



# IIM ROHTAK'S INFUSION'20

17<sup>th</sup>, 18<sup>th</sup>, 19<sup>th</sup> Jan, 2020

**SPORTS  
EVENTS**

**MINI  
MARATHON  
IN ROHTAK**

**MANAGEMENT  
EVENTS**

**MEGA CSR  
CAMPAIGNS**

**CULTURAL  
EVENTS  
&  
STAR NIGHTS**

# ABOUT US



*Infusion is the annual management, social, cultural and sports festival of the Indian Institute of Management Rohtak. It is a three-day long event held in January every year. The first edition of Infusion happened in 2013, which witnessed a footfall of students from over 50 colleges across the country. With 7 editions completed successfully, Infusion is becoming one of the biggest B-school festivals of the country. Infusion is a student-run festival which caters primarily to the youth and includes cultural, sports and management competitions at National level.*

*In 2019, Infusion was a power-packed event including wide range of events in cultural, management and sports. Management Events like Tatva, Marketing Ace, Clepsydra, Smart Beta, Operazione and Prodyogiki provided challenging case studies and activities for students to test their management skills with the students from top management schools of India. Infusion receives an enormous response for the various Cultural Events such as dance, singing drama, fashion shows and many others. Colleges from Delhi NCR, Haryana, Punjab and nearby places comes to Infusion to take part in the same. For all the participants, visitors and students Infusion brings the best form of entertainment. After the day of buzzing activities, Infusion'19 presented Live concert by Harrdy Sandhu, EDM artist Candice Redding and Comedy Night by Kishore Dayani and Pratyush Chaubey.*

*With Infusion'20, we aim to be the biggest B-school festival of North India with outstanding offerings and value propositions to our audience, participants and event partners.*

# INFUSION STATS



**15000+** *Footfall throughout the fest*



**50+** *Participating institutes across the country*



**75+** *Events in various genres*



**100+** *Brand associations with Infusion*



**500+** *PAN India College Representatives*

## MEGAPRONITES

3 star nights

Comedy, Bollywood  
Singer and EDM Night



## MINI MARATHON

One of a kind marathon  
conducted by a student  
driven body with a  
unique theme every  
year which attracts a  
footfall of 3000 people



## CSR CAMPAIGNS

Campaigns on issues  
such as LPG  
awareness, Girl Child  
Safety, Road Safety,  
Sanitary Awareness,  
Education etc.



