



Udghosh'14

Festival Conduction Report

Submitted by:

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Introduction

Udghosh'14 was successfully organized from **September 25th to 28th, 2014**. The festival witnessed participation of 1500 participants from over 50 colleges all across the country. UDGHOSH is the largest sports festival in the country with participation from about **50 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, Udghosh 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 Udghosh. Udghosh is the only inter college sports festival which is recognized by Sports Authority of India.

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, Live in Concert** to various sports events like **Athletics, Cricket, Football, Hockey, Volleyball, Basketball, Badminton, Tennis, Table Tennis, Weightlifting, Kho-Kho and Cycling Events**.

Opening Night

The festival was officially inaugurated on September 25th in the Open Air Theatre, New SAC with the address by the Director of IIT Kanpur **Prof. Indranil Manna**, who welcomed the participants to the festival and urged everyone to uphold the spirit of participation. The lamp was lit by the Chief Guest of the evening, **Arjuna Awardee Rachna Govil, Executive Director of Sports Authority of India** who also addressed the participants on this occasion. The ceremony was followed by a live in rock concert by the band "Raeth". The inauguration was witnessed by a massive crowd of around 5,000, which includes participants, IIT Kanpur students, staff and Faculty members.

Sports Events

Udghosh 2014 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

The formal Events conducted during festival were –

- Athletics (M and W)
- Badminton (M and W)
- Basketball (M and W)
- Carrom
- Chess
- Football
- Hockey
- Kho-Kho(W)
- Speed Skating*
- Roller Hockey*
- Sports Quiz
- Squash
- Table Tennis
- Tennis
- Tae-Kwon do
- Volleyball
- Weight Lifting
- Power Lifting
- Marathon
*introduced this year

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

* Udghosh'14 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 28th September morning. Participants ran on 11 km long track and made this Marathon a success with a **participation of over 600 people**.

Informal Events

Under Informals, we brought a plethora of the craziest, the wackiest and the most random events, which provided entertainment in myriad forms. This being the most participated event of the festival for the campus community as even those who have not undergone any training can steal the show. For Informal events even the sedentary lot turns up from their rooms and enjoy.

Events

1. **Fun Zone:** The following events were organized as a part of FunZone

Minute to Win it
I Need You
Treasure Hunt

Casino
Rowdies
Air Hockey

Play N Win
Ball Dance

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 **Online Photography Competition** was organized during August and September 2014.

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

5. Adventure Sports

Following are the adventure which will be conducted this year during Udghosh:

Paint Ball
Climbing Wall

Zorbing Ball
Trampoline

Archery
Sumo Wrestling

Prizes worth INR 1.6 million were distributed to the winners through **auction and prize distribution.**

Pre Festival Activities

Nukkad- My Future

Manas Manch Park at Kakadeo echoed with applauds as students of IIT Kanpur presented their street play “Dobara Mat Puchna”. This performance was part of an initiative “My Future” by Udghosh’14, the annual sports festival of IITK, which aims at eradicating child labor, child exploitation and evoking general consciousness about the less discussed but ubiquitous evils relating childhood.

The event was a success which was evident from huge spectatorship of 500-600 and their loud positive appraisal for the initiative by Udghosh, IIT Kanpur.

Duathlon

Udghosh'14 in and Games and Sports Council organized Duathlon on 17th August. It comprised of 5km run followed by 10 kms of cycling.

INK Campus

Udghosh’14 and E-Cell organized INK Campus on 24th of August 2014. INK Campus is a program that aims to engage university students around India in insightful dialogues about what their passions are, and how to actually turn their ideas into reality by bringing a diverse group of young entrepreneurs, leaders, and visionaries to campuses around the country.

The esteemed speakers for the event are:

- 1) Mr. Shayamal Vallabhjee, Sports Scientist and EQ Consultant
- 2) Ms. Krushnaa Patil, Youngest Woman to climb Mt. Everest
- 3) Mr. Anand Kumar , Founder Super 30
- 4) Mr. Arpit Mohan, Founder Gharpay

Marketing and Media Research

Special focus was made on companies related to sports, and we converted new companies like NIVIA and YONEX which tremendously reduced our expenditure in procuring Sports equipment.

