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POWERING THE YOUTH  
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# SRI SHAKTHI

INSTITUTE OF ENGINEERING AND TECHNOLOGY

Approved by AICTE, New Delhi ■ Affiliated to Anna University, Chennai  
AN AUTONOMOUS INSTITUTION

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# 2727

Counselling Code

# KALAM<sup>2024</sup>

**INTER COLLEGIATE  
TECHNO-CULTURAL FEST**

**26,27 APRIL 2024**

**WWW.KALAM.SIET.AC.IN**



# **KALAM SO FAR: A YEAR OF TRIUMPHS**

Kalam, an intercultural college meet, has been thriving since its establishment from March 2016, successfully completing five years of operation. With 10 active clubs and a continually increasing count, Kalam embodies the strength and the vibrant spirit of enthusiastic young individuals from various colleges.

Each year, Kalam surpasses expectations, exerting more than 200% effort and leaving a significant footprint in its wake. This annual event serves as a dynamic platform for students to exchange ideas, showcase their talents, and promote intercultural understanding.

Through a diverse array of activities, workshops, competitions, and entertainment such as music, dance, technical showcases, and a variety of performances, Kalam strives to create an inclusive and engaging environment that fosters learning and collaboration.





# KALM 2024: A BEACON OF INSPIRATION

Kalam 2024 marks its sixth year as a leading intercultural college event, celebrating innovation and collaboration. It's a dynamic platform that nurtures young talent, offering a rich experience of learning and excitement.

This year, Kalam is set to inspire with a diverse array of technical and cultural events, welcoming voices from various cultures in an inclusive environment. Anticipating over 8000 participants, Kalam 2024 is poised to be the most vibrant edition yet, building on its successful legacy. Join the journey of inspiration and limitless possibilities at Kalam 2024.







# TECHNICAL EVENT

**DIVE INTO THE WORLD OF INNOVATION WITH OVER 50 TECHNICAL EVENTS SPANNING ROBOTICS, CODING, ENGINEERING, AND BEYOND. EXPLORE THE CUTTING-EDGE OF TECHNOLOGY THROUGH WORKSHOPS AND SEMINARS LED BY INDUSTRY EXPERTS AND THOUGHT LEADERS.**



**WHETHER YOU'RE A NOVICE OR A SEASONED PRO, THERE'S SOMETHING FOR EVERYONE IN THE DIVERSE ARRAY OF TECHNICAL EVENTS AT KALAM 2024. TEST YOUR PROBLEM-SOLVING ABILITIES IN REAL-WORLD SCENARIOS, AS YOU COMPETE AGAINST THE BEST AND BRIGHTEST MINDS FROM COLLEGES ACROSS THE NATION.**



**IMMERSE YOURSELF IN HANDS-ON EXPERIENCES THAT BLEND THEORY WITH PRACTICE, FOSTERING PRACTICAL SKILLS AND INNOVATIVE THINKING. PUSH THE BOUNDARIES OF POSSIBILITY WITH FUTURISTIC CHALLENGES THAT CHALLENGE PARTICIPANTS TO THINK OUTSIDE THE BOX AND INNOVATE. NETWORK WITH LIKE-MINDED PEERS AND PROFESSIONALS, FORGING CONNECTIONS THAT CAN SHAPE THE TRAJECTORY OF YOUR FUTURE CAREER. KALAM 2024 OFFERS A PLATFORM TO EXPLORE YOUR INTERESTS AND MAKE YOUR MARK IN THE WORLD OF**



KALAM 2023



**CULTURALS**





# A MOSAIC OF WORLD CULTURES

KALAM 2024 INVITES YOU TO A VIBRANT CELEBRATION OF GLOBAL CULTURES WITH OVER 30 EVENTS. REVEL IN THE DYNAMIC DANCE PERFORMANCES, EACH A REFLECTION OF UNIQUE CULTURAL HERITAGES. BE ENCHANTED BY THE FUSION OF TRADITIONAL AND MODERN MELODIES, RESONATING WITH THE SPIRIT OF UNITY.

