

# Kashiyatra' 23

The Annual-Socio Cultural Fest



Indian Institute of Technology (IIT) Varanasi

# ABOUT US

Kashiyatra, the annual IIT(BHU) Varanasi Socio-Cultural Festival is a three-day fiesta that aims to captivate everyone with its enchanting literary, musical, and artistic events. It is the largest North Indian cultural festival. IIT(BHU) is one of the largest residential universities in Asia. It is situated in the holy city of Varanasi, the Eternal City, home to a plethora of traditions and an ecstatic mix of cultures all across our country. IIT(BHU) recently hallmarked its centenary, making this year's Kashiyatra even more special.

## WHY ASSOCIATE WITH US?

Kashiyatra receives almost 70,000 students from all over the country. This is a solid platform for you to promote your product. Kashiyatra offers an unprecedented opportunity to meet and interact face-to-face with many potential customers. You have the chance to influence a large population of energetic youth from all over in this event.

Our team ensures that your product gets maximum exposure to your target audience and to make sure it proves to be the ultimate marketing strategy for your business.



# FOLLOWING AROUND THE GLOBE



**60+ EVENTS**

**350+  
COLLEGES**

**70,000+  
FOOTFALLS**





**EXPANDING BEYOND THE LIMITS**



# ABHINAY

## THE DRAMATICS EVENT

Abhinay is the set of events where individuals exhibit their dramatic skills. Many sub-events come beneath the umbrella of Abhinay, which offers enough possibilities to budding artists to illustrate their feelings via diverse acts on stage. This also provides an influential platform to spotlight the social taboos that plague our society in a formidable and brilliant manner.



# BANDISH

## THE INDIAN MUSIC EVENT

Bandish is an event that collectively brings the shades of Indian music in front of you. It seeks to carry out the budding maestros of Indian music who can mesmerize the audience with their musical brilliance. Its diverse activities encompasses solo singing, duets, band performances, and authentic compositions. It's an excellent platform for any track fanatic to witness and carry out in front of a large audience.

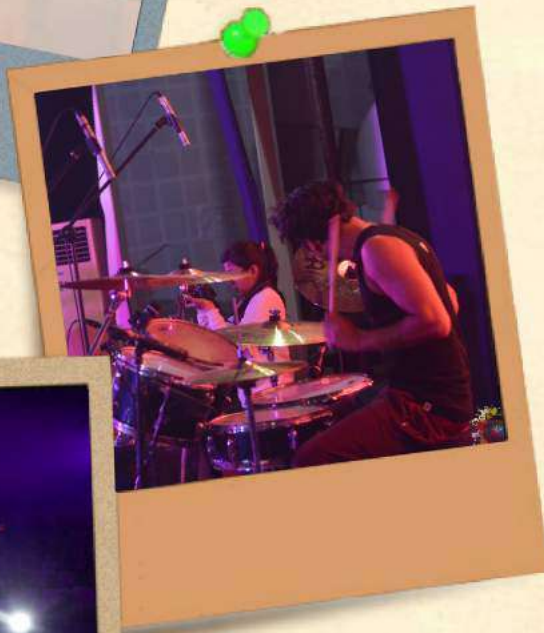




# CROSSWINDZ

## THE WESTERN MUSIC BAND EVENT

Crosswinds is a western music event that is an exceptional mix of various genres of rock associated metal music. The bands that perform on the stage of crosswinds leave a deep impact on our audience as they leave them yearning, making them scream "Once more". And with the increase in pop culture around the world, get ready to set the beat.



# TOOLIKA

## THE FINE ARTS EVENT

The Kashiyaatra contest for fine arts, Toolika, encourages the magic of art. It is a competition that highlights the beauty of many art forms and promotes their merger to spark the development of fresh artistic trends. Numerous creative activities are shown, including T-shirt painting, paper garment making, blow painting, soap carving, and many more. So have your paint brushes ready and spread the canvas with your creative enthusiasm.

