

# Antaragni'15

29<sup>th</sup> Oct. - 1<sup>st</sup> Nov., 2015 (Pre-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 is celebrating its Golden Jubilee and here are major developments which will be happening.

## Roadtrip

1. The Roadtrip 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:

- i) Synchronicity (Rock Band Competition)
- ii) Jitterbug (Group Dance)
- iii) Tour de Force (Street Dance)
- iv) Estampie (Solo Dance)
- v) Nukkad (Street Play)
- vi) Quiz Events
- vii) Fine Arts
- viii) Antaragni Leadership Initiative

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



## Prodigy

Realizing the potential of school students, Antaragni has created a one-of-its-kind platform for school students from classes 9<sup>th</sup> – 12<sup>th</sup> in Lucknow and Kanpur. Students made the first attempt of Prodigy a success by their overwhelming participation.

Below are the competitions organized for the students -

- i) Musicals
- ii) Quiz events
- iii) Antaragni Leadership Initiative
- iv) Fine Arts

## Social Initiatives

1. Stolen youth: Extensive social media awareness program was launched to make the youth aware about pressing issues like drug abuse, bullying, etc.
2. Flash Mob: On the occasion of the Environment Day, a flash mob was organized in Rave 3 mall of Kanpur with the purpose of spreading awareness about the environmental problem caused by us.
3. Independence Day March: On the occasion of Independence Day and the anniversary of Prayas, a march was organized to awake the spirit of patriotism in today's youth. Students of Prayas were gifted with the goodies.



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

On the night of 29<sup>th</sup> October, 2015 Antaragni will witness a performance by Mr. Amit Trivedi, a well acclaimed Indian music composer and singer. The night will be organized on such a massive scale for the first time.

## **Reverberation (EDM Night)**

Performance of top DJs of India- Nucleya and Anish Sood, organized by NBA on 30<sup>th</sup> October, 2015

## **Kavi Sammellan**

The names of the renowned kavis which will perform on 31<sup>th</sup> October are as below:

- i) Rahat Indori
- ii) Arun Gemini
- iii) Suman Dubey
- iv) Kumar Manoj
- v) Gaurav Krishna

## **Classical Night**

The event will witness great classical performers this year on 30th October, 2015.

- i) Pt. Satish Vyas
- ii) Indian Jam Project
- iii) Devayani
- iv) Carolina Prada
- v) Devika Rajaraman
- vi) Akanksha Rana



## India Haat

The event is revamped by inviting exceptional artists this year who will perform on 30<sup>th</sup> October, 2015

- i) Langa Group (India's Got Talent fame)
- ii) Mallakhambh India

## International Carnival

Professional performers from across various countries are invited to perform in the festival:

- i) Ms. Carolina Prada (Columbian Chau Dancer)
- ii) Nir Motzeri Ensemble (Israeli Instrumental Band)
- iii) Acollective (Israeli Indies Band)
- iv) Skiller (Bulgarian Beat-boxing world champion)

## India Inspired

Topic: Is India youth contributing enough in the development of the country?

Confirmed panellists:

- i) Shazia Ilmi
- ii) LR Sridhar
- iii) Madhu Kishwar
- iv) Sanjiv Chaturvedi
- v) Roman Saini



## Major Events

### 1. Ritambhara

Ritambhara is the fashion event of Antaragni and is one of the most-watched event. It provides a stage for budding models and designers to showcase their talents. It also include the contests like Impresionante ( Individual Fashion Show for both Males and Females ), Campus Princess (Individual Female's Fashion Show) and elegancia (Online Fashion Competition)

Dream On-

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

Judges: Ms. Kanika Kapur (Miss Asia 2015), Ms. Noyonita Lodh (Miss India Universe 2014), Ms. Shilpa Singh (Miss India Universe 2012)



## 2. 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

- i) The winners of the competition will be Shortlisted as an UnBox finalist
- ii) 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
- iii) Winning band will get workshop worth INR20,000 each at Swarnabhoomi Academy of Music
- iv) Oblivion will provide 80%off on album of 4 songs to the winners and 50% to runner ups
- v) True school of music will provide 1005 scholarship on specially designed workshop worth upto INR 5 lakhs

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

## 3. 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.

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



#### 4. Junoon

It is the Eastern Band competition where music enthusiasts crowd every year.

Dream Ons:

- i) Trifecta Records shall provide an EP of 4 songs to the winning band of Junoon, Antaragni'15 at no monetary exchange.
- ii) 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
- iii) Winning band will get workshop worth INR20,000 each at Swarnabhoomi Academy of Music  
Headliner: Raag Leela (Eastern Band)

#### 5. Informals

It is the fun-zone at Antaragni where students come to enjoy and participate in few shorter events and earn various prizes in the process.

