



EFFERVESCENCE

The cultural fest of
IIT Allahabad

CONTENT



MESSAGE FROM DEAN

A portrait of Dr. Vijay Kumar Chourasiya, a man with short dark hair and a goatee, wearing glasses, a white shirt, a blue patterned tie, and a dark pinstriped suit jacket. He is also wearing a red lanyard with a badge. The background is slightly blurred, showing some greenery and a building.

DR. VIJAY KUMAR CHOURASIYA
ASSOCIATE DEAN (STUDENT AFFAIRS)

Effervescence is the Cultural Festival of IIIT Allahabad(A Centre of Excellence in Information Technology established by Ministry of HRD, Govt. of India) . Effervescence 2018 was a phenomenal success with footfall exceeding 21,000 ; witnessing participation from over 125+ colleges all over india and a phenomenal lineup for the pro-shows.

A cluster of formal events are organized during effervescence under different categories which include Dance, Drama, Music, Literary and Fine Arts.

Over the year effervescence has catapulted to the highest of echelons of cultural brilliance, with previous years featuring performances by entertainment industry heavyweights such as Farhan Akhtar, Benny Dayal, Neha Kakkar, Sona Mohapatra, Daler Mehndi, Lucky Ali, Strings, Bombay Vikings and many more. The electrifying performances by students from different colleges coupled with captivating pro-shows, vibrant crowd and festive atmosphere has made effervescence the fastest growing cultural festival in India.

Effervescence 2019 will give you a taste of Indian culture featuring professional artists. We invite your college to become a part of this grandeur.

C CELEBRITY QUOTIENT



FARHAN AKHTAR



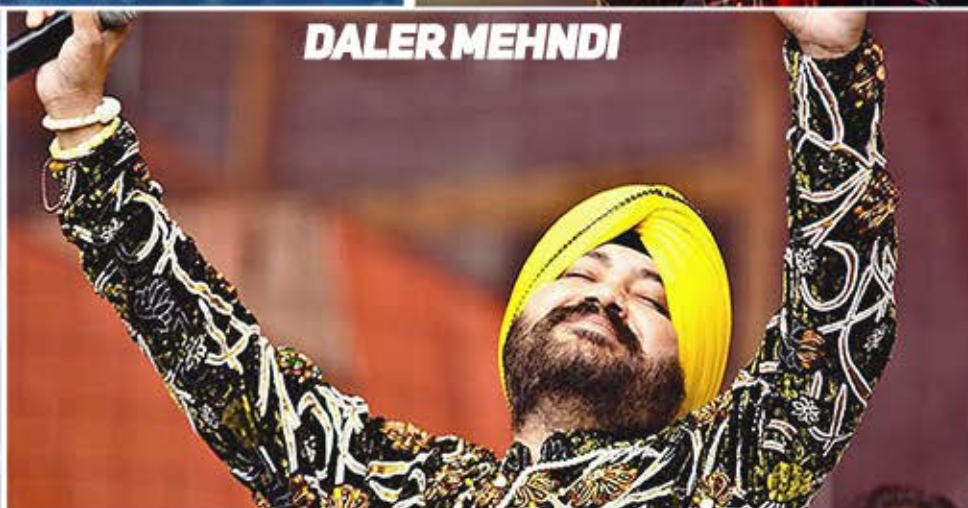
NEHA KAKKAR



BENNY DAYAL



LUCKY ALI



DALER MEHNDI



KUNAL GANJAWALA



**SONA
MOHAPATRA**

PRO SHOWS

RHAPSODY

The EDM Night



HUMOUR NIGHT

Stand up Comedy

INCENDIARY

The Rock Night



KAVYOM

The Poetry Night

CELEBRITY NIGHT

A Night to Remember



RHAPSODY THE EDM NIGHT

R



EVER WANTED TO GROOVE TO THE HEART PUMPING MUSIC LIKE THERE'S NO TOMORROW? WE GOT YOUR WISH FULFILLED AS THE BEST DJs FROM OVER THE WORLD ARE HERE TO GIVE YOU A NIGHT TO REMEMBER.

HUMOUR NIGHT

H



"LAUGH AND BE MERRY" WHO DOESN'T LOOK GOOD WHEN HE HAS A SMILE ON HIS FACE? PRESENTING BEFORE YOU A **STAND-UP COMEDY** ACT WHICH IS BOUND TO TICKLE YOUR RIBS AS ONE OF INDIA'S FAVOURITE COMEDIANS TAKES THE STAGE TO BRIGHTEN YOUR EVENING.



ROCK NIGHT

R



For those whose heart perpetually drum out to the rhythm of rock, and for those who see the chords in the minutest of sound, this is the night of revelry. One of the best bands, Local Train, perform to a jam packed audience as they wave to the tune of biggies of rock music!



THE LOCAL TRAIN

KAVYOM

K



LIVELY, ENERGETIC, STIMULATING
EVEN HUMOUROUS ARE JUST A FEW
OF THE PLEOTHRAS OF THE WORDS
TO DESCRIBE KAVYOM.

