



BIT MESRA'S

BATITI SAI

A Celebration of Cultures : Colours of Asia

14th-17th FEB 2019



ABOUT US

Deemed as an institute of national importance, Birla Institute of Technology, Mesra, is one of the country's most honourable and distinguished educational university. It was founded and established by the visionary industrialist, B.M. Birla over more than six decades ago, and has been creating waves of success ever since. The massive 850 acre campus has been home to diverse cultures, multitudinous talent, and inspiring leaders.

BIT Mesra has not only produced some of the finest technocrats in the country, but has also churned out winners in professions as diverse as music, art, and literature. Our annual cultural extravaganza, BITOTSAV, is an affluent celebration of the rich cultural heritage that resides in our country, and an attempt to revel in the euphoric essence of India's cultural potency. BITOTSAV has a plethora of events to realize its cause of bringing students from all spheres and from all places, together, to enjoy culture while supporting something of societal importance. As the grandeur of BITOTSAV keeps on growing, this year's BITOTSAV is set to be majestic: bigger and better than ever before. With enthralling events, mesmerizing nights, enticing performances by prominent celebrities, and a whole lot of dance and music, we welcome you to BITOTSAV 19.

NIGHTS & EVENTS

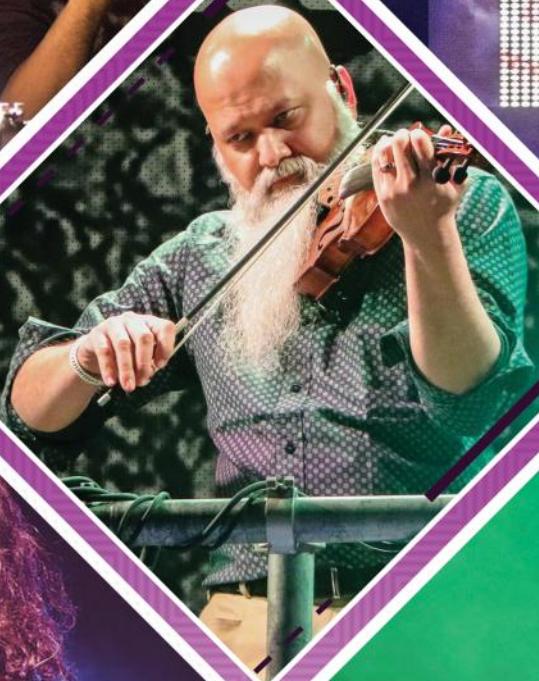
HERITAGE NIGHT



BAND NIGHT



THE LOCAL
TRAIN



swarathma



THE LOCAL
TRAIN





PRO NIGHT

Amit
Trivedi

Mohit
Chauhan

Sunidhi
Chauhan

Kailash
Kher

Salim
Sulaiman



DAY EVENTS



FLAGSHIP EVENTS

Talkies



| BITOTSAV 2019



PROMOTIONAL EVENTS



THEME

A Celebration of Cultures : Colours of Asia

"We are, at almost every point of our day, immersed in cultural diversity: faces, clothes, smells, attitudes, values, traditions, behaviours, beliefs, rituals."

-Randa Abdel-Fattah

From the 'Khokhloma' painting symbolizing the high importance of forests and nature in Russian culture and its history; to 'Liwa' the traditional dance performed in Eastern Arabia; from the traditional Chinese 'Qipao' dress, to over 720 dialects and 22 official languages in India; from 'yakuniku' a Japanese style of cooking, to 'Teochew opera' in Singapore; a deep vein of history courses through all the countries of Asia. Culture has ever since been the lifeblood of any vibrant society to tell their stories, celebrate, remember the past, entertain and envisage the future. The variant forms of art, architecture and language, folk music, invigorating dance and eclectic cuisines, marks off even various regions in a country characterizing their inherent traditional origin through different civilizations. Melding of culture and traditions through globalisation and technological advances have increased their historically grounded and validated contributions and brought about much needed futuristic changes. Through the theme "Celebration of Cultures-Colours of Asia" BITOTSAV'19 procures to contribute in its own distinctive way to celebrate the rich, large, complex and variegated cultures of humanity.

