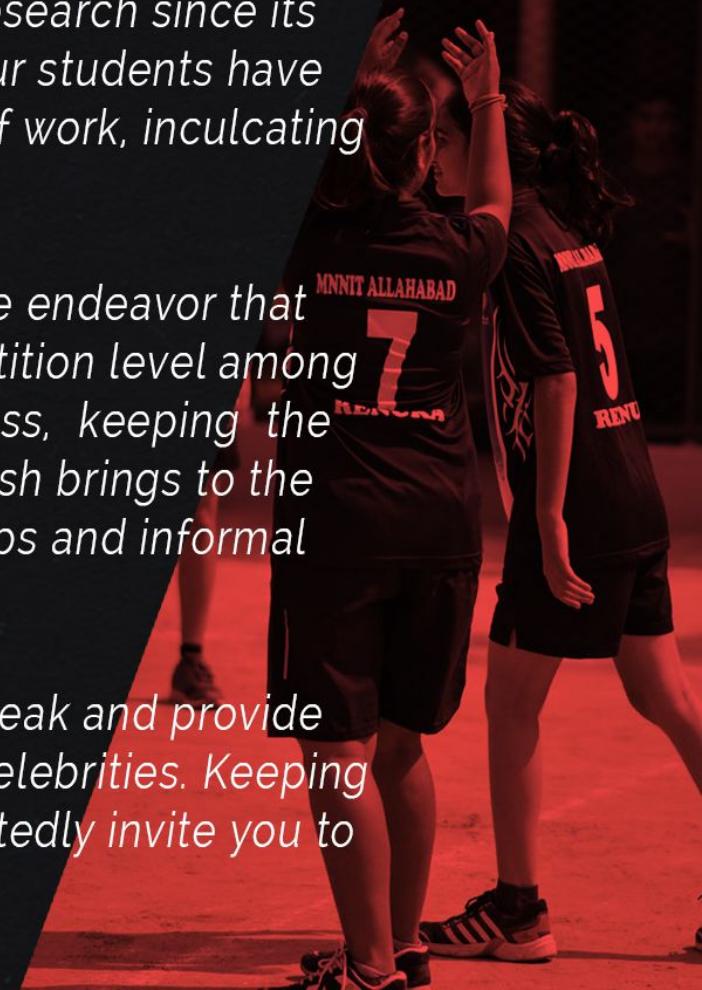
INDIA'S LARGEST COLLEGE SPORTS FESTIVAL

# ABOUT US

*IIT Kanpur has been one of the leading centers of education and research since its inception, providing some of the brightest minds to the country. Our students have continuously strived to put in more than just their best in their field of work, inculcating passion and commitment at its highest level.*

*Udghosh has always been a classic example of the fact that it's the endeavor that counts. Our efforts have always aimed to bring about a rise in competition level among the youth, empowering the masses with the torch of social awareness, keeping the grandeur of entertainment and professional shows alive. Udghosh brings to the masses a plethora of events, comprising all major sports, workshops and informal events.*

*The Udghosh team promises to keep its commitment levels at its peak and provide talent the right push forward with inspiration from renowned sports celebrities. Keeping our vision and promise upheld and intact, we proudly and wholeheartedly invite you to be a part of the celebration, UDGHOSH 2018.*



