

# Annual Sports Festival

26th-29th Sept.



## Festival Conduction Report

Submitted by:

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## Introduction

UDGHOSH, Annual Sports Festival of IIT Kanpur was organized during 26<sup>th</sup> -29<sup>th</sup> September 2013. UDGHOSH is one of the largest sports festivals in the country with participation from about **54 colleges** (unprecedented growth in a very short span of time. With a participation of around **1500 students**, in **including the IITs, NITs and other major institutes**) around the country offering an unparalleled competitive environment. Udgosh has emerged as a brand in itself and has seen addition to the **6000 strong student community**, the recent past has deservedly witnessed the apotheosis of Udgosh.

UDGHOSH offers a platform for students from all over India to showcase their talent and compete with the best upcoming sport persons in the country in a highly charged and competitive ambience with highly equipped sports facilities. The festival comprises of a plethora of events from **Motivational Talks, Gymnastic Shows and Sport Quizzes** to various sports events like **Athletics, Cricket, Football, Hockey, Volleyball, Basketball, Badminton, Tennis, Table Tennis, Weightlifting, Kho-Kho and Cycling Events**.

## Participation at Glance

Udghosh'13 Statistics	
# Colleges	54
# Participants	1422



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## Participating Colleges

Gurukul Kangri	Shri Venkateshwar College	Jamia Milia Islamia
Govind ballabh pant	BBDGEI	Motilal Nehru
Kanoria College	JUET Guna	GLA University
LPU	YMCA	]SVITS Indore
LNMIIT	IIM Indore	AISECT Bhopal
Lokmanya Tilak	RKGIT Ghaziabad	IET DAV
BIET Jhansi	ARMJET	JSS Noida
NIT Kurushetra	NSIT	NIET
DIT Dehradun	IIT BHU	SRM Ghaziabad
KN Modi	ITS Bhiwani	Jagran
Shaheed Bhagat Singh College	NIIT	MRIU
ADAMAS	DITMR	MNNIT Allahabad
RMIT JET	MITS Laxmangarh	SCMS
NIT Jamshedpur	NIT Trichy	BRCM
ISM Dhanbad	JJET	SGVU
CIEM Calcutta	Gurukul Kangri	BSAEI
MKRECIT	SRM	IIT Roorkee
IIT Delhi	Advance Institute of tech.	United Allahabad



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## Sport Events

Udghosh 2013 brought the exhilarating speed of athletes and mind boggling spin of the discus, the pace of hockey combined with the momentum of football, the grace of basketball coupled with the agility of the table tennis, the power of squash versus the discipline of cricket, the stamina in maneuvering the tennis ball and the shuttle-cock, taekwondo for the skilful and weightlifting for the brawny and the lively matches of volleyball.

### Events

- |                  |                    |
|------------------|--------------------|
| 1. Athletics     | 10. Sports Quiz    |
| 2. Badminton     | 11. Squash         |
| 3. Basketball    | 12. Taekwondo      |
| 4. Carrom        | 13. Tennis         |
| 5. Cricket       | 14. Table Tennis   |
| 6. Chess         | 15. Volleyball     |
| 7. Football      | 16. Weight-Lifting |
| 8. Hockey        | 17. Marathon **    |
| 9. Power-lifting | 18. Kho- Kho *     |

**Better Competition:** This year we had **players who had** participated in **professional national tournaments**, hence leading to an **increased level of competition**.

**Surge in Participation:** Numbers of teams increased in almost all the sports but we were able to schedule and organize the matches smoothly. Udgosh thanks all its coaches, referees, captains and coordinators for putting their efforts for ensuring the above.

**Fencing Workshop:** This was organized in the Yoga Hall, New SAC in which many of the campus junta and outside participants participated and we had more than 200 registrations for this workshop.

Events like **Athletics, Hockey, Tennis Women, Taekwondo, Weightlifting and Squash** witnessed better and increased participation in comparison to last years.

\* Udgosh'13 has launched these events for the first time and hence the team faced a lot of problems in their organization.

\*\* **Marathon:** A Marathon was organized on 30<sup>th</sup> September morning with the motto: "**Fight AIDS: Be Aware, Take Care**". Participants ran on 11 km long track and made this Marathon a success with a **participation of over 600 people**.





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## Informal Events

Under Informals, we bring for you a plethora of the craziest, the wackiest and the most random events, providing entertainment in myriad forms. This is the platform that brings together performers and spectators that is characterized by insane, topsy-turvy scheme of things which is accompanied by a lot of excitement and amusement from mind boggling treasure hunt to the mysterious mazes from the "I need you" to the Biz-wiz we do it all. This being the most participated event of the festival as even those who have not undergone any training can steal the show. For Informal events even the sedentary lot turn up from their rooms and enjoy.

### Events

1. **C'est Magnifique:** It comprises of various events like

- Minute to Win it
- I Need You
- Treasure Hunt
- Casino
- Rowdies

2. **"Xperience 9":** With the tag line of "Xacting. Xotic. Xciting. ", daily at 9 pm Online Events were organized on Facebook which saw very good participation from campus junta and from outside colleges.

3. **Capere:** For the 1<sup>st</sup> time **Online Photography Competition** was organized during August and September 2013.

4. **Frolica:** It comprises of on the spot, stage and stall events where people had to perform and display their talent.

5. **Air Hockey:** Udghosh introduced this magical game for the 1<sup>st</sup> time in IIT Kanpur which saw a huge crowd participation during the festival.