SOCIAL CAUSE

विशेष

Pertaining from birth or caused through unavoidable circumstances or accident, disability has always been considered as a character to endow compassion, pity and empathy. While throughout the world many changes have taken place in status and treatment of persons with disabilities, the remnants of tradition and past belief influence present-day practices affecting such groups. Even today, our country has about 30 million handicaps, out of which 50% are uneducated. In a society embracing illiteracy and apartheid on grounds of one's physical disabilities, the situations of the incapacitated are still in dire straits. Discriminative attitude can stigmatize persons with disabilities, imposing artificial limitations upon them, denying them equal opportunities for development and living, and inequitably demoting them to second-class citizens to be pitied.

Started back in 1960, the Disability Rights Movement has thrived to bring forth a change in the world by breaking institutional, physical and societal barriers that had been preventing people with disabilities from living their lives like other citizens. This BITOTSAV we pledge to partake in and contribute our bit to secure equal opportunities and equal rights for all people with disabilities.

SOCIAL CAMPAIGN

Lost in Echoes

If we trace the trails of time, we come across various art forms, be it music, dance or the fine arts, which have, over time, lost their sheen and significance. But their grandeur and pageantry are unparalleled. India has, since time immemorial, been a country which has boasted of unity in diversity and the multifarious nature of our country is exhibited in its rich cultural heritage. But due to modernisation, this vibrant culture is getting lost. From the Madhubani painting of Bihar to the Toda embroidery of the Nilgiri hills, these art forms, which show us our glorious past are gradually attriting and it is about time that we do something about it. In an effort to revive the magnificence of our rich culture, we at BITOTSAV'19 have pledged to bring to the fore, such art forms via various awareness campaigns, workshops and talks.

ONLINE CAMPAIGN

Responsible Netizenship

To acquaint one and all with this term, a Netizen is a general word that is used for any person that uses the internet. A responsible Netizen is one who abides by the rules of the online world. Of course, the internet is not restricted to a set of rules and regulations , and is subject to use as and how desired by the end consumer. This is where the concept of responsible Netizenship kicks in. A responsible netizen, is a person who has a moral approach towards the usage of the internet: one who respects the online community, and abides by the so called 'Netiquettes'.

To spread awareness regarding the same, this year's social campaign for BITOTSAV is chosen as Responsible Netizenship. As the usage of internet increases manifold, it becomes imperative to ensure that people use it with a certain sense of responsibility. The entire BITOTSAV'19 team will strive to ensure that people learn about the duties and responsibilities of a netizen, and urge others to do the same. As the usage of the internet is increasing manifold, it is very imperative to be responsible whilst using it. The entire BITOTSAV'19 team will strive to ensure that people learn about the duties and responsibilities of a netizen, and urge others to do the same.



BITOTSAV BEYOND BOUNDARIES

The popularity of BITOTSAV has climbed notches over the years, growing from a few colleges in Ranchi to institutes all across the nation. The pomp that surrounds all the glitz and glamour reached new height in BITOTSAV'17 when our fest was featured on National Television. We were privileged to have MTV Campus Diaries stars, Varun Sood and Benafsha Soonawalla, on our campus to dig out the intricacies of the fest in the documentary that aired for five days. A very proud moment indeed, and a fundamental one as we toil harder every year to beat old records and set new ones.



WHY SPONSOR US

1

COVERAGE & PROMOTION

Newspapers (pages of print media dedicated solely to BITOTSAV), Radio, Web (Social Media), NSAP (Nationwide Student Ambassador Program), Website & app

2

CELEBRITY QUOTIENT

*Performances by some of the superstars in the prominent entertainment industry.
Live social media updates.*

3

PROMOTIONAL MATERIAL

Posters, flexes on and off campus, hoardings in prime locations of Ranchi and all sorts of print and publication materials.

4

FOOTFALL

Highest for a youth fest in Jharkhand.



WHY SPONSOR US

5

SPACE FOR BRANDING

750 acre campus, 4 days of festivities, branding attracts lots of attention.

