

JAGANNATH GUPTA INSTITUTE OF  
MEDICAL SCIENCE &  
BUDGE BUDGE INSTITUTE OF  
TECHNOLOGY



Jagannath Gupta Institute  
of Medical Sciences & Hospital



PRESENTS



# MAGNUS 2020

AN INTER COLLEGE CULTURAL FIESTA



**MAGNUS** 2020  
ANNUAL FIESTA OF B.B.I.T & J.I.M.S.H

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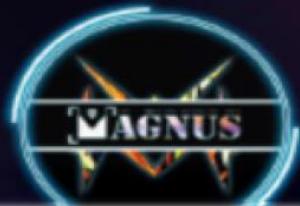




# MAGNUS 2020

## ANNUAL FIESTA OF B.B.I.T & J.I.M.S.H

MAGNUS is the cultural fest of JIMSH & BBIT, that has been a platform for the first talents and brightest minds across the city after 11 successful years of BBIT and 2 glorious years of JIMSH, MAGNUS 2020 is going to be much more opulent this time affair with more than 5000 students joining the party, encompassing students from medical, engineering, management, polytechnic, nursing and paramedical fields. Once again MAGNUS aspires to bring together all the future doctors, engineers, managers, technicians, nurses and paramedics on the same floor with fun galore. MAGNUS 2020 assures to be an unforgettable event with plenty of competitions in the fields of music, dance, debate, painting, dramatics, creative writing, photography, short films, treasure hunt and other countless fun filled activities. The colleges that have been a part of MAGNUS in previous years include IQ City Medical College, NRS Medical College, RG Kar Medical College, St. Xavier's College, Asutosh College, Guru Nanak Institute of Medical Science, Bankura, Durgapur College, Asansol to name a few. This year BBIT and JIMSH are up to unfold yet another chapter of MAGNUS.



# MAGNUS 2020

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# MAGNUS 2020

## ANNUAL FIESTA OF B.B.I.T & J.I.M.S.H

Our family comprises of Engineering, Management, Medical, Paramedical and Nursing fraternities, which provides a massive crowd exposure of more than 5000 students belonging to the age group of 16-24. This provides a heterogenous field to all upcoming youth brands.

February? It's MAGNUS time! The most anticipated college extravaganza of the region is back in season to celebrate its 11th year! Presented by BBIT and JIMSH, Magnus sets up a diverse platform for a huge expanse of youngsters to gather and be amped up.

As a sponsor to MAGNUS, you will receive exclusive media coverage in Kolkata, through on-campus and off-campus promotion, and also through social media to reach out to all the tech-savvy youngsters. We solicit your cooperation in our endeavour to make Magnus one of the most celebrated cultural extravaganza in the eastern region by delving into a huge mine of unexplored avenues, thus also facilitating the quality of life.

Our benefits also include:

