

NIT TRICHY'S CULTURAL FEST

# FESTEMBER

*A fest to remember since 1975*

# About Us

Four days of splendor. 20000 attendees. 500 colleges. These are not only numbers but a symbol of the confidence that students and visitors alike have placed in Festember. In 1975, Festember had its humble beginnings as an inter-college festival run entirely by students on a shoestring budget. Over 48 years, It has bloomed into a blend of craftsmanship and innovation, allowing it to truly live up to the iconic notion that Festember is A Fest to Remember.

Festember has always presented an electrifying mix of specialists, writers, artists, and musicians with a steady stream of stalwarts in their fields over the years. It has included Benny Dayal, Andrea Jeremiah, Sunidhi Chauhan, Jonty Rhodes, Amit Trivedi, and many other legends.

Thanks to our continued vigour, the fest has grown by leaps and bounds over the years. The grounds of NIT Trichy are now a gateway for college students from all over the country to display their skills - a fitting vision for south India's largest college fest. Through government-assisted initiatives, Festember's Social Responsibility Wing leaves no stone unturned in fulfilling our responsibilities to society.

At its heart, Festember is the culmination of several enterprising young minds' work as well as support from our corporate partners. We cordially invite you to embark on Festember '23 and assist in making it a huge success.

# Heat Map and Stats



4	Days	4	Proshows
100+	Companies	500+	Colleges
80+	Events	18000+	Footfall
10+	CSR Events	7,50,000	Virtual Presence

# Timeline

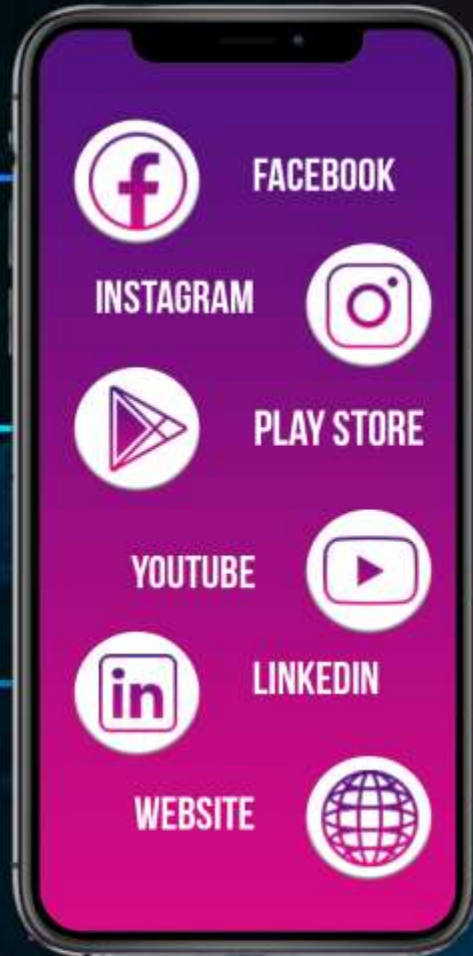


# Social Media Reach

Officially Verified by Facebook  
Page Likes: 48.9k  
Average Daily Impressions: 7.4k

