

The background of the entire image is a warm, golden-yellow glow, likely from stage lights or a sunset. In the foreground, the silhouettes of a crowd are visible. Several hands are raised in the air, some making the 'rock on' or 'devil horns' gesture. Two people are holding up smartphones to take pictures or videos. The overall atmosphere is one of excitement and celebration.

The book of *Dhwani*

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Dhwani: A look into the past

Dhwani, the phenomenon that lights up CET. Starting way back in 1999 as a slideshow presentation during the CETEX fest commemorating the college's 60th anniversary, the fest symbolised every aspect of its divine meaning, the echo of the young talents of CET, the rhythm of united heartbeats.

From the first full-fledged Dhwani 1.0 which attracted about 30 colleges all across Kerala, the feeling of Dhwani progressed each year, to reach its paramount of magnificence, to a fest now hosting approximately 160 colleges.

Dhwani 13, was a four day extravaganza which ignited the living soul of all the youth across Kerala, was flooded with sponsors like TCS, Wipro, Servo, Vodafone, Asianet, Amrita, Rosebowl, Red FM to name a few. Dhwani 15 also stood proud upholding its pillars: *Freedom, Ethics and Happiness*.



Dhwani '13, the golden feather in the cap of the College Union 2012-13 which spent over 1 million rupees in cash prizes, was honoured with words of praise from all across Kerala. The event which included a Folk Nite which witnessed *The Raghu Dixit Project*, Popular Nite - hosted by popular singer *Suchitra*, DJ night which rocked the floor with *DJ Jino* and not to mention the wide variety of informals, highlighted the very essence of everything that is CET.

Dhwani has seen many ups and downs in its past, but standing true to the spirit of every student of CET it has bounced back and I along with the full support of my panel representing KSU CET UNIT, pledge to work, for it to break barriers and to create an emotion like nothing CET has ever experienced before.

It is illogical and childish to keep aside hard work and believe only in magic. Results in the history of CET were always due to the far-sightedness and diligent mentality of the students. Dhwani should not be considered repetitive following the same schedule as it always does in the past years. Dhwani should be innovative. It should not be afraid to break the chains of restrictions just because of the lack of imagination.

Goal oriented, my panel and I would like to point out to you some shortcomings of the previous versions of Dhwani and how we aim to tackle them.

Dhwani – A rising standard

Throughout the history of Dhwani, a new edition is always made from scratch. A new union starts up with a new Logo, a new Website, a new portal, thus building each Dhwani from ground up. Each union faces the irksome and tedious task of finding new sponsors, labouring unnecessary effort on websites, logos, publicity measures etc.

- *Imagine the standardisation of the Brand Name Dhwani?*

We propose to create a framework which facilitates each union to transfer relevant information to the next union.

To implement this bold feature,

1. We aim to design a new website and create a new logo that captures the principle of Dhwani.
 2. We aim to provide such infrastructure which the next union can modify upon rather than starting from the rock-bottom.
 3. Using a standard college domain and drive, Unions can change, but contacts remain solid.
- *Imagine a Dhwani, which surpasses its stagnant boundaries and rises to a new level.*

We'll Dream no more.....We propose to *Standardise Dhwani*.

Dhwani – A Symbol of Pride

For a college that boasts the magnitude of this prestigious fest we utterly lack a figure which represents the feeling of Dhwani.

- *Imagine walking up to the college front or any other popular campus site and feasting your eyes on a magnificent structure which symbolises Dhwani to its entirety?*
- *Imagine seeing an insignia on the face of CET, which makes your counterparts from other colleges look at it in envy, and then at you while the blood gushes in your veins in pride?*

Well, Dream no more.....We propose to *Symbolise Dhwani*.



Dhwani- Built to Last

Dhwani, the gathering of students from all across the country, witnesses new attractions being built in the college each year (Game zones, Tree houses, Temporary Leisure points etc.). They are brought down or left unmaintained each year after the event. Why not build them to last?

- *What if the tree house in Pancharakad and other leisure points all around the campus built to celebrate Dhwani are never taken down?*
- *What if you and your friends can visit them each day, remembering the pulse of the previous Dhwani and plan together for the coming edition?*

We propose:

1. To build structures for Dhwani taking into account the future.
2. To maintain and carry them forward for batches to come.

Well, Dream no more....We propose to **Build Dhwani to last.**



Dhwani- The Brand

Dhwani remains a passion for all, irrespective of the Union running it. Dhwani '15 saw a lot of activities which involved the boosting of its publicity, from all student factions. Endeavours like Flash mobs, Kite flying, Bike Rallies and even out of the box initiatives like the 'Cleaning up after the Pongala' were organised to commemorate Dhwani.

This panel aims to pause and ponder, and find new and innovative methods to elevate the cultural extravaganza.

- *What if you walk by a huge countdown contraption each day and your face floods with excitement knowing that the sands would finally fall down and the clock would strike to inform you that Dhwani has indeed embarked?*

We propose to do the same and even more:

1. Keeping pace with our rivals we aim to create a wide array of Dhwani T-shirt designs of different styles and for different genders which makes them irresistible to our guests.
2. This creates a new revenue strategy and an apt way to spread the Dhwani name.

We'll dream No more.....Dhwani will become a Brand Name.

Dhwani- A Collaboration of the new and old

The major sponsors or rather the most enthusiastic sponsors for each Dhwani has been our alumni.

- *Now imagine the rush of sponsorships that we would acquire if we could represent them better?*

We propose to :

1. Collaborate with alumni associations like CETAA, thus making new and improved contacts, hence increasing the money flow and moreover an increase in exposure
 2. Provide a platform to represent yourselves and your new ventures to established entrepreneurs and industrialists.
- Imagine leaving the college and knowing, the college has not forgotten about you.

Well dream no more,.....We propose to **Bring the Old and the New.**



Dhwani- Lets Make It Happen

All things great must have a solid foundation. In spite of all its grandeur and glory, Dhwani through its years has also experienced shortcomings due to improper management and a lack of delegation of duties.

It is often easier to shut out logic and experience and invest money on hopes and dreams and falsely showcase the magic you know you can never deliver.

With this union we understand the shortcomings of previous editions and vow to learn from it.

1. A proper team with well-defined roles and clear cut lines of command will ensure funds flowing in.
2. Moreover a well-planned organising committee with optimised distribution of duties and efficient hierarchy will ensure smooth conduct of the event this time.

We propose to rise above the previous editions and make a promise to all, ensuring that no CETian would be left out from the carnival.

Dhwani, as always, will remain unbiased and impartial.

Let us all wait for that beautiful day, knowing that you placed your trust in the right hands because *for every setback, there is always a comeback.*



KEVIN GEORGE is a man with a multitude of talents. He is a veritable jack of all trades, having proven his mettle in a variety of activities. He can shoulder any responsibility with ease, and is definitely the best man to shoulder the responsibility of Dhvani and make it grander than ever.