6

PROMOTION ON SOCIAL MEDIA

*Facebook page (43k likes- This time we have a target of reaching 60k grand likes!)
Twitter handle, Instagram handle and Youtube channel.*

7

EXCLUSIVE MILEAGE

Unique branding propositions like the quadcopter, special mentions in flagship and informal events with huge attendance.

8

CORPORATE SOCIAL RESPONSIBILITY (CSR)

PUBLICITY

BEFORE FEST



STUDENT
AMBASSADORS



HOARDINGS



SOCIAL MEDIA



PASSES



APP



WEBSITE



NEWSLETTERS



TALKS

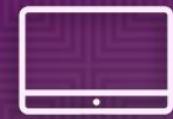
DURING FEST



PROMOTIONAL STAFF



BANNER



LCD



CERTIFICATE



HANDBOOKS



VIDEO FOOTAGE



PRONITE ADS

AFTER FEST



WEBSITE



OFFICIAL WEAR



DATABASE



BROCHURE



AFTERMUSIC

NUMBERS



1 Lac+
Monthly Visits



15,000+
Footfall



100+ *Participating Colleges*



10,000+
Participants



60+
Events



43,000+
Facebook Likes



120+ *Previous Corporate Sponsors*



5+
CSR Events

OUR PREVIOUS SPONSORS



CROWD DEMOGRAPHICS

Bitotsav'18 witnessed a participation of over 15,000 people from every corner of our country. With over 800 alumni, professors and their associates comprising of corporates, entrepreneurs and professionals participating, Bitotsav'18 was the biggest fest of its kind in India.



NIGHTS



EVENTS

PROMOTIONS THROUGHOUT



SPONSORSHIP PACKAGE

Title Sponsor	Co-Sponsor	Platinum Sponsor	Gold Sponsor	Title Sponsor
10 Lakhs +	5- 10 Lakhs	2-5 Lakhs	10 Lakhs +	10 Lakhs +
<p><i>Incorporation of Company's Logo with our Logo and suffix of "Company's Name" presents BI TOTSAV 19</i></p> <p><i>Year Long Publicity of any new Product launch by the company within Campus</i></p> <p><i>Largest Size Logo on any Publicity material of BITOTSAV</i></p> <p><i>Incorporation of Company's Tagline to BITOTSAV Publicity Line</i></p> <p><i>Largest Space within campus for display during BITOTSAV</i></p> <p><i>Largest Logo on the official BI-TOTSAV T-shirt</i></p> <p><i>Publicity through website, social media and all of BITOTSAV material</i></p>	<p><i>Placement of Company's Logo directly below the BITOTSAV Logo</i></p> <p><i>Half Yearly partnership of publicity of new product launch with 850 acre campus</i></p> <p><i>2nd Largest logo on any publicity material of BITOTSAV</i></p> <p><i>Publicity via announcements and LED screens throughout fest</i></p> <p><i>2nd Largest space within campus for display during BI-TOTSAV</i></p> <p><i>2nd Largest logo on the official BITOTSAV T-shirt</i></p> <p><i>3 Separate promotional events during the festival for publicity of the brand</i></p>	<p><i>Placement of company's logo below Title and Co-sponsor</i></p> <p><i>Quarterly partnership of publicity of new product launch within 850 acres campus</i></p> <p><i>3rd Largest logo on any publicity material of BITOTSAV</i></p> <p><i>Publicity via announcements and LED screens throughout fest</i></p> <p><i>3rd Largest space within campus for display during BI-TOTSAV</i></p> <p><i>Companies Logo on BIT Buses continuously traversing in city</i></p> <p><i>2 Separate promotional events during the festival for publicity of the brand</i></p>	<p><i>Placement of company's logo below Title, Co-Sponsor and Platinum</i></p> <p><i>1 month partnership of publicity of new product launch within 850 acres campus</i></p> <p><i>4th Largest logo on any publicity material of BITOTSAV</i></p> <p><i>Publicity via announcements and LED screens throughout fest</i></p> <p><i>4th Largest space within campus for display during BI-TOTSAV</i></p> <p><i>Company's logo displayed through flexes in the campus.</i></p> <p><i>1 separate promotional events during the festival for publicity of the brand</i></p>	<p><i>Placement of company's logo below Title, Co-Sponsor, Platinum and Gold Sponsor</i></p> <p><i>Partnership of publicity of new products launch within 850 acres campus only during fest</i></p> <p><i>5th Largest logo on any publicity material of BITOTSAV</i></p> <p><i>Publicity via announcements and LED screens throughout fest</i></p> <p><i>5th Largest space within campus for display during BI-TOTSAV</i></p> <p><i>Company's Logo displayed through flexes in the campus.</i></p> <p><i>Promotional flexes during the night with the suffix "Company Name" presents X night</i></p>

