

KAHANI

SPECTRUM

KI

THE ANCIENT BEAUTY OF BHARAT

ISSUE 1

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Inside this Issue

- Introduction to Spectrum and Craft Bazaar:** What is spectrum & craft bazaar, & significance of those in NIFT?
- Theme relevance of spectrum:** This year, the theme has been decided to be “Ancient Beauty Of India.” What is inspiration behind this theme ? Excitements among the students and faculty/staff members.
- Celebration of Spectrum 2024:** How Spectrum was celebrated ? What are the events ? Pre Spectrum/ During Spectrum/ Post Spectrum.
- Behind the scenes:** Meticulous preplanning, preparations & sponsors.



The NIFT fashion show dazzled with an array of captivating collections, each with its unique thought and theme.



Spectrum night was a whirlwind of entertainment, with electrifying dancing & singing performances.



Spectrum lit up with vibrant energy as everyone participated enthusiastically in various sports and club events.



Behind the scenes, preparations for the grand event were as magnificent as the show itself as everyone working tirelessly.

Understanding Spectrum: A comprehensive Overview.

Spectrum is the vibrant annual fest of NIFT, celebrated with zeal and enthusiasm typically in February or March, spanning 2 to 3 days. It serves as a platform for students and faculty to unwind from their hectic schedules and immerse themselves in festivities. From conceptualizing themes to crafting content, designing graphics, orchestrating decorations, securing sponsorships, coordinating volunteers, and managing the



NIFT BBSR Campus dazzling with lights during Spectrum 2024.

event, every aspect is meticulously executed by our dedicated students and faculty members. Despite the multitude of tasks, the experience is immensely enjoyable, fostering a sense of camaraderie and creative expression within the NIFT community.

About Spectrum Theme: “Ancient beauty of Bharat”



Sandeep Parida as the Garuda mascot of Spectrum event.

The theme evokes a rich tapestry of cultural heritage, architectural marvels, and timeless traditions. From the majestic temples of Khajuraho to the serene backwaters of Kerala, India's ancient beauty is embodied in its diverse landscapes, intricate craftsmanship, and spiritual essence. It encompasses

the vibrant colors of festivals like Holi and Diwali, the intricately carved caves of Ajanta and Ellora, and the timeless wisdom of yoga and Ayurveda. Exploring this theme invites a journey through the centuries, discovering the enduring allure and enchanting mystique of India's past. Preserving and celebrating Odisha's heritage is vital for fostering a sense of identity and pride among its inhabitants and for showcasing its unique cultural legacy to the world. It serves as a source of inspiration for artists, scholars, and historians, offering insights into the societal, religious, and artistic practices of bygone eras. The inspiration for mascot was taken from the bird Garud.

Club Advisors Messages:

Literary Club:

This year, the literary club's advisor is Dr. Indranil Saha. He has been associated with NIFT for more than six years of his life, having visited the Delhi, Kolkata, Chennai, and now the Bhubaneswar NIFT campus. Consequently, he has been part of the spectrum. He believes that the core, zeal, and enthusiasm of the spectrum are the same everywhere, although there are dif-

ferent themes and ways of execution. He recalls fond memories from his past in Delhi when, as a student, he participated in the spectrum. According to him, the upcoming spectrums are influenced by AI tools like ChatGPT or Bard; the plotlines, narrations, etc., are quickly done, whereas when he was a student, they had to go through rounds and rounds of revisions.

Ethics & Social Service Club:

This year's ESS (Ethics and Social Service) club advisor is Ms. Shilpa Jena. She anticipates that this year's Spectrum will be exciting and fun, as we have planned numerous activities such as fire-less cooking, caricature, and an AD mad show where participants create advertisements and conduct role plays. Additionally, the ESS club plans to organize several activities including a blood donation camp, engaging both school and college students in volunteering at a blind school to paint textures and write braille on their



walls, utilizing boards or thick papers waste papers from college. Furthermore, the club aims to conduct awareness programs on subjects like cleanliness, menstrual hygiene, and mental health in

college and slum areas, possibly through nukkad natak performances. Moreover, free cervical cancer vaccines will be available in the college to spread awareness among the majority female students. The Spectrum and its activities will help unite the club, teach teamwork, and assist in organizing various events.