Increased Brand Loyalty

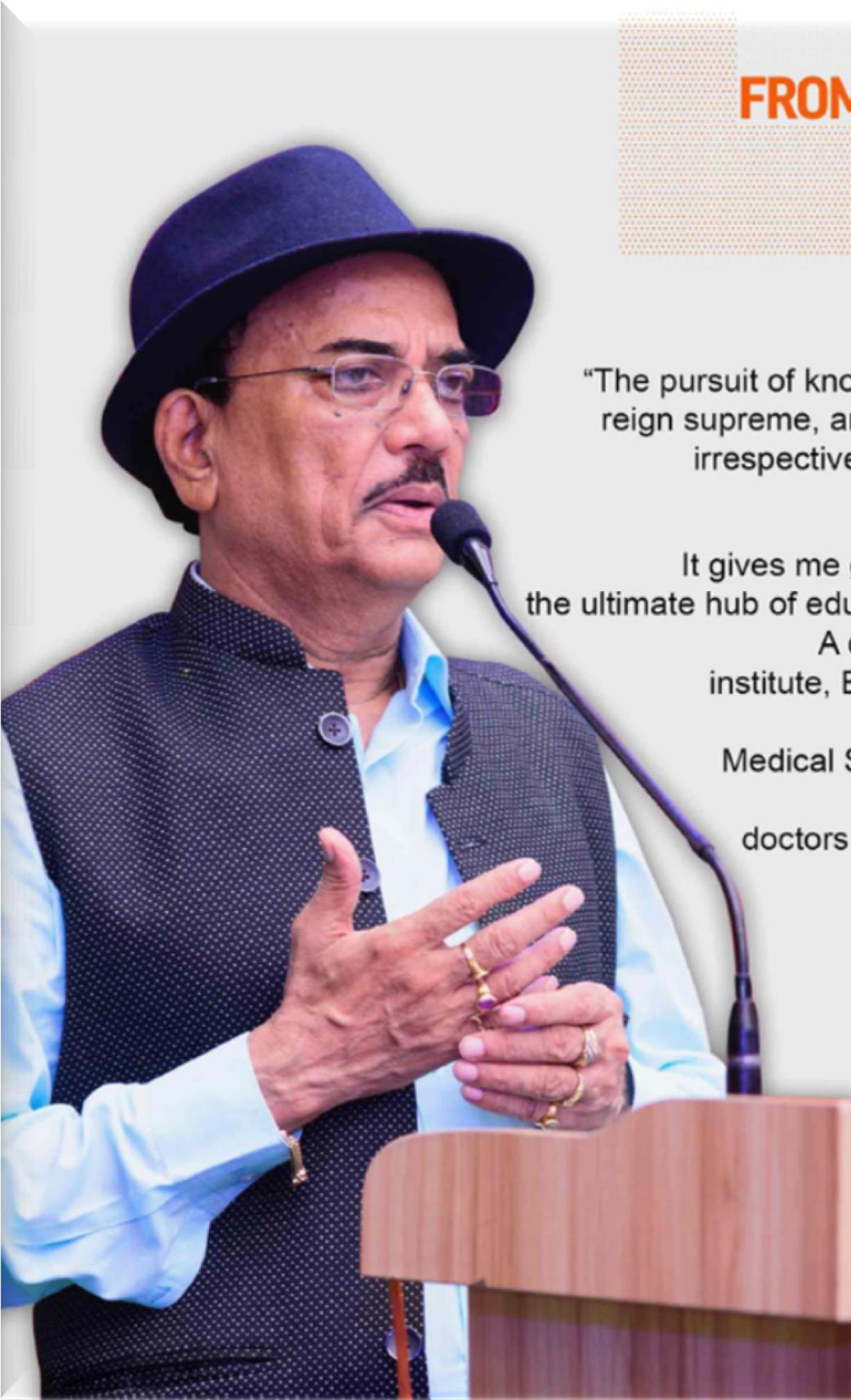
Promotion of CSR initiatives taken by the company.

Showcasing of product and service Attributes.

Magnus also gives a carte blanche to the companies to customize certain events as per their requirements.

Our vision is to let this event take shape of a platform where the students, faculty, participants as well as the sponsors form camaraderie and lay down the start of a much stronger tie than just a paper.





# FROM CHAIRMAN'S DESK

"The pursuit of knowledge and excellence shall always reign supreme, and should always remain unfettered, irrespective of one's caste, creed, sex, religion, language and nationality."

It gives me great pleasure to welcome you all to the ultimate hub of educational excellence in Eastern India.

A conjunction of technical and medical institute, Budge Budge Institute of Technology and Jagannath Gupta Institute of Medical Sciences and Hospital, is the perfect place for future technocrats, doctors, engineers, business administrators, nurses and para-medics to enhance knowledge.

The very essence of the Institute stands by our nation's motto :  
"Unity in diversity"



DANCE



MUSIC



FASHION SHOW



PHOTOGRAPHY



EVENTS OF  
**MAGNUS 20**



# WAR OF BANDS

This is quite arguably the signature event of MAGNUS. It is one of the best platforms for semi-professional bands to showcase their talents .

