

WHAT'S UP, CAMPUS?



Vishal and Shekhar perform at BITS Pilani's Wave fest this year


Pics: Kalash Chirmulkar

GOA'S BIG-BUDGET CAMPUS FESTS



Nikhil Chinapa at S S Dempo College's K-oss fest

GOA'S CAMPUS FESTS ARE GETTING BIGGER AND BRIGHTER, FEATURING CELEBS, MUSICIANS AND STAND-UP COMEDIANS, BESIDES TEMPTING CASH PRIZES. HERE'S A LOOK AT HOW THE STUDENTS ROPE IN SPONSORS FOR THE SHOW AND PLAN THEIR ANNUAL EXTRAVAGANZA

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PLANNING GOA'S BIG BUDGET COLLEGE FESTS

Celebs, DJs, grand competitions and prizes, big stages – Goa's festos are getting glitzier by the year, and here's how the students manage to rope in funds and sponsors to make it all happen

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This is the season for campus festos, and colleges across Goa are hosting their own larger-than-life celebrations, by roping in celebs, setting up elaborate stages and sparkling lights, and accommodating students from other states of India. However, the bigger the celebration, the larger the funds required to put up the show.

Since the event is usually judged on the basis of the prizes and celebs invited on campus, preceding these festos is the frantic chase for sponsors, and the hunt for the funds begins two to three months in advance for the students.

'THE BUDGET CAN GO UP TO ₹70 LAKH'

Most colleges seek funds from various business organizations in the state.

"This year, we pulled in around ₹70 lakh for our annual event – Wave. While planning the event, we are split into various groups which cater to all the needs – from food and accommodation, to creative works, publicity and media. There's a total of around 12 to 13 groups. These students then raise a request for the amount they need to work with. Since BITS is a brand of its own, getting sponsors is not as difficult. The three-day fest sees over 40,000 plus footfalls," says Deepak Agrawal, a second year Computer Science student, and the general secretary of the Birla Institute of Technology & Science, Pilani.

Amey Wagle, general secretary of the Goa College of Architecture in

Altinho, that organises the fest Vistara every year, says, "We raise money by selling ad space in our annual magazine. The rates fluctuate between ₹5,000 – 10,000. This year, we brought around ₹1 lakh through sponsors."

Vishal Rane, HOD, Event Management Course, at S S Dempo College of Commerce & Economics, Cuijira, says, "For the two-day K-oss festival, we collected around ₹6 to 8 lakh. Most of the event is looked after by the

students of the event management course – from the planning stages, to the procuring of the material, setting up the stage, etc."

Still, though it's a tough procedure, most students are happy to gain knowledge from the experience.

"When we go to get sponsorship, we face rejection most of the time. Walking out of the offices without an advertisement is tough, but learning this was the most important part. You

gain confidence, and learn the art of talking to people," says Deepak, while Vishal adds, "We usually have theory classes about events, but you can learn how to convince people and how to adjust with whatever budget and constraints you have through such practical experiences. I ask my students to focus on quality and not quantity."



Singer Jonita Gandhi and (below) DJ Zaeden at Goa Engineering College, Ponda

WE TOO WANT OUR COLLEGE TO BE RECOGNIZED AS THE 'COOL' ONE. SO, THIS YEAR WE INVITED STAND-UP COMEDIAN SAHIL SHAH TO OUR EVENT. THOUGH GETTING HIM TO GOA WASN'T AN EASY TASK, HIS FEE WAS ALMOST 3/4TH OF OUR BUDGET, WHICH INCLUDED CASH PRIZES RANGING FROM ₹50,000 – 20,000

– Amey Wagle, general secretary of the Goa College of Architecture in Altinho

'STAND-UP COMEDIANS, CELEBS AND DJs TAKE UP MOST OF THE FUNDS'

Most college events are not complete without a celebrity, and they make it a point to invite a 'special guest' to up their 'cool quotient'.

"We too want our college to be recognized as the 'cool' one. So, this year we invited stand-up comedian Sahil Shah to our event. Though getting him to Goa wasn't an easy task. His fee was almost 3/4th of our budget, which included cash prizes ranging from ₹20,000 – 50,000," says Amey.

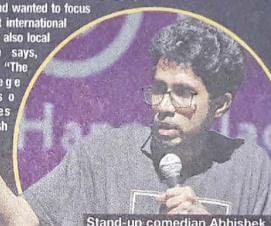
BITS invited four different artists to perform at their three-day event – music director duo, Vishal-Shekhar, stand-up comedians Abhishek Upmanyu and Vipul Goyal, and DJ and electronic music producer Diego Miranda. "We also spent quite a bit on the decorations, stage set-up, lights and sound, and of course, the infrastructure. Only if you present yourself well, is there a possibility that you'll see a bigger crowd next year," says Deepak.

Shubham Chowgule, a third year mechanical engineering student, and general secretary of the Goa Engineering College, Ponda, says that for their event – Happenings – which is scheduled in March, the process is still underway.

"Last year, Coke Studio singer Jonita Gandhi and DJ Zaeden performed at our fest. We collected a total of around ₹8 to 10 lakh, and wanted to focus on not just international artists, but also local ones," he says, adding, "The college also gives cash

awards to the overall winners."

"This year, DJ Hukhal Chitaga performed at our fest. Luckily, his travel and stay was covered by one of our sponsors. That way, it was easier for us to focus on other things, like the décor, prizes and awards," says Vishal.



Stand-up comedian Abhishek Upmanyu and (below) music director Vishal Dadlani at BITS Pilani



WE ALSO SPENT QUITE A BIT ON THE DECORATIONS, STAGE SET-UP, LIGHTS AND SOUND, AND OF COURSE, THE INFRASTRUCTURE. ONLY IF YOU PRESENT YOURSELF WELL, IS THERE A POSSIBILITY THAT YOU'LL SEE A BIGGER CROWD NEXT YEAR

– Deepak Agrawal, general secretary, Birla Institute of Technology & Science, Pilani