Pre-Spectrum Celebrations:

PRE-SPECTRUM was all about building up the excitement for the upcoming spectrum event and getting everyone involved in the preparation. From the energetic flashmob to the engaging Nukkad Natak, the students were all in, putting in the effort and practice to make it a success. The Nukkad Natak

and flashmob not only amped up the anticipation but also spread the word about the extended assignment dates, ensuring that everyone could actively participate in getting ready for the spectrum event hassle-free. It's fantastic to see such high spirits and dedication from everyone gearing up for the big event.



Nukkad Natak to create awareness about Spectrum by FPD students.

Spectrum Flashmob

On the 18th of March 2024, the pre-Spectrum event of NIFT Spectrum 2024 featured a flashmob aimed at generating excitement among the student body. During this event, students engaged in coordinated dance performances, unveiling the event's theme in the process. The Garuda mascot also made an appearance, further enhancing the festive atmosphere. This initiative was undertaken to bolster attendance and participation in the upcoming Spectrum event, fostering a sense of community and enthusiasm among the attendees.

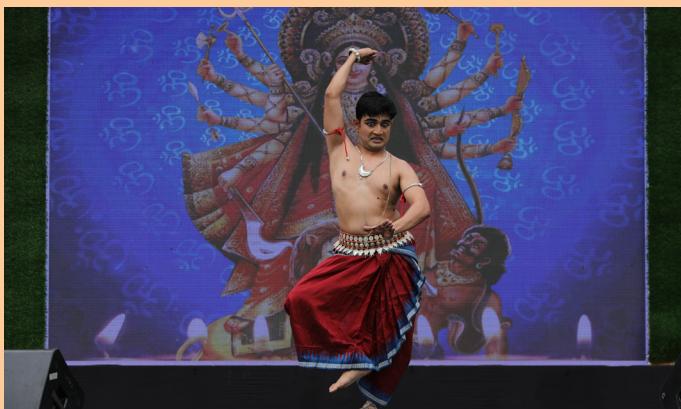


Inauguration Ceremony:



The Lighting of Lamp By The Chieg guest Ms. Pranati Chhotray along with NIFT Director Shree Rajesh Kumar jha.

The inaugural session was graced by esteemed guests, including Ms. Pranati Chhotray, IAS, MD of Boyanika, which operates under the Handloom, Textiles & Handicrafts Department of the Odisha Government. Boyanika is dedicated to providing marketing support and quality raw materials to weavers throughout Odisha. Also present as guests were Mr. Sarat Patra, who has received numerous awards, including the National Award, the President's Award, and the Sant Kabir Award, for his excellence in handloom creations and contribution to the preservation and enrichment of an ingenious art form from the



Mesmorising Odissi dance by Mr. Manas Sahoo.



Traditional Folk Dance Performance by the students.



Felicitation to Ms. Pranati Chhotray, by Director of NIFT bhubaneswar Mr. Rajesh kumar Jha.

Nuapatna Cluster, and Mr. Ajit Kumar Swain, a marketing resource from the Raghurajpur Cluster with extensive experience in finance, production management, and marketing strategies. The fest began with a welcome note, followed by the lighting of the lamp and Ganesh Vandana, symbolising a propitious start. Shri Rajesh Kumar Jha, Director of NIFT, Bhubaneswar.