Downloads: 5k+  
Ratings: 4.5/5

Followers: 2,098  
Virtual Reach: 7,000



Followers: 10.3k  
Virtual Reach: 69,405 in last 90 day

Total Views: 1,83,593  
Most Viewed: 35.1k  
Subscribers: 2.52k

Registrations: 7.5k  
Visits: 500 in the past 90 days



# Awards and Recognition



## COVID Relief



3500+ masks distributed

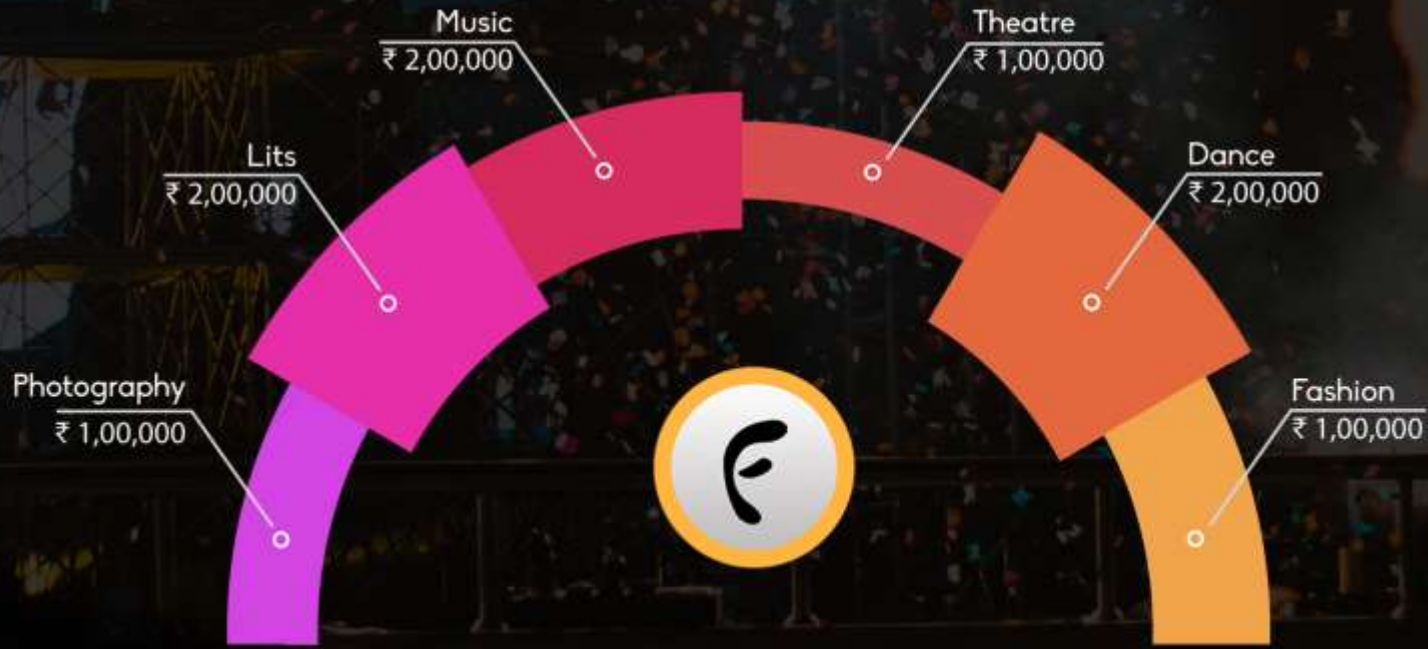
25 L Sanitizer distributed



9500+ people helped



## Cash Prizes



# Celebrity Quotient



SUNIDHI CHAUHAN



NITHYA MENEN



JONITA GANDHI



BENNY DAYAL



SACHIN JIGAR



DHRUV VIKRAM



JONNY RHODES



ANDREA JEREMIAH



ABHISH MATHEW



PRITAM



VISHAL SHEKHAR



AMIT TRIVEDI



SIMON TAUFEL



VIJAY YESUDAS

# Proshows

POPULAR NIGHT



**BENNY DAYAL**



**PRITAM**



**SUNIDHI CHAUHAN**



**VISHAL SHEKAR**



**AMIT TRIVEDI**



**JONITA GANDHI**



# Proshows

ROCK NIGHT



MASALA COFFEE



SWITCHEROO



GUNS N HOSES

#RedBullTour

RED BULL TOUR  
FEATURING RJD



AVIAL



PAPA BALOOSHI

# Proshows

FUSION NIGHT



**INDO SOUL**



**GUITAR  
PRASANNA**



**PADMASHREE  
DR. KADRI GOPALNATH**



**RUKMINI  
VIJAYAKUMAR**



**SAM  
VISHAL**



**SHRAVAN  
SRIDHAR**



Pixelbug

# Proshows

EDM NIGHT

A black and white photograph of DJ Shaan, a man with short dark hair, wearing headphones around his neck and a patterned shirt. He is looking to the right and has his hand raised in a gesture.

**DJ SHAAN**

A black and white photograph of DJ Ravator, a man with short dark hair, wearing a dark t-shirt. He is looking down at a DJ mixer on a stage.

**DJ RAVATOR**

A black and white photograph of Sabrina Terence, a woman with long blonde hair, wearing a dark top. She is looking upwards and to the right.

**SABRINA TERENCE**

A black and white photograph of Candice Redding, a woman with long dark hair, wearing a dark tank top. She is smiling and looking to the right.

**CANDICE REDDING**

A black and white photograph of Aceax, a man wearing a light-colored shirt and a cap. He is looking down and has his arms crossed.

**ACEAX**

A black and white photograph of Swattrex, a man with short dark hair, wearing a patterned shirt. He is looking down.

