

IIT Guwahati in rock and roll



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Come Thursday. The Indian Institute of [Technology](#)-Guwahati premises are turning into a mini north eastern region showcasing the traditional art and culture of the various groups and tribes in the seven sister states and Sikkim. Popularly known [as](#) Alcheringa, 2017, the huge event is providing the talents the best possible platform to explore themselves afresh.

[As](#) many [as](#) 70000 budding talents from 400 colleges are waiting for their turn in the four day long gala event. With 'Eternal Sands', [as](#) theme thus year, Alcheringa 2017 aims at promoting the culture and heritage of the ancient world. “Sand is the most fundamental element of all the creation. We are trying to incorporate this element in our festival and showcase the cultures that have rose and prospered with it. Alcheringa aims to unravel some of the Arabian, Egyptian tales that we have grown with it, and make us remember and respect those childhood fairy tales and their beliefs,” said the organizers.

The crowd pulling programmes to dazzle the four nights include Sazz- The Classical Night, Blitzkreig and Crescendo - The Bollywood Nights, Juggernaut - The EDM Night.

Indian classical music maestros and brothers Hafeez Ahmed Alvi and Azeem Ahmed Alvi [as](#) pre-headliners and the legendary Grammy winner Pt. Vikku Vinayak Ram [as](#) the headliner will perform on the Opening Night of Alcheringa, Saaz on Friday. Coke Studio presents Blitzkrieg headlined by Javed Ali on February 4. Maruti Suzuki -Way of Life presents Crescendo headlined by Sajid Wajid are presenting first ever college show on February 5. Marnik, the Progressive house artist from Italy and Latin America's biggest electronic music artist Carl Nunes. "Apart from this for, under our world carnival we have performers from [over](#) seven countries. 1. The Madhater Project, Singapore music band [2](#). Portugueses guitariast and composer Nuno Marinho, 3. Echo and Tito from Israel 4. All else fails from Canada, 5. Vasco Atanasovski from Slovenia [6](#). Raymond Caldwell from USA [7](#). The Hip Circle, [India](#), " said the organizers.

No less focus will fall on the exhibitions of the food, handicrafts and hand-loom of various states during the duration of the festival. These are apart from Sattriya Dance from Assam, Thang-Ta Martial [Arts](#) from [Manipur](#), Lengzem music from Mizoram, Rikham Pada Dance from Arunachal Pradesh.

In view of the burgeoning modelling, fashion and design sectors, the event is holding the IITG Model United Nations - that emulates actual councils of the United Nations. The [North East Social](#) Entrepreneurial Summit - to provide a platform for [social](#) entrepreneurs to share ideas that affect the North-Eastern states, and Parliamentary Debate - where participants become [MPs](#) and debate on respective concerns.

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