

# The 67<sup>th</sup> Milestone '20

## AFTER-FEST REPORT

The 67<sup>th</sup> Milestone '20 is the fourth edition of BML Munjal's Techno-Cultural- Management fest that takes place annually. The multi-dimensional fest was organized on the Valentine's eve starting from 14<sup>th</sup> to 16<sup>th</sup> February 2020. The fascinating part of this year's fest is that 67<sup>th</sup> Milestone collaborated with Hero's Challenge, BMU's annual sports fest, for the very first time since the inception of the university ultimately making the 67<sup>th</sup> Milestone x Hero's Challenge '20 event. This collaboration took the annual fest at BMU to a new height with higher footfall (includes spectators), higher number of participants etc.

This time too, we were fortunate enough to have highly reputed companies sponsoring our Techno-Cultural-Management-Sports Fest. These include:

- **Hero MotoCorp** – Title Sponsor
- **Escorts Group** – Powered By
- **Rockman Industries** – Co Sponsored By
- **Coca-Cola** – Beverage Partner
- **Hero Electronics** – Associate Partner
- **NB Constructions** – Associate Partner
- **Compass Group** – Associate Partner
- **Lite Bite Foods** – Associate Partner
- **Lion Manpower Solutions** – Secured By
- **Promind** – Quality Partner
- **Washex** – Quality Partner
- **Vendiman** – Snacking Partner
- **AVS Enterprises** – Multi-Utility Partner
- **Food Heavens** – Food Partner
- **AI – Kareem's Biryani** – Food Partner
- **Lazeez Rolls** – Food Partner

### Footfall and Participation

The footfall in the fest this year increased substantially. We had recorded a footfall of about 650 students in the 2019 edition. This time, the fourth edition has seen a total footfall of **2100 students** from **70 colleges/universities**.

### Revenue Collected

We are very thankful to all our sponsors, who jointly contributed an amount of **Rs 16 Lakhs** in "Monetary" cum "In kind" sponsorships. We are very thankful to them and we shall be using some of these funds for our theme – **E2E (Educate to Elevate)**.

## Key Attractions

This year, our star nights saw scintillating performances from famous stars who have made their mark in the hearts of today's youngsters. We were fortunate enough to have hosted **Ritviz**, a highly reputed DJ and singer and **Mr. Maninder Buttar**, one of the most famous personalities and singers in the Punjabi music industry. The Star Nights drew the biggest crowd during the fest and were a huge success.

## Social Media Marketing

Instagram (bmlmunjaluniversity) was the prime source through which most of the online marketing initiatives took place. As promised, we have created suitable content and increased the brand awareness of our esteemed sponsors amongst our followers on different platforms. Offline marketing initiatives took place on campus before and during the festival with each sponsor being dedicated posters/banners placed at high-footfall areas of the fest. With the successful completion of the fourth edition, the number of followers has also increased on our social media platforms.

Our Instagram Sites –

@67thmilestone\_heroschallenge

@bmlmunjaluniversity

## Events Organized

Day 1	Day 2	Day 3
Beat the Street	Battle of Bands	Theatre Phantamonica
Unplugged	Rihaii (Nukkad Naatak)	Nitro Surge
Robo Wars (15KG)	Line Follower	Elysian - Fashion Crave
Robo Soccer	Robo Race	Grappling Tournament
Robo Wars (8KG)	BMU Master Chef 2020	HackBMU
Inquizitive	Capture the Flag	Tarantino's Challenge
Fine Arts Marathon	Buzz	Junkyard Wars
Sci-Ex	Lumiere	War of DJ's
TSEC Business Conference	Star Night – Maninder Buttar	
Star Night: DJ Ritviz		

## Top Events of 67<sup>th</sup> Milestone '20

**Beat the Street** – This was a group dance event and one of the most reputed events of the 67<sup>th</sup> Milestone fest. This was a very popular event and saw participation by 10 teams. The event was witnessed by a very large audience.



**Unplugged** – An acoustic solo/band event where performers were only allowed to use acoustic instruments to perform. 5 teams participated from various colleges and the event was a huge success.



**Robo Soccer** – 5 teams entered this event with their robots to play a game of soccer.



**Robo Wars** – In this event, Robots fight and destroy each other. The last one standing wins. There were 5 teams that participated.





**Battle of Bands** – This is one of the most liked events of the fest, the event was exhilarating like always with 10 bands performing their hearts out and engaging the huge crowd.