COVERAGE & PUBLICITY

मस्ती की धून पर देर शाम तक थिरके छात्र

बीआइटी के दूसरे दिन रस फिल्मोगियाल्यो का दीर, दिल्ली से आए रोक वैड ने अपनी धूनी पर सभी को दूधाया



मोहित के गीत ने बांधा समा

BIT Mesra fest kicks off today



BITotsav 2016 has the crowd in splits on first day



आज होगा बीटोत्सव-16 का आगाज



‘दी लोकल ट्रेन’ की गत्ती में वह गए बीआईटीयां



सुनिधि के सुर ने सबको किया दीवाना



इंडीएम नाइट में झूमे युवा



सुनिधि ने दिलकश आगाज से किया मदहोसा



बीआइटी में छाया मोहित का सुर



बीटोत्सव का हुआ ठहकेदार आगाज



सुनिधि की आगाज पर झूमेंगे युवा



BITotsav 2016 ends on a musical note



Day II packs in fun, food & frolic



द लोकल ट्रेन का धम



बीटोत्सव का आगाज, सजा सात सुरों का संगम



Curtain comes down on BITotsav



रंग-विरंगी रोशनी के बीच तेज संगीत का जादू



‘ऐ बुल’ की धून पर धिरकते रहे बीआईटीयां



बीटोत्सव की दीजे टीम ने दिलकश आगाज से किया मदहोसा



विद्यार्थियों ने जाने उड़ायी बरने के तरीफे



विद्यार्थियों ने जाने उड़ायी बरने के तरीफे



ओला सनबन्ध फैसलवाल इन बीआईटी



वरोनी दीजे टीम ने दिलकश आगाज से किया मदहोसा



बीटोत्सव में घूम लोकल ट्रेन की गत्ती



बीटोत्सव में घूम लोकल ट्रेन की गत्ती



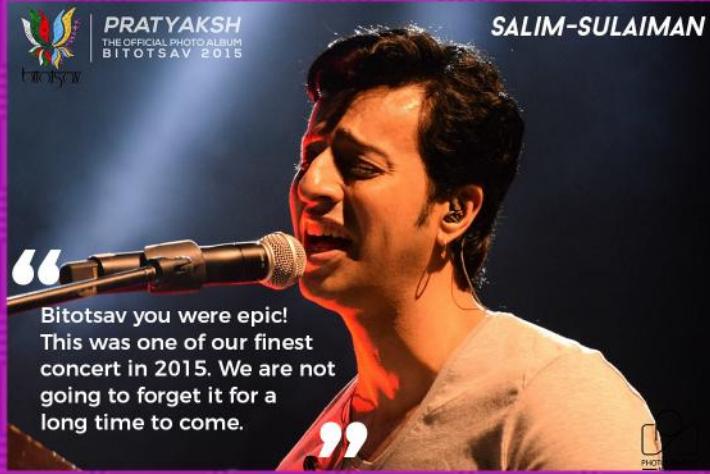
KAILASH KHER



“
Girls danced their heart out on Joban Chhalke. Kailasa had full fun. Faculties and students you all are great.
”

PRATYAKSH
THE OFFICIAL PHOTO ALBUM
BITOTSAV 2015

SALIM-SULAIMAN



“
Bitotsav you were epic! This was one of our finest concert in 2015. We are not going to forget it for a long time to come.
”

