**Report of SPANDAN-2016**

SVVV, Indore organized its first National Level Techno-Management cum cultural fest SPANDAN-2016 on March 10-12, 2016. This fest gave participants an effective platform where they can show their technical, management, cultural and extra co-curricular talent. The fest also organized in-house workshops in various departments.

**Photography:**The whole event was captured by Amogh Photography Club, SVVV

**Day 1 (10th March, 2016)**

Inaugural ceremony started in the auditorium. We had Mr. Veejay Choudhary, Chief Editor Patrika as a Chief Guest, Mr. Gaurav Gandhi, Academic Relationship Manager India-West (TCS) as a special guest and Shri Kamal Narayan ji Bhuradia & Shri Kailash Chandra ji Agar, Members of Governing Body, SVVV.

The details about the fest were given by Dr.Kavita Sharma. The august gathering was addressed with the words of wisdom by Dr. Upinder Dhar, Vice Chancellor, SVVV. Shri Kamal Narayan ji Bhuradia motivated the students to participate in maximum events for their overall development.

Mr.Gaurav Gandhi enlightened students by sharing his experiences - how to face challenges and situations in the real life by participating in such fests.

Mr. Veejay Choudhari shared his experiences as an editor of newspaper and pointed out the importance of empathy where everyone is busy livelihood in today’s world.

 Votes of thanks was given by Dr. V. N Walivadekar, Principal, SVITS.

**Side Events**

We had Mr. Kamlesh Chourey, AGM In Today, Ms. Ashita Jain Team Leader CSC, Indore (alumnus) and Mr. Sourabh Bhattacharya TPO, Prestige Inst. Of Mgmt, Indore (alumnus) as Judges for these events

1. In **Rekhanyas(Sketching),** Jainil Desai of Excellence School, Ujjain won the first prize.

2. In **Abhivyakti(Face Painting),** Ms.Sakshi Chaurasia (EC-IV year, SVITS) was the winner.

3. In **Chitraarth(Story writing)** based on picture Ms.Shweta Dwivedi(ITB-II year, SVITS) was the winner.

4. In **fun events**, 167students took part and won attractive prizes.

**Main Events:**

In **Taal Dance competition,** Event judges were

1. Mrs. Rushina Nathu , Professor, Dept. of Dance, Gujrati College, Indore.

2. Mr. Pranav Kushwah, Choreographer and Academy coordinator, Mumbai

3. Mr. Ankit Nirmal, Choreographer and Academy coordinator, Indore

There were many participants and we got gift voucher for the winners from MATRIX Shear Genius Saloon and ND Tattoo Studio, Indore.

In solo- First prize winner was Ritesh Pal, ILVA College, Indore and runner up was Shivali Nigam, Bhartiya College, Ujjain.

 In Duet- Jayesh Dani and Shashank Sharma, IPS College, Indore.

 In Group Dance-Unique Dance Crew, IPS College, Indore.

 Students registered from Thapa University, Ghaziabad, Pearl Academy, Mumbai, AMITY, Renessa, Sanghvi Institute of Management & Sc., IPS, Indore. Medicaps, Indore, Vindhya, Indore & Prestige , Indore, SVCE, ILVA, Indore

In **Youth Parliament**, 33 delegates participated, 7 were from Ujjain, 3 from Dewas, 3 from JP University Guna, Nirma Law, 2 from Jaypee Noida & Guna, 2 from Bhopal, 1 from Delhi, rest 15 from other colleges and schools of Indore including school of law, DAVV, Indore Institute of Law , DPS, Medicaps and from our institute as well.

The agenda of the youth parliament being Article-370 of the Indian Constitution i.e. the special status of Jaamu & Kashmir in the Indian Constitution.

**Technical Events:**

1.Civil Department organized AUTOCAD competition and Lan of War.

About 11 participants were there in AUTOCAD. The design N draft was successfully held in computer lab of civil engineering deptt.