KAVYOM, UNDER EMINENT POETS
LIKE KUMAR VISHWAS AND
SHAMBHU SHIKHAR IS A MELTING
POT CONTAINING LIGHT-HEARTED
BANTER LIGHT- HEARTED BANTER TO
MORE PROFOUND DIALOGUE.





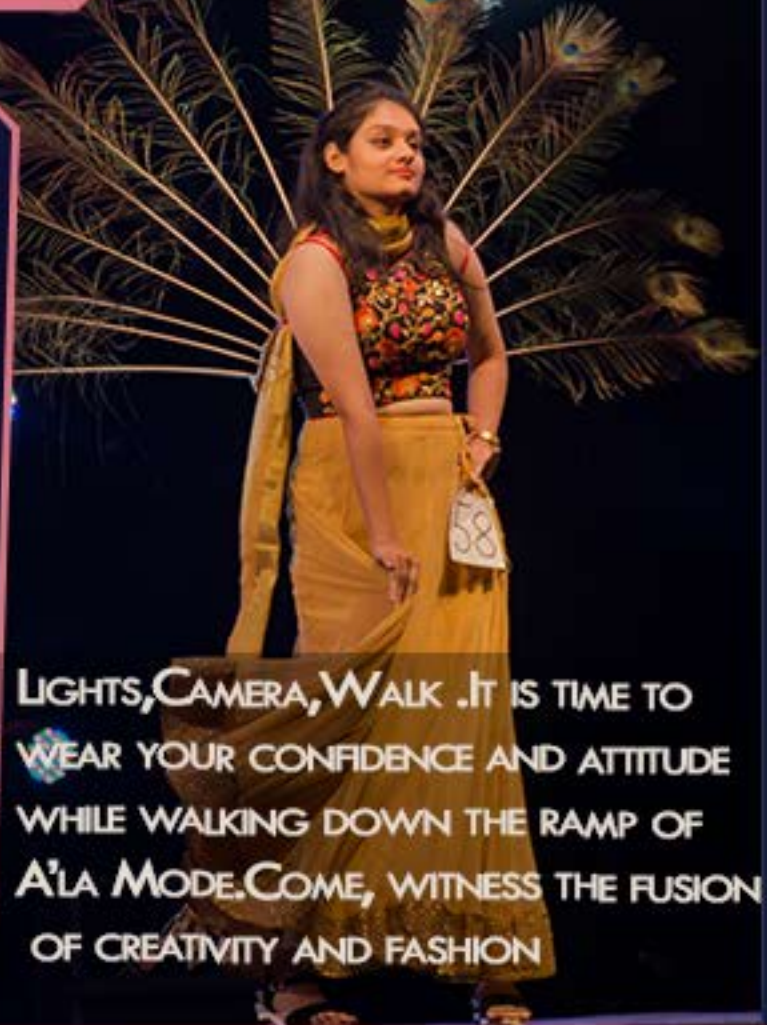
WHAT IS A NIGHT WITHOUT ITS STAR? AND THERE CAN'T BE A
BETTER END TO EFFERVESCE THAN THE CELEBRITIES
ENTERTAINING THE AUDIENCE WITH THEIR VOICES



C **CELEBRITY NIGHT**



A A'LA MODE



LIGHTS,CAMERA,WALK .IT IS TIME TO WEAR YOUR CONFIDENCE AND ATTITUDE WHILE WALKING DOWN THE RAMP OF A'LA MODE.COME, WITNESS THE FUSION OF CREATIVITY AND FASHION



EVENTS

INTERNATIONAL

DANCE

DRAMA

LITERARY

MUSIC

FINE ARTS

PHOTOGRAPHY

FUN

ONLINE

INFORMAL

D DANCE



Dance has always been the best way to express your emotions through the synchronization of beats and body. And with Events such as Carpe Diem ,Footloose and La Frenze bring to you the best of what the dancers from all over India have got for you.



FOOTLOOSE



D **DRAMA**



INNOVATION



BINDASS BOL

“All the world’s a stage, and the men and women merely its players”. With this ideology, one of the biggest festival of North India presents to you the result of exemplary acting showcased by artists and students from different parts of India. From the works of Shakespeare to the likes of events like Bindass Bol and Innovation, it’s a moment unimaginable.

LITERARY



“Words can inspire. And words can destroy. Choose yours well.” Words have played an important role right from winning wars to solving world crisis and Effervescence’19 knows exactly how to cater to a word geek: Cognoscentia, IIITA MUN, and Dumb Charades and a plethora of other events are in queue for all the debaters and quizzers coming from colleges and schools across India.



INCENDIARY

I



GRAB YOUR HEART AND CALM DOWN YOUR SENSES AS THE STAGE IS ALL SET TO WITNESS A SHOWDOWN OF ROCK MUSIC..EFFERVESCENCE PRESENTS INCENDIARY, BATTLE OF ROCK BANDS.



