



EFFERVESCENCE'20

An enchanted fable

Effervescence

About Us

Indian Institute of Information technology, Allahabad is one of the most prestigious Institutes all over India. where a lot of brilliant young minds come together to achieve a collective good.

Effervescence is the annual cultural festival of IIIT Allahabad. It is one of the most monumental festivals across colleges In North India. This fest brings to light the essence and ethos of IIIT Allahabad.

Main stage events of our festivals have been lit up by famous persons like,

Band Night: When Chai Met Toast, Local Train, Club banditz , etc.

Celeb Night: Neeti Mohan, Farhan Akhtar, Neha Kakkar, Benny Dayal ,etc.

Comedy Night: Anubhav Singh bassi, Abhijeet Ganguly, Aakash gupta, etc has left the audience in splits of laughter.

Poets like Kumar Vishwas, Sunil Jogi have left an astonishing impact on crowds through their subtle wit and amazing poetry skills, The various cultural events of literature, musical and dramatics domain attract

PAST PERFORMERS



NEETI MOHAN

set the stage on fire with her vibrant and eloquent performance in EFFERVESCENCE'19.



ANUBHAV S. BASSI

Anubhav Bassi cracked up the audience who exploded in an unceasing laughter with his out-of-the-box humor and logic.



VISHAL MISHRA

In his live conversation with the audience, Vishal Mishra captivated our hearts using his fascinating stories and wit.



MARIANA BO

Mariana Bo had the audience swooning over her modern music and electronic violins tunes as she rocked the sunburn campus with her blood-pumping grooves.



RITVIZ

Ritviz had a crowd of thousands jumping and dancing to his enticing electronic beats.



ABHISHEK UPAMANYU

Giggles and howling filled the sessions as Abhishek Upamanyu interacted with audience in the comedy night segment.

VIBE CHECK

Vibe Check the live Instagram event was a huge success as nationally admired artists performed with an unwavering contagious zest which gripped in a huge number of viewers. **Candice Redding**, a performer with burgeoning popularity, combined electronic music beats with her unparalleled energy level to stir the hearts of **800+ folks** and lifted the ambiance of **Vibe check** event.

Avanti Nagral, an exclusive musical artist and creator, graced over 400 music lovers of IIITA with her individualistic taste in music and fashioned out one-of-a-kind session whereas the DJ Spindoctor performed electronic dance music of variegated styles and brought to 400+ viewers in his session, a matchless vivacity and passion. Vivek Desai, the modern sorcerer of the era, cast his spells on the audience of **800 youth** and transformed the festival into a set of enchanting scenarios.

Ashwin Adwani, a self-made artist and inspiration to the current masses, framed a vibrant show as he added the exuberant notes to his melodic session as over **400+ folks** danced to his beats. Shilpi Sharma, actress and DJ, greeted **fourhundred** viewers live and engendered the sparks that illuminated the EFFE'20 with her avant-garde tunes and some engaging stories.

VIBE CHECK

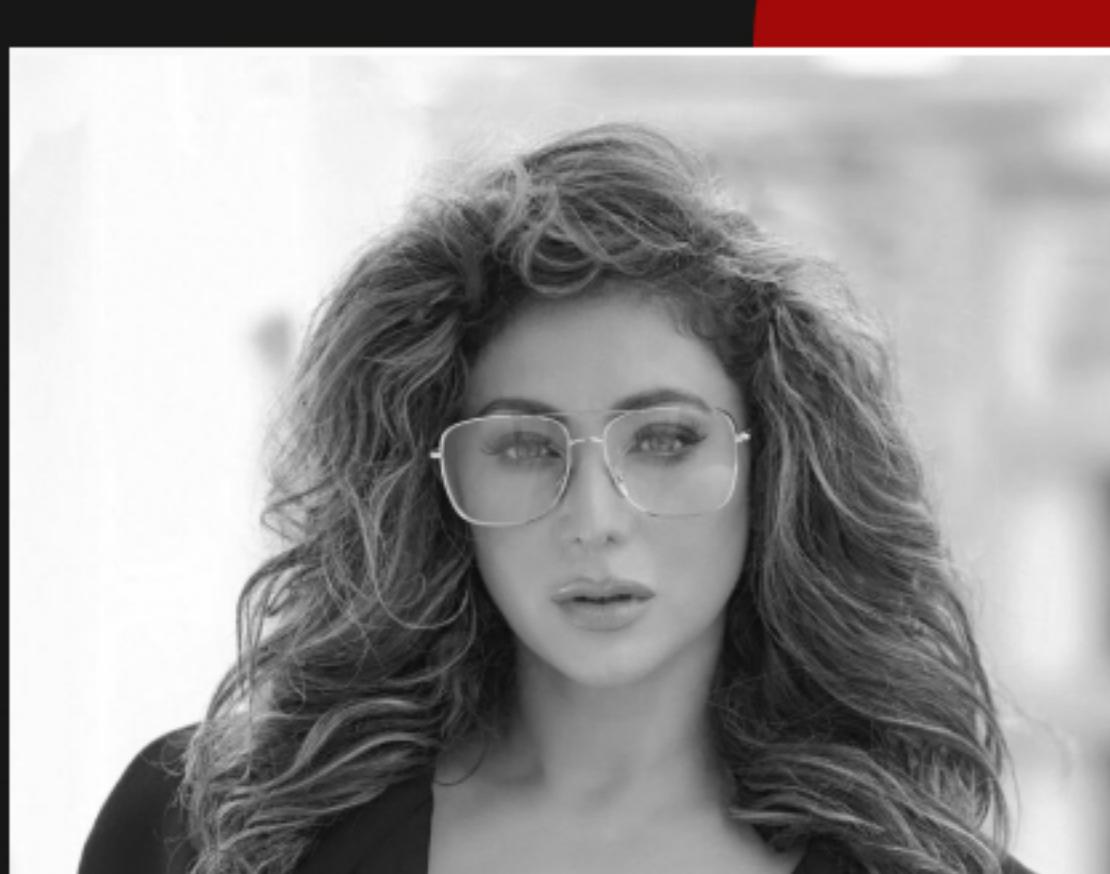


CANDICE REDDING

A performer with burgeoning popularity, has combined electronic music beats with her unparalleled energy level to stir the hearts of millions nationwide and lifted the ambiance of one of the most renowned festivals in India, the EFFERVESCENCE of IIITA last year.

SHILPI SHARMA

Shilpi Sharma, a treasured actress, model, and a DJ with a knack for producing brilliant harmonies and several accomplishments to her name, greeted us live and engendered the sparks that illuminated the EFFE'20 with her avant-garde tunes and some engaging stories .



ASHWIN ADWANI

A self-made artist and inspiration to the current masses, framed a vibrant show as he added the exuberant notes to his melodic session. His unequalled spiritedness and zeal enhanced the acoustic experience of the EFFE'20 audience.



