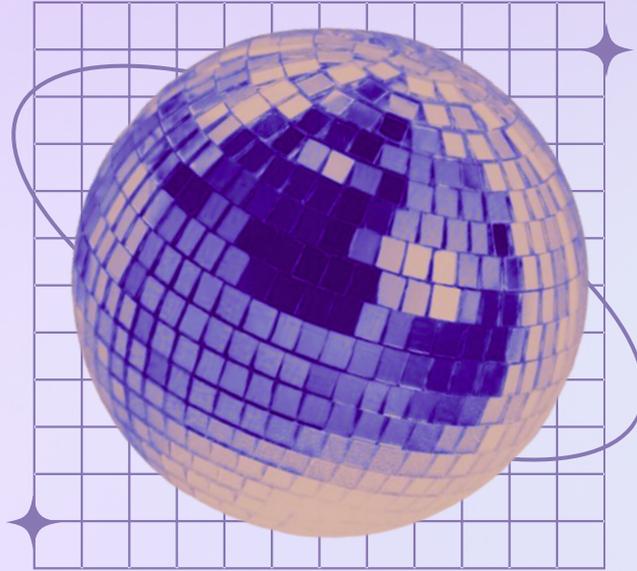


PES UNIVERSITY PRESENTS

# AATMATRISHA'24

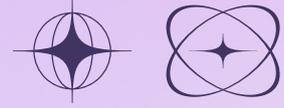


## PRESS RELEASE

Aatmatrisha is Bangalore's Biggest Annual Techno-Cultural Festival hosted by PES University with an expected footfall of over 20,000 each year.

It boasts a wide variety of cultural, technical, literary and theatrical events performed by various artists. This year's Aatmatrisha's theme is EUPHORIA, taking place on the 29th and 30th of March at the campus grounds of PES university, RR Campus.

# INAUGURATION - MARCH 29



Sapthami Gowda



Dr. M R Doreswamy



Prof D Jawahar



Abinash V Naidu

## Chief Guests

## Guests of Honour

Aatmatrisha'24 will be inaugurated by the celebrity actress Sapthami Gowda, and Dr. M. R. Doreswamy, Ex MLC, Chancellor, PES University, Former Adviser for Educational Reforms (Cabinet Rank), Government of Karnataka, as our esteemed Chief Guests. Abinash Vasudeva Naidu, the Founder of Athive Global and Digital Partner of Homable films, and Prof. D. Jawahar, Pro Chancellor, PES University will grace the occasion as our esteemed Guests of Honour.

**DATE : March 29, 2024**

**TIME : 5:00 pm onwards**

**VENUE : Main Auditorium, GJBC, PESU RR Campus.**

# CUL-NITE - MARCH 29



Following the inauguration, the CUL-NITE promises a captivating showcase of vibrant Indian and Western dance, enchanting music, gripping drama and glamorous fashion shows brought out by the student clubs of PES University.

The Cul-Nite will also culminate in the recognition of the college exhibiting the most outstanding display as the best contingent.

**DATE : March 29, 2024**

**TIME : 6:00 pm onwards**

**VENUE : Main Auditorium, GJBC, PESU RR Campus.**

## AT-NITE - March 30



**SHAAN**  
**MUKHERJEE**



**BISWA**  
**KALYAN RATH**

The highlight of the event is the AT-NITE featuring the hilarious Biswa Kalyan Rath, known for his side-splitting performances in shows like "Mast Admi" and "Mood Kharab". Following him, celebrity singer Shaan Mukherjee will charm the audience with hit songs like "Where's the Party Tonight?" and "Chand Sifarish". The DJ will then keep the crowd grooving with EDM tracks.

With over 10,000 attendees expected, the evening promises a roller coaster of emotions from excitement to nostalgia, ensuring laughter and entertainment for all.

**DATE : March 30, 2024**

**TIME : 4 pm onwards**

**VENUE : Main stage, PES University, RR Campus.**

# AATMATRISHA EVENTS



The Aatmatrisha events for this year will feature a wide range of competitions, spanning from the cultural domain to the tech domain, encompassing over 40 different competitive events. This ensures that students can participate in any event that piques their interest. With registrations from over 50 different colleges across the country, this weekend will see over 10,000 students competing across various domains such as "Battle of the Bands," where different student bands showcase their musical talent; "Rangmanch," an event designed to celebrate traditional Indian dance forms; "Mad Ads," where students' creative and humorous sides are tested as they craft advertisements; and "Dotslash," Aatmatrisha's annual hackathon, among others, where they can display their creative and problem-solving abilities.

## PRE-AATMATRISHA EVENTS

### ARTIST REVEAL - March 11



The artist reveal ignited the crowd with the unveiling of playback singer Shaan and stand-up comedian Biswa Kalyan Rath, followed by the energetic beats of the Tamte band and lively DJ performances.

## DOTSLASH5.0 - March 23 & 24



Dotslash, the exhilarating 24-hour hackathon hosted by Aatmatrisha, brought together a diverse array of over 200 participants from different campuses of PES University. This dynamic event served as a melting pot of creativity, innovation, and problem-solving prowess, as tech enthusiasts collaborated to tackle challenges and push the boundaries of technology.

The domain tracks included Web/App Development, IoT, blockchain, cybersecurity, AI/ML, and open innovation, offering participants a wide spectrum of opportunities to explore and innovate.

## PRE HYPE EVENTS - March 25 to 28

Several pre-hype events for AT were conducted from March 25th to March 30th, including canvas painting, a lemon and spoon race, and a fun-filled musical chair event. The week also featured students showcasing their Fictional Character outfits and engaging in an intense tug of war competition, alongside various photobooths offering unique backgrounds for memory-making.