JOIN HANDS WITH PEOPLE FROM ALL CORNERS OF THE WORLD, CREATING CONNECTIONS THAT GO BEYOND CULTURAL DIVIDES. IMMERSE YOURSELF IN THE FESTIVE ATMOSPHERE, ADORNED WITH COLORFUL COSTUMES AND RHYTHMIC MUSIC. RELISH THE TRADITIONAL ARTS, FROM FOLK DANCES TO PUPPETRY, THAT WEAVE THE NARRATIVE OF OUR SHARED HUMAN EXPERIENCE.

KALAM 2024 IS MORE THAN AN EVENT; IT'S A SYMPHONY OF CULTURES, A DANCE OF DIVERSITY, AND A TESTAMENT TO THE POWER OF CULTURAL EXCHANGE. IT'S WHERE THE WORLD COMES TOGETHER, CELEBRATING THE RICH TAPESTRY OF HUMANITY IN HARMONY AND JOY.



# NON TECHNICAL EVENT

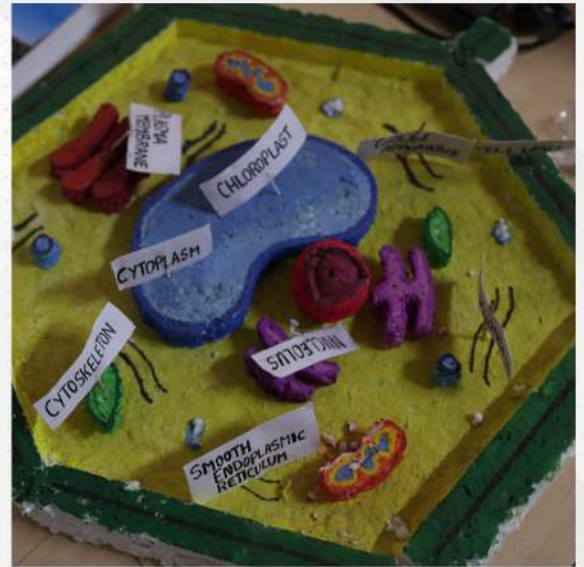
**DELVE INTO THE REALM OF CREATIVITY AND EXPRESSION WITH OVER 45 NON-TECHNICAL EVENTS, CATERING TO A WIDE RANGE OF INTERESTS AND PASSIONS. FROM ART TO LITERATURE CONTESTS, KALAM 2024 OFFERS A DIVERSE ARRAY OF NON-TECHNICAL EVENTS THAT CELEBRATE THE HUMANITIES AND THE ARTS.**

**UNLEASH YOUR INNER ENTREPRENEUR WITH BUSINESS PLAN COMPETITIONS AND STARTUP CHALLENGES, WHERE INNOVATION MEETS ENTERPRISE.**