## CULTURAL EVENTS

FEMINA MISS INDIA

National level competitions

Flashmob & streetplay



## SPORTS & ADVENTURE EVENTS

National level  
competitions in 12  
different sports

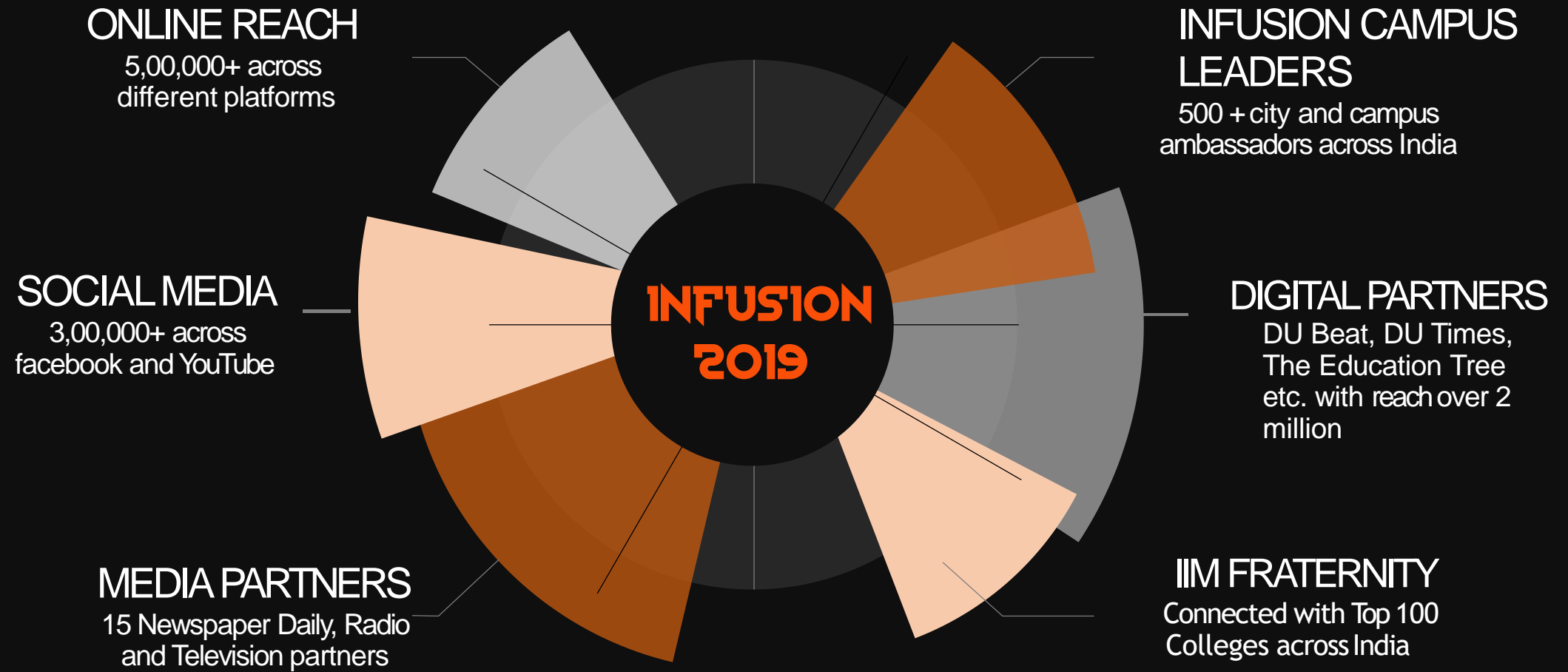


## MANAGEMENT EVENTS

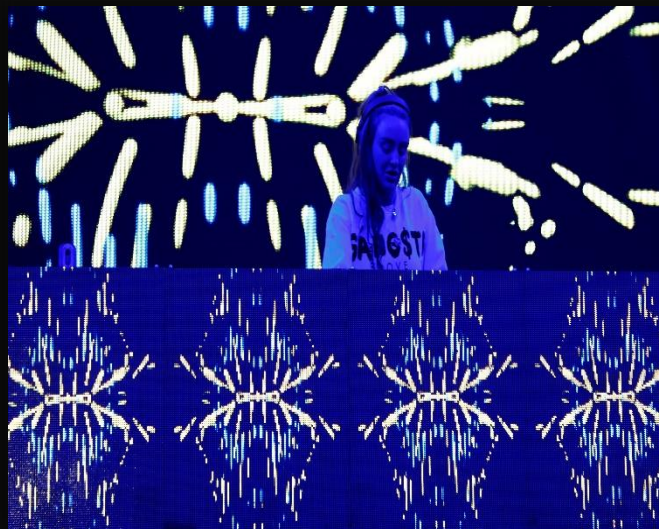
National Level  
competitions

Model United Nations

# OUR REACH







# MEGA PRONITES





# FLAGSHIP EVENTS





# MINI-MARATHON



3 KM Kids Special

7 KM Ladies Special

10KM Mini Marathon



*Organized in the  
Center of the City*



*5000+ Participants*



*Promotions in  
Schools and Colleges  
across Delhi NCR*



*“One of a Kind Marathon with a dedicated social cause”*



# SOCIAL CAUSE:

# SPREAD THE LIGHT



## BLOOD DONATION

Give the gift of  
life by being a  
part of blood  
donation  
campaign  
organized by  
Infusion



## PLANTATION DRIVE

Plant for the  
planet  
Be the part of  
Plantation drive  
organized by  
Infusion



## CLEAN HARYANA

Come & clean  
Rohtak with us  
and be the part  
of Cleanliness  
drive and  
awareness  
campaigns



## LPG AWARENESS

Spread  
awareness about  
the importance of  
LPG in rural  
areas to promote  
clean fuel



## GIRL SAFETY

Be a part of a  
campaign that  
impacts lives of  
many beautiful  
souls under  
Perception of  
Girl Safety  
campaign