2. Electrical Department organised OBSCURA (Technical Quiz).

3. CSE & IT Department two day ( 10th & 11th March) workshop on Software Testing & Quality Assurance using IBM Rational Functional Tester & Quality Manager was successfully conducted.

**Day 2( 11th March, 2016)**

**Side Events:**

**Judges for the day were**

* Mrs. Jyoti Jain Social Worker & Writer
* Ms Sonali Mehtani (TCS)
* Ms. Sakshi Rajat (TCS)

1. **Chitrang(Rangoli)-** Megha Shrivastav from Old GDC was the winner.

2. In **Rachna kriti (Card Making)-** Sakshi Chaurasia from EC-IV year, SVITS won the first prize.

3.In **Kandal(Collage Making)-** Sakshi Chaurasia was the winner.

4. In various Fun events 116 students participated and won attractive prizes.

**Jigyasa**(Technical Quiz)- 12 groups ( 2 members in each group ) participated. Soumya Jain and Rajnish Tiwari EC III year were winners.

**Main Events:**

**Ambriti( Fashion Show)-** There were 48 participants, 2 were from other colleges.

Event judges were

1. Mr.Ritwik Garg, (Alumnus) CEO, Rudra Infra Ltd.

2. Mr.Amitabh Singh Chouhan, Producer/Director , Indore/Mumbai

3. Mr. Bhupendra, Actor in an upcoming movie.

Winner of the show- Ms.Aayushi Swami from RD Gardi, ujjain.

**Nirvana – Rock the Music (Rock Band)** :

Event judges were

1. Mr.Ritwik Garg, (Alumnus) CEO, Rudra Infra Ltd.

2. Mr. Siddharth Saxena, Owner accross the line band, Indore

3. Mr. Mayank Mehta, Alumnus

Among 6 entries, Cseales juncture, Shri Ram College, Gurgaon won the first prize.

Technical workshop on PLC was organized by EC & EI department and conducted by Mr. Manish Gupta, Mitsubishi, Nooida.

ROBO RACE & GRID/MAZE Follower competition was organized by EC & EI department.

**Day 3 (12th March, 2016)**

In **Shodhkriti** titled Innovation “ An answer to the emerging problems” , judges for this event were

1. Dr. Aquil Bunglowala, Dean Narshimunjee

2. Dr. Anurag Bansal, Researcher CAT

3.Dr. Deepak Sharma, Professor MRSC& Chief Editor of 22 International Journal of Chemical Sciences & Engg.

Around 30 registered participants from Amity Noida, VJTI Mumbai, Nirma Law, Jaypee Guna, SEPT Ahemdabad, NITIE Mumbai, Narsimunjee Mumbai & Sirpur, GEC Ujjain, Malwa Indore, IPS Indore, Medicaps Indore, Sanghvi Indore, MANIT Bhopal, MIT Ujjain, Prestige Dewas, Gyan Ganga Jabalpur, Institute of IT Solan, HP participated.

**Side Events: Judges for the day were**

1.Mr.AvdeshTiwari (D. M, Hindustan Times)

2. Dr. Amit Udawat (HOD, EC Acropolis Inst. of Tech & Research)

3. Mr. Anurag Shrivastav (Asst. Prof , GSITS)

 In **Debate** Mr.Aman Patidar from School of Law, DAVV was winner.

 In **Jam** Mr.Vipul Shukla, AU-II year was the winner.

 In Fun events 123 students took part and won various attractive prizes.

Textile Department organized **Textile Exhibition- TEXVOGUE** on theme” Golden Shine of Textile” which included machine models and presented raw materials like silk, nylon etc.

Electrical Department organized a model competition - ARCHETYPE. Mr.R.S.Mandloi, Proffessor from SGSITS was Judge and Mr.Jainil Desai, a fine art student was the winner of this competition.

CS & IT department organised departmental competitions on Web development, Game development and Programming Quiz.