## OUTREACH

2500

KOLKATA

700

DURGAPUR

300

BARDHAMAN

800

HOWRAH

200

RANCHI

100

KOCHBIHAR



# GLITTERATI

"**Everyday is a fashion show, the world  
is your runway.**"

*Till the atmosphere with the vibrance and exuberance  
of trendy & fashionable ideas in the form  
of clothing and accessories and set  
the ramp on fire.*

02



# BADSHAH

MAGNUS '19 WITNESSED THE RENOWNED SINGER, BADSHAH PERFORM LIVE TO AN ENTHRALLED & ZEALOUS



# PAST PERFORMANCES

At VERVE → **MAGNUS**



UNDERGROUND AUTHORITY



M SONIC



FOSILS



LAKKHICHHARA



SIXTHVEDA



RAJ BARMAN



# MAGNUS 2020

ANNUAL FIESTA OF B.B.I.T & J.I.M.S.H



## RENAISSANCE (CULTURAL FIESTA)

SOLO SINGING - Do Re Mi  
SOLO DANCING - Foot Loose  
GROUP SINGING - Voices  
GROUP DANCING - Tap Feet  
BAND COMPETITION - War of Bands  
FASHION SHOW - Glitterati

## IDROT (OUTDOOR GAMES)

VOLLEY BALL - Block & Hit  
FOOTBALL - Fotsol  
BASKETBALL - Dunk  
BADMINTON - Shuttle-up  
CRICKET - Hit Wicket  
KABADDI - Pro Kabaddi  
TUG OF WAR - Pull - O - Mania

## AUXESIS (INDOOR EVENTS)

QUIZ - Grey Quotient  
PHOTOGRAPHY - Click  
TREASURE HUNT - Pandora's Box  
DEBATE - Zero Hour  
SHORT FILM - Final Cut  
SHIRT PAINTING - Splash  
THEME PAINTING - Graffiti  
CHESS - Next Move

## ARMAGEDDON (ONLINE GAMING)

COUNTER STRIKE # CALL OF DUTY  
# PUBG # NFS # FIFA



# MAGNUS 2020

ANNUAL FIESTA OF B.B.I.T & J.I.M.S.H

# GOLD SPONSOR

₹300000

## EVENT PROMOTION

Video Presentation  
Company Information Distribution  
Logo on select MAGNUS Events

## MEDIA PROMOTION

Social Media Promotion  
Radio Promotion  
Coverage in MAGNUS After-Cinematic Movie  
Display of Logo in Selective Creatives

## EXHIBITION SPACE

5 Banners for all 3 days  
A stall for 3 days  
Banners at the entrance



# MAGNUS 2020

ANNUAL FIESTA OF B.B.I.T & J.I.M.S.H

**PLATINUM  
SPONSOR**  
**₹500000**

## EVENT PROMOTION

- Video Presentation
- Vocal Acknowledgement
- Company Information Distribution
- Logo on select MAGNUS events
- Stage Branding

## MEDIA PROMOTION

- Social Media Promotion
- Radio Promotion
- Coverage in MAGNUS After-Cinematic Movie
- Display of Logo in selective creatives

## EXHIBITION SPACE

- 10 Banners for all 3 days
- 2 stalls for 3 days
- Banners at the entrance
- T-Shirts & Caps



