



16TH EDITION

UDGHOSH 2019

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 constantly strive to put in more than just their best in their field of work, inculcating passion and commitment at its highest level.

Udghosh, in its true sense, is an exhibition of sporting fervor, and success in the meet has been ratified by the success of many of its winners higher up in the sporting hierarchy. It offers a common platform for the students of the top educational institutions from all over the country to exhibit and hone their skills in the sport arena.

They left a legacy for us to continue and we can probably boast of the strongest growth curve a sports festival in the country has seen, with our vision clearly untarnished by the amount of respect we have earned as a festival. The Udghosh team promises to keep its commitment levels at its peak and provide talent the right push along with inspiration from renowned sports celebrities. Keeping our vision and promise upheld and intact, we proud and wholeheartedly invite you to be a part of the celebration, UDGHOSH 2019.





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 the others.

Udghosh the 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 get together of indulge in a fair game. This time, spreading awareness among the youth regarding relevant social issues is the new initiatve of Udghosh.

Looking forward to your association with Udghosh 2019

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



STATS



3 DAYS



75,000 FOOTFALLS



1,15,000+ LIKES



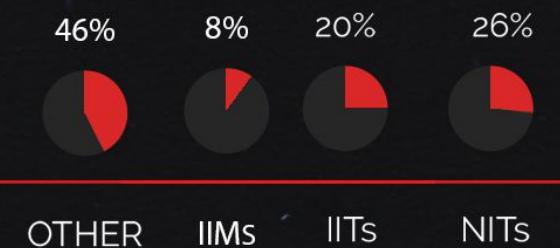
250+ COLLEGES



4,000,000+ EYEBALLS



2,500+ PARTICIPANTS



**Udghosh witnesses
2500+ participants
from 250+ colleges and
a footfall of 65,000+**

NOSSQ



National open school sports quiz

 20,000 PARTICIPANTS

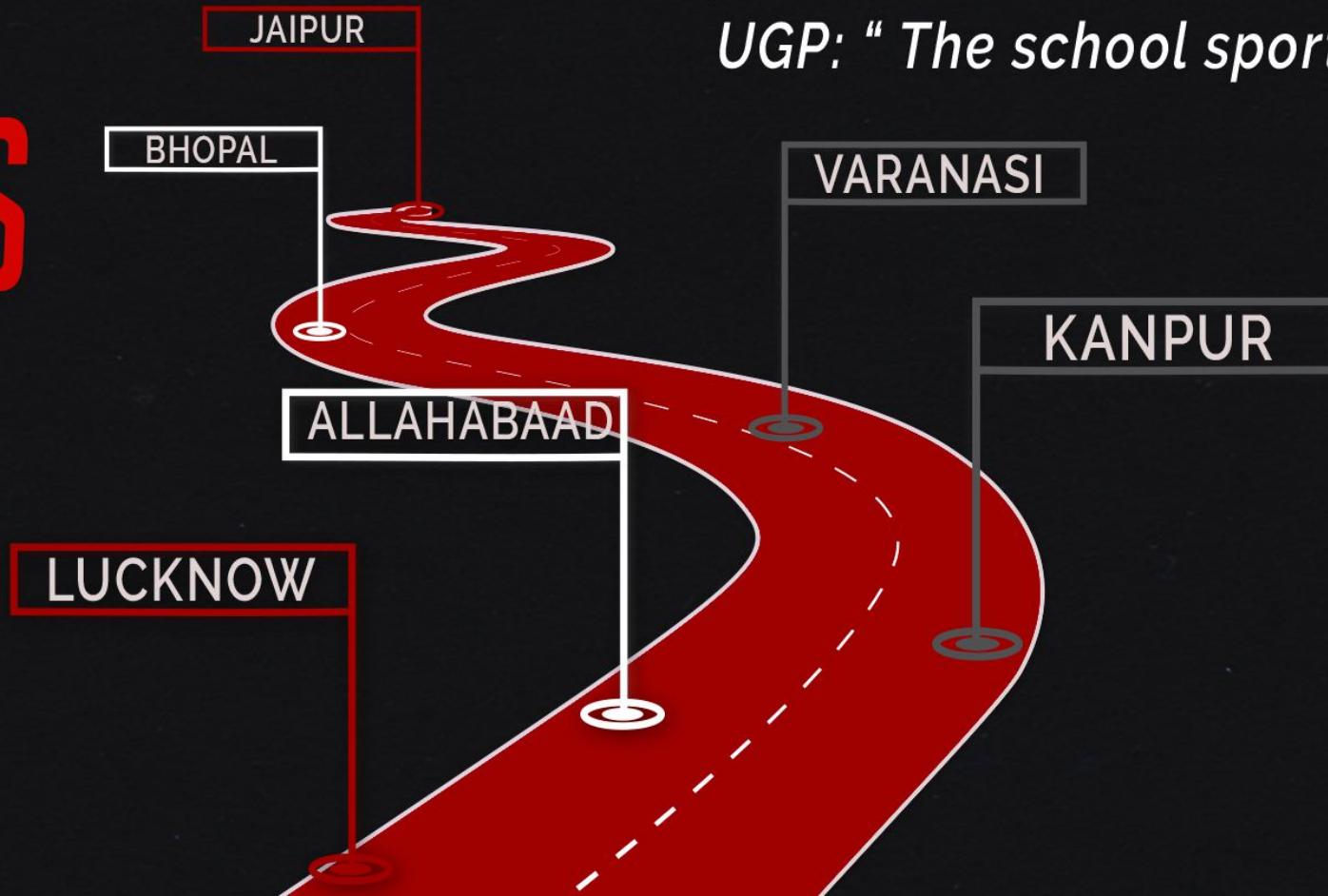
 500,000+ EYEBALLS

Udghosh oragnizes
NOSSQ, for great ardent kids all
across the country, who know every nick and
corner of 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, Udgosh brings for the first time -
UGP: "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.



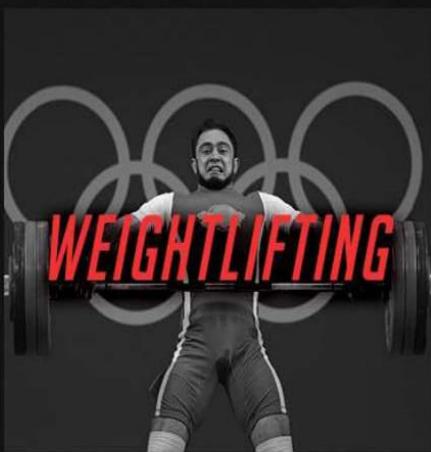
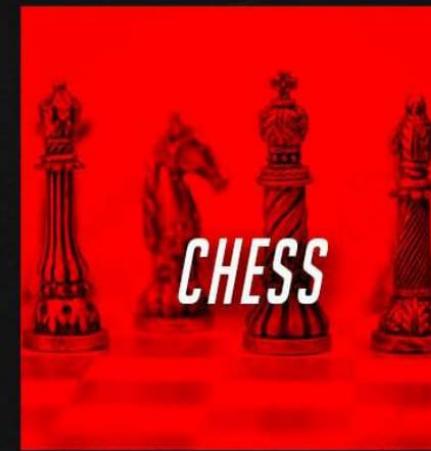
EVENTS



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



AMIT MISHRA

INDIAN OCEAN



CONCERTS



THE LOCAL TRAIN



NIKHIL
D'SOUZA



RAETH

COMEDY NITE



RAHUL SUBRAMANIAN

VIPUL
GOYAL



NITIN
GUPTA
(RIVALDO)

SHOWS



BICYCLE STUNT SHOW



FOOTBALL
FREESTYLING
by
PAWEŁSKORA
and
DAWID KRZYŻOWSKI



TALKS



MIRA ERDA

India's First Female Formula Racer

InFocus
Bright Ideas Made Brilliant

ANIRUDDHA
BANERJEE
from
FILTER
COPY



VIRAJ
GHELANI
from
FILTER COPY



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 the charm and the everlasting impact 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 honor 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

