

# Vision for Antaragni

**Antaragni has become synonymous with the culture of IIT Kanpur. The grandeur witnessed in the festival in each rendition has always surpassed the heights set by the preceding editions. As one of the biggest collegiate cultural festivals, there is no denying the fact that Antaragni has become a brand.**

**The foremost objective of Antaragni has always been to provide world-class cultural exposure to the students of the campus. By competing with some of the best collegiate teams of the nation, the enthusiasts of our campus get experiences that helps them polish and refine their talents. The four days of the festival provide a much needed break from the hectic academic chores of the institute. The fun and joy breaths an air of energy that arguably recharges the campus junta to handle stress for an entire year! Such is the amount of recreation offered in just a short span of four days.**

**India is witnessing new and emerging arts from the past few years. With this in mind, new cultural activities are always encouraged. For the upcoming edition, a new competition titled 'Battle Rap' has been introduced. It takes cues from the newfound rap culture prevalent in the country, and builds up over it. Rapping as an art is very popular, and multiple talented rappers dot the country, and also our campus. The festival aims to provide a platform to these stars to achieve heights in their career by taking benefit of the coverage and publicity that Antaragni dictates.**

**A brand has stakeholders supporting it, and Antaragni is no exception. So, one of the objectives of the organising teams is also to always keep in mind the interests of stakeholders (who are primarily the campus residents, participants, visiting celebrities, and of course the sponsors) while working towards the betterment of the festival. Steps are taken to ensure that the expectations of the stakeholders are always fulfilled and kept in high regard while taking any step.**