



TALAASH 2021-22

A Management initiative by BMS & BBA Program

Faculty Head- Dr Rakhi Sharma

Core Committee

Student Secretary

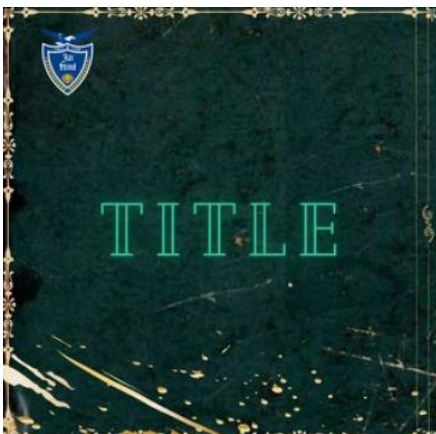
Shivansh Totla

Student Joint Secretary

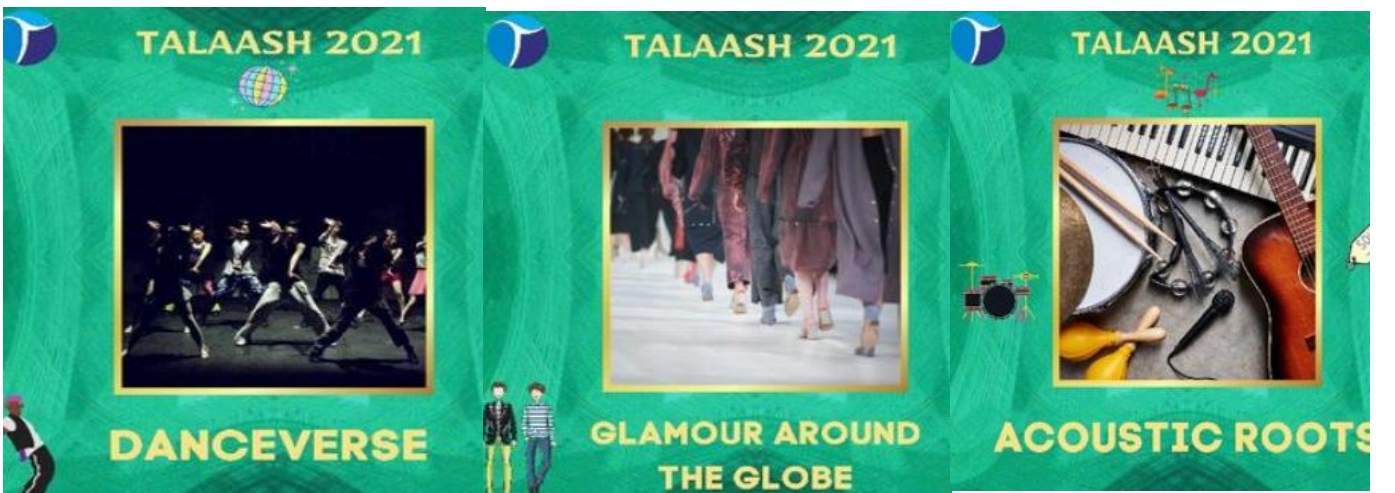
