

## **ANTARAGNI'15**

29<sup>th</sup> Oct. - 1<sup>st</sup> Nov., 2015  
(Post-Conduction Report)

Antaragni has been known for incorporating cultural excellence and opportunities. It has always been graced by the presence of paragons of the world. This year Antaragni, IIT Kanpur celebrated its Golden Jubilee and here are the major insights of the festival.

### **PUBLIC RELATIONS**

#### **Prima Nocte (Opening Night)**

The festival began on the night of 29<sup>th</sup> October, 2015 with a scintillating performance of Mr. Amit Trivedi, well acclaimed Indian music composer and singer along with Neeti Mohan and Divya Kumar. For the first time in the history of Antaragni was the opening night organized in such a grand scale that not even the sulking rain Gods could dampen the spirit of the audience.

#### **Reverberation (EDM Night)**

The top two DJs of India - Nucleya and Anish Sood, performed on 30<sup>th</sup> October, 2015 in the event fully sponsored by NBA.

#### **Synchronicity (The Rock-Fest of IIT Kanpur)**

The top metal band and the best blues band of the country namely Bhayanak Maut and The Balckstrat Blues rocked the crowd on the third day of the festival.



## **Blitzkrieg (The Final Night)**

This year in Blitzkrieg, we had Sunidhi Chauhan, one of the most talented and popular personality in the music world to dazzle the crowd. Being the most coveted event of Antaragni the grand performance was witnessed by a huge crowd. Over 15000 people attended the concert which for the first time was held at its new venue behind the OAT on 1<sup>st</sup> November. It was a huge affair with the crowd dancing to the beats of their tracks. Blitzkrieg thus provided the perfect grand ending to Antaragni'15.

## **International Carnival**

Antaragni'15 had associations with the Embassies of Israel, Bulgaria and Colombia. Conjuring up a rich and diverse aural palette with the use of percussion and strings, Nir Motzeri Ensemble from Israel enthralled the audience with their captivating performance. We had another reputed band Acollective from Israel perform their blues music at Antaragni. Carolina Prada, a dancer of the Indian Classical Style from Colombia awed the audience with her skills. Skiller, the beatboxing world champion of 2012 from Bulgaria put up an exciting show.

## **India Inspired**

India Inspired was a panel discussion held as an endeavor to encourage young minds to contemplate the issues faced by the nation. Socially relevant issues with an emphasis on youth culture were discussed. In the past years it has witnessed participation from the student community and has led to spirited discussions. Famous personalities who have graced the event over the years include Anna Hazare, Mark Tully, Magsaysay Awardee Aruna Roy and Dr. Arun Shourie. The topic of the discussion this year was 'Is the Indian youth in the correct path towards the development of the country?' We had an elite panel for discussion comprising of Madhu Kishwar, LR Sridhar and



Roman Saini as moderator. The panel discussion was conducted at the Main Auditorium on 31<sup>st</sup> October.

## **Director's Cut**

Director's Cut is an event that would appeal to the cinephile in all of us. In this highly anticipated event, people get to see their favorite movies from the perspective of the actual makers. In the past years, eminent artists such as Abbas Tyrewala, Piyush Mishra, Sanjay Gadhvi and Mr. Tigmanshu Dhulia have graced the movie screening and interacted with the lively audience. This year, the presence of Mr. Nila Madhab Panda for the screening of Kaun Kitne Paani Mein made the event a greater success. Kaun Kitne Paani Mein was screened on the night of 31<sup>st</sup> October at the Open Air Theatre which was attended by a huge crowd.

## **Classical Night**

It is the event to lose oneself in the melodious notes of Saarang and the energizing beats of Tabla as the best of classical musicians portray the charismatic aura within the divine soul of music. Classical music maestros like Pt. Ravi Shankar, Ustd. Amjad Ali Khan, Jagjit Singh, Subhadra Desai have graced the event over the years. This time we had Padma Shri Satish Vyas, a Santoor player who is the son of Pt. C.R.Vyas and the disciple of Pt. Shivkumar Sharma. Padma Shri Devayani, an Indian Classical dancer hailing from France, also mesmerized a full packed crowd at the OAT on the night of 30<sup>th</sup> October with her soulful performance. Bharatnatyam dancers Akansha Rana and Devikaa Rajaraman also performed a wonderful duo on stage. The Indian Jam Project performed the final act and their melodious renditions of various famous theme songs served as a great end to the classical evening.