THE SPINDOCTOR

One of the most sought-after DJs who has aggrandized many leading clubs/gigs/music fests nationwide, performed electronic dance music of variegated styles and brought to us a matchless vivacity and passion.



Vivek Desai

Yes, the modern sorcerer of the era, a mentalist, and illusionist who has the flair to fabricate reality and stupefy his audience. He cast his spells on the EFFE'20 audience and transformed the festival into a set of enchanting scenarios.

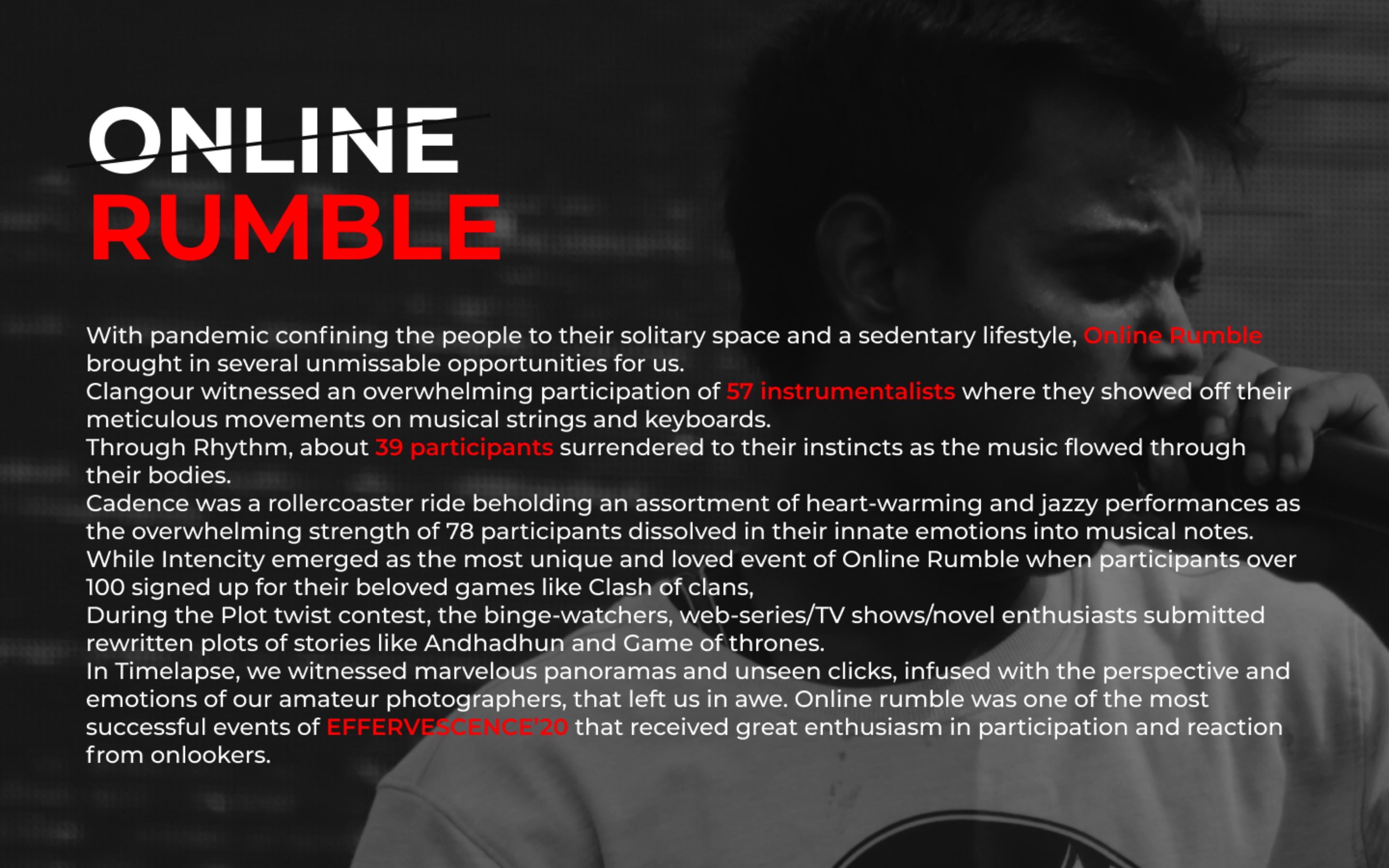
AVANTI NAGRAL

Avanti Nagral, an exclusive musical artist and creator, graced the EFFE'20 with her individualistic taste in music that challenges the societal norm and fashioned out one-of-a-kind sessions where she shared an array of her unique songs and theories.



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ONLINE RUMBLE



With pandemic confining the people to their solitary space and a sedentary lifestyle, **Online Rumble** brought in several unmissable opportunities for us.

Clangour witnessed an overwhelming participation of **57 instrumentalists** where they showed off their meticulous movements on musical strings and keyboards.

Through Rhythm, about **39 participants** surrendered to their instincts as the music flowed through their bodies.

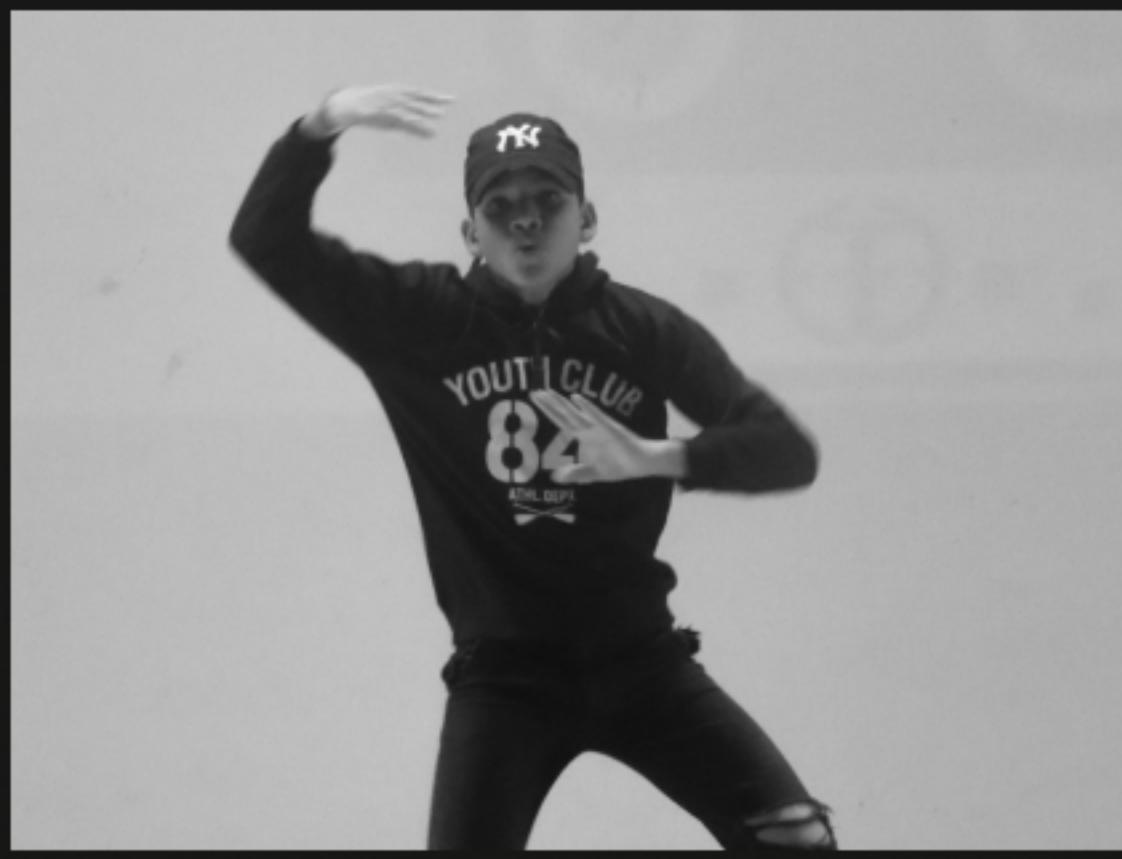
Cadence was a rollercoaster ride beholding an assortment of heart-warming and jazzy performances as the overwhelming strength of 78 participants dissolved in their innate emotions into musical notes.