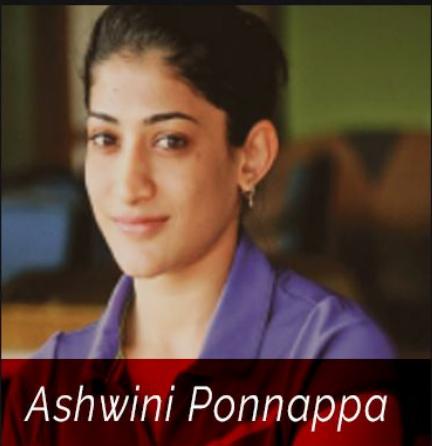


Sanath Jayasuriya



Abhinav Bindra

SPORT PERSONALITIES



Ashwini Ponnappa



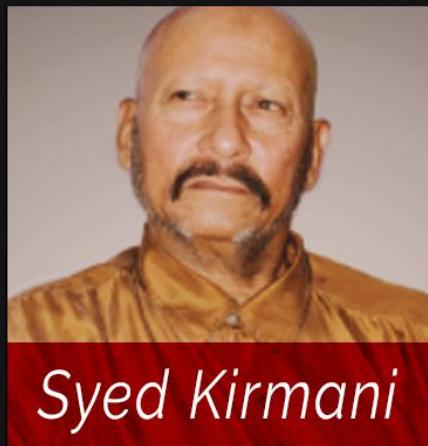
Piyush Chawla



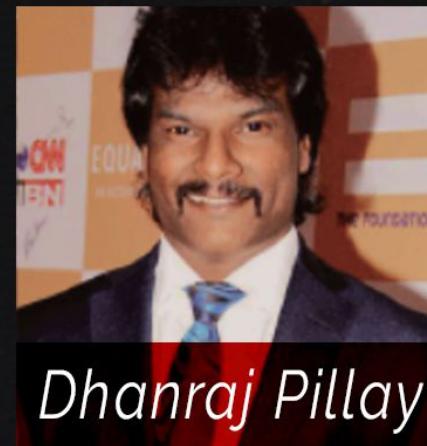
Seema Antil



RP Singh



Syed Kirmani



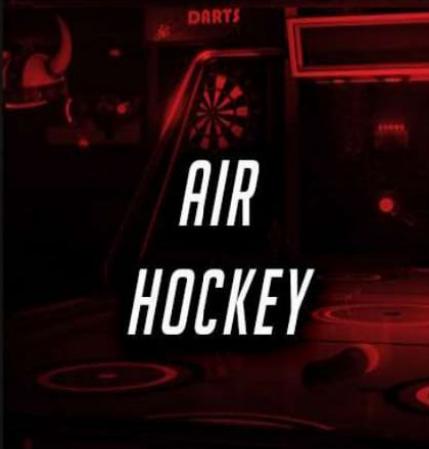
Dhanraj Pillay

INFORMALS

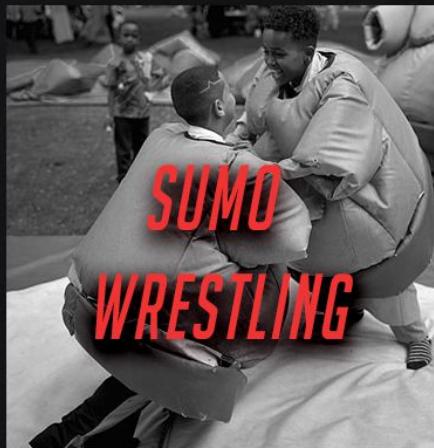
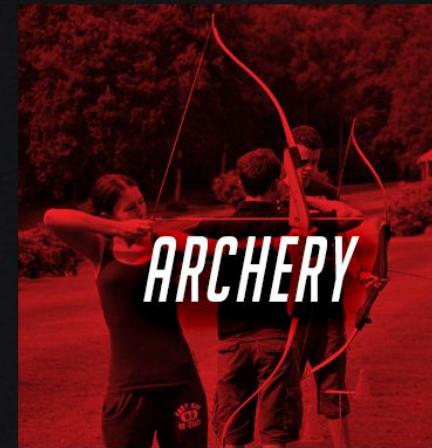
Adding to the grace of the fest, Udghosh brings to you the zestful of fun activities and competitions. With huge blasts of excitement, energy and unrestricted enjoyed, get yourself ready to go wild with the plethora of vivid zone of recreation.