## **India-Haat**

India-Haat is playing a major role in keeping the cultural heritage of India alive. Renowned performers from all over the country show their talent in Antaragni. The event is a great source of entertainment to the old generation and a thrilling as well as a learning experience for the present one.

This year India Haat has seen the following fascinating performances –

- Rajasthani Folk Music by Aslam Khan 'Langa' Group of India's Got Talent
- Mallakhamb Presentation by Mallakhamb India.

## **Kavi Sammelan**

Kavi Sammelan has always proved to be the poetic soul of Antaragni. From years it has been witnessing great names gracing the evening and influencing minds from the modes of their Hindi poetry. It has attained an all new stature this year. The event witnessed notable poets including:

- Arun Gemini
- Suman Dubey
- Kumar Manoj
- Rahat Indori
- Gaurav Krishna



## EVENTS & COMPETITIONS

### **Synchronicity**

The rock band competition of Antaragni has seen participation by a number of regional bands and has served as a launch pad for some of the biggest Indian rock bands. It has been a great platform to flourish Indian rock bands and for Indian rock audience to enjoy great performances.

### **Dream On - Synchronicity**

- The winners of the competition will be Shortlisted as an UnBox finalist
- The top 3 bands will be featured in a PMI editorial and a playlist of their songs will be promoted on [www.pepsimtvindies.com](http://www.pepsimtvindies.com) and the PMI App
- Winning band will get workshop worth INR20,000 each at Swarnabhoomi Academy of Music
- Oblivion will provide 80% off on album of 4 songs to the winners and 50% to runner ups
- True school of music will provide 1005 scholarship on specially designed workshop worth upto INR 5 lakhs

Results: “**High Time**” stood victorious and “**Ferry Tales**” grabbed the 2nd prize.

**Headliners: BlackStrat Blues (Blues Band) and Bhayanak Maut (Metal Band)**

### **Recommendations:**

- Some new cities should be visited by Synchronicity Roadtrips.
- Established contacts in different cities should be exploited to a larger extent
- Major expenses can be reduced by converting marketing deals providing direct services



## Road-trip

Continuing the initiative started last year, the Road-trip of Antaragni (Nationwide Prelims) has expanded its reach by visiting 11 major cities of India. Preliminary rounds of 8 competitions were organized in these cities with enthusiastic participation from the renowned colleges of the respective zones Competitions which were organized are as follows:

- Synchronicity (The Western Band Competition)
- Jitterbug (Group Dance)
- Tour de Force (Street Dance)
- Estampie (Solo Dance)
- Nukkad (Street Play)
- Quiz Events
- Fine Arts (Modern Art)
- Kavyanjali

The road trips were organized over a wide interval of time, starting from the month of July, and most of the colleges actively participated in the events. This time Antaragni also touched an international spot by visiting Nepal during the RoadTrip.

The nation-wide prelims got national coverage by major media house giants like Ajeet Jalandhar, Telegraph, DU Beat etc.

The road trips raised bar of the competitions and events organized in Antaragni and enhanced the spirit of the excellence in cultural endeavors for all the participants

## Recommendations:

- More emphasis on quality of participants
- Better survey among the colleges of road trip cities to ensure participation, in early phase of work



## **Ritambhara**

Ritambhara is the home to thousand tyros, which adorns their first step in the fashion world. The event defines fashion itself. As always, Ritambhara- the glamour hub of Antaragni- was set to thrill the audience with its magnificent and enticing designs and choreography. The top fashion colleges of India along with various other fashion societies were invited to participate in the event. Teams qualified from the qualifier round performed in the finale based on the theme provided.