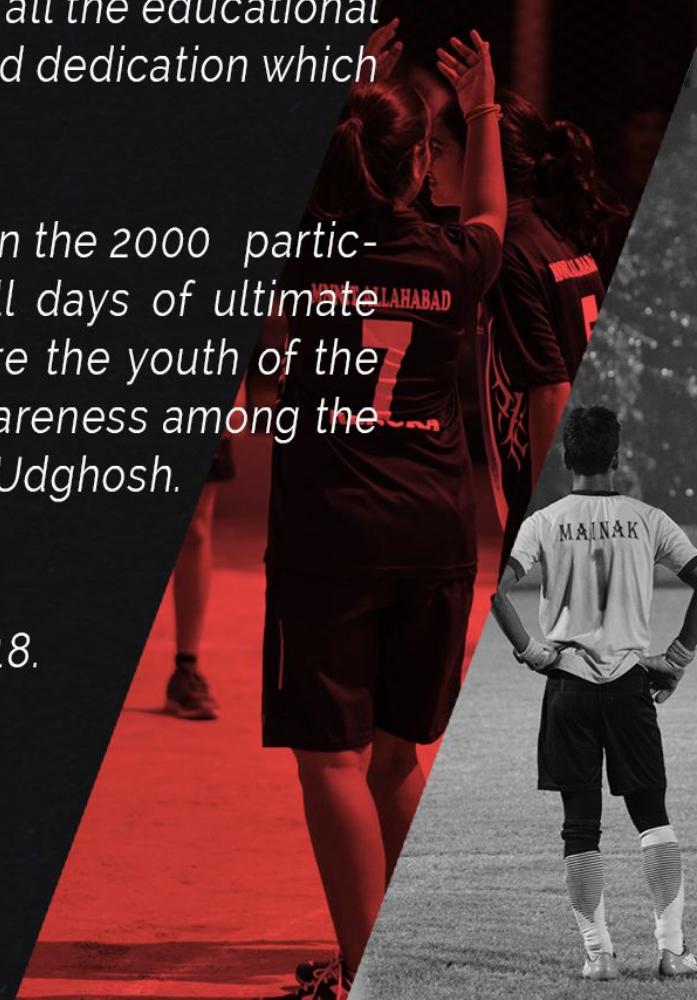
# DEAN'S ADDRESS

*The Indian Institute of Technology Kanpur has unremittingly outranked all the educational institutes of country. We believe in working with the utmost diligence and dedication which sets us apart from others.*

*Udghosh Annual Sports Festival of IIT Kanpur is witnessed by more than the 2000 participants from all over the country getting together to celebrate 4 full days of ultimate sportsmanship. It has acquired the status of a national platform where the youth of the nation gets together to indulge in a fair game. This time, spreading awareness among the youth regarding relevant social issues is the new initiative of Udghosh.*