Informal received amazing response from the students with the Informal arena been always occupied with hundreds of students. **Prizes worth ₹3.6 million** were distributed to the winners through **auction and prize distribution**.



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## Marketing and Media Research

This year Udgosh has witnessed a huge improvement in marketing in all dimensions. Getting sponsorship from sports companies is very difficult but even though UDGHOSH'13 raised an amount of around **₹6.8 lakhs** in comparison to **₹4.16 lakhs** in UDGHOSH'12.

UDGHOSH'13 got **3 advertisements and coverage** in **The Pioneer** and other news daily. UDGHOSH also partnered with **Cricket Today**, one of the top sports magazine in India.

**Mega banners and posters** were widely used this year to spread awareness regarding the happenings in the festival.

For the 1<sup>st</sup> time Udgosh introduced its **app** turning out to be a huge success resulting in less number of queries on the hospitality desk.

## Results

IIT Kanpur performed brilliantly and **secured 1<sup>st</sup> position** in **Athletics (Men), Athletics (Women), Badminton (Men), Squash, Table Tennis (Men) and Weightlifting.**

IITK **finished runner ups** in **Chess, Carrom and Volleyball (Men).** Complete results have been circulated among all.

## Closing Ceremony & Prize Distribution ceremony

Udgosh'13 was ended with the closing ceremony on 29<sup>th</sup> September, 2013. **Ms. Ashwini Ponnappa (Indian Ace Shuttler)** was the Chief Guest of honour. The crowd appreciated the personalities very well and these personalities were invited **to promote the less known sports and appreciate the talent of physically challenged people** and moving out of trend of inviting cricket personalities.

A friendly match was organized between the participants and Ms. Ashwini Ponnappa which boosted the morale of all the sportsperson.

There was also Motivational and Interactive Talk with Ms. Ashwini Ponnappa, and vote of thanks was also given by the Festival Coordinator to the students.

**Prizes, medals and trophies worth ₹1.4 lakhs** were distributed to the Winners in all the Sporting events.



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## Professional Shows

1. **Opening Night:** A torch run around the campus followed by performance of '**Avijit & Tinku Acrobats Group**' in OAT, New SAC was organized on 26<sup>th</sup> September, 2013.
2. **Step Up: Live up the Floor**  
Discotheque was organized on the 2<sup>nd</sup> night at Hall 1 Parking Lot near PE grounds
3. **Fiesta:** On 3<sup>rd</sup> night, a formal dinner was organized for all the participants of Udgghosh'13 including the faculties and participants of IIT Kanpur.
4. **Closing Night:** A felicitation ceremony preceded by Director's Address was organized to praise the efforts of all the participants which will be followed by an Informal session with our Sports Celebrity '**Ms. Ashwini Ponnappa**'.
5. **Movie screening & Live matches of 'Champions League T-20' and 'Barclays Premier League'** was organized in OAT, New SAC during all the 4 days of the festival.

## Challenges

1. Intra campus tempo services were provided to outstation participants because people especially at Hall 10, 9 etc. kept complaining of distance problem to the field and common areas.
2. **Rain Scenario:** Udgghosh'13 witnessed rains on the last day of the festival and also heavy rains 1 week before the festival raised huge concerns regarding ground maintenance. Hence like this year flexes, sponges, sand trolleys (2 trolleys were arranged pre festival), water pumps etc. were arranged in stock. All the outdoor matches were shifted to indoor grounds.
3. Unavailability of New SAC area for setting up the food stalls. Due to this we had to shift the stalls and informal stage to the New SAC extension which was less crowd attractive.
4. Organizing a Festival just after the mid-semester exams created several problems.



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## Recommendations

1. Udghosh'13 Team strongly recommends that a festival **should preferably not** be organized **immediately after mid-semester examinations**.
2. Udghosh team suggests that festival should be organized in **last week of September or latter** so as to avoid rains and ensure smooth conduction of events.
3. It is suggested by the current team that **UDGHOSH Core team interviews** should get over by **early November every year**.
4. In UDGHOSH there is need for 2 Head Marketing otherwise it creates additional pressure on Festival Coordinator and other core team members.
5. There is also requirement for 2 Head Show Management as the number of sporting events has increased. Marathon, Shows etc. also demand too much resources and time.
6. Since the number of events are too many in UDGHOSH, under Head Events there should be one Event Executives (preferably 3rd year) for each event who shall take care of all the events. These posts would be different from the Event Coordinators.
7. **Equipment tender should be released at least 30 days before** festival because procurement of all the equipment takes very long time.
8. Special focus should be there on getting sponsorship from sports equipment making companies like **Yonex, Wilson etc.** in whose absence we have to pay a big amount. Some of these companies are interested and would be sponsoring in coming years.
9. **Several Informal activities and shows** which were introduced this year should be continued even next time **as this leads to huge participation from campus junta**.
10. **Fiesta, the Gala night** which was introduced this year helps create a new ambience for the festival. Also it allows participants to relax and entertain themselves during the festival. Hence, this must be carried forward which will prove to be uniqueness for Udghosh. Also a separate tender processing should be done for the same.
11. Messing for the referees should be arranged in Hall Messes rather than opting for Central Mess.
12. **Mascot** should be designed for the festival which should represent the festival nationwide. This will prove to be prominent point in marketing and design for the festival.