# MAGNUS 2020

ANNUAL FIESTA OF B.B.I.T & J.I.M.S.H

# SILVER SPONSOR

₹200000

## EVENT PROMOTION

Video Presentation  
Vocal Acknowledgement  
Company Information Distribution

## MEDIA PROMOTION

Social Media Promotion  
Coverage in MAGNUS After-Cinematic Movie

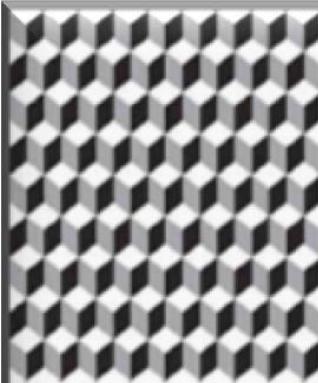
## EXHIBITION SPACE

2 Banners for all 3 days  
A stall for 3 days

# OTHER AVENUES

| STATUS                  | CONSIDERATION                     | DELIVERABLE  |
|-------------------------|-----------------------------------|--|
| MEDICAL PARTNER         | ₹30000/-                          | <ul style="list-style-type: none"> <li>Logo presence in hoardings and poster</li> <li>10'x6' stall</li> </ul>  |
| Automobile partner      | ₹50000                            | <ul style="list-style-type: none"> <li>Automobile display</li> <li>2 standees near the display</li> <li>Magnus promotion package</li> <li>Exclusive title for the company</li> </ul> |
| Education partner       | ₹60000                            | <ul style="list-style-type: none"> <li>10'x6' stall throughout the event days</li> <li>Webinar</li> </ul>  |
| Celebrity event partner | ₹60000                            | <ul style="list-style-type: none"> <li>Prominent logo presence on event passes</li> <li>Prominent display time</li> </ul>  |
| Media partner           | ₹50000                            | <ul style="list-style-type: none"> <li>Presence of logo in all passes, hoardings, posters and flex.</li> <li>10'x6' stall</li> </ul>   |
| Hospitality partner     | ₹50000                            | <ul style="list-style-type: none"> <li>Presence of logo in all passes, hoardings, posters and flex.</li> </ul>   |
| Online Partner          | ₹30000                            | <ul style="list-style-type: none"> <li>Logo presence in all online post.</li> </ul>  |
| Style partner           | ₹50000                            | <ul style="list-style-type: none"> <li>Customize the main event of fashion show "Glitteratti"</li> <li>500 T shirts for students of host college</li> </ul>                          |
| Event Partner           | ₹50000                            | <ul style="list-style-type: none"> <li>One customised event</li> <li>Exclusive logo presence on event posters</li> </ul>   |
| Sports partner          | ₹40000                            | <ul style="list-style-type: none"> <li>Logo presence in individual sports events posters</li> <li>T Shirts/Jersey for host college for all the sports event</li> </ul>               |
| FLEX PARTNER            | 6x8 = ₹ 5000/- & 10x12 = ₹ 8000/- | <ul style="list-style-type: none"> <li></li> </ul>   |
| FOOD PARTNER            | IN CASH OR KIND                   | <ul style="list-style-type: none"> <li></li> </ul>   |
| AQUA PARTNER            | IN CASH OR KIND                   | <ul style="list-style-type: none"> <li></li> </ul>   |
| BEVERAGE PARTNER        | IN CASH OR KIND                   | <ul style="list-style-type: none"> <li></li> </ul>   |
| STATIONERY PARTNER      | IN CASH OR KIND                   | <ul style="list-style-type: none"> <li></li> </ul>   |
| RADIO PARTNER           | IN CASH OR KIND                   | <ul style="list-style-type: none"> <li></li> </ul>   |
| PRINT PARTNER           | IN CASH OR KIND                   | <ul style="list-style-type: none"> <li></li> </ul>   |
| TROPHY PARTNER          | IN CASH OR KIND                   | <ul style="list-style-type: none"> <li></li> </ul>   |





# IN MEDIA



"My students are very energetic. Even in this heat, they worked very hard," said C. V. Reddy, the director of BBIT.



"We worked really hard for the fest and this year there was greater participation from other colleges. We really enjoyed the performance of M Sonic Band," said Soumyadeep Sen, a second-year student of BBIT and one of the organisers.



"I was a bit nervous before my turn in the solo singing competition as it was a sudden decision and I could only practise for a day. The fashion show was my favourite event," said Anisha Sinha, a third-year student of BBIT.



Students went clicking as Prantik Majumdar and his Calcutta-based fusion band charmed the crowd with *Lal paharir deshe ja*, *Enna sona* and *Mora saiyaan*.