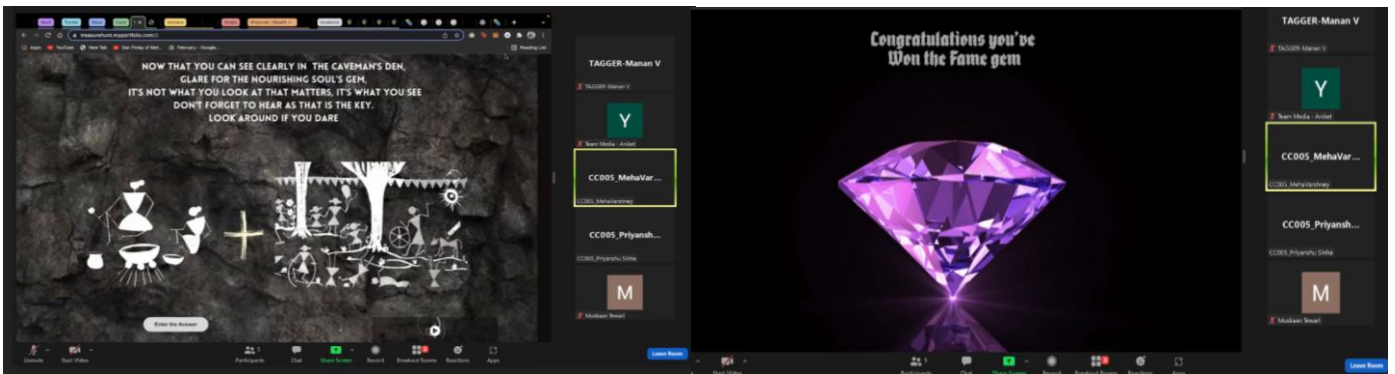
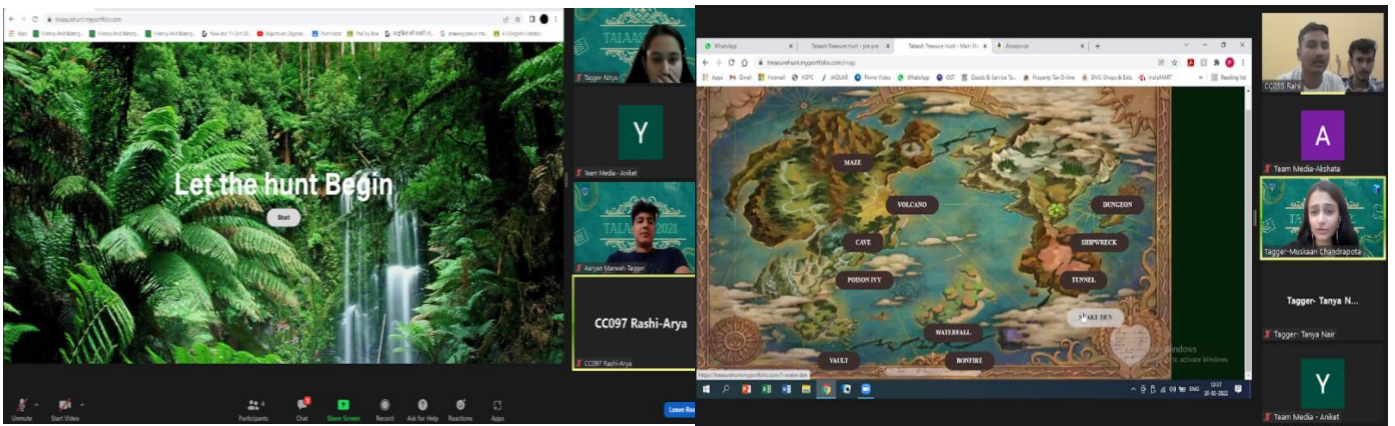
Aman Gupta (Marketing)
Disha Lilani (Creatives)
Harshita Sawhney (Executions)
Jayant Hemnani (Media)
Jhanvi Khatwani (Events)
Kartik Motwani (Legal & Compliance)
Vidhi Kukreja (Public Relations)

