



BIT MESRA'S

BATUTSUNU

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.

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.



NIGHTS & EVENTS

DHWANI

(Music Competitions)

Participate, perform and let your music prevail. It's your time to relive your passions, a chance to let your feelings fill the air with sweet melodies. This BITOTSAV watch the stage come alive, with artists and bands from various colleges across the country.



ACOUSTIC ALCHEMY
(Unplugged Music Competition)

SAPTAK
(Eastern Battle of Bands)



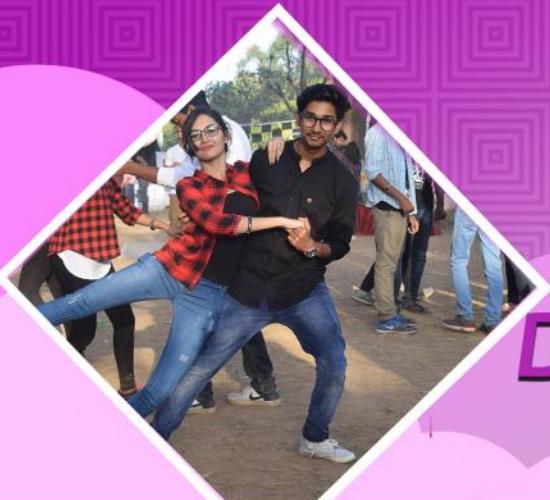
RHAPSODY
(Western Battle of Bands)



SWAR
(Solo Music Talent Competition)

DANSATION (Dance Competitions)

DANSATION, the set of dance comes with a canvas for those who groove to the beats and dream with their feet. The plethora of events it comprises are set to leave people mesmerised with their sheer enthusiasm and proficiency.



DANZA DUO

DANCE SAGA (Group Dance Competition)



STOMP THE YARD (Street Dance Competition)



FOOTLOOSE (Solo Dance Competition)

SWAANG

(Dramatics Competitions)

Like Ali Baba unleashed the secret gateway of treasure by uttering the magical phrase, get set to enter the world of entertainment with just three magical words - lights, camera and action! With a wide range of dramatics events set to take place in this edition of BITOTSAV, prepare to get dazzled.

PUKAAR

(Street Play Competition)



ABHINAY

(Stage Play Competition)

NATSAMRAAT

(Monoact Competition)



RHETORIC

(Speaking Arts Competitions)

The power of well articulated and orated words is undoubtedly immense.

Acknowledging this fact, BITOTSAV comes with a wide range of oratory events to stimulate conversation and hopefully ameliorate the society.



TECH DEBATE

MODEL UNITED NATIONS



KALAM-E-TAHIR



ASIAN PARLIAMENTARY DEBATE



HUMOUROUSLY YOURS

TAABIIR

(Literary Art Competitions)

From the battle of knowledge and intelligence in the quizzing competitions to the war of words which await the writers, this BITOTSAV has something for the millennial intellectual elites too.

Q-RIOSITY



CRYPTIC
CROSSWORD



BALLAD' OR



YOU'RE
HIRED



TECH QUIZ



ALFAZ

DIGITALES

(*Digital Arts Competitions*)

For those who can see what others can't; for those who can capture these moments from the most subtle angle, lucid yet beautiful and unique, this BITOTSAV, with a wide range of Digital Arts events, explore the wide world of cinematography and filmmaking in the most engaging manner possible.

TALKIES



DIGIXPRESS



THE PIXEL
AUCTION



E-PIC

MERAKI

(*Fine Arts Competitions*)

From doodles drawn casually at the back of the notebook to canvases painted beautifully, the artist within us can't be denied. BITOTSAV promises a series of competitions which will bring out the creative side that's hidden deep within.

FACE PAINTING



SPLATTER

STREAK



ART-A-THON

ADAA

(Fashion Competitions)

With amazing pizazz events lined up, it's time to step out of your circles, into the limelight. Don your best outfits, showcase your alluring personality and sport that extra dose of confidence. Exhibit your persona and prowess, and the show will be yours to steal.