*Looking forward to your association with Udghosh 2018.*

*Prof. P. Shunmugaraj  
Dean, Students' Affairs  
IIT Kanpur*



# STATS



4 DAYS



200 COLLEGES



60,000 FOOTFALLS



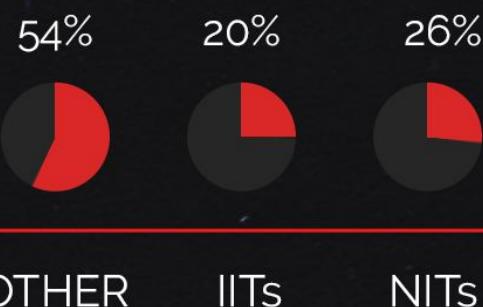
4,00,000 EYEBALLS



1,15,000+ PAGE LIKES



2,500 PARTICIPANTS



**Udghosh witnesses  
2500+ participants  
from 250+ colleges and  
a footfall of 60,000+**

# NOSSQ

National Open School Sports Quiz

 15,000 PARTICIPANTS

 200,000+ EYEBALLS

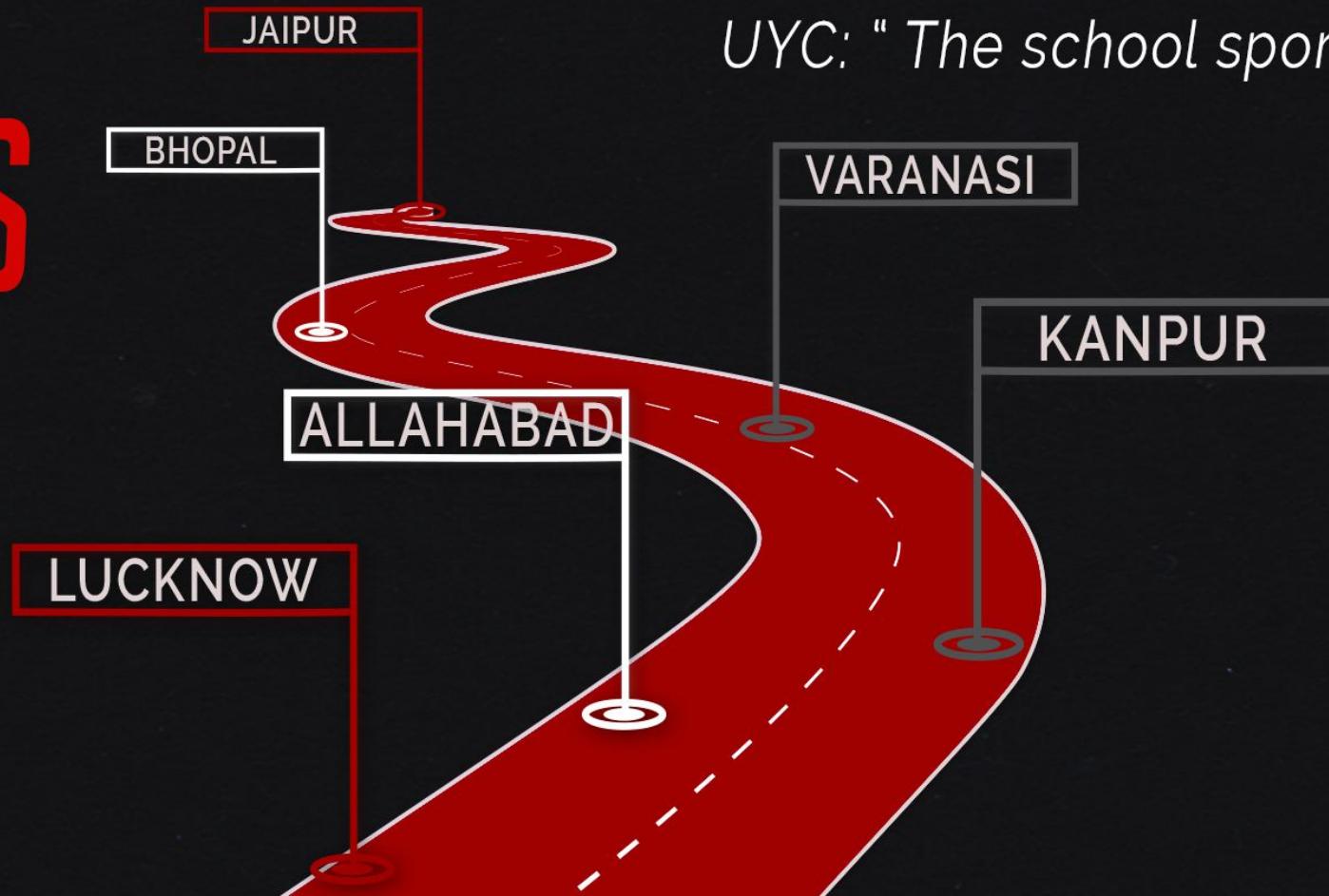
*Udghosh organizes  
NOSSQ, for those great ardent kids all  
across the country, who know every nick and  
corner of their dearest sports.*

*Show time kids.  
Press the buzzers, drive the opponents crazy,  
and win the lot.*

 3000+ SCHOOLS

 PAN INDIA REACH

# UDGHOOSH YOUNG CHAMPS



An endeavour to lighten the country  
with the glow of ever growing  
culture of sports, Udghosh brings  
for the first time -  
UYC: "The school sportsmania"