While Intencity emerged as the most unique and loved event of Online Rumble when participants over 100 signed up for their beloved games like Clash of clans,

During the Plot twist contest, the binge-watchers, web-series/TV shows/novel enthusiasts submitted rewritten plots of stories like Andhadhun and Game of thrones.

In Timelapse, we witnessed marvelous panoramas and unseen clicks, infused with the perspective and emotions of our amateur photographers, that left us in awe. Online rumble was one of the most successful events of **EFFERVESCIENCE'20** that received great enthusiasm in participation and reaction from onlookers.

ONLINE RUMBLE



RHYTHM

With pandemic confining the people to their solitary space and a sedentary lifestyle' rhythm brought in an unmissable opportunity for us to surrender to the music beats and our dormant moves to let the liveliness flow throughout our bodies and rekindle the sleeping cells.

INTENCITY

EFFE'20 sure had a chance for all to shine! Gaming is one popular hobby of youth and lockdown certainly had led to an exponential increase in interest in games. Intencity emerged as the most unique and loved event of Online Rumble as participants in huge numbers signed up for the beloved games they have been playing for months with such dedicated passion.



CADENCE

A mellifluous tournament with such a diverse range of cheery to smoky voices. It was a rollercoaster ride beholding an assortment of heart-warming, jazzy as well as soul-stirring performances greeting the audience as the participants dissolved in their innate emotions into the most divine form of human expressions.



CLANGOUR

It was one of the most successful online rumble events that witnessed the unheard melodies generated from an array of several instruments ranging from the latest pop electronic devices to traditional veena by our exceptional participants.

TIME LAPSE

Thanks to this peculiar theme of time-lapse, we witnessed marvelous panoramas and unseen clicks that captured the existence of some entities in their most esthetical state infused with the perspective and emotions of our amateur photographers. The event received overwhelming love from the audience who felt impassioned as they saw the world through the estranged lenses.

Monday, August 25, 2020 No. 221 B

PLOT TWIST



The plot of a movie, novel or web series is the heart of the setting, it maketh or breaketh the excitement of the viewers. Just like an unexpected change in the direction of web series and movies, 'Plot Twist' gives you the chance to get hold of all the strings and provide alternative endings to your fantastic web series and movies. Participate and tell us your version of the story, and stand a chance to win big.

Please read all the rules carefully.

Registration form link in the description.