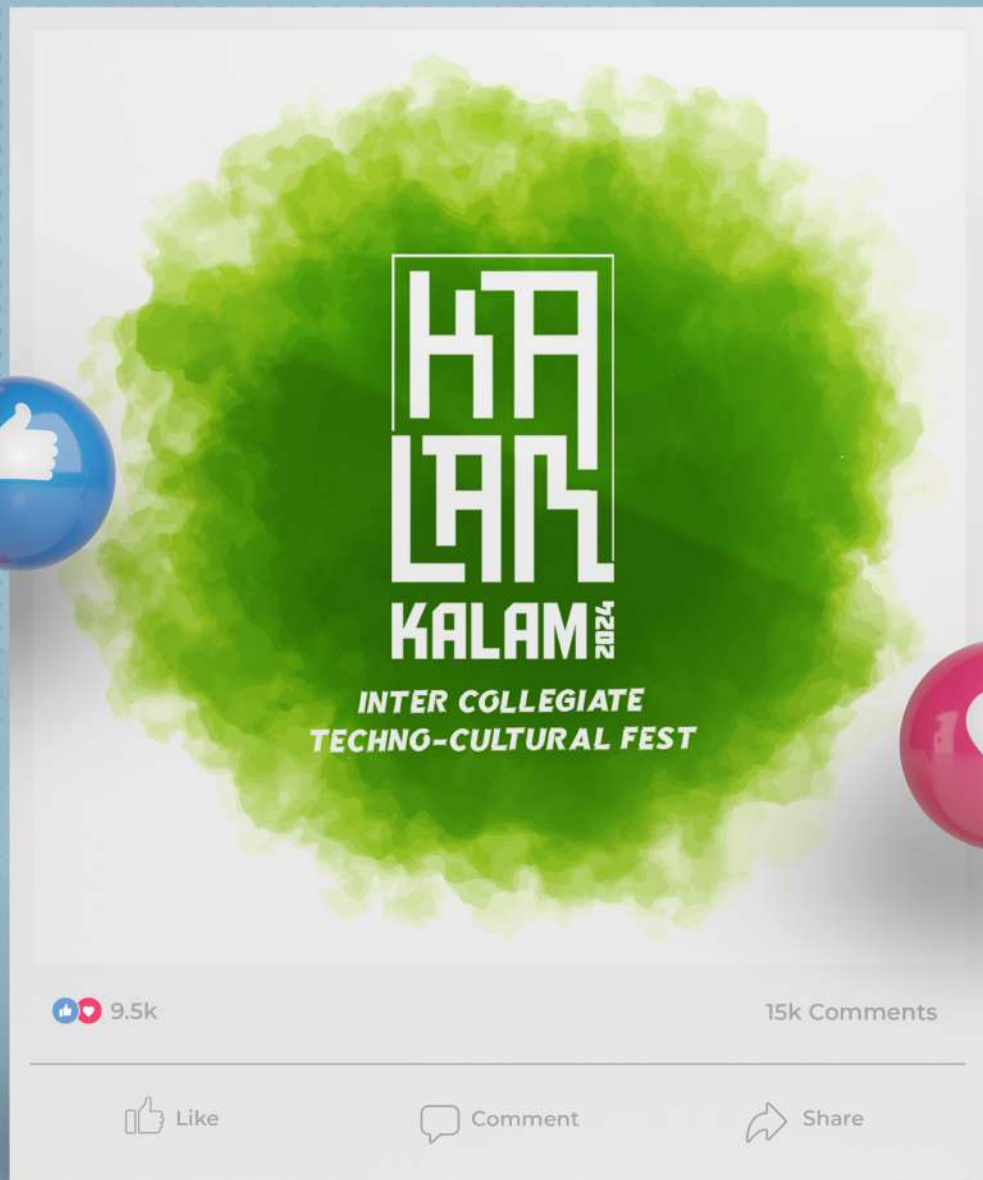
**EXPLORE THE WORLD OF DEBATE AND DISCUSSION THROUGH LIVELY FORUMS AND PANEL DISCUSSIONS ON PRESSING SOCIAL, POLITICAL, AND ENVIRONMENTAL ISSUES.**

**HONE YOUR COMMUNICATION SKILLS AND LEADERSHIP ABILITIES DESIGNED TO EMPOWER AND EDUCATE. CONNECT WITH FELLOW ENTHUSIASTS AND ENTHUSIASTS IN HOBBY-BASED EVENTS THAT CATER TO DIVERSE INTERESTS.**

**WHETHER YOU'RE A POET, A PAINTER, A DEBATER, OR AN ARTIST, KALAM 2024 OFFERS A PLATFORM TO SHOWCASE YOUR TALENTS, CONNECT WITH OTHERS, AND MAKE MEMORIES THAT LAST A LIFETIME.**







