



# THE TIMES OF INDIA

Thursday, February 3<sup>rd</sup>, 2011

● **Lasya, Abhinaya, Precipice** – it will be a riot of colours and vigour at the CMS festival of Jain University. The fest explores different facets of students – professional, aesthetic outlook and their capability to think out of the box. The event is on till February 5.





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Students Are Increasingly Hiring Experts To Organize College Programmes

## Fests get a professional touch

Sruthy Susan Ullas | TNN

If you want to learn outsourcing, learn it from campuses. If you think otherwise, take the example of any college fest in the city. From choreographing dances to setting the stage for dramas, professionals are hired for all.

As college fests are fast turning into professional affairs with huge money involved, the bars for events are equally rising. Students, in turn, are increasingly looking for expert help for dances, fashion shows and theatre, for quite a price.



For instance, Mount Carmel College has a choreographer who has been helping students with fashion shows for 10 years. The choreographer helps decide the theme, style and designs of dresses and select music for the show. The college also has the same make-up artist associated with it for the past eight years.

Jain University's centre for management studies hired three professional theatre artistes for its fest, Abhinaya 2011 — a lighting director,



Students of Jain University practise a dance choreographed by a professional

make-up artist and set designer. Teams that qualify for the finals are allowed to meet these three professionals to fine-tune their finale performance. This service is besides the professionals some colleges hire.

### PROFESSIONAL TOUCH

Students feel hiring a professional will bring in newer perspectives to the programme. "They can bring in variety. Moreover, when students of the same age group organize pro-

grammes, there are a lot of ego clashes; leadership becomes an issue and professionalism suffers. When you compare Indian events with those of foreign universities, we lack professionalism," said Vineeth Vincent, cultural secretary, Christ University.

### MONEY MATTERS

The pay varies with professionals and "how well you negotiate". Students usually try to rope in "the best in town". For instance, a Bangalore college's Western dance team paid a top professional around Rs 20,000 to get one dance choreographed. In such cases, this one dance is performed in practically all competitions that the team participates in that year.

While sometimes colleges fund student associations, in most cases it's the students who spend their pocket money. "One individual shells out around Rs 1,500 to Rs 2,000 for the team's activities. When we win competitions, the cash prize is invested in the team's next programme," said Ashwini Satish, a final-year BBM student.

"We don't mind spending our pocket money for this because we are passionate about it. How much we spend depends on the event. There are times when we use what we have and we needn't spend anything," said Anisha D'Souza.

Chethan Shivakumar