**Management Events-**

In **ADMAD show SRAJAN**, 34 students participated and a team of SVITS was the winner.

In **Portfolio Management** 37 participants took part and winning team was from SVIM.

**Pratibimb:**

Photography Exhibition and competitions(online/offline) were organized by Amogh Photography Club, SVVV.

The Competition was sponsored and judged by IZIFISO, Kolkatta

They offered free Photography tour at Sunderban National Park to the winners and 50% off to the runner-ups.

Participants for onljne competition were from all over the nation.

**Swaranjali- singing competition:**

, Judges of the event were

 1. Professor Anuradha, Professor, Mata Gujari Girls PG College, Indore,

 2. Ms. Hilsa Mishra, Professional Singer & Alumnus of SVITS and

 3. Mr. Shreyash Joshi, Alumnus of SVITS.

40 students participated and in Solo Mr. Sidhdharth Tiwari, student of Aurbindo Institute of Technology, Indore and Mr. Aradhya Sinde, student of Renaissance College of Commerce & Management, Indore were Winner and Runner-up respectively whereas

In Duet competition Ms.Antara Killedar and Mr.Rahul Banthia were the winners.

The event ended up with rocking DJ Night by DJ RAY from Mumbai.

**Sponsorship Report**

· TCS- Knowledge Partner: Rs. 50,000/- + judges for the events in computer science department and also for the aesthetics based event of Rangoli.

· Coupsteer- Publicity Partner: Provided high scale publicity on Facebook and Designed the posters for events.

· Anil Publicity- Creative Partner: Provided posters, banners, passes for the event.

· CH Edgemakers- Rs.5000/-

· Mr. Minions- Food Partner: Rs.5000/-

· VH1 India: Publicity through channel. 110 words publicity for 4 days.

· Bank of Maharashtra: Rs. 15,000/-

· MTV Nescafe Labs: Platform for winners to the MTV stage

· Somdeep Hotel and Resort: Hospitality partner

· Sayaji: Hospitality Partner

· Virtual Voyage: Choreographers + dresses for dance and fashion show + Videos

· Iamin: Publicity through mobile app.

· Grapevine: Associate partner for DJ Night. Halved the charges of DJ Ray.

· Creative Vision USA: Choreographers for the Fashion Show

· Sahara Samay: Media Partner, 15 min telecast on Sahara Samay.

· Anuroop Graphics: Printed the banners and posters at a subsidized price.

 The danceneers yard : choreographers of dance

DIGITAL MEDIA PUBLICITY

**REPORT**

**1. SPANDAN FACEBOOK PAGE**

 Work Done on Aesthetics of Overall Design & Intelligible Communication helped the page Likes & Reach Multiply within 5 days

**2. SPANDAN FACEBOOK PAGE**

a. SVVV Facebook Page by amending the basics of it, from no engagements to around 4k post reach & 1k engagements..

b. We created vanity URL facebook.com/SVVVIndia for easy accessibility & faster promotion; edited name of page for easy search ability.

c. Within a week, the page Like, Reach & Engagement grew from 14, 2 & 0 to 772, 3907 & 863 respectively.

d. We enabled the Call Now & Check-Ins Option, which were previously not enabled on the page.

**3. SVVV FACEBOOK PAGE - MAP**

a. We pinned the map to the University Facebook page.

b. Earlier Location of the University was not traceable.

**4. SPANDAN FACEBOOK EVENT**

a. Also we made 10k invites within 5 days, capturing massive reach of 50k for the event.

b. We got the maximum engagements by making likes, shares & invites in the best time possible.

c. Within a week time, we revamped the fb page of SVVV & the Event page, by posting & spreading the reach to more than half lac people.

**5. SVVV FACEBOOK PAGE INSIGHTS**

a. University Facebook Page likes, Shares, Views & Engagements boomed as per the charts, depicting the quick & drastic up gradation.

b. These are just statistics of one week for the time we were admin of SVVV Facebook page.