Day One Events

Event	Time
Inauguration Of Craft Bazaar & Spectrum.	08:00 AM
Performance by Mr. Manas Sahoo	08:25 AM
Indigenous Performance	08:35 AM
Inauguration of Craft Bazaar Stalls	08:40 AM
Short Film Making	09:30 AM
Photo Story Telling	09:30 AM
Theme Based Photography	09:30 AM
Badminton*	09:30 AM
Carrom	09:30 AM
Chess	09:30 AM
Slam Poetry	10:00 AM
AD Mad	11:00 AM
Junk Art	11:30 AM
Face Painting	01:00 PM
Debate	01:30 PM
Quiz	02:00 PM
Badminton	02:00 PM
Sack Race	03:00 PM
Eating without Hands*	03:30 PM
Rep. Your State	03:30 PM
Stand up	04:00 PM
Singing & Dance	05:00 PM
NIFT Fashion Show	07:30 PM
Band Performance	08:30 PM

Day Two Events

Styling with Eco Makeup	09:00 AM
Basketball	09:00AM
Carrom*	09:00 AM
What's in the Box	09:30 AM
Table Tennic	10:00 AM
Fireless Cooking	11:00 AM
Guess The Ingredient*	01:00 AM
Caricature	02:00 AM
Open Mic	02:00 AM
Ludo*	02:00 AM
Banana Eating*	03:00 AM
Slow Race*	03:30 AM
Inter College Fashion Show	04:30 AM
Validatory	06:30 AM
DJ Night	0:30 AM

Faculty/Staff Events:



Faculties & staff members playing Ludo.

Faculty/ staff members enthusiastically participated in a variety of events tailored to their interests, including activities like Guess the Ingredient, Slow races, Badminton, Carrom, Ludo and Chess during the spectrum events. Their active involvement led to an enjoyable experience, and they were duly recognized with awards for their contributions. There are multiple rounds in every events, in first round all faculties & staffs participated and devided into certain groups, then from each group those who qualified for second round they compete with each other, in final round three winners will be declared as first, second and third. The events were organised and mananged by our students only. It was a very good experience for us to witness all these events, as we were the volunteering the events.



Faculties members playing Ludo.



Carrom competition among the faculty members of NIFT.

Spectrum Day One:

Spectrum Day One kicked off with tremendous enthusiasm, drawing participants from various colleges. The day's lineup was filled with a plethora of engaging events, including short film making, thematic photography, debate, stand-up comedy, slam poetry, sports, solo, duet and group dancing, singing and much more. There is something for everyone both students and faculty members participated in various events and enjoyed a lot during spectrum day one. Despite a slight delay in starting, the organizers ensured that everything concluded on time. The highlight of the evening was a mesmerizing live band performance by Wasim Afsar and his team, captivating the audience with their music. Each event was infused with its own unique theme,



Singing Performance by the student.

adding to the excitement and enjoyment of the day. Overall, Day One of Spectrum was a whirlwind of creativity, talent, and fun-filled activities, setting the stage for an unforgettable event.

Student Events:

The Spectrum event saw enthusiastic participation from both our college students and those from other institutions. Students showcased their talents across various competitions and clinched numerous prizes, reflecting their excitement and dedication to the event. There were various events organised for students which were came under the clubs such as Literary club, Envirnoment Club, Ethics & Social Service Club, Sports Club, Adventure & Photography Club & Cultural Club.



Chess Game between the students



Audience enjoying the stage events.



Group Dance Performance by the students.



Caricature competition.

Spectrum Day Two:

Spectrum Day Two was another day filled with excitement and spirit, enjoyed by both teachers and students alike. The day commenced with an open mic session, setting the tone for a day packed with diverse activities. From "What's in the Box" to fireless cooking and eco makeup and styling, there was something for everyone to participate in. The faculty-specific slow race added a fun twist, while the fashion show stole the spotlight with its captivating collections, including a standout presentation by

Prof. Susmita Behera. The emphasis on sustainability in the fashion show highlighted the beauty of reusing waste fabrics. The day concluded with a lively DJ night, where everyone danced and celebrated. Despite the threat of rain, Day Two of Spectrum ended on a high note, leaving participants with lasting memories of joy and camaraderie.



Fashion walk showcasing mobile Feathers by the student of NIFT.



Artisan Saree Stall visit by the guests.



