







Marketing Approval Note

Project	Waterfall Suites		
Subject	NFA for Sponsoring Jashn-e-Adab		
Date	11/01/24		
Document Ref No.	HO/MK/35-FY23-24		
S.No.	Description of item	Vendor	Cost (incl. GST)

1	<p>Sponsorship for conducting Sahityotsav Jashn-e-Adab Cultural Kaarva'n in Chandigarh on 3rd & 4th February, 2024</p> <p>Silver Support:</p> <ul style="list-style-type: none"> • Logo on the backdrop and standees at the venue. • Logo presence on the Website. • On stage gratitude and mention. 	Jashn-e-Adab