**Theatre Phantamonica** – Participants of 10 teams displayed their excellent acting skills and gave splendid performances on the stage. This was the longest event that took place due to the number of participants – 8 hours.



**Fashion Crave** – Titled “Elysian”, this was one of the most favourite events of the fest. Participants of 5 teams set the ramp on fire and attracted huge crowds.



**War of DJ's** – Participants from 8 teams created their own set and made the crowd tap their feet with joy and excitement.



**Star Nights**



**DJ RITVIZ**





**MANINDER BUTTAR**

### Few Event Videos –



Beat the Street -  
67th Milestone '20.r



Elysian (Fashion  
Crave) - 67th Milestc



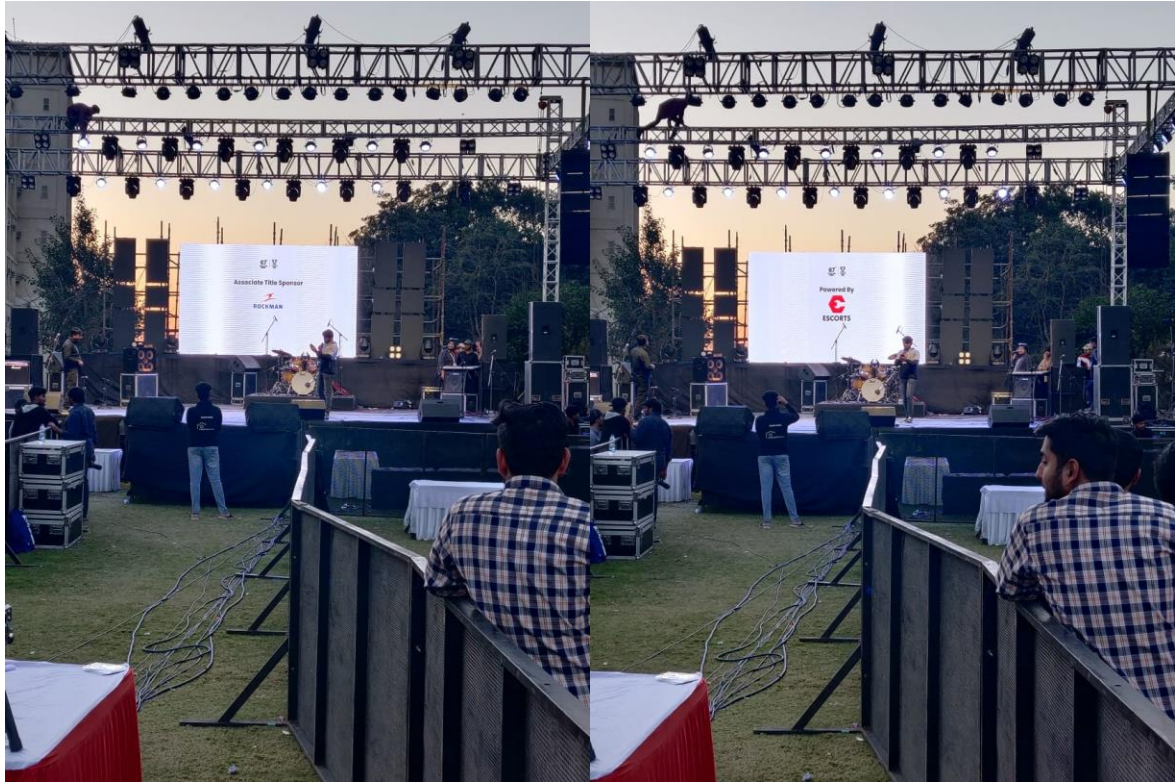
Ritviz - 67th  
Milestone '20.mp4



## Advertisements for Sponsors









## Promotional Videos



WhatsApp Video 2020-03-18 at 10.17.01.mp4



WhatsApp Video 2020-03-18 at 10.19.29.mp4



WhatsApp Video 2020-03-18 at 10.16.54.mp4



## Sports Fest – Hero's Challenge

Competitions were arranged in 11 categories of sports – Football, Basketball, Volleyball, Cricket, Kabaddi, Badminton, Lawn Tennis, Table Tennis, Chess, Pool and Athletics. 700 students participated as teams from 16 different colleges/Universities. Mr Raj Kumar Sangwan was the Chief Guest and gave away the prizes to winners. He is a two-time Asian Gold Medalist (in 1991 and 1994) and is the president of the Indian Boxing & Sports Academy.







**We again thank all our sponsors for partnering with us in our fest and request for their continued support in the future as well.**