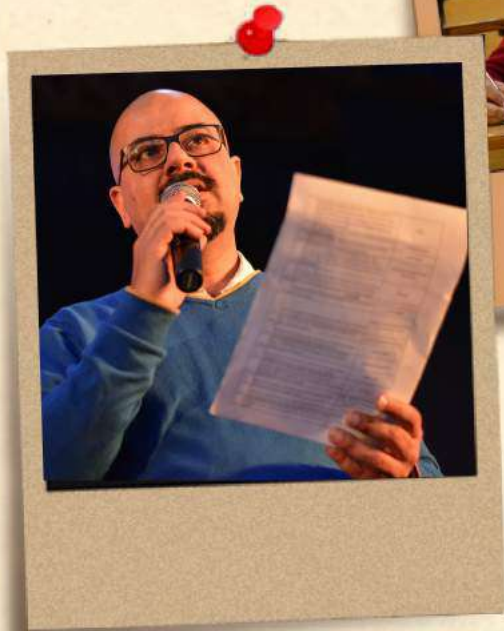




# ENQUIZTA

## THE QUIZ EVENT

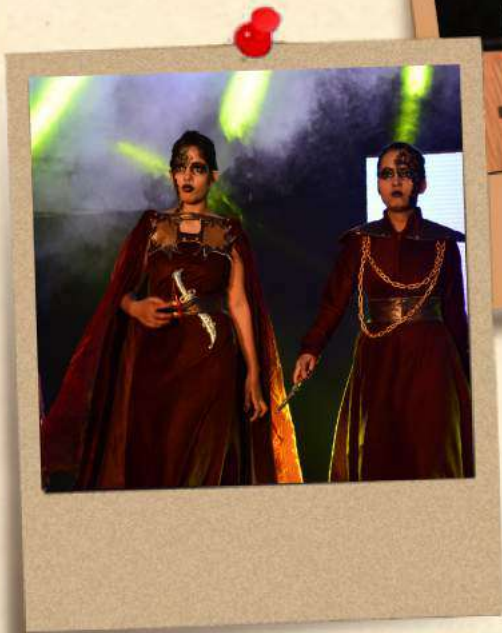
Enquizta is a quiz competition that witnesses exceptional brain power our youth has across the nation. The quiz event boasts enthusiastic participation from all nooks and corners of India. The event consists of quizzes like the Great India Quiz and is a check of zeal, information, talent, and determination towards our country. This quiz proves to be a hallmark of patriotism and devotion to our motherland.

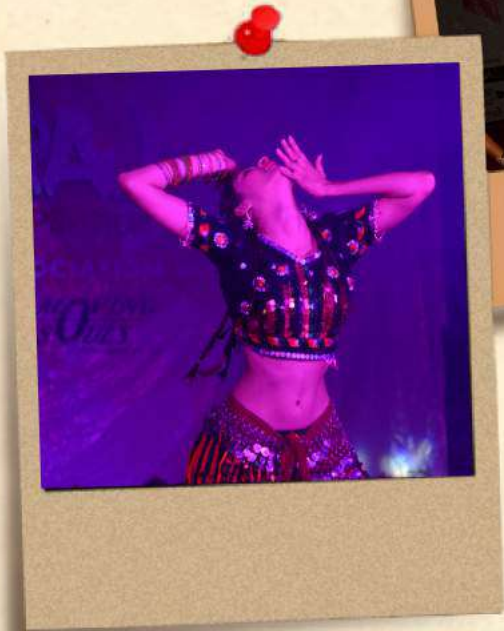


# MIRAGE

## THE LIFESTYLE EVENT

Mirage is a lifestyle event that focuses on unveiling the cutting-edge traits of the style Industry. This glamorous occasion contains models hitting the ramp in trending stylish attires showcasing exceptional works. Their confidence and beauty never fails to leave the audience astonished.





# NATRAJ

## THE DANCE EVENT

Natraj is a dance competition aimed toward presenting a platform from youngsters to skilled dancers to unleash their moves. Their clean transitions, unusual movements, and breathtaking stunts never fails to grasp the audience. Natraj includes diverse activities like group dance, solo performances, duets, and folk dance.



# SAMWAAD

## THE LITERARY EVENT

Samvaad is the literary event of Kashiyatra, consisting of bilingual debate, elocution, extempore speaking, and creative writing competition. This incident confirms the maxim that verbal expression of feelings and the use of a pen is the most profound form of expression. So don't forget to pick up your pen, put on your creative hats and set right into it.



# EDM NITE

The vastness of Kashiyatra combined with one of the most popular types of party music, electronic dance music, is a recipe for an incredible adrenaline rush!

It will only grow this year because artists like Divine, Zephyrtone, Zaeden, Anish Sood, and many others have already performed at the EDM Nite in Kashiyatra. Prepare yourself for a night filled with non stop excitement and heart rocking music.