**SWATTREX**



# Online Proshows



**MAALAVIKA  
MANOJ**



**NAVEEN  
RICHARDS**



**RAJHESH VAIDHYA**



**VIJAY YESUDAS**



**STEPHEN DEVASSY**



**SHILPA RAO**



# Guest Lectures



JONTY RHODES



DHRUV VIKRAM



VISHAL CHANDRASEKHAR



MEENA KANDASAMY



SID SRIRAM



RAVI KUMAR DAHIYA



SAGARIKA GHOSE



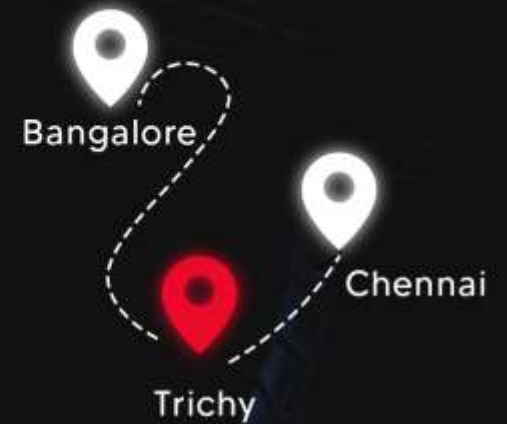
SIMON TAUFEL

# Online Celebrity Quotient



# Gigahertz

Held in Bangalore every year, Gigahertz is one of Festember's primary outreach events. A rock band competition which showcases some of the best musical talent of the country, it continues to draw in immense participation from numerous colleges.

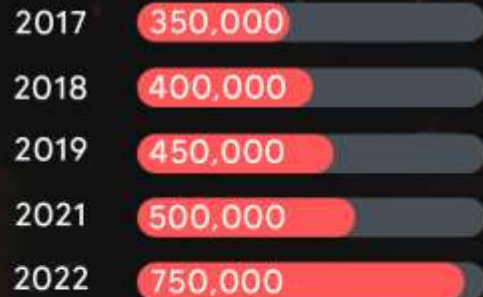


# RRIFF

RRIFF features workshops and contests with a mission to appreciate and nurture the art of filmmaking. It hooks up aspirants with guidance from experts like Mohan Raja, Lingusamy, and Prathap Pothen and support from studios like GVM's Ondraga Entertainment and 24AM studios.



No. of Entries



Virtual Reach





# FFL

Festember Football League spreads the name of Festember to several cities. With awards and goodies for their performances in a highly competitive format, it allows young players to polish their abilities while festering their interest in the fest.



2017 6

2018 10

2021 18

2022 9

Footfall

2017 160

2018 250

2021 350

2022 150

Virtual Reach

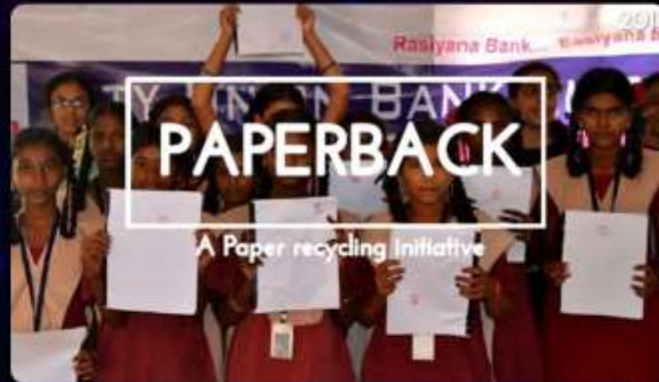


# Social Responsibility Events



Channeled Clarity towards Charity

An initiative to engage school children in charitable courses.



A Paper recycling Initiative

A paper recycling initiative combined with sessions on the importance of pursuing higher education to spread awareness.



A book donation initiative

Festember's Social Responsibility wing conducted a storytelling session for kids at REC middle school, NITT, followed by book donations to the school library, creating a memorable day of joy and captivating tales.



- Library Setup -

Old books from college students are used to set up a library in a village or government school.



Rural Initiative for Social Change

An initiative for social change wherein health check ups were organized for the underprivileged.



Awareness about the conservation of our planet's resources

An initiative to observe the Earth hour and promote energy sustainability and conservation.

# Social Responsibility

Despite being online in 2021, Festember did not forget its responsibility to give back to society. Channelled Clarity towards Charity - Edition 7 in partnership with CRY was a resounding success.