This year St Xaviers, Kolkata stole the show with their stunning design and performance followed by NIFT Delhi. The celebrities this year were well-known names from the cores of fashion: Kanika Kapur - Miss Asia 2015, Noyonita Lodh - Miss Diva Universe 2014, Shilpa Singh - Miss India Universe 2012 etc. The event witnessed a wonderful crowd and the security was done at par. Proper security is advised for next team too.

## **Dream On**

- The winner of Campus Princess will get direct entry to the final round of Miss India 2016 auditions in Mumbai.
- Mr. and Ms. Ritambhara and Mr. and Ms. Impressionante will get a portfolio shoot by Mr. Hemant Sood ( CEO, Abraxas NU) and winning team and their models will get coverage in the magazine
- Ritambhara winners will get coverage in FHM print issue
- Portfolio shoot worth INR 2 lakh to Mr. and Ms. Ritambhara by Ram Bherwani Photography
- Winning designer of Ritambhara will get an internship by Mr. Josh Goraya (Culture Cultivation)
- Portfolio shoot vouchers worth 1.5 lacs to winners and assistance in modeling assignments by NIMS



## **Prodigy**

Antaragni, for the very first time introduced "Prodigy", a school level cultural championship. It is an initiative to create a platform for young minds to showcase their excellence. Prodigy aims to encourage cultural activities among school students in India. With over 60 schools participating, Prodigy became a great opportunity for school students to showcase their cultural quotient and compete with others. This year, it was conducted in Delhi and Kanpur and the event saw great crowd and participation. Several competitions in Singing, Fine Arts, Dance, GK Quizzing, and Leadership etc. were organized under this banner. We hope Antaragni'16 will further spread the reach of Prodigy taking it to multiple cities in India.

## **Impressionante**

An event which is not just an event but a chance for winsome individuals to lift the stage high and glow glister on the faces of spectators by their performance. 20 Male and Female participants each performed theme based ramp walk to win the title of Mr. and Miss Impressionante. Winners were given Portfolio Shoot by Abraxas Photography

The panel of judges included-

- Nilotpall Sinha
- Josh Goraya
- Noyonita Lodh
- Kanika Kapur

## **Recommendations:**

- A huge scope of expansion can be expected from this initiative
- More schools can easily be added to the network
- If possible, the final round can be organized inside IITK campus



## **MUN**

This year MUN witnessed a participation of around 170 delegates and 15 Executive Board. The entries were done by the two tier screening based on the past experience in MUN and equivalent events. The participation and the incentive to the winners were specifically advanced this year.

For the first time in history, MUN was conducted before the festival to ensure a quality MUN and to provide good facilities to the participants at par with other MUNs in the country. It was conducted from 16th to 18th October this year. Four councils -GA DISEC, ECOSOC, HRC and Lok Sabha were there.

## **Recommendations:**

- Organizing MUN separate from the main festival was a very successful experiment and can be continued for the coming years
- Event/Talks/Informal Sessions can be organized on the dates of MUN to attract quality participation.

## **Mridaksh**

Mridaksh is the personality contest of Antaragni. It is the single most coveted individual event of the festival, a fun filled path to the most sought after title of Ms. and Mr. Antaragni.

This year, preliminary round during the festival was scraped

**Dream On:** Winners will get a chance to feature in an exclusive video by YTV network, the official dream-on partner of Mridaksh

## **Junoon**

It is the Eastern Band competition where music enthusiasts crowd every year. This year it witnessed a change of venue from hall-1 parking to Swimming pool.



### **Dream On:**

- Trifecta Records shall provide an EP of 4 songs to the winning band of Junoon, Antaragni'15 at no monetary exchange.
- Marshalz Studios shall provide an EP of 4 songs to the winning band of Junoon, Antaragni'15 for INR 10,000. Songdew will Release winning band album on their website
- Winning band will get workshop worth INR20,000 each at Swarnabhoomi Academy of Music

### **Headliner: Raag Leela**

### **Competitions**

Competition events are broadly divided into

- Dance Competitions
- Dramatics Competitions
- English Literary Competitions
- Films & Photography Competitions
- Fine Arts Competitions
- Hindi Literary Competitions
- Musical Competitions
- Quiz Competitions

No doubt, Antaragni is known for the level of competitive platform it provides for the students across the country. The competitions this year were a huge success owing to the innovation and advancements made in the events along with the support of sponsors and dream on partners and the paragons of the specific field as the judges and guides for the competitions.