“Talaash”, known to be the benchmark amongst all management and cultural festivals in the country is organised by BMS & BBA program, Jai Hind College, Mumbai. Talaash is conducted in the month of December each year. It provides an impetus for the students to learn, grow and showcase their skills in the most practical manner possible.

Spotify presents Talaash 2021-22 themed “Hiraeth” held on the 19th, 20th of February, 2022 was a massive success touching greater heights and continuing to live up to its rich legacy of 22 years.



Every year since its inception in 1999, Jai Hind College hosts multiple colleges during the jam-packed and energetic fest Talaash. The organizing committee pulled no punches to ensure this year was no different filled with immense enthusiasm and excitement making sure the two-day fest was a vibrant affair with a mix of cultural, management, informal and our flagship event-Treasure Hunt.

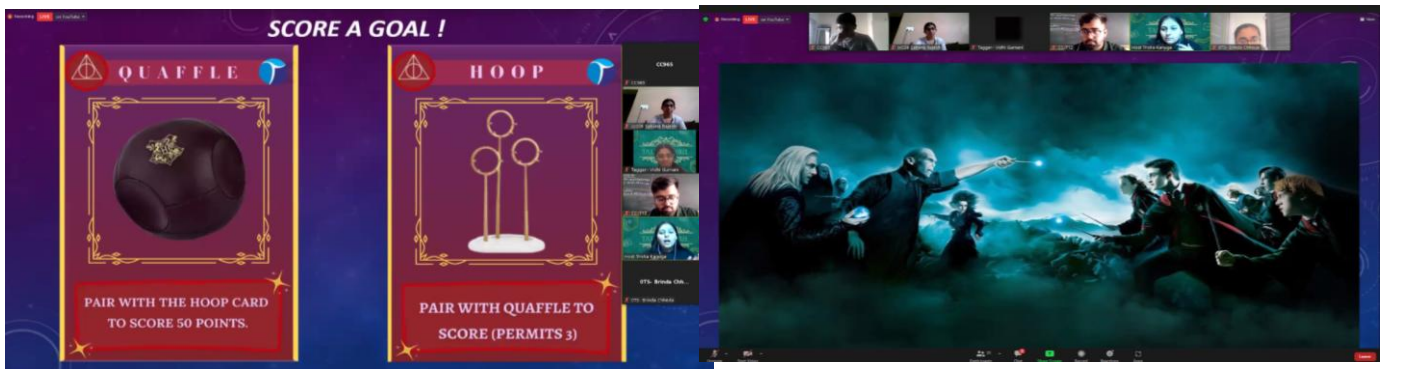
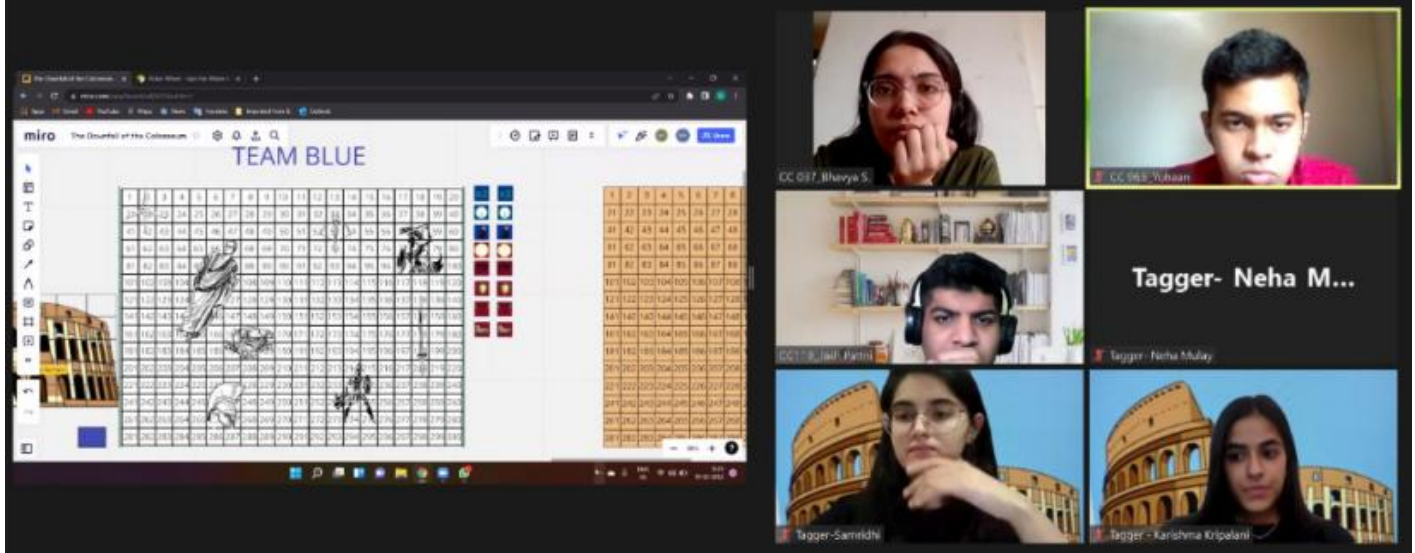
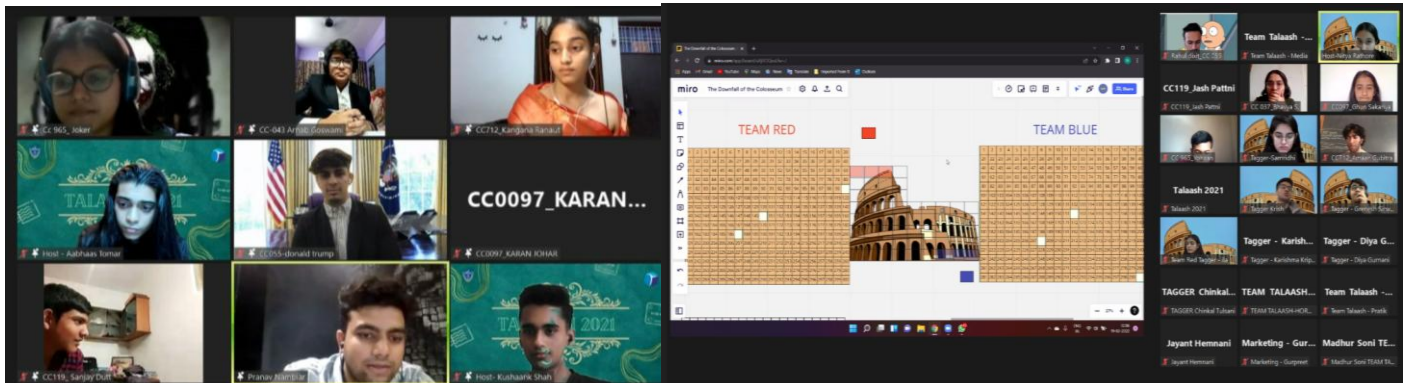