Registration now

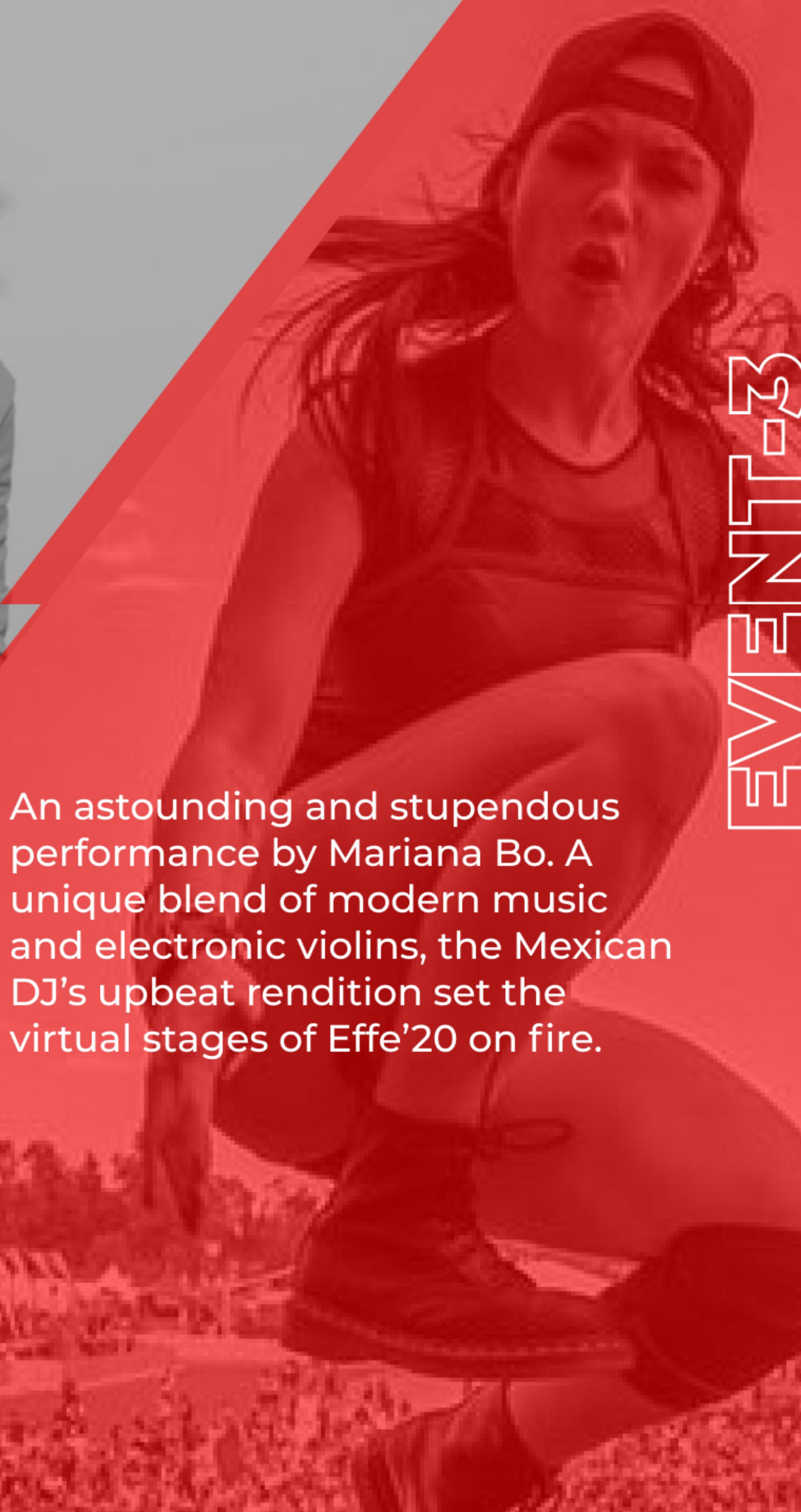
PLOT TWIST

It brought to the binge-watchers, the web-series/TV shows/novel enthusiasts their dream opportunity to give their solitary imaginations the luxury of fame; to change the flow and rewrite the plot for their favorite shows they have stayed awake for hours to watch. A wide range of submissions including not only some happy endings for the regretful moments but also some eccentric plot twists that left us shell-shocked.



SUNBURN

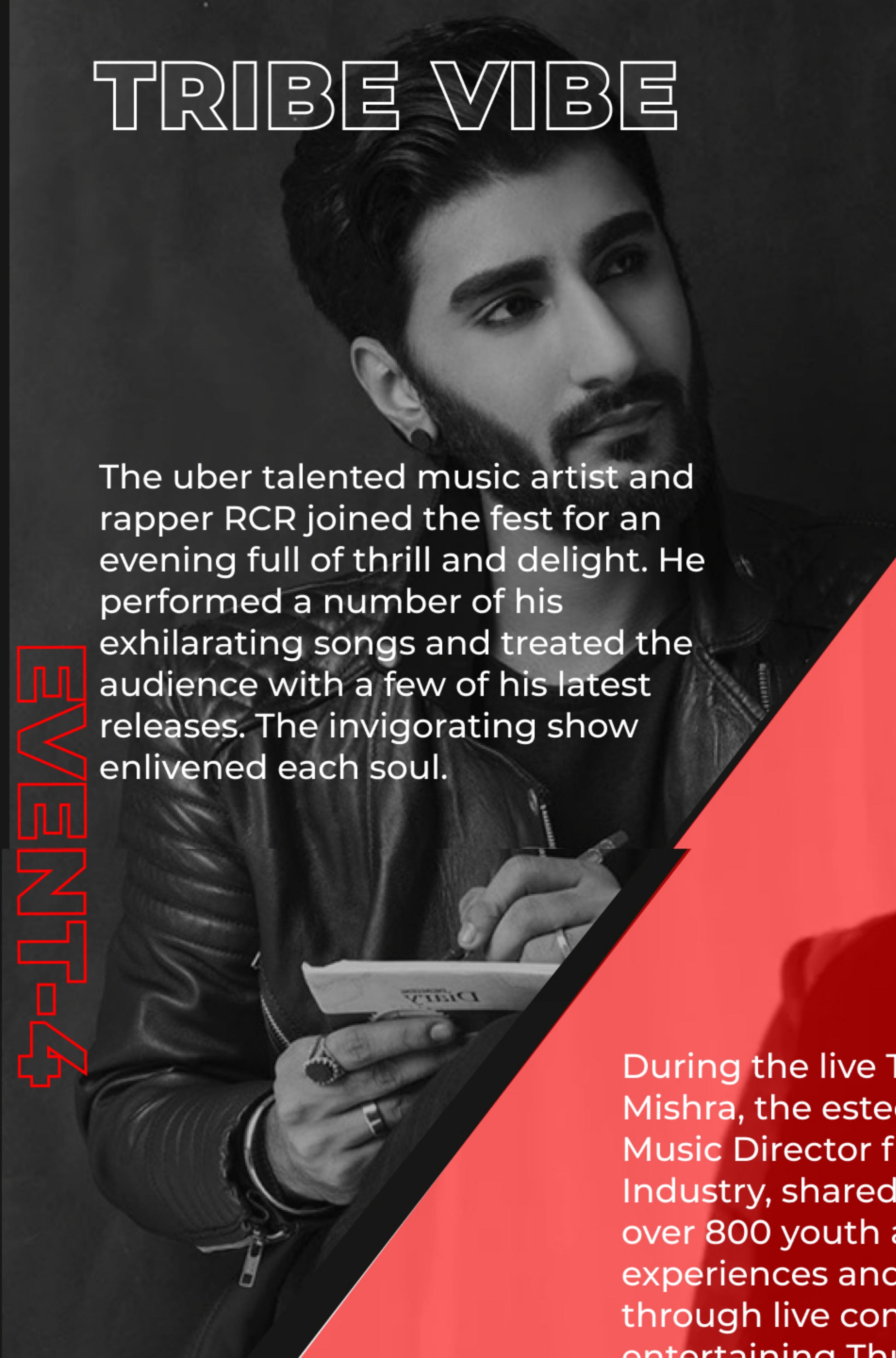
Over 400 folks danced to Basshunk's electronic bass-heavy tunes tune that rocked the sunburn campus platform. The DJ night witnessed overwhelming energy from the enchanted audience moving to his enthusiastic beats.



An astounding and stupendous performance by Mariana Bo. A unique blend of modern music and electronic violins, the Mexican DJ's upbeat rendition set the virtual stages of Effe'20 on fire.

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TRIBE VIBE



The uber talented music artist and rapper RCR joined the fest for an evening full of thrill and delight. He performed a number of his exhilarating songs and treated the audience with a few of his latest releases. The invigorating show enlivened each soul.

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During the live TribeVibe Talks, Vishal Mishra, the esteemed Singer and Music Director from Hindi Film Industry, shared with an audience of over 800 youth about his life experiences and interacted with us through live comments. It was truly an entertaining Thursday evening with Vishal reminiscing about his mellifluous adventures, where we gained some priceless lessons for life.

TRIBE VIBE

OMBRE

ENCHANTED EFFERVESCENCE event, one of the most exciting musical experiences of the festival, was accessed by an audience of about 150 through the OMBRE APP live. This 8-day event featured nationally renowned artists like Vaani Bhasin, Singer-Songwriter-Believer, who won many a heart as the audience rejoiced in her honey-voiced jam. In her interaction with the event hosts and live audience, she shared a few personal adventures followed by several performances on request and her song 'Bewafa'.

The musical zephyr fashioned out by the sensational vocalist Akshit Baheti was a stress-relieving and fun session as he performed custom songs that had the audience bursting in laughters followed by funky to Sufi songs.

