



— 20<sup>TH</sup> - 23<sup>TH</sup> OCT 2016 —  
**ANTARAGNI**  
— INDIAN INSTITUTE OF TECHNOLOGY, KANPUR —



# Post-Conduction Report Antaragni'16



## Introduction

Antaragni successfully completed its 51st edition from October 20th to 23rd, 2016 with befitting grandeur, witnessing the highest and most diverse participation till date. The spirit was withheld from the very beginning with the inauguration ceremony that was conducted in the Auditorium this time. Antaragni'16 witnessed the participation of a large number of students from all over the country.

Various changes were introduced this Antaragni, in terms of pronites, events, scheduling and branding. The festival was conducted with an inclusive support from the undergraduate and postgraduate students, Students' Gymkhana, staff and the faculty members, who all we sincerely thank.

## Events and Competitions, Antaragni'16

### 1. Roadtrip

Roadtrip, the nationwide cultural expedition by Antaragni was organized in the following cities:

- Delhi
- Lucknow
- Agra
- Chandigarh
- Kolkata
- Bhopal
- Hyderabad
- Jaipur
- Pune
- Bengaluru
- Mumbai
- Kathmandu (Nepal)

The zonal rounds of the events- Synchronicity, Nukkad Natak-Dramatics, Street Dance, Quiz events, Antaragni Idol, Jitterbug, Fine Arts, etc- were organized as part of the Road





Trips. The road trips were organized over a wide interval of time, starting from the month of August, and most of the colleges actively participated in the events.

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.

## 2. Prodigy

Prodigy, the cultural talent hunt for school students, which started last year was continued and successfully conducted in three cities:

- Lucknow
- Kanpur
- Agra

Prodigy saw a much better level of organization especially in the city of Agra. In comparison to its debut year, Prodigy has witnessed a massive increase in participation, expanding its reach to approximately 500 students spread across 30 schools. Winners were awarded with certificates and trophies.

## 3. Competitions

Major competitions which were conducted during Antaragni'16 are as follows:

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

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. 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.



#### 4. Ritambhara

The top fashion colleges of India along with various other fashion societies were invited to participate in the event. Teams which qualified from the qualifier round performed in the finale based on the theme provided. While the qualifier round was held in Main Auditorium on 20<sup>th</sup> October, the finale was held in the Pronite ground on 21<sup>st</sup> October. This year Pearl Academy, Delhi stole the show with their stunning design and performance. The celebrities this year were well-known names from the cores of fashion.

#### 5. 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:

- Bhutte Khan Group
- Thang ta Group

#### 6. Informal Events

Regulating the fun in the festival, Informals had a huge contribution in making Antaragni an unforgettable and cherished memory. This year, Informals hosted a plethora of events like Treasure hunt, Poker, etc.

Also, a fun zone was set up during the festival. However, the location allotted for its set-up was not appropriate hence it could not function well. It is suggested that for future years, the fun zone should be shifted to a place garnering more eyeballs.

#### 7. 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:

- Rupesh Saxena
- Sunil Jogi
- Padmini Sharma
- Ansar Kambri





Since it was scheduled during afternoon, the bright sun bothered the audience, thus making their experience a little unpleasant. Some measures like setting up of umbrellas may solve the issue.

## 8.MUN

This year MUN witnessed a participation of around 100 students in the post of chair person, delegates and international press representatives. The entries were done by the two tier screening based on the past experience in MUN and equivalent events. It was conducted prior to the main event i.e, it was scheduled from 7<sup>th</sup>-9<sup>th</sup> October. Mr. Amitabh Thakur was invited as the guest of honour on the first day.

## 9.Hospitality

A total of 2000 outstation participants took part in Antaragni'16 as normal participants (with accommodation).

A total of 86 people registered through single day registrations. (19 - day 1, 8 - day 2, 3 - day 3, 56 - day 4).

## 10. DJ Wars

This was an initiative by Antaragni'16. Finalists of DJ Wars competed on the swimming pool stage, which was also the end point of the color run. Color run was an event organised in accordance with the theme "Hues of Bliss".

# Public Relations

## 1.Pronites

### Day 1 - Reverberation

The Fest was thrown open on October 20th, 2016 with a grand and rejuvenating celebration - Reverberation. Be it the scintillating performance by the famous rock band or a professional play performance, it has never failed to unleash fire within on the very first day of the cultural carnival, being only a taste of greater things to be revealed.

The first pro-nite was an EDM night. The artists for the night were:

- *DJ Mike Candys*: DJ from Switzerland, ranks #96 in DJMAG's top 100 DJs ranking.
- *DJ Sartek*: One of the leading Indian DJs

### Day 2 - Funk Night

Introducing the Funk Night which was dedicated to pop/funk music and pop culture. The night opened with a performance by Saskia Laroo, a funk/jazz artist from Netherlands.

Ritambhara performance took place on live music by Madboy & Mink and the event was widely appreciated.