Blind date

Stage is yours

Treasure Hunt

What's your story

I need you

Kamzor kadi kaun

Antakshari

Bollywood tambola

Informal Games: Bull Ride, Paint Ball, Sumo Wrestling, Wall Climbing, Casino



## Competitions

1. Dance : Arabesque, Estampie, Nrityangna , Jitterbug, Roots and Tour-De-Force  
Dream Ons-
  - i) Winners of Tour-de-force will get a direct entry into quarterfinals of TheCulture
  - ii) ToTheCulture -The Culture'15 and a workshop from ToTheCulture
  - iii) Top 3 performers of Estampie. will get a workshop with DX TRANSFORMERS
  - iv) Winning team of Choreo-Nite will get a one page article in ABRAXAS NU magazine.
  
2. Dramatics: Nukkad, Stage Play, Dram-E-Baaz  
Dream Ons-
  - i) Winning team of Nukkad will get a chance to perform at Prithvi Theatres during Thespo.
  - ii) Winning team of stage play will get a chance to perform at National Centre for the Performing Arts (NCPA) and there will be travel reimbursement worth INR 10,000.
  - iii) The winner of monoacting will get a free internship at Barry John Acting Studio.
  
3. Musicals: Antaragni Idol, Aria, Symphony, Pair on Stage, Sangam and Unplugged  
Dream Ons-
  - i) Winner of Antaragni Idol will get a chance to interact with Shankar Mahadevan and top 10 will get a certificate signed by him.
  - ii) Winners of all the competitions will get workshop worth 20k each at Swarnabhoomi Academy of Music and runnerups will get 50% discount





4. Fine Arts: Charcoal Sketch, Costume designing, Modern Art, Quilling, Speed art  
Dream Ons-
  - i) Kalavishkar (India art festival) will publish artworks of five winners in their magazine 'Indian Contemporary Art Journal'
  - ii) Artworks of five artists will be displayed in India Art Festival's Delhi and Mumbai edition with separate booth for Antaragni
  
5. Hindi Literary Events: Kavyanjali, Kirdaar, Aamne Saamne, Ishaaro Ishaaro mein, Shabdrang, Drishtikon  
Dream On- Entries of winners will be published in "Hind Yugm"
  
6. English Literary Events: Just a Minute, Dumb Charades, Word Games, Poetry Slam and Parliamentary Debate
  
7. Quiz Events: General Quiz, Bollywood Quiz, Sports Quiz, Mela Quiz, India Quiz
  
8. Films and Media: Cronica, Admad and Aperture  
Dream Ons-
  - i) IIP will provide the winning participants (4) of the Aperture competition, a free of cost 3 month online photography course.



## Media Collaborations

### 1. MTV

- i) Social Media posts will be provided by MTV on its outlets
- ii) Chance for the winners of talent based competitions in MTV showstoppers
- iii) Merchandize for winner of the events will be provided by MTV
- iv) Winning article of literary events to be featured on the MTV campus dairies

### 2. Mastiii Channel

- i) 6 number of 30 sec. Video ads will be screened on the channel
- ii) Mastiii Channel will provide social media posts on its official avenues
- iii) 3 times x 10 days tickers will be provided on the channel
- iv) Antarangi'15 collaboration will be prominently mentioned on their website

### 3. Dainik Jagran

- i) Total advertisement space of 1.5 pages + 200 sq cm.
- ii) Full advertisement space on hoardings in Kanpur.
- iii) Space of Branding is provided in the Rave Moti and Rave 3 malls in Kanpur.

### 4. Hindustan Times

- i) 3 advertisements will be provided in Lucknow and Kanpur edition.
- ii) HT will provide coverage of the entire festival editorially.

### 5. ETV

- i) Advertisement tickers will be provided for Antaragni'15 on the channel
- ii) Posts will be provided on the social media outlets of the channel
- iii) Antaragni'15 will be covered in the show "ApnaUP"
- iv) Coverage of Blitzkrieg and Ritambhara should be made in show "Filminama"
- v) Video advertisement of 30 sec will be provided to Antaragni'15





## 6. Red FM

- i) Red FM will provide RJs for anchoring for Antaragni'15
- ii) Red FM will provide hoardings in the strategic location of Kanpur
- iii) Red FM will run promotions for 30 sec x 15 days x 8 times in Kanpur
- iv) Outdoor broadcast will be provided to winners of Antaragni Idol and Junoon