SUNIDHI CHAUHAN



“
It's been a wonderful experience performing for you all, a beautiful campus and an amazing crowd.
Thank you BIT Mesra.
”

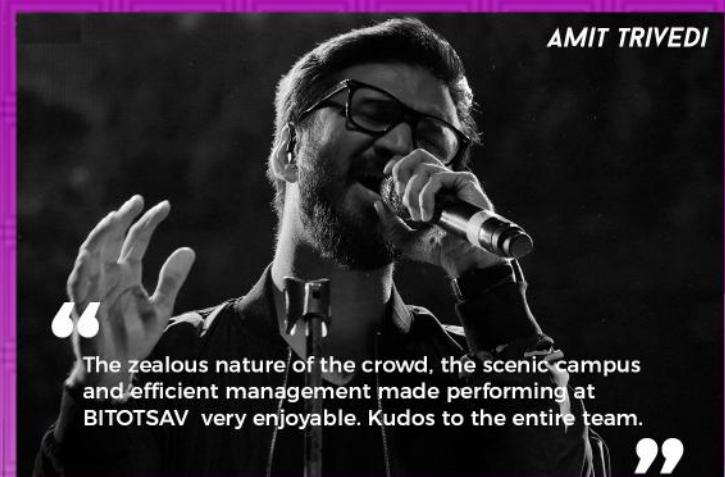
QUOTES FROM STARS

FARHAN AKHTAR



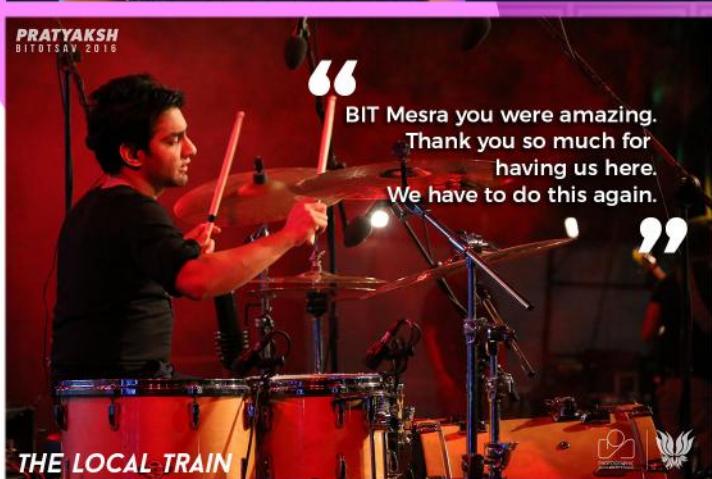
“
Killer gig at BIT Mersa, Ranchi... Thank you to all the beautiful people in attendance. Lots of love. Shine On!!
”

AMIT TRIVEDI



“
The zealous nature of the crowd, the scenic campus and efficient management made performing at BITOTSAV very enjoyable. Kudos to the entire team.
”

PRATYAKSH
BITOTSAV 2016



THE LOCAL TRAIN

“
BIT Mesra you were amazing. Thank you so much for having us here. We have to do this again.
”

PRATYAKSH
BITOTSAV 2016



MOHIT CHAUHAN

“
The campus seems very nice and beautiful. I love such atmosphere. I had a great evening. Thank you for all the love and I'm taking much back with me.
”

LAGORI



“
YEEHAW - THAT WAS EPIC.
BIT Mesra Wow We're blown away. Thank you for being awesome. Welcome to the Lagori family.. Love you all.
”

CONTACT US

FACULTY CO-ORDINATORS

Dr. Kirti Avishek

Dr. Mrinal Pathak

kavishek@bitmesra.ac.in

mrinalpathak@gmail.com

STUDENT CO-ORDINATORS

Gyan Vardhan

Aakrati Jain

+91-79030 02489

+91-94257 97926

FINANCE & SPONSORSHIP CO-ORDINATORS

Kumar Adarsh

Nitish Kumar

Sneh Agarwal

Rajat Kumar

Kumar Snehjeet

+91-88264 72004

+91-79038 26035

+91-72941 66671

+91-80922 96732

+91-80834 96014