### Day 3 - Synchronicity

Synchronicity is the biggest rock band competition of India organized by a college cultural festival. The top 3 bands of Synchronicity competition got to perform on the pro-nite of synchronicity.

This was followed by the headliner: *Demonic Resurrection*.

### Day 4 - Blitzkrieg

Blitzkrieg is the most coveted event of Antaragni as every year it witnesses the grand performances of the best singers of the country. This is the highpoint of the festival when the crowd is driven to frenzy by famous stars. This is the ultimate euphoria as tidal waves of energy sweeps off everything in their path. The closing night opened with *Thepeepal tree* which was followed by the final performance by *Adnan Sami*. This concert witnessed a massive crowd.

### 2. Classical Night

The opening ceremony took place at Main Auditorium followed by the Classical Night. The artists who performed during the soulful event:

- Madhup Mudgal
- Jyoti Hegde
- Anupriya Deotale
- Sanjana Tewari

### 3. Talks

All the talks had a nice reception and were packed with audience. Antaragni'16 witnessed addresses by eminent personalities like:

- Markandey Katju
- G.D. Bakshi

### 4. International Carnival

The following were artists under international carnival this year:

- Limor Ballas - Israel
- Geronyom - Portugal
- Saskia Laroo - Netherlands





## Social Initiatives

The following were the social initiatives and activities conducted for the same by Antaragni'16:

- Flash mob was conducted on World Environment Day at Z Square mall
- Flash mob was conducted on World Blood Donors Day at Z Square mall.
- A march was conducted on Independence day followed by a felicitation ceremony of prayas students for a competition conducted by prayas.
- Antaragni'16 organized a blood camp during the festival and spread awareness for same during the festival.

## Security

Some of the notable incidents of the festival were as following:

- One of the campus students got into a scuffle with some students from HBTI college, Kanpur. It was found that the students from that college were imposed a fine due to entering the festival without any sort of registration. Antaragni hereby blacklists the college from any sort of participant in any of future Antaragni and related events for 2 years.
- Some people were caught with fake i-cards, that is laminated coloured photocopies of IITK student I-cards. This was reported to the respective authorities and i-card checking was done more strictly from there on.
- The core team witnessed misbehaviour from a few PG Students, which was subsequently reported to the SIS office.
- One of the participants, who had to be allotted accommodation in the campus, was a transgender. Hence, there was a problem if the accommodation should be arranged in male or female residence.
- Appropriate arrangements were made for emergency situations like fire accidents, in all event locations.
- Patrolling was carried out effectively throughout the campus, especially during nights, to ensure that there are no security breaches and to prevent misbehaviour by miscreants.
- Prize money of BBD Lucknow and Pearl Academy Delhi was seized as they were found breaching the security.
- Security plan, which was decided upon before the festival, was strictly adhered to.





## Marketing

Major sponsors associated with the festival were: LIC, Rimjhim Ispat, Lohia Corp, SBI, UBI, Maruti, etc. The promised branding avenues were allotted to respective sponsors and no sponsor major discontent has been observed.

## Media and Publicity

Major media sponsors associated with the fest were: Amar Ujala, Hindustan Times, MTV, Vh1, Radio Mirchi, The Caravan, etc.

For the first time, the official aftermovie of the festival has been released by the same team who conducted the festival. Also, the photography coverage has been released through the official page of Antaragni.

Owing to the popularity (i.e, over 150k+ likes), the facebook page of Antaragni has been verified by Facebook.

Entire festival was extensively covered by different media houses, both in print and digital media.

## Show Management

No major problems were observed in Show Management. Timely preparation of all the c venues was done.

## Finance

Following the financial crisis of Antaragni'15, financial reforms at various levels were introduced in Antaragni'16. The entire budget was worked out from the scratch and dynamically updated to match the ongoing scenarios. Transparency was maintained and regular inputs that came in COFA(A) meetings were considered.

## Design

Designs were one of the major points of attention for the team of Antaragni'16. The designs were based on the theme "Hues Of Bliss" which was magnificently carried out through online and offline designs.







## Web

Website of Antaragni'16 saw great improvements from the previous years. An easy to use yet artistic which reflects the overall theme of the festival was developed. The backend was developed efficiently enabling automation and easy dispatch of various parts of the website. The website ran smooth at all times and very few complaints were reported regarding any technical glitch. The work done by Head, Web of Antaragni'16 has vastly increased the expectations from the Web cell for the time to come.

## Recommendations

- Bright sun and heat should be considered while scheduling events. Some simple measures like availability of umbrellas or other shelter can be also be planned.
- Capacity of participants should increase permanently as the current numbers are easily managed by the festival team without any trouble or accommodation shortage.
- Online payment by participants should be encouraged strongly.
- Security plan for pronites of Antaragni'16 should be continued in the future editions of the festival as a lot of issues were solved by it.