**Follow Kalam 2024's official channels for exclusive updates and live coverage. Join our global community, share your journey, and engage with diverse participants. Dive into multimedia content that brings the event's spirit to life. Reach out to our team for support and showcase your creativity using our hashtags. Boost your social media presence by sharing your Kalam 2024 experience. Stay informed on updates and safety for a seamless event experience. Be part of the Kalam 2024 buzz from anywhere and help us create an unforgettable event.**

**#kalam2024 #kalathilsandipom #transcend #srishakthi #university  
#collegelife #education #studentlife #instagram #india #rotaractsiet  
#motivation #engineering #like #culturalfest #techie  
#techfest #techfest2024 #nontechnical #illusion #siet #follow**



A woman with long, wavy reddish-brown hair is singing into a gold-colored microphone. She is wearing a dark, sequined, strapless top. The background is a solid green color with white, stylized, swirling line art. The overall lighting is warm and golden.

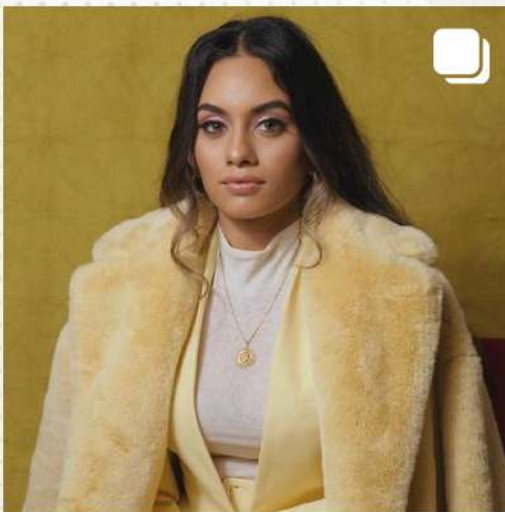
**27**  
**April**  
**2024**

**ANDREA**

**Live in Concert**

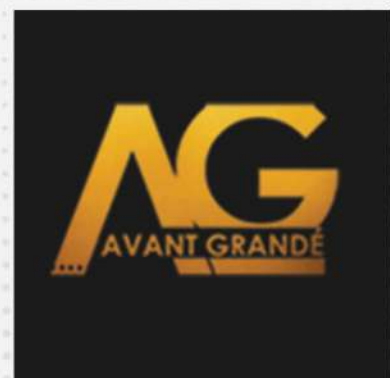


# PAST GUESTS & CELEBRITIES





# ESTEEMED PARTNERS IN PAST





<b>Sponsorship Category</b>	<b>500000 (To Be Titled as Powered By)</b>	<b>250000 (To Be Titled as Co-Powered By)</b>	<b>1,50,000</b>	<b>75,000</b>	<b>50,000</b>	<b>20,000</b>
Slots	1	2	---	----	----	-----
Invitation Passes (pro show)	30	30	30	15	10	4
Exhibitor Booth	10*10	10*10	10*10	10*10	---	---
Speaking opportunities	5 MINS	5 MINS	3 MINS	---	---	---
BackDrops/Flex	✓	✓	✓	---	---	---
LED Screen (pro show)	✓	✓	✓	---	---	---
Merchandise Sales	✓	✓	✓	---	---	---
Company video clipping played in presentation hall during breaks	✓	✓	✓	---	---	---
Radio promotion	✓	✓	✓	---	---	---
Promotional Event Posters	✓	✓	✓	✓	✓	---
Addressed with Event Title (particular event)	✓	✓	✓	✓	✓	---
Logo's in posters & brochures	✓	✓	✓	✓	✓	---
Article promotion	✓	✓	✓	✓	✓	---
Website banner	✓	✓	✓	✓	✓	✓
Company Logo in the Collaterals	✓	✓	✓	✓	✓	✓
Company Logo in ID Cards	✓	✓	✓	✓	✓	✓



INSTAGRAM



TWITTER



WEBSITE



# HA LAR

**KALAM** 2024