# FUSION FIESTA

Prepare to experience it all at once during the Fusion Fiesta in Kashiyastra, which will feature performances by the likes of The Local Train, TRAP, Euphoria, Mindshift, Astitva, Undying Inc., and many other incredibly talented artists. Brace yourself for this fantastic demonstration of musical genius and revive yourself to the music culture of our country.



# BOLLYWOOD NITE

The Bollywood Nite of Kashiyatra draws a wide variety of talented singers and artists that create melodies that stick in your head and leave you wanting more. Numerous well-known Bollywood singers, including Amit Trivedi, KK, Sachin-Jigar, Lucky Ali, Nikhil D'Souza, and Javed Ali, have performed on the Bollywood nite stage in Kashiyatra in prior iterations. Who doesn't enjoy relaxing to upbeat Bollywood music by their fan-favorites?



# INTERNATIONAL CARNIVAL

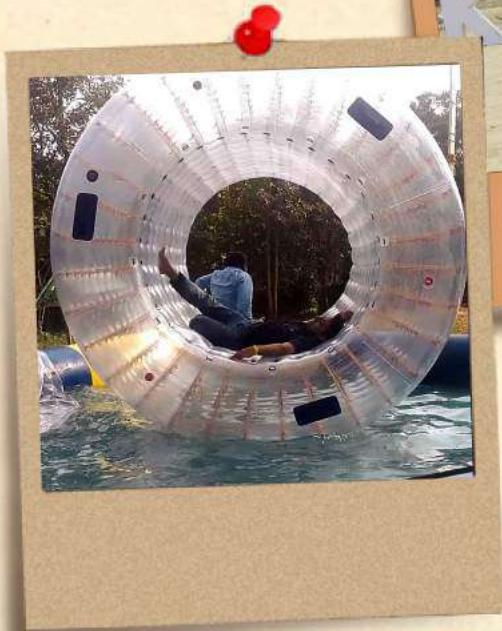
Guest performers from all over the world are welcomed at Kashiyatra. The renowned Swedish band Mindshift, which made its maiden visit to India and also performed in KY'17,. There were also performances by overseas performers, like ABout The Malaysian Beatboxer, Tiny Fingers Irish Circus Squarehead Productions, the Italian Odissi dancer Ileana and many others.





# INFORMAL

Numerous unofficial activities are organized at Kashiyatra. They draw huge crowds and don't need any planning beforehand. Human Foosball, dumb charades, dare game, poker night, zorbing, arrow shooting, and sumo wrestling were a few events held the last time. All of these events had widespread involvement from both participants and college students.



## PRE EVENTS

Numerous activities lay the stage for and precede Kashiyatra. Bliss, an inter school competition, MUN (Model United Nations), Treasure Hunt, DJ Night, Banaras Bazar, and several online competitors, including "Selfie with Sister," "Groupie," "La Diva," and "Stud Hunt" are a few among them. These activities lift the students' morale and raise their energy levels in the days preceding Kashiyatra.



# SOCIAL CAMPAIGNING

In collaboration with Kashi-Utkarsh and a group of IIT BHU student volunteers, Kashiyatra strives to remove social evil and stigma to make our society more modern, safe and educated. Numerous social awareness organizations are organized, such as "Run for a Cause", "Blood donation" drives and "Cancer awareness runs". Weekly camps are held in the communities of the underprivileged parts of society to teach the fundamentals of science and math to the kids there.



# PAST CELEBRITIES



**THE LOCAL TRAIN**



**RITVIZ**



**UNEVEN**



# PAST CELEBRITIES



**KK**



**SALEEM SULAIMAN**



**AMIT TRIVEDI**



# PAST CELEBRITIES



**ZAKIR KHAN**



**AAKASH GUPTA**



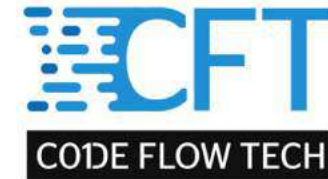
**SUMIT ANAND**



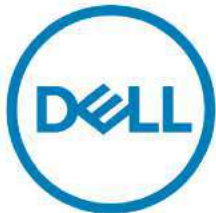
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THE MAN COMPANY



# PREVIOUS ASSOCIATES





# PREVIOUS ASSOCIATES



Relationships beyond banking.

# BRANDING



# BRANDING





*Kashiyatra*



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**PUBLICITY TEAM**