The multi-talented Aryan Sharma, an actor, you-tuber, and voice artist, left the audience in awe as he switched from 'Mitwa' to 'Thinking Out Loud' in seconds.

Rahul Sherekar greeted the audience with some of the most soulful melodies of the era like 'Tum se hi' by Mohit Chauhan matched with excellent guitar skills. 'IIITA's rising star' winner Kavita featured live in the stream where she bewitched the audience with the song 'Kaise Hua' by Vishal Mishra.

Zinnia Chaturvedi, a trained Western Vocalist from the renowned Trinity London College of Music, had the audience swinging in her 'free wind' like voice as she performed songs like 'all of me' by John Legend in her unique tone. During this session, the audience participated in IIIT KA QUIZMASTER, and later the three winners Shivang, Jahnavi, and Shreya were announced by Zinnia at the end of the session.

Abhimanyu Sharma, a marvelous vocalist, wrapped the event with classical symphonies like 'Aa Re Sakhi More Piya Ghar Aaye' by Balkrishan Sharma and M. S. Nizami Brothers, in his mesmerizingly warm voice.

SUCCESS & OUTREACH

Effervescence, IIIT Allahabad is among the perky and groovy cultural festivals of the north. Taking forward the legacy, Effervescence 20 immeasurably outshined the previous editions. This online version of the fest was even more enthralling and mesmerizing with top-notch performances, engaging events, and enthusiastic participation.

Despite it being an online event, the team managed to put together one of the most scintillating fests witnessed till date. Electrified aficionados carolling, pranced around to the rendition of their fav artists such as RCR, Vishal Mishra, Vaani Bhasin, Aryan and appreciably more.

Generous number of exceedingly accomplished shared their views and wisdom during their talk-shows. This was an up-shot of the unwavering support and inspiration from all our sponsors and associates. This edition has left everyone awe inspired and anticipating for the next version.



WORD FROM THE TEAM

“ **Effervescence 2k20** was a whopping triumph, kudos to the zealous endeavour of the organising squad and the sponsors , who assured that all wheels budge in chorus and the carnival went without a hitch. Greetings to each and every.”

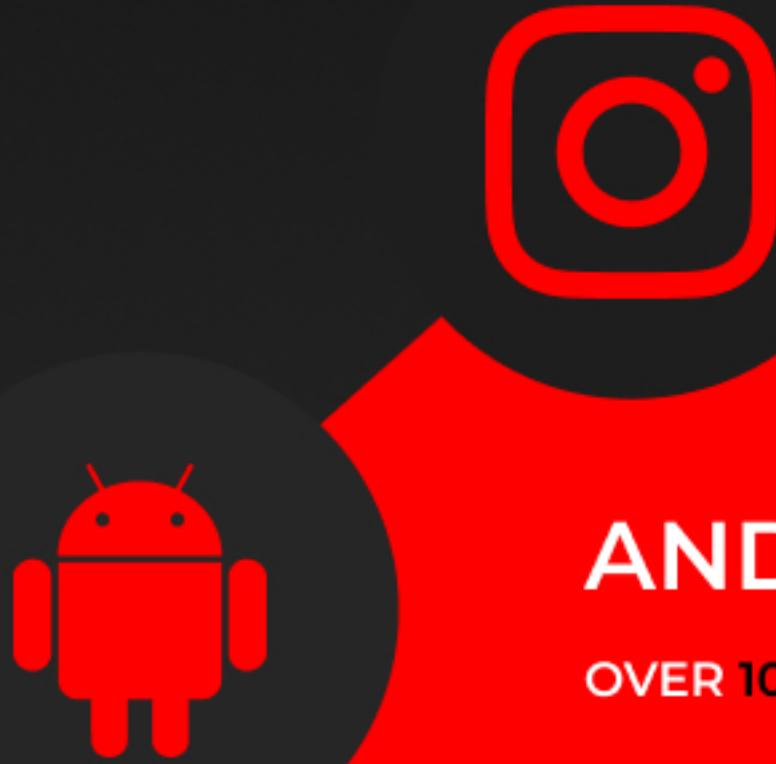
-Dr.Vijay k. Chaurasiya
(Faculty advisor, Effervescence'20)

“For every man jack who believes not a sausage is impossible. Effervescence 2k20 is witness of the faith that our team and our sponsors fostered, and enlivened a festival that would be tough to pretermit. One and all in the team has worked diligently for months in making this fest prosper beyond reckoning. We'll continue to bloom, I would like to thank all and sundry amalgamated with Effervescence 2k20 making this fest mighty and finer than ever.”

-Shashwat Sinha
(Overall Coordinator, Effervescence'20)