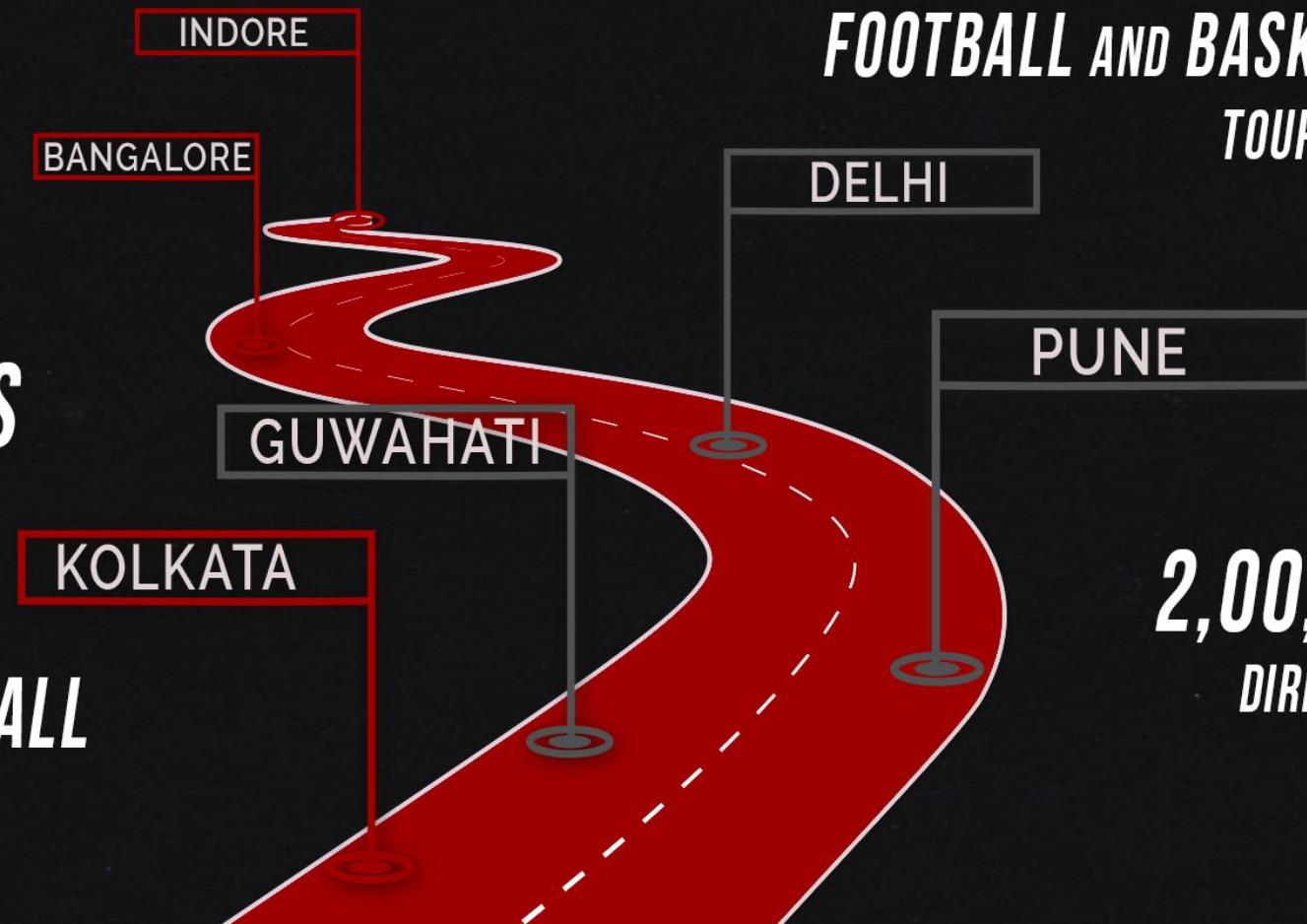
# UDGHOSH YOUNG CHAMPS

12 CITIES

200+ SCHOOLS

20,000+ FOOTFALL

FOOTBALL AND BASKETBALL  
TOURNAMENTS



2,00,000 +  
DIRECT REACH

# EVENTS

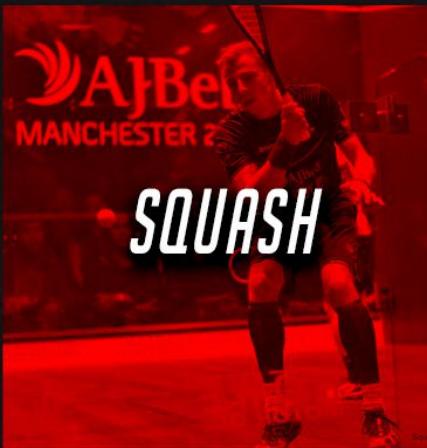
*The fest witnessed contenders stun their rivals by their passion, their dedication and their earnest desire to win and conquer the arena in the following disciplines of interest.*



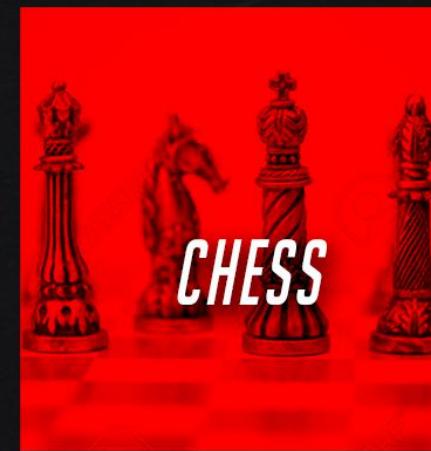
# EVENTS



# EVENTS



# EVENTS



# PRONITES

*Udghosh captures the plethora of thrilling stage performances, adding to the sheen of the fest. Associating with the Indian and international artists, the pronites always leave the audience swooning to the thunderous vibes of an era , giving lifetime memories to the artists as well as audience.*