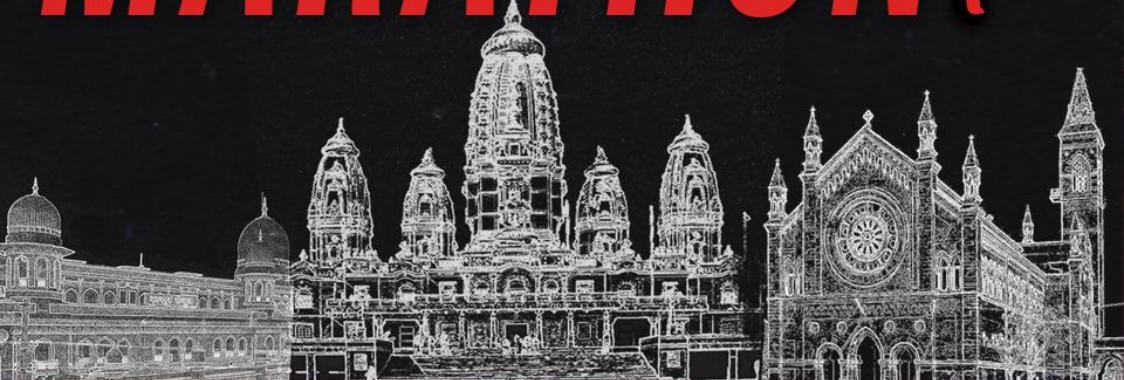
INFORMALS



INFORMALS



MARATHON



Marathon in the Udghosh family targets the residents as well as the local folks of Kanpur. It has spread awareness about Swacch Bharat 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 by the 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.

OJASVI



A series of sports tournament for the under privileged. The event will be propagated through news channels, newspapers, radio and banners and hoardings in the city.

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



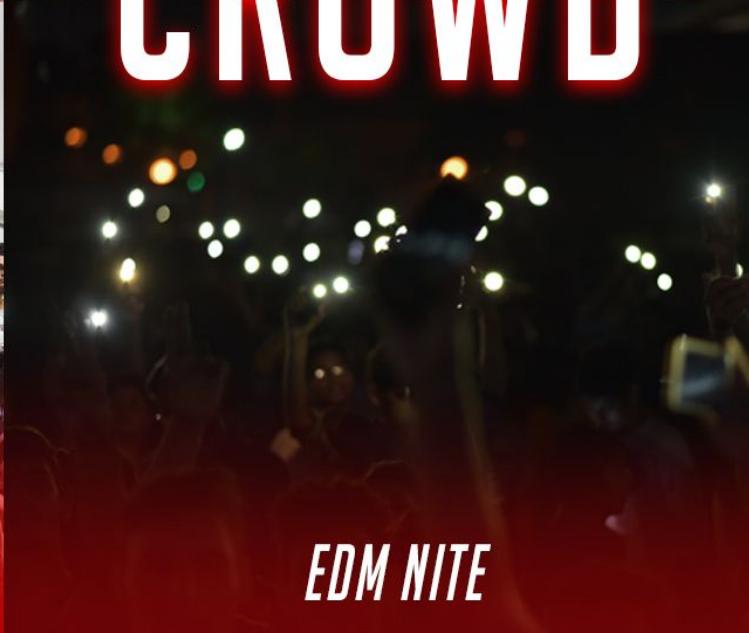
CONCERTS



ENTERTAINMENT SHOWS



SEMINARS AND WORKSHOPS



EDM NITE



MARATHON

WHY UDGHOOSH?

1



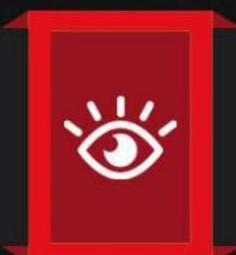
Largest sports fest of India with 60,000+ footfalls and 200+ colleges. So a great opportunity for all those who wish to join us, be it the sports enthusiasts or marketing firms.

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 whivh 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

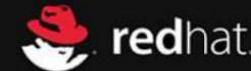


HERCULES

MEDIA SPONSORS



अमरउजाला



DU beat



VH1



OUR MEDIA PARTNERS

PRINT MEDIA



TELEVISION



RADIO





C O N T A C T U S

FESTIVAL CO-ORDINATORS

SAUBHAGYA SONI

ssoni@iitk.ac.in

+91-7388696150

VAIBHAV AGARWAL

vkag@iitk.ac.in

+91- 7318020831

MARKETING HEADS

SIDDHARTH GOEL

sidgoel@iitk.ac.in

+91- 9996642108

SOMESH CHOURDARY

csomesh@iitk.ac.in

+91- 8878888119