People Helped



Institutions Reached



Events Conducted



# Events



WESTERN



EASTERN



FREESTYLE



CHOREONIGHT

## MUSIC CLUSTER

## DANCE CLUSTER



MUSIC NIGHT



INDIE



VILLUPAATU



GIGAHERTZ

# Events



FASHIONISTAS



FASHIONISTAS



MR AND MS FESTEMBER



PAPER DRESSING

FASHION  
CLUSTER

ARTS  
CLUSTER



MIME



TATTOO MAKING



CHISEL



THEATRIX

# Events

Lits Cluster



ENGLISH  
LITS

REGIONAL  
LITS



# Workshops & Informals

**BUSKING**



**MELT DOWN**



**BALLROOM**



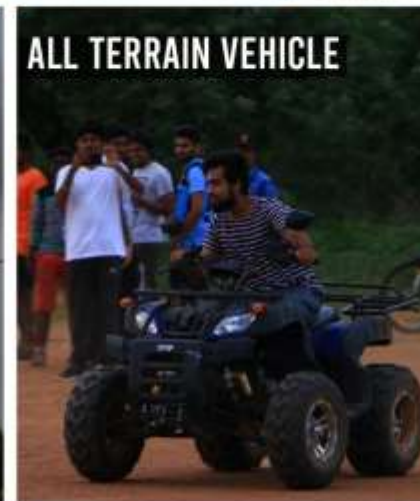
**PAINT BALL**



**ZIPLINING**



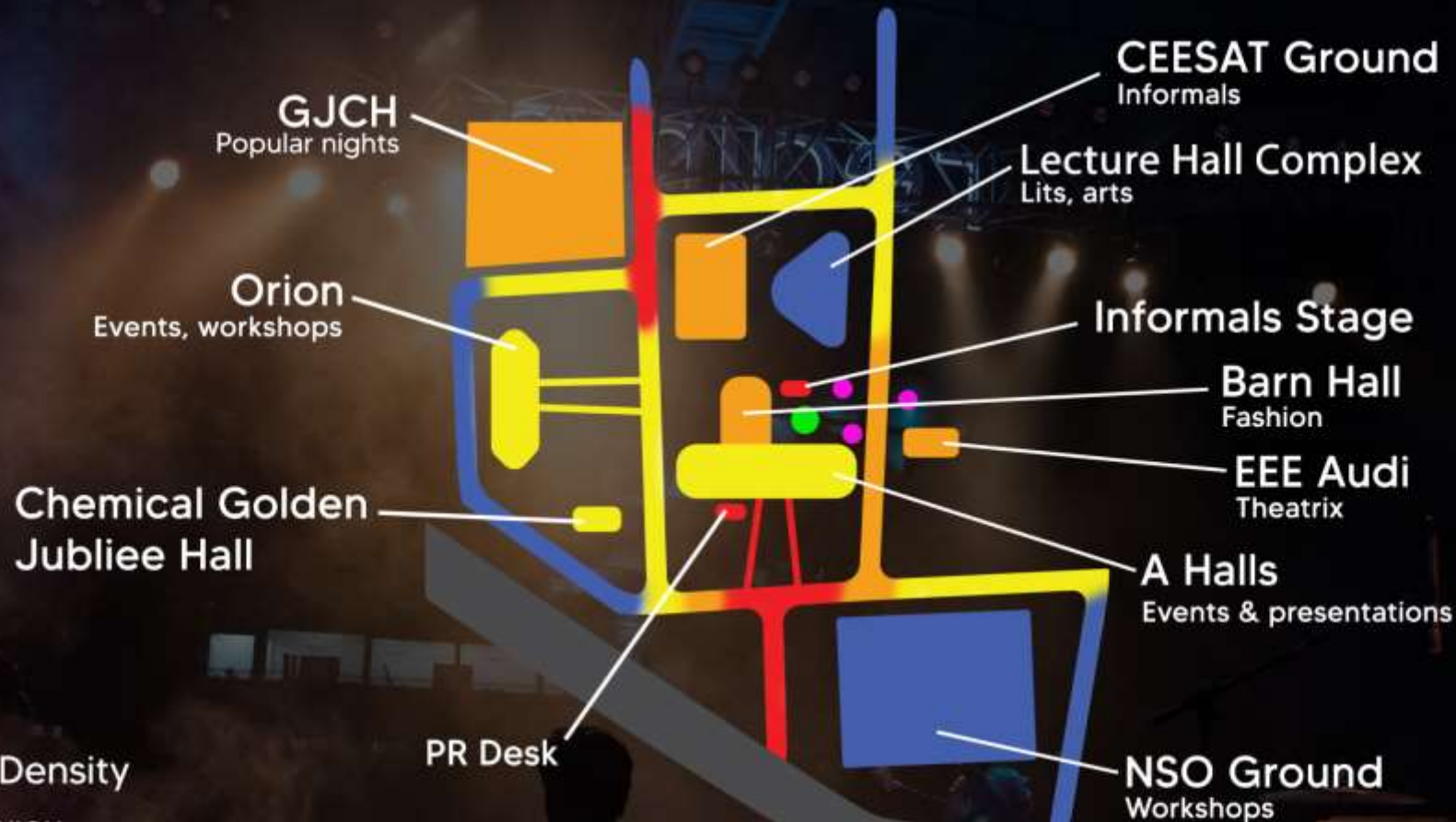
**ALL TERRAIN VEHICLE**



**ZORBING**



# Branding Heat Map



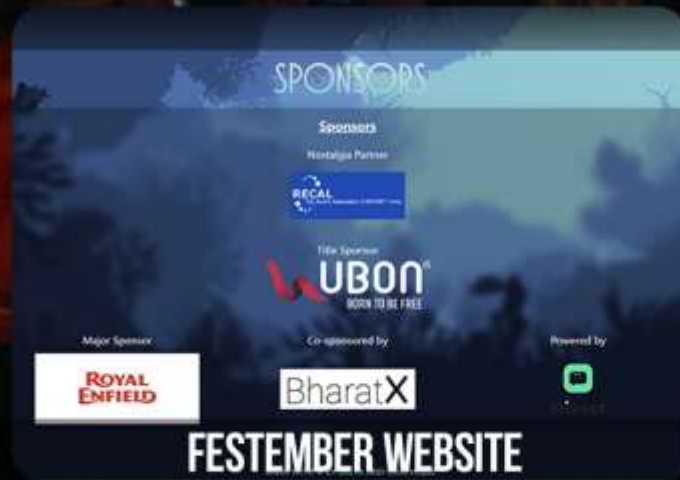
## Crowd Density

- VERY HIGH
- HIGH
- MODERATE
- LOW

- Food Court
- Stalls



# Branding Avenues



# Branding Avenues



# Branding Avenues



# Online Branding Avenues



# Media Presence

## Festember'22 By NIT Trichy Is Rolling Out, Check It Out For More Details

17/09/2022 09:00:07

At the height of the season, with a festember, celebrated by the event organizers. They have in Festember's very own Festember. Take a deep breath and get yourself ready to be entertained. Get a taste of an extraordinary concert of Fusion Music. It's time to show them, don't miss out on the Solo, Dance and the Showcases. It's a must that gets you going. Not even music among them. South, Regional, Telugu, Assamese, Bhojpuri and Thrash.