# EDM NITE



Club  
**Banditz**



SWITCHERS

# CONCERTS



THE LOCAL TRAIN



NIKHIL  
D'SOUZA



RAETH

# COMEDY NITE



RAHUL SUBRAMANIAN

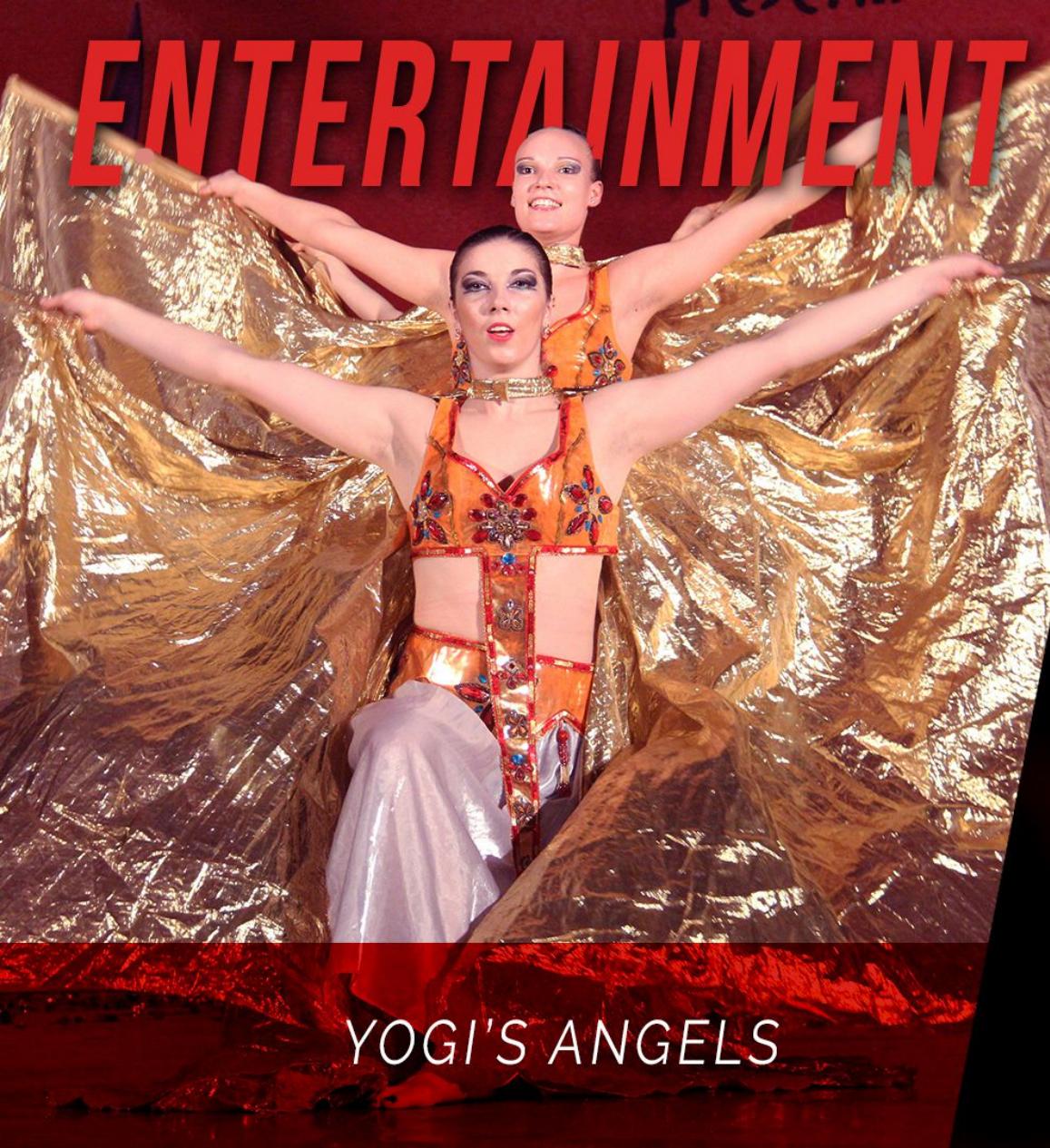


NITIN  
GUPTA  
(RIVALDO)