BBIT students took home the trophy for Fashion Show. The theme was 'recycle'. Paper, plastic, cards, CDs, ropes and other waste items were used to design the costumes. "It is teamwork that helped us win," said Abhishek Ghosh Dastidar (second from left), a third-year BTech student of BBIT.



Students of Syamaprasad College danced in sync and took home the winner's trophy.



The gentle breeze and the cool greens made the lawns a fave adda spot.



BBIT boys in a selfie session.

**MUSIC-TOLLY**

THE TELEGRAPH MASTERS

SYAMAPRASAD COLLEGE OF MEDICAL SCIENCES & HOSPITAL  
BUDGE BUDGE INSTITUTE OF TECHNOLOGY  
INTER COLLEGE SPORTS AND CULTURAL FESTIVAL  
SET. 2ND & 3RD FEB. 2019  
**BADSHAH**  
LIVE IN CONCERT NO. 42 2019  
ALSO FEATURING JADEJA, DILL, JACK

# MARKETING AVENUES



TARATALA



ACROPOLIS



BOAT CLUB FCG PARK CIRCUS



EXID MORE



BEHALA



SUKANTA NAGAR



DURGAPUR



HOWRAH



ALIPOOR ZOO



ALIPORE BURDWAN ROAD



PARK STREET



DHAKURIA FCG GOLPARK



GARIAHAT AC MARKET



GOLPARK CIRCLE



KHIDERPORE BRIDGE FCG HASTINGS



CIRCUS AVENUE FCG PARK CIRCUS



C.R. AVENUE FCG ESPLANADE



PARK CIRCUS 7 POINT 1-20

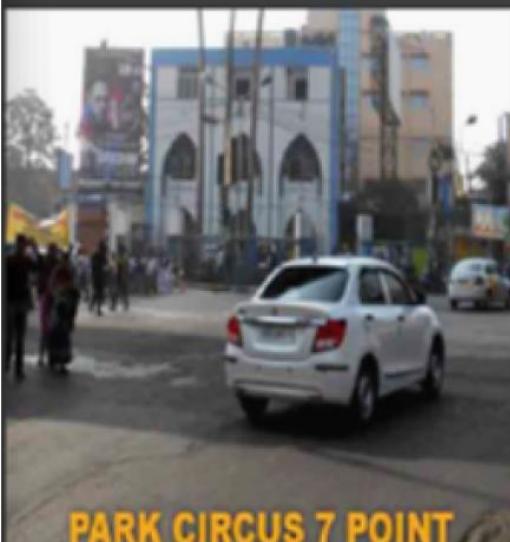
# Advertising Hoarding



**GARIAHAT AC MARKET**



**KHIDERPORE BRIDGE FCG RASTINGS**



PARK CIRCUS 7 POINT



NICCO PARK, SALT LAKE BYPASSES



**DHAKURIA FCG GOLPARK**



C.R.AVENUE FCG ESPLANADE

A collage of logos from various sponsors and partners for the event. The logos include:

- JMS Hospital
- the10e cafe
- ABP News
- t2
- Bazaar Kolkata
- Sambhav
- perfe studio
- 91.9 friends fm
- INCODA TV HD
- FlightMantra
- WIST
- Aakash Media IIT-IEE Foundation
- STYLE PARTNER
- EYE CATCHERS
- GREEN ENTERTAINMENT
- SELVEL
- NESCAFE
- LAUGH LAUGH
- KUTCHIN
- ACE ENTERTAINMENT
- SETECH
- ACE INSTITUTE OF MANAGEMENT & TECHNOLOGY

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[www.bbit.edu.in](http://www.bbit.edu.in)  
[www.jims.org](http://www.jims.org)



WEBSITE  
HITS

**90000+**

Hits



FOOTFALL

**15000+**

FOOTFALL



FACEBOOK  
LIKES

**13000+**

Likes



PARTICIPATION

**2000+**

PARTICIPATION



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