# EVENT POSTERS



INDIAN INSTITUTE OF MANAGEMENT ROHTAK

**IIM ROHTAK'S INFUSION '19**  
NON-STOP 72 HOURS CARNIVAL

**ODM**  
integrity  
DANCE MUSIC  
presents  
**EDM**  
*Night* with  
**CANDICE REDDING**

POWERED BY  
**integrity**

**SHARK+ink**

CAMPUS EVENTS

INDIAN INSTITUTE OF MANAGEMENT ROHTAK

**LPS BOSSARD**  
Proven Productivity  
Presents  
**IIM ROHTAK'S INFUSION '19**  
NON-STOP 72 HOURS CARNIVAL

CO-POWERED BY **SBI** CO-SPONSORED BY **IndianOil**

**DATE**  
13<sup>th</sup> JAN  
2019

**HARRDY SANDHU**  
Live in Concert

**VENUE**  
IIM  
ROHTAK

Fest  
registration  
at  
[www.iimrinfusion.com/hardy-sandhu-live](http://www.iimrinfusion.com/hardy-sandhu-live)

**NIKUNJ** : 9981808108  
**NIHAL** : 9934845450

[iimrinfusion.com](http://iimrinfusion.com)

INDIAN INSTITUTE OF MANAGEMENT ROHTAK

**LPS BOSSARD**  
Proven Productivity  
Presents  
**IIM ROHTAK'S INFUSION '19**  
NON-STOP 72 HOURS CARNIVAL

CO-POWERED BY **SBI** CO-SPONSORED BY **IndianOil**

**MISS INDIA WORLD 2018**

**ANUKREETHY VAS**

**12**  
JANUARY  
2019

**VENUE**  
**IIM Rohtak,**  
Haryana

**Register at:**  
<https://www.iimrinfusion.com/femina-beauty-pageant>

**Contact us:**  
**Neha:** +91-9306393535  
**Antra:** +91-7355048622



# PREVIOUS GUESTS



*Femina Miss India  
Anukreety Vas*



*Milkha Singh  
Athelete*



*Kailash Satyarthi  
Noble Peace Prize Winner*



*Sanath Jayasuriya  
Cricketer*



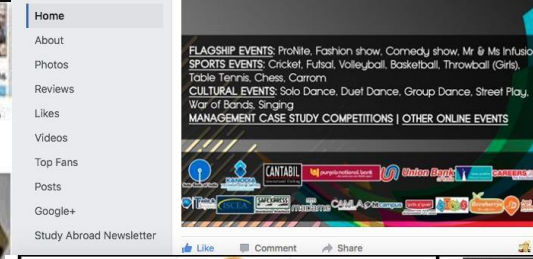
*Mahaveer & Geeta Phogat  
Wrestlers*



*Jas Arora  
Bollywood Actor*



# MEDIA COVERAGE



InsideliM.com STORIES - TV TRENDING





# MEDIA COVERAGE



## Sanath Jayasuriya rails Dhoni for his team management



Sanath Jayasuriya at IIM, Rohtak, on Sunday

Former Sri Lankan cricketer also describes Harbhajan Singh as a 'batter' who is not a batsman.

Sanath Jayasuriya, former Sri Lankan cricketer, on Sunday praised Indian skipper Virat Kohli as a 'batter' who is not a batsman.

## Skewed Hry sex ratio surprises ex-cricketer

TIMES NEWS NETWORK

Chandigarh: Former captain of Sri Lanka cricket team Sanath Jayasuriya, on Sunday, expressed surprise over skewed sex ratio in India and offered to contribute to any campaign related to women empowerment. The former Sri Lankan Skipper was in IIM Rohtak to flag off fifth run for the girl child mini marathon.