SOCIAL MEDIA



ANDROID APPLICATION

OVER 1000+ Downloads on Google Playstore

INSTAGRAM

Reaching thousands of followers on instagram



WEBSITE

5 lakhs+ hits on effe.org:EFFERVESCENCE official website



YOUTUBE

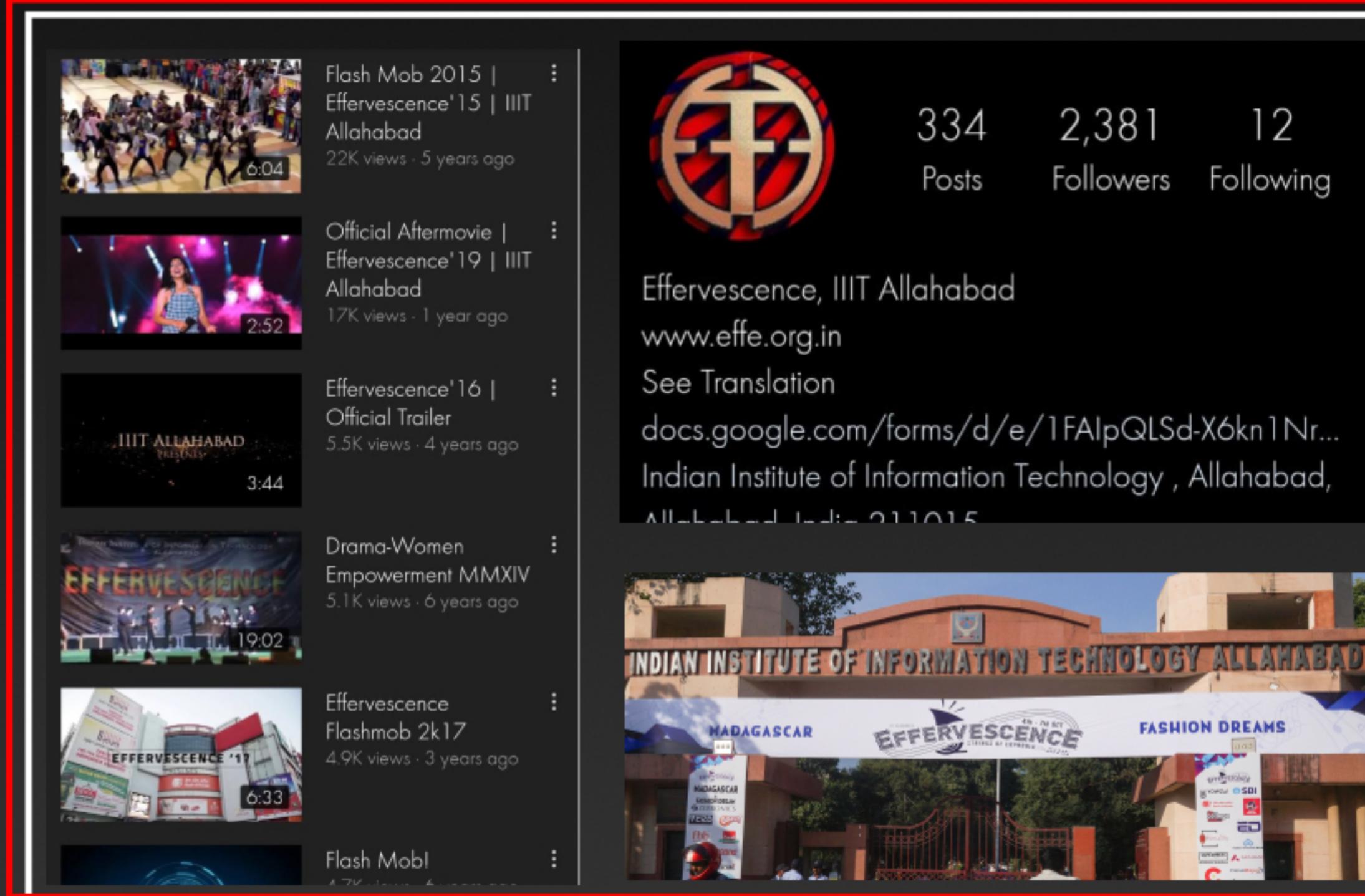
5 lakhs+ hits in our youtube channel



FACEBOOK

60,000+ likes and followers, reach over 15 lakh+ eyeballs all over the globe

SOCIAL MEDIA BRANDING



Flash Mob 2015 | Effervescence'15 | IIIT Allahabad 22K views · 5 years ago

Official Aftermovie | Effervescence'19 | IIIT Allahabad 17K views · 1 year ago

Effervescence'16 | Official Trailer 5.5K views · 4 years ago

Drama-Women Empowerment MMXIV 5.1K views · 6 years ago

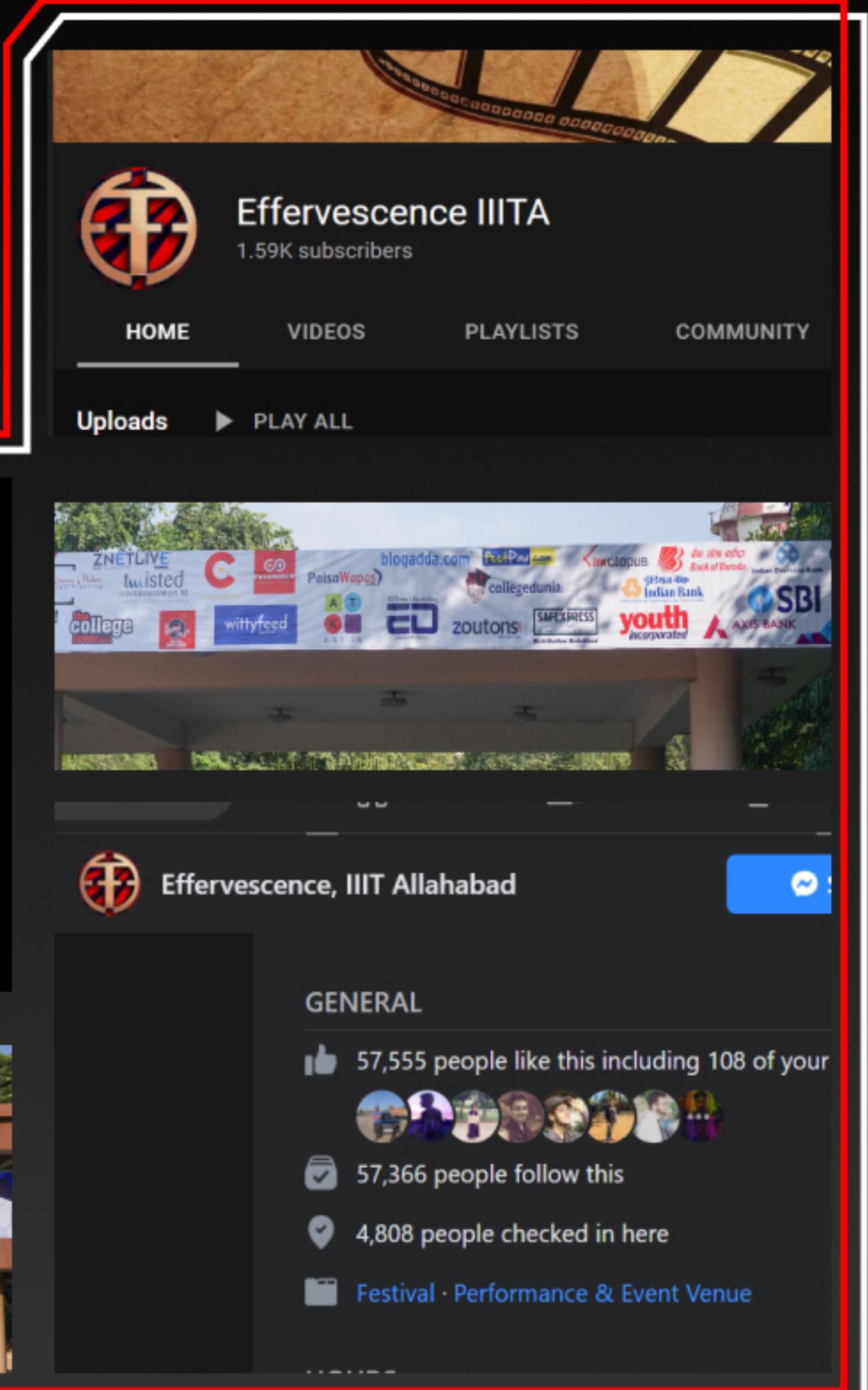
Effervescence Flashmob 2k17 4.9K views · 3 years ago

Flash Mob! 4.7K views · 3 years ago

Effervescence, IIIT Allahabad 334 Posts 2,381 Followers 12 Following

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Effervescence IIITA 1.59K subscribers

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EFFERVESCENCE IIIT ALLAHABAD