MR. & MISS BITOTSAV



PANACHE



BEAUTY AND THE GEEK

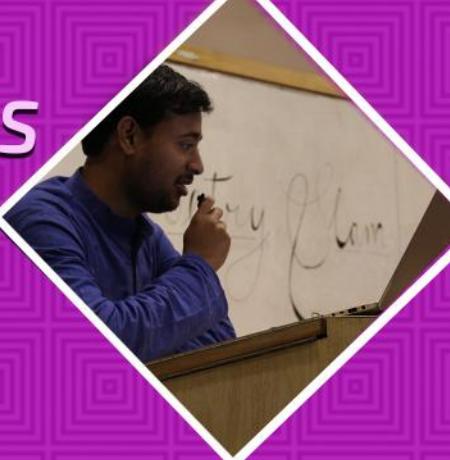


HERALD

(Journalism Competitions)

For those who have an opinion and are eager to express it, for those who want to effect change via their words and voices, this BITOTSAV comes with power packed journalism events.

THE JOURNALIST'S HOUR



CSI FILES



MEDIA-CRE

EUPHORIA

(Fun & Games Competitions)

*As whistles of fun filled games blow high,
tighten your seatbelts and get ready to get
derailed from the mundane schedule and
boredom because BITOTSAV comes with
some really fun and exciting games which
are sure to get your adrenaline pumped up.*



POKERAZIA

EATOPIA



BIT ROADIES

**BITOTSAV
TREASURE HUNT**

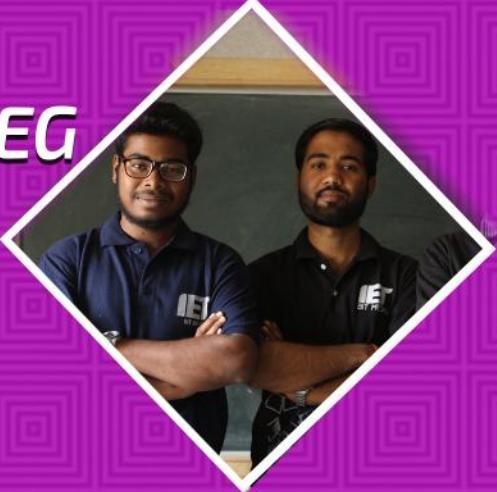


BEAT THE CLOCK

DA VINCI CODE



BLITZKRIEG



CRIMINAL CASE



QUIZZIE



WHAT'S IN THE BOX



FLAGSHIP EVENTS

Talkies



BITOTSAV 2019



Stomp the Yard



Q-niosity



HERITAGE NIGHT



BAND NIGHT

THE LOCAL
TRAIN





PRO NIGHT

Amit
Trivedi

Mohit
Chauhan

Sunidhi
Chauhan

Kailash
Kher

Salim
Sulaiman



PROMOTIONAL EVENTS



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.



NUMBERS



1 Lac+
Monthly Visits



15,000+
Footfall



100+ *Participating Colleges*



10,000+
Participants



60+
Events



45,000+
Facebook Likes



120+ *Previous Corporate Sponsors*



5+
CSR Events

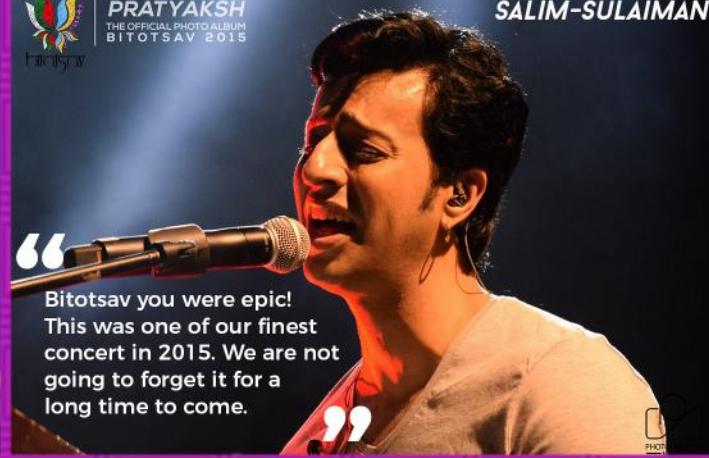
KAILASH KHER



“
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.
”