Udghosh'14 received a lot of support from sponsors in kind, with the net worth of goodies and coupons amounting to approx. INR 50 Lakhs.

UDGHOSH'14 got **coverage** in **The Times of India, Dainik Jagran, Amar Ujala, Hindustan** and other news daily.

UDGHOSH also partnered with **DU Beat, Campus Diaries** college magazines in India.

A 30 minute show on Udghosh was telecasted on ETV.

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

Udghosh introduced its **app** turning out to be a huge success resulting in less number of queries on the hospitality desk.

Show Management

This year we tried to centralize the entire festival in the NEW SAC, organizing the closing ceremony in the Open Air Theatre and shifted the centralized messing from OLD SAC to the new lawns behind NEW SAC. Special efforts were put in to improve the ambience in the festival and we received positive review regarding the same. It is worth mentioning that the Show Management Team did a commendable job in the entire festival.

Security

The festival was conducted smoothly and credits for the same goes to the Security Team. I would like to thank ASO Shri S.K. Yadav Sir, Shri Ramesh Shah Sir, Shri Dileep Kumar Sir and Shri S.K. Gond Sir. I would like to extend my vote of thanks to Shri A.K. Sinha and his team of SIS for their support throughout the festival. The coordination between the Security Head of Udghosh and SIS team led to a peaceful conduction of the festival.

Closing Ceremony

Udghosh'14 was ended with the closing ceremony on 28th September, 2014. **Mr. Dhanraj Pillay** was the Chief Guest of honor. The ceremony started with welcome by Prof. Amitabha Mukherjee, Festival Chairman followed by an address by the Director. All the trophies and mementoes were distributed by Mr. Dhanraj Pillay to the winning teams.

There was also Motivational and Interactive Talk with **Mr. Dhanraj Pillay**, and vote of thanks was also given by the Festival Coordinator to the students.

Prizes, medals and trophies worth 1.5 lakhs were distributed to the Winners in all the Sporting events.

Highlights

Opening night

A rock concert by the band "Raeth". The concert was witnessed by a massive crowd of around 5,000, which includes participants, IIT Kanpur students, staff and Faculty members.

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 'Mr. Dhanraj Pillay.

Association with Sports Authority of India

This year Udghosh was supported by Sports authority of India which set a new benchmark for all the Inter college sports festivals in India as Udghosh is the only sports festival to be recognized by SAI

Indian Mountaineering Foundation North Zone Sport Climbing Meet -2014

20th North Zone Sport Climbing Meet -2014 in **Lead, Speed and Bouldering** was organized from **25th to 28th September, 2014 during Udghosh**. After the competition a team was selected from all the categories which will represent North Zone in the **National Competition scheduled to be held from 4th to 7th December, 2014 at Kolkata**.

Others

1. Step Up: Live up the Floor

Discotheque was organized on the 2nd night at New SAC

2. Special Dinner: On 3rd night, a special dinner was organized for all the participants of Udghosh'14.

3. Movie screening: Movies were screened in OAT, New SAC during the festival.

4. Mascot was introduced in Udghosh'14, with its presence at every sporting venue in the campus.

5. ADDA 52.com Free Roll Poker

Recommendations

1. Udghosh'14 Team strongly recommends that a festival **should not** be organized **immediately after mid-semester examinations.**
2. It is suggested by the current team that **UDGHOSH Core team interviews** should get over by **early November every year.**
3. The post of Head Design, Udghosh'14 should be restored irrespective of the existence of the Unified Design Team.
4. Special focus should be there on getting sponsorship from sports equipment making companies like **Wilson, Rakshak etc.** Some of these companies are interested and would be sponsoring in coming years. This may further reduce the equipment expenditure and also adds a lot of value to the festival.
5. Efforts should be made to associate with various other sporting events in the country, like Indian Super League, IBL etc.
6. Various training academies and associations should be contacted for association and try to get some benefits for the winning participants of Udghosh.
7. **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.**
8. Messing for the referees should be arranged in Hall Messes rather than opting for Central Mess.