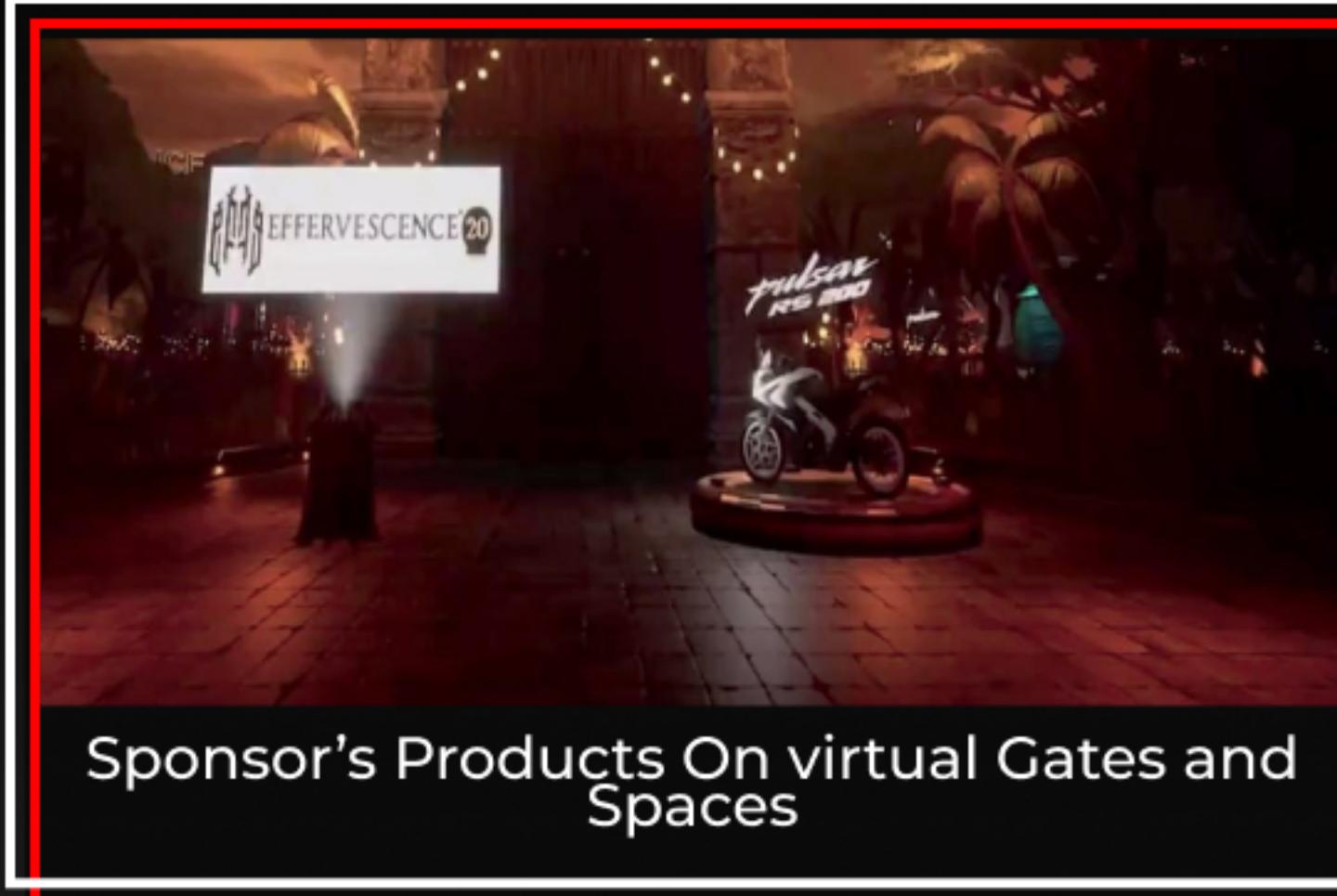
GENERAL

- 57,555 people like this including 108 of your friends
- 57,366 people follow this
- 4,808 people checked in here
- Festival · Performance & Event Venue