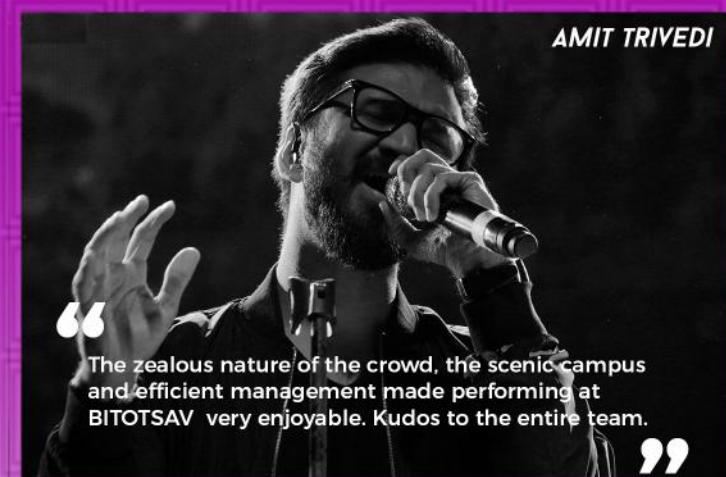
QUOTES FROM STARS

FARHAN AKHTAR



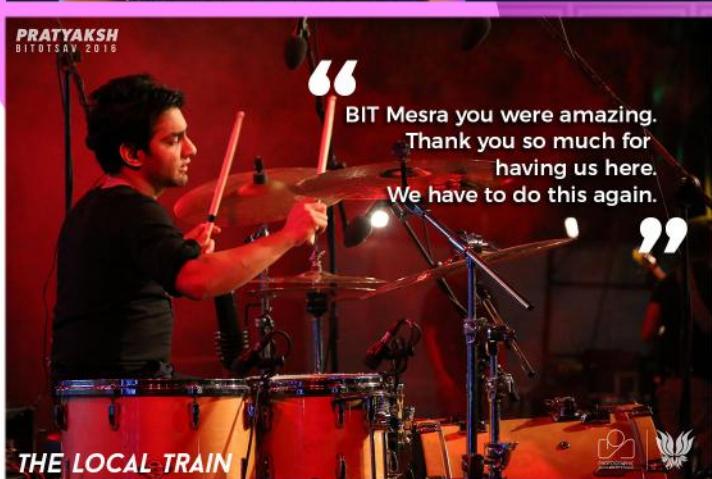
“
Killer gig at BIT Mersa, Ranchi... Thank you to all the beautiful people in attendance. Lots of love. Shine On!!
”

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



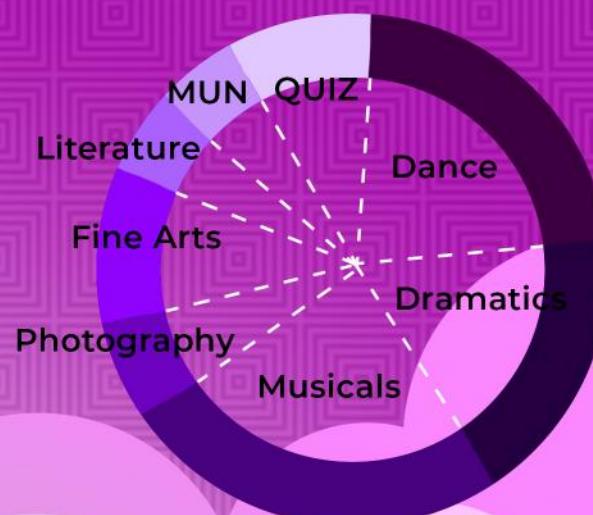
“
YEEHAW - THAT WAS EPIC.
BIT Mesra Wow We're blown away. Thank you for being awesome. Welcome to the Lagori family.. Love you all.
”

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

CONTACT US

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