High on energy! For that, attendees to see and enjoy their festival in Vello, Punalu, London, Tiffin, PVA and Ganga. Besides, staying on the same rhythm, get ready to fill the festival on various occasions and more up right up. And you say that you can't see a high note with Party till at 12. Punalu, Tiffin and Ganga and the Music team have the stage there too.



## Festember '2022 at National Institute of Technology-Trichy from today

18/09/2022 09:00:07



NIT Trichy Festember, one of the largest inter-collegiate cultural festivals in South India, will begin at National Institute of Technology Trichy from today. More than 15000 students from about 100 colleges are expected to participate in over 70 events spread across four days. "Fusion Festival" is the theme of the festival, and NIT Director Dr. C. Jagdish. The star-studded programme will see Jonita Gandhi, Samy, Samy and Samy (being performed on Fusion Music, Jonita Gandhi will entertain the audience with...



# Past Sponsors



CINEMAS



DECCAN Chronicle



SONY MUSIC

ChennaiLive  
104.8 FM





Shravan Sridhar - Pineapple Express Violinist

“Huge power and love to you guys and I hope you guys go from strength from here.

Sabrina Terence

“I want to say a big thank you to everyone from NIT Trichy! It was such an amazing vibe.

Skrat

“We at Skrat salute you and are proud to have been a part of Festember over the years. Cheers

Gautham Vasudev Menon

“Festember is quite something else. I feel like going back to college

Amit Trivedi

“We are obliged with your energy! One of the best responses ever to our concerts



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