Tie ups with the renowned institutes to promote the talents passed on by Antaragni was another achievement this year. Shankar Mahadevan Music Academy, Thespo (Prithvi Theatre), Universal Dance Inc. , National Centre for Performing Arts (NCPA) are some of the names of these associations. Scheduling was smoothly done sufficing all the requirements of the events. As always, Competitions went smoothly with least possible discrepancies and has set a tough benchmark for the coming years.

### **Recommendations:**

- Rules of the events should be well planned.
- New events will require more attention of the core team.
- A better management can be done in organizing the event during the festival by informing the events coordinators about the possible issues.
- Communication between event coordinators and MNP desk is a must to convey information regarding event to the participants

### **Hospitality**

A total of 1800 participants from Delhi, Kolkata, Bihar, Dehradun, Ahmadabad, Jaipur, Lucknow and many other cities came to the festival to participate in it. Over 4800 registrations were received. Here is a distribution of participants over the accommodation they were provided:

Accommodation	Space available	Used	Boys/Girls
CC2	170	170	Girls
GH1	220	220	Girls
GHT	120	120	Girls
Type 3	50	50	Girls
Type 5	240	240	Girls



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Type 6	210	210	Girls
New RA	70	70	Girls
total		1080	Girls

Accommodation	Space available	Used	Boys/Girls
Hall 2	55	55	Boys
Hall 3	80	50	Boys
Hall 4	60	25	Boys
Hall 5	200	175	Boys
Hall 7	65	30	Boys
Hall 8	65	65	Boys
Hall 9	70	30	Boys
Hall 10	160	160	Boys
Hall 11	90	90	Boys
CC1	110	40	Boys
total		720	Boys
Grand Total		1800	Boys & Girls

## Open Fest

The open-fest model implemented in Antaragni for the first time this year. Number of registrations were:

- 200 on day 1.
- 325 on day 2.
- 278 on day 3.
- 395 on day4.

These are the major issues that were faced this year regarding the open fest model:



- Publicity of the open fest registration was not up to the mark and registrations were less than expected.
- There were problems ensuring timely exit of participants.
- Checking of open fest participants at the main gate was problematic on day until it was resolved on day 2 by setting up another hospitality desk at the main gate itself.

## **SECURITY**

The organizing team had to face several issues due to the shifting of venue to the NEW SAC. Some of the issues faced during this year's festival security were as follows:

- Lack of GSO's in the security team.
- There was a lack of security officials on the first day of the festival
- SIS guard team was not properly informed about the open fest rules and regulations for the participants.
- No plan was devised to ensure the entry of only those students who want to participate in the open fest.
- Total number of SIS guards required should be finalized during the security meetings.

Few general points to ponder which can help the upcoming festivals provide better security arrangements at the new location:

- MOJO barricading is recommended and should be a part of expected finances.
- To complete the sound check before the entry-time that is circulated to the campus community



- The guidelines for the open-fest to be properly communicated to the SIS guards to check unregistered participants on the main gate itself and also to ensure the timely exit of open-fest participants.

All the other issues were aptly addressed through proper channels. Separate women cell representatives were appointed and their contact details were displayed at various locations.

## **RECOMMENDATIONS**

- Festival should be organized in the earlier part of October. Major issues in clearing finances and participation arises due to shifting of festival to the later dates in October and November.
- MOJO barricading and better quality Walky-talkies will surely help in better security arrangements.
- Wrist bands of different colors to all the regular and open-fest participants
- Reviewing the contingency plans and dry-runs for unforeseen circumstances like rain, fire and stampede.
- Legal financial proceedings to be followed strictly and clarification needed on all the taxes applicable on the payments made.



— 29<sup>TH</sup> Oct - 1<sup>ST</sup> Nov 2015 —

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