Shri Rajesh Kumar Jha felicitating the artisan.



Demonstration of Pot making by the Artisan at Craft Bazaar.

"Crafting Joy: Exploring Artisans Delights at Our Craft Bazaar!"

Craft Bazaar is a successful event by NIFT to bridge the gap between rural craftsmen, urban affluent consumers, and professional designers. During Craft Bazaar artisans from different regions get a platform to sell their crafts in this exhibition. Crafts in India play an essential role in representing the traditions as well as the culture of any region. Crafts can be a substantial medium to preserve the primitive and rich traditional art, regional heritage, and cultural aspects of life. In Craft Bazaar, different artisans come from different states to represent their art. This year Craft Bazaar featuring an exhibition and sale showcasing the rich artisht heritage of Odisha, West Bengal, Jharkhand, and Bihar. We had celebrated our timeless tradition with lots of enjoyment and gathered sweetest memories. This year Craft Bazaar featuring an exhibition and sale showcasing the rich artisht heritage of Odisha, West Bengal, Jharkhand, and Bihar. We had celebrated our timeless tradition with lots of enjoyment and gathered sweetest memories.

Prize distribution Ceremony:

At the culmination of Spectrum, a prize distribution ceremony honored all winners with certificates and medals as tokens of their achievements by our respected Director Mr. Rajesh kumar jha. Ms.Aprajita Singh was felicitated for achieving world two world records, one for holding the Wheel Pose for an outstanding duration

of 2 hours, and the second world record for fastest making periodic table chart in just 1min 26 second. All the artisans came from different states also felicitated by our Director sir at closing ceremony of Craft Bazaar. Different clubs which were held earlier the winners of those events received there medals and certificates.



Shri Rajesh kr Jha honourd by Ms. Guha Poonam & Tapas Kumar.



Ms.Aprajita Singh felicitized for setting two World records.



Students receiving medals for excelling in Junk art.



Shri Rajesh kumar Jha felicitating the artisan.

Spectrum Preparation:

We have various teams within Spectrum, each handling specific tasks. The content writing and graphics team take care of posters, social media content, and invitation card designs. The decoration team oversees college decorations, installations, and graffiti paintings. Our sponsorship team liaises with potential investors for our events. The PR team reaches out to other colleges with invitations. The social media team handles our online presence to engage the audience, while the volunteering team manages event logistics.



Back stage preparations of graphics, make-up & content writing teams.

“Most Awaited Fashion Show: A Fashion Extravaganza”

The highlight of the day was undoubtedly the eagerly anticipated fashion show, which proceeded with great fanfare. Apart from NIFT, Bhubaneswar students, other institutes across Bhubaneswar also participated in the fashion show. The event was attended by illustrious personalities from various fields, including Mr. Sabyasachi Satpathy, a leading fashion designer and the only Odia individual to have ever participated in Big Boss Season 11; Mr. Ethan Pradhan, Ms. Sonali Mishra and Mr. Sibyan Saron, makeup artists; Mr. John Ajay, fashion show director

and choreographer. Their presence added a touch of glamour and inspiration, elevating the event to new heights. On day 2 of Spectrum, our NIFT bhubaneswar Professor Susmita Behera presented a striking fashion collection crafted entirely from waste fabrics, complemented by accessories made from recycled materials. Models showcased the collection with grace, highlighting the fusion of sustainability and fashion, making a powerful statement about eco-conscious style.



Wearable art fashion walk.



All the Students Enjoying & Cheering For spectrum at DJ Night celebrations.

Spectrum Spotlights



Students participated in Fireless Cooking Competition.



Wearable Art worn by the Student of FPD at the fashion run way.



Shri Rajesh Kumar Jha along with Faculty members at Craft Bazaar Selfi-booth,



Basketball match among the students.



over view of Stalls by the Students of NIFT.



Our Food partner



Banking Partner



Band Performance partner



Hair & Make-up partner



Our Food partner



Title sponsor



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