Talaash 2021-22 brought on board some of the biggest sponsors & managed to shatter records and bring on board more than 60 companies as sponsors with Spotify as the Title Sponsor for the fest this year. It doesn't get any bigger than this, especially given the fact that it was also Spotify's first ever collaboration with any college in the country.

WESTERN GHATS (VIRTUALLY)



Talaash 2021-22 witnessed participants from different colleges onboard for the amazing events. Talaash not only managed to get recognised in a newspaper, Bombay Samachar but also got international registrations. It reached out to celebrities like *Shankar Mahadevan*, *Delnaz Irani*, *Ayush Mehra*, *Manoj Pahwa*, *Harman Singha*, *Manav Gohil*, *Karan Jotwani* and many more who enthusiastically supported the event. Celebrity Judges like *The Western Ghats [for Acoustic Roots]*, *Shashank and Dimpi Sanghvi [for Glamour around the Globe]*, *Hormuz Ragina [for JAM]* graced Talaash through their presence.





Talaash organised two Pre-events virtually this year:

1. **Its Showtime**- a pre-event that gave a platform to all the budding actors to showcase their talent online in front of a large audience and viewers. Participants could send in their entries on any form of acting be it mono-acting or as a group, an excerpt from a movie, drama, plays or coming up with an original piece.



2. **Chaotic Picasso**- a social pre-event in collaboration with an NGO, 'Teach For India'. It was our take at spreading awareness and inspiring the citizens and youth of our country about Mental Health. It was a social campaign surrounding topics of **Mental Health** and **Art** via workshops and speaker sessions by notable Alumni from "Teach For India". With over 200-300 people taking active part in this rather thought-provoking campaign, we were all left inspired and motivated to make a difference in the space of mental health, starting within our own small ecosystems. The idea behind this entire event was not just to create awareness about the ever so sensitive issue of mental health but to inspire each citizen of this country to take a step in the right direction of making a difference. With mental health becoming an extremely topical issue especially post the onset of the pandemic, we here at Talaash wanted to do our part of making a difference and inspiring as many people as possible as we stand strong giving our never-ending support to this cause!