VIPUL  
GOYAL



# ENTERTAINMENT SHOWS

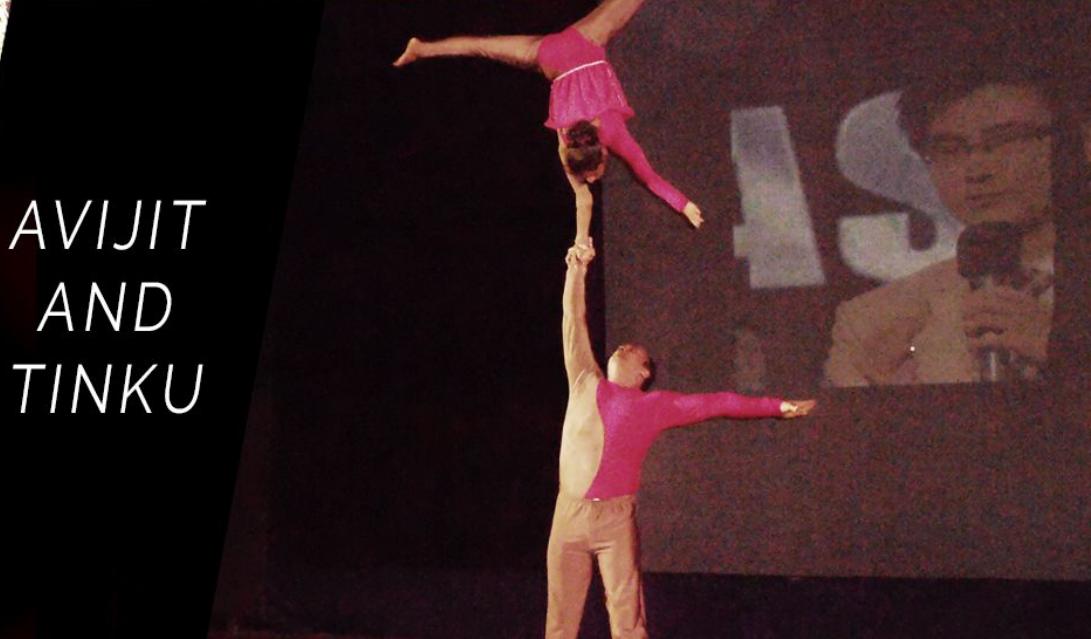


YOGI'S ANGELS



PULSAR  
BIKE  
STUNTS

AVIJIT  
AND  
TINKU



# **SPORTS PERSONALITIES**

*The fest is finally concluded with a prize distribution ceremony by the renowned sport stars, adding charm and the everlasting touch to the 4 days' journey of Udghosh.*



# SPORT PERSONALITIES

Over the past few years, we have graced the presence of some of the greats of their spheres to honour the winners. The list includes stars like Gaurav Taneja, Sanath Jayasuriya, Ashwini Ponnappa, Piyush Chawla, R P Singh and Dhanraj Pillay. And so when the curtains were about to descend last year, with one final shot just to ensure that the memories of the spectators be everlasting, we enjoyed the privilege to welcome India's first gold medallist, Abhinav Bindra, for the prize distribution ceremony of Udghosh 2017.