"Gender quality should not be just numbers but it should be in the form of thoughts and rights. The problem is not just in India, it is in the south Asian countries. I assure to join this campaign and I assure to work with such campaigns if well," former Sri Lankan said. Talking about the skewed sex ratio, he ruled out the possibility



महिलाओं से ही देश के विकास शुरू हो पाएगा

## महिलाओं से ही देश के विकास शुरू हो पाएगा

दैनिक जागरण की महिलाओं से ही देश के विकास शुरू हो पाएगा

## दौड़ कर दिया बेटी बचाने का संदेश

युवाओं में शिक्षा अभाव, बुढ़ानों को बर्बर हो जाने, जलमयों में शिक्षा आदि का समाधान



## संदीप, निधि, धर्मेन्द्र और शीतल भारत की नई पौढ़ों के लिए दौड़ में रहे स

अंतराष्ट्रीय क्रिकेटर सनथ जयसूर्या का आह्वान

## पूरे दक्षिण एशिया में चले बेटी बचाने की मुहिम

दैनिक द्रिब्यून

## Indian Express

IIM Rohtak hosts annual fest CHANDIGARH: The Indian Institute of Management Rohtak's annual fest — Infusion began Saturday with a host of different events. The fest commenced with the inaugural address by Director, IIM, Rohtak, Dr P Rameshan, followed by a welcome performance by the band, SwarAnar. Students of various prestigious institutes participated in the event. The final rounds of "Marketing Ace", the marketing competition, and "Clepsydra", the strategy case study competition, witnessed inflow of good ideas. A street play competition, "Swang", sponsored by Sarv Haryana Gramin Bank highlighted relevant social issues.

## पंजाब केसरी

रंगारंग कार्यक्रमों से सालाना उत्सव का आगाज

Thousands Run For 'PEACE' At IIM Rohtak Mini Marathon

This year, the message that (International) students wanted to send to rest of the country through the marathon was 'PEACE' - For a peaceful, peaceful, peaceful world.

THOUSANDS RUN FOR 'PEACE' AT IIM ROHTAK MINI MARATHON

THOUSANDS RUN FOR 'PEACE' AT IIM ROHTAK MINI MARATHON

THOUSANDS RUN FOR 'PEACE' AT IIM ROHTAK MINI MARATHON

THOUSANDS RUN FOR 'PEACE' AT IIM ROHTAK MINI MARATHON

THOUSANDS RUN FOR 'PEACE' AT IIM ROHTAK MINI MARATHON

THOUSANDS RUN FOR 'PEACE' AT IIM ROHTAK MINI MARATHON

THOUSANDS RUN FOR 'PEACE' AT IIM ROHTAK MINI MARATHON

## Education, sports key to women's empowerment, says Jayasuriya



Sanath Jayasuriya at IIM, Rohtak, on Sunday

Former Sri Lankan cricketer also describes Harbhajan Singh as a 'batter' who is not a batsman.

Sanath Jayasuriya, former Sri Lankan cricketer, on Sunday praised Indian skipper Virat Kohli as a 'batter' who is not a batsman.

## दौड़ लगा लिया बेटी बचाव का संकल्प



दौड़ लगा लिया बेटी बचाव का संकल्प

## दौड़ लगा लिया बेटी बचाव का संकल्प



दौड़ लगा लिया बेटी बचाव का संकल्प

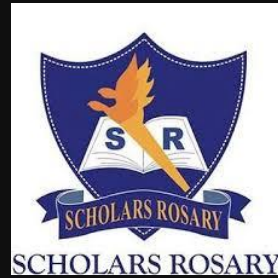
## दौड़ लगा लिया बेटी बचाव का संकल्प



दौड़ लगा लिया बेटी बचाव का संकल्प



# PREVIOUS SPONSORS







**IF YOU ARE INTERESTED IN SPONSORING INFUSION'20 OR WOULD LIKE MORE INFORMATION ON THE EVENT AND SPONSOR'S BENEFIT, PLEASE FEEL FREE TO CONTACT US VIA E-MAIL OR PHONE. WE ARE LOOKING FORWARD TO WORKING WITH YOU.**



[infusion@iimrohtak.ac.in](mailto:infusion@iimrohtak.ac.in)



[www.iimrinfusion.com](http://www.iimrinfusion.com)



[www.facebook.com/iimrinfusion](https://www.facebook.com/iimrinfusion)

Antra Yadav

+91-7355048622

Mudit Chhabra

+91-8558843993

Neha Singh

+91-8826363564

Nikunj Parikh

+91-9981808108

Priya Yadav

+91-8447215901

Samiksha Jain

+91-8770387439

**INFUSION'20**