**6. SVVV FACEBOOK PAGE MANAGEMENT**

a. Prompt event posts were created for every event & different promotional posts were posted from SVVV Facebook page from 4-March.

b. Thus, the post covered maximum audience by getting posted & shared on different times.

c. As we shared the post instead of posting separately, we successfully captured the maximum audience on SVVV Facebook page.

**7. MARCH 10, 11,12 EVENT DESIGNS**

a. Event specific posts were created keeping user experience in mind, incorporating all required information about event in attractive design.

b. Share worthy eye captivating posts, took the event reach to the mass audience, as users enthusiastically shared them over.

c. The posts were shared in around 250+ facebook groups reaching up to 50K people, encouraging more branding, more enrollments & more participation.

**8. FACEBOOK ORGANIC PROMOTION**

a. Facebook was exploded with the aggressive promotion undertaken by our Social Media Promotion Team.

b. We Found the right groups, tagged the right people who suited the Target Audience Group to make sure the success of event promotion.

**9. FACEBOOK ORGANIC PROMOTION**

a. Event promotion was not just limited to share, we took it to next level, audience were involved in changing their cover images & profile pictures.

b. Not only on facebook, people changed their display pictures & status on whatsapp as well for the promotion of event.

c. Event was being promoted through personal profiles of people, this was showing their interest & excitement towards the event.

**10. LOGO REVEAL VIDEO**

a. Created a short & simple logo reveal on short notice to be used with presentations during the event.

**11. DJ RAY INVOLVEMENT**

a. We designed, posted & share multiple posters of DJ Ray & tagged her.

b. Our objective started to get fulfilled when she shared our created design from her profile on the Noon of the Event.

c. Her involvement grew as she shared the video live from the event on her fb & twitter profiles.

**12. DJ RAY INVOLVEMENT**

a. The successfulness of event & its branding can be measured by the fact, that even after the completion of Event, DJ Ray kept sharing the pictures of event night from her profile till the date, and as we tagged her, she’s tagging us in every post she share, ultimately adding to the branding of SVVV.

**13. Twitter Trend - #SpandanRocks**

a. We got announced about Tweeting with #spandanrocks by anchors continuously during Swaranjali.

**14. Twitter Trend - #SpandanRocks**

a. Tweets with #spandanrocks were being tweeted at the rate of 800 tweets per hour for atleast 2hrs at the end of Swaranjali and around the beginning of DJ night.

**15. WHATSAPP PROMOTION**

a. Messages with Images made sure that all the required information was circulated in more presentable way.

**16. WHATSAPP PROMOTION**

a. Promotion was even done with videos.

b. Crisp messages on whatsapp with direct call to action inspired students engagement.

**17. SVVV FACEBOOK PAGE - REVIEWS**

a. We enabled Review & Ratings option on SVVV Facebook page.

b. Got 25 Reviews within 10 days, out of which 23 Reviews are 5 Star Reviews.

**18. ENQUIRIES FROM SOCIAL MEDIA**

a. We got 70 direct enquiries for Spandan 2016 by our organic Promotion.

Last but not the least we are thankful to our Management, VC, Principal, Adminstrative officer, HODs, Faculty members and Staff for their contribution and cooperation. Also special thanks to our sponsors TCS, Bank of Maharashtra, , Anuroop Graphics & printers, Coup steer, IN, Grapevine, Ray, , Red FM 93.5, , Virtual Voyage, Sahara Samay, Somdeep Palace, VH1, MTV Nescafe Anil Publicity and Amitabh singh Chauhan films for their kind support.

The fest was one of the best fests organised in the city thereby bypassing other competitive fests in the city. We had a decent participation from all over the nation considering the fact that this was the first fest of the university that has been established 9 months ago. The fest was successful in generating a brand value to the university in a very short span of time.

Dr.Kavita Sharma

Event Convener