Gaurav Taneja



Sanath Jayasuriya



Abhinav Bindra

---

# SPORT PERSONALITIES

---



*Ashwini Ponnappa*



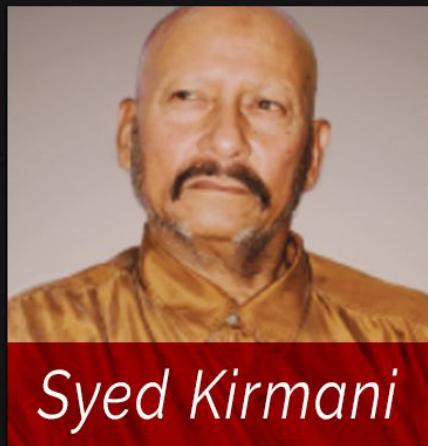
*Piyush Chawla*



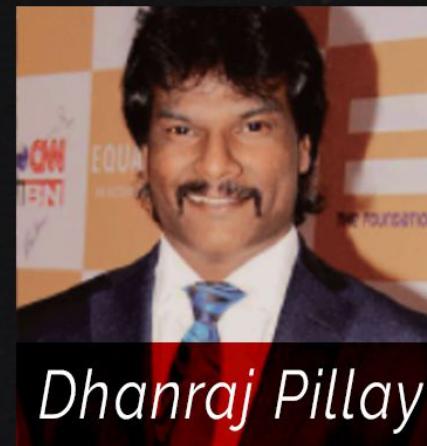
*Seema Antil*



*RP Singh*



*Syed Kirmani*



*Dhanraj Pillay*

# INFORMALS

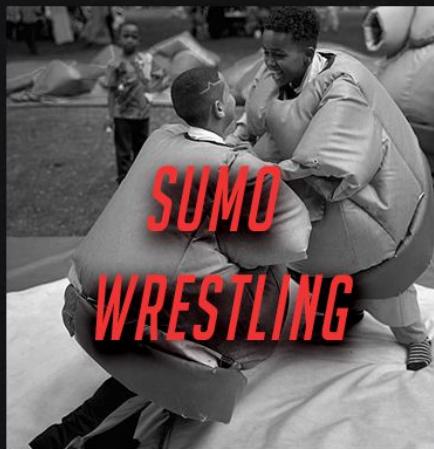
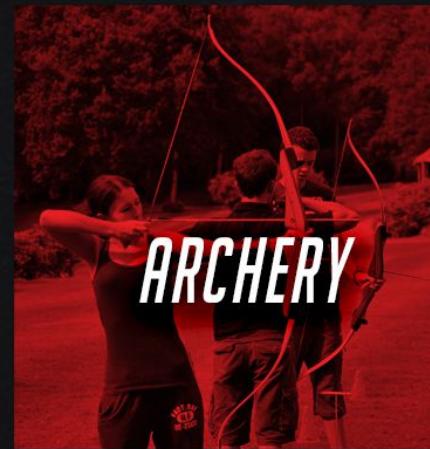
*Adding to the grace of the fest, Udghosh brings to you the zestful of fun activities and competitions. With huge blasts of excitement, energy and unrestricted enjoyment, get yourself ready to go wild witnessing vivid zone of recreation.*



# INFORMALS



# INFORMALS



# MARATHON



*Marathon in the Udghosh family targets the residents as well as the local folks of Kanpur. It has spread awareness about SwachhBharat Abhiyan, green city and water conservation.*

5,000 PARTICIPANTS

CONDUCTED IN KANPUR CITY

# CYCLOTHON



*Cyclists*



*Nuzhat Parveen*

*Over 1000 cyclists came out to pedal together in the Udghosh- Cyclothon 2017 conducted by UDGHOSH , in association with Tata Stryder*

*The winners were awarded medals and prizes by the great Indian International cricketer- **Nuzhat Parveen** , capturing the valuable moments of the event*

# SOCIAL INITIATIVES

## BLOOD DONATION



“YOU DON’T HAVE  
TO BE A DOCTOR TO  
SAVE LIVES.”

UDGHOSH  
ORGANIZES BLOOD  
DONATION CAMPS

## DON’T DRINK AND DRIVE



“YOU ARE NO PUNK  
SO DON’T DRIVE  
DRUNK.” STRICTLY  
CLINGING TO IT, WE  
SPREAD  
AWARENESS DOOR

## PLANT A TREE



“GO GREEN TO  
BREATHE CLEAN”  
BECAUSE WE  
BELIEVE IT’S OUR  
DUTY TO CRAFT A  
GREENER EARTH

## CHILD EDUCATION



“HE WHO OPENS A SCHOOL  
DOOR CLOSES A PRISON.”

UDGHOSH WHOLE  
HEARTEDLY CONTRIBUTES  
IN THE SECTOR OF CHILD  
EDUCATION ALSO

# SAATHI



An initiative with the Gracia Raina Foundation to work on women and child development programs. This idea was propelled in the last edition when Priyanka Suresh Raina visited IIT Kanpur.

# UDAAN



An endeavour to reach out to the differently abled kids. We crave for that glorified feeling when each and every one of us rejoices in the beautiful games.