INCENDIARY



Some say art is a skill, some say it's a passion. All we believe is that there's an artist in every individual, so get ready to release the artist hidden within you. We have an exciting line-up of events which is sure to satisfy the hunger of the artist's growing creativity.



FACE PAINTING



GRAFFITI



TASVEER

“Photography is about capturing souls, not smiles.”

It often highlights the hidden details of a person's feelings and emotions. Effervescence'19 gives you the golden opportunity to present your ideas and thoughts through the medium of pictures, and showcase them on a global scale.



SAFAR

SKETCHER

ONLINE EVENTS



Sketcher

Theme: Mystery & Emotions

PRIZES WORTH 4K

Submit your entries at:

nirmity@iitita.ac.in

KUNAL

STRUCTURES



TASVEER

PRESENTED BY



Prizes and goodies worth
20 K

PARALLEL
PHOTOGRAPHY

LIGHT & NIGHT

EFFERVESCENCE'19 BRINGS YOU AN EXCITING SET OF ONLINE EVENTS WHICH LET YOU TAKE PART IN THE FUN FROM THE COMFORT OF YOUR HOME SO YOU CAN BE SURE THAT YOU DON'T MISS OUT ON ANYTHING! WITH VARIOUS EVENTS LIKE SKETCHER (FINE ARTS), TASVEER (ACOUSTICS AND MEDIA) AND SHOW OFF (DANCE) THAT RECEIVE ENTRIES FROM 17 NATIONS AND 300 COLLEGES, THERE IS SOMETHING FOR EVERYONE. WE BRING EFFERVESCENCE TO YOUR DOORSTEP.

FINE ARTS SOCIETY IIT ALLAHABAD PRESENTS



SHOW OFF FEATHERS



and



WITHERED
WEEDY
WRITERS

present

Feathers

Creative Writing Event

Submit a prose, a poem or a quote

THEME
An Ode to Friendship

Word limit: 20-50 words

PRIZES WORTH
2.5 K

SRISHTI UPADHYAY
9453033948

S SOCIAL CAUSE



Prayaas- An initiative by the students of IIIT Allahabad in order to educate the poor children of nearby villages. Besides, A Cloth Donation Drive was also organized.



Blood donation camp was set up during Effervescence'18 and was attended by nearly 500 donors.

"The purpose of life is to help others and thereby make a difference."

SOCIAL MEDIA OUTREACH

FACEBOOK



PLAY STORE



YOUTUBE



WEBSITE



Official Facebook page has got 38k+ likes and has a reach of over **1M+** people.

Official App is available on Google Playstore.

YouTube Channel has over 80k+ hits and has got over 1000+ subscribers which is increasing with each day.

The official website of Effervescence has got over 500k+ hits.

Coverage in Media

hindustantimes

92.7 **big** fm

suno sunao, life banao!

VH+1

the
college
fever.com

superhits
RED

FM 93.5

Bajaate Raho!

अमर उजाला

WHY SPONSOR US?

- Effervescence is one of the most anticipated college extravaganzas in North India, which is widely followed by students all over the country.
- The main target audience belongs to 17-26 age group, who are the industry leaders, techies, business stalwarts and academicians of immediate future.
- FootFall - **21K+**
- NationWide Exposure, Participants from across the country.
- Effervescence'18 had participation from 17 different countries.
- The brands of companies /sponsors becomes synonym with the memories that participants carry back home from EFFERVESCENCE experience.
- Effervescence provides media exposure, a gateway to a global alumni base, which is spread all over the world, and supplements core marketing programme of the company.

POINTS TO NOTE

01

ALL CHEQUES / DD ARE TO BE DRAWN IN FAVOR OF 'STUDENTS GYMKHANA, IIIT ALLAHABAD'.

02

ALL PAYMENTS WILL BE ELIGIBLE FOR DEDUCTION UNDER SECTION 80(G) OF THE INCOME TAX ACT, 1961.

03

ANY OTHER PROPOSAL, DEMAND OR COUNTER-OFFER OF THE SPONSOR MAY BE ENTERTAINED. HOWEVER DECISION AS TO THE FINAL OFFERING RESTS SOLELY WITH THE ORGANIZERS.

04

THE FAILURE TO FURNISH ONE OR MORE OF THE PROMOTIONAL MEDIA WOULD PURELY BE ACCIDENTAL AND UNINTENTIONAL. IN CASE OF SUCH A FAILURE, IF ANY, THE SPONSORS WOULD NOT BE ENTITLED TO CLAIM COMPENSATION OR BRING ABOUT ANY OTHER ACTION AGAINST THE ORGANIZERS. IT CANNOT ALSO BE USED AS A GROUND TO REPUDIATE THE CONTRACT OF SPONSORSHIP.

PAST ASSOCIATES

COMIO



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Dainik Bhaskar.com



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fashion at Big Bazaar



MANforce

HCL



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AXIS BANK



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ZNETLIVE
SINCE 2009



पतंजलि
Divya Jal
PACKAGED DRINKING WATER

पतंजलि
ATTA NOODLES

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