IN EVENT BRANDING



Sponsor's Logos on Virtual Events



Sponsor's Products On virtual Gates and Spaces

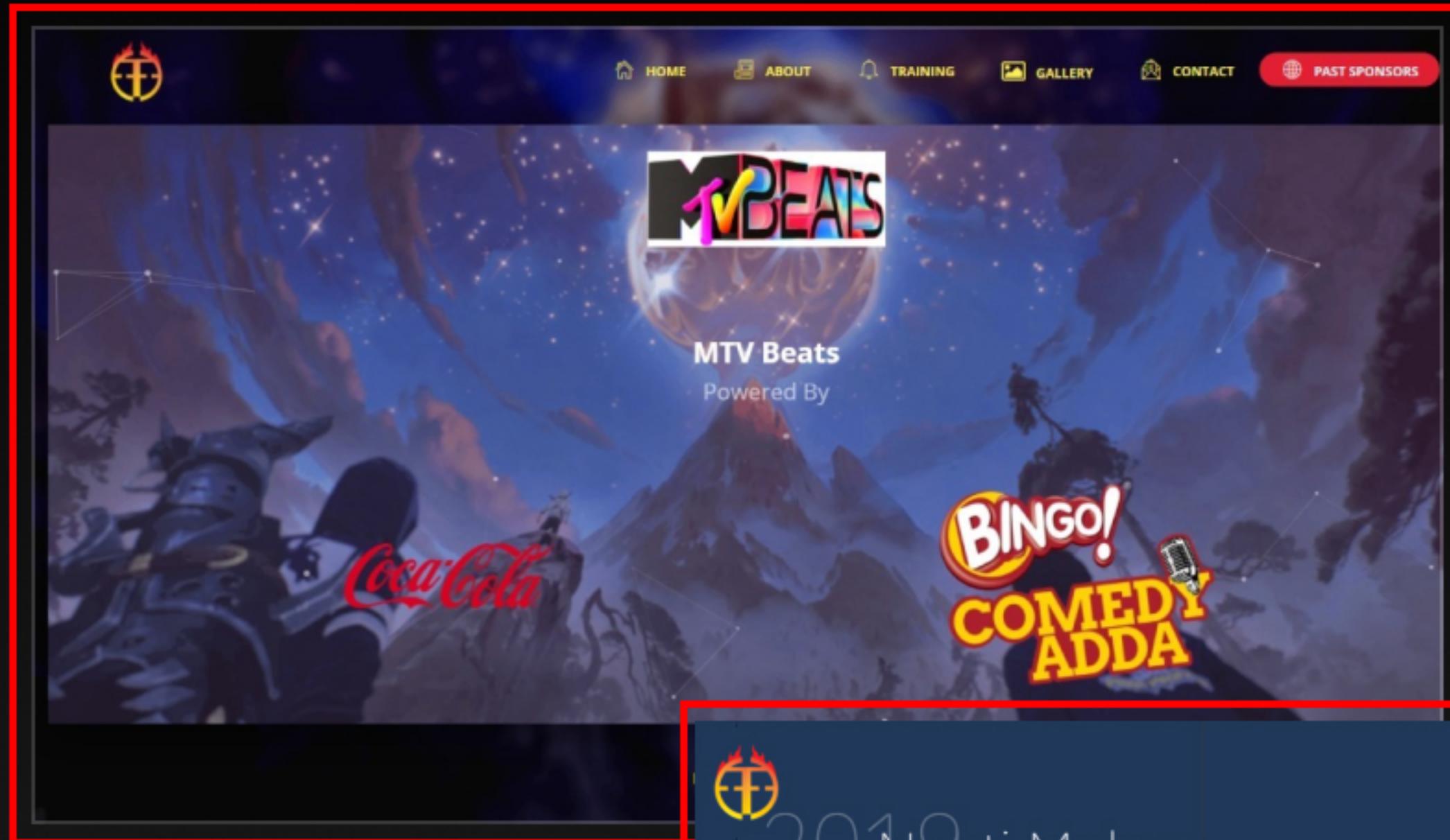


Sponsor's Logos on certificates for the participants

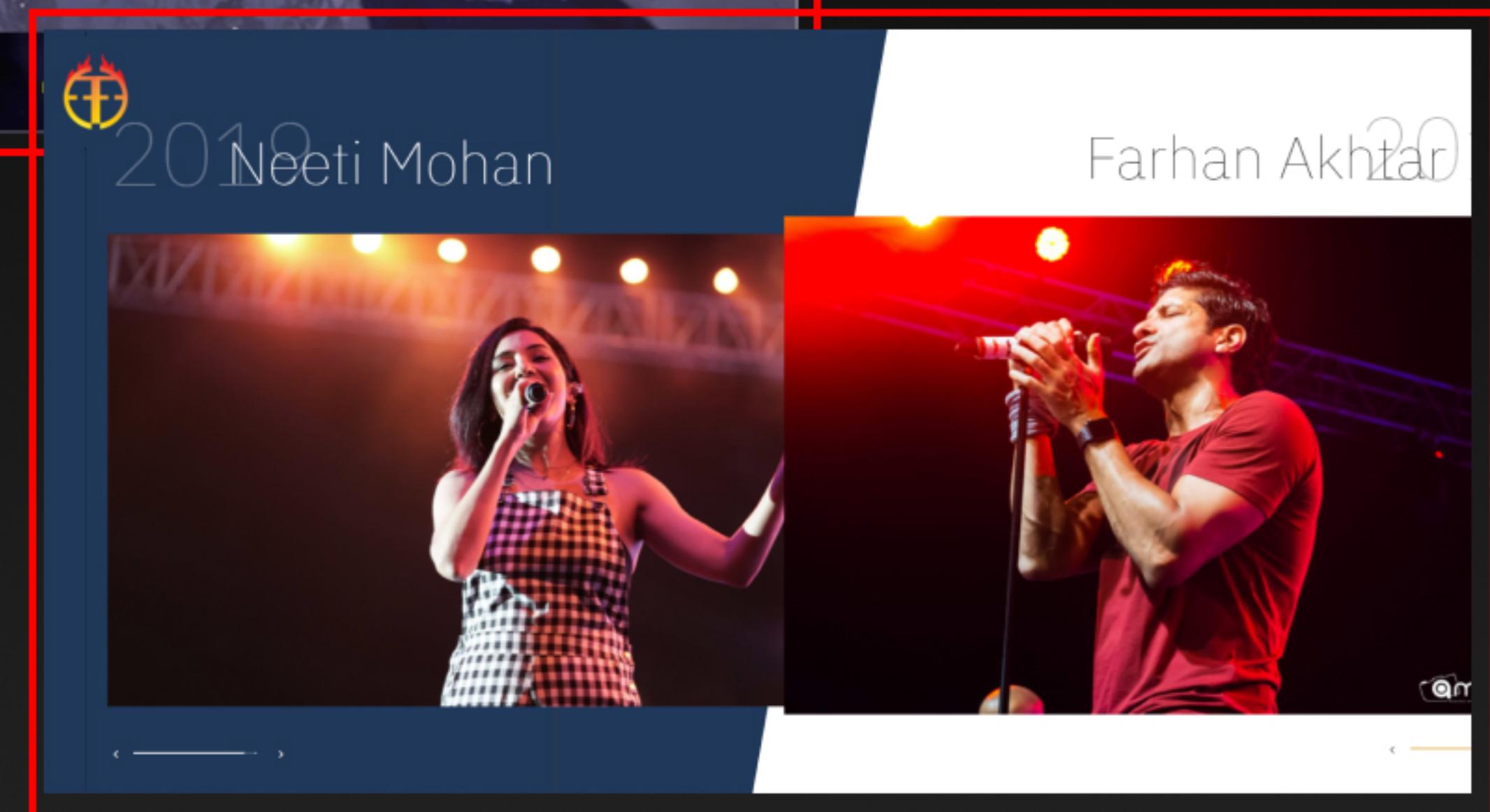


Sponsor's Logos on Artist Streams

WEBSITE



Dedicated space for
Logo Presence of all the
Sponsors on the website screen.



There were a total of **5 lakhs+**
visits on official website of
EFFERVESCENCE 2020

SPONSOR STRIP

A **sponsorship strip** (incorporating logos of every single sponsor) was set on each one of the divulgatory posters that were posted online on every social platform.



A series of facebook posts in the form of a photo album was also posted that featured all the sponsors to show gratitude for their unparalleled support.

SPONSOR ALBUM



OUR FUTURE **PLANS**

With the immense and ever scaling support to the fest, we'd like to augment this association for the years to come. Your continued support and constant endeavor remain the cornerstone to the success of the event. Having exceeded all expectations with the humongous success of Effervescence this year, we aspire to push the boundaries even further, raising the bar for the next edition.

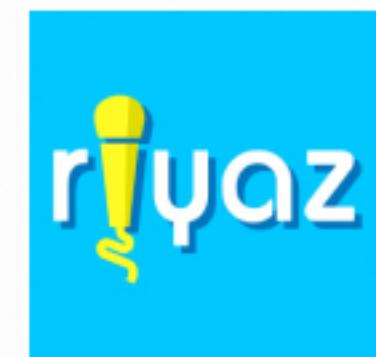


EFFERVESCENCE

Extends a vote of thanks
to all the **SPONSERS**

Sponsors





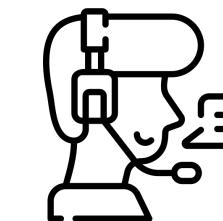
CONTACT US



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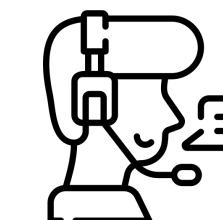
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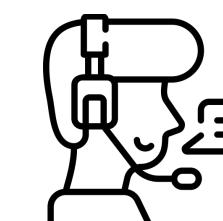
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