*COMEDY NITE*



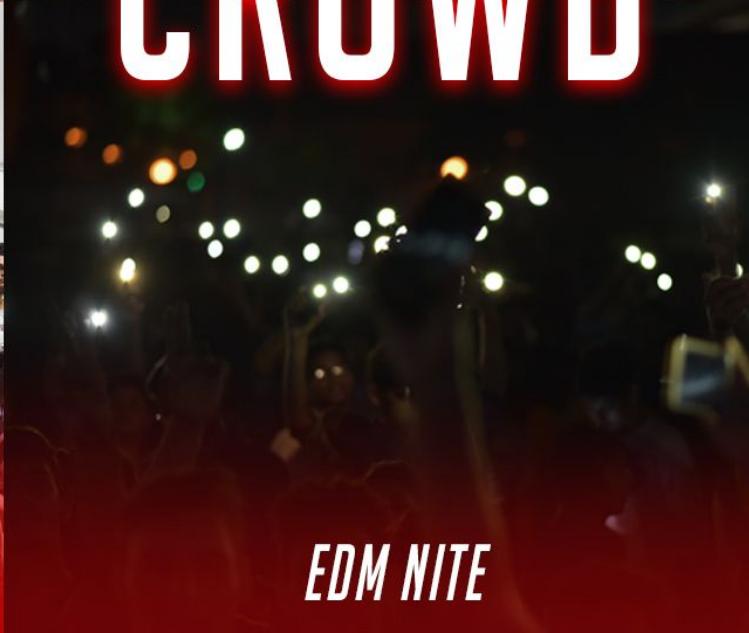
*CONCERTS*



*ENTERTAINMENT SHOWS*



*SEMINARS AND WORKSHOPS*



*EDM NITE*



*MARATHON*

# WHY UDGHOOSH?

1



*Largest sports fest of India with 60,000+ footfalls and 200+ colleges. So a great opportunity for all those who wish to join us, be it the sports enthusiasts or marketing firms.*

2



*Experienced a substantial participation of 20,000+ school students in NOSSQ and UYC which all the more proves the fest's reach and popularity.*

3



*A great stage for sponsors as we boast a media and publicity plan of more than INR 1 crore.*

# WHY UDGHOOSH?

4



*A four day period for companies to reach out successfully to such a large audience. This can enormously hike their net worth.*

5



*Golden opportunity for enterprises targeting youth to create a perennial impression on their minds.*

6



*Brand eminence in the campus will surely be an aid in the recruitment process.*

# WHY UDGHOOSH?

7



*The fest is organized during the month of October which is a peak season when students search for internship and jobs and , thus focus on building connections with the companies. We provide an opportunity for all such companies to organize workshops and sessions during that time.*

# SPONSORS

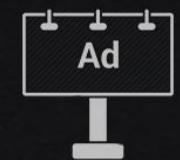


# PUBLICITY

## BEFORE FEST



CAMPUS  
AMBASSADOR



HOARDINGS



FACEBOOK



PASSES



APP



SOCIAL MEDIA



WEBSITE



NEWSLETTER

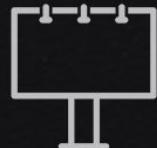


TALKS

## DURING FEST



PROMOTIONAL  
STAFF



BANNER



LCD



CERTIFICATES



HANDBOOKS



VIDEO  
FOOTAGE



CROWD  
INTERACTION



PRONIGHT  
ADS



HOSPITALITY



WEBSITE



OFFICIAL  
WEAR



DATABASE



BROUCHER



AFTERMUSIC

# MEDIA AND PUBLICITY SPECTRUM

## COVERAGE ON NATIONAL DAILY



## ... COVERAGE ON NATIONAL TELEVISION



# MEDIA SPONSORS



अमरउजाला



DU beat



VH1



Jagran





# UDGHOSH

4TH-7TH OCTOBER

## CONTACT US

### FESTIVAL CO-ORDINATORS

**PRASHANT KUMAR**

[prashant@udghosh.org](mailto:prashant@udghosh.org)

+91-8400071992

**HARSHUL LODHA**

[harshul@udghosh.org](mailto:harshul@udghosh.org)

+91-8840670835

### MARKETING HEAD

**PRIYadarshini AGRAWAL**

[priyadarshini@udghosh.org](mailto:priyadarshini@udghosh.org)

+91-7388713716

**SAUBHAGYA SONI**

[saubhagya@udghosh.org](mailto:saubhagya@udghosh.org)

+91-7275546287



[youtube.com/udghosh11](https://www.youtube.com/udghosh11)



[Instagram.com/udghosh.iitk](https://www.instagram.com/udghosh.iitk)



[facebook.com/udghosh.iitk](https://www.facebook.com/udghosh.iitk)



[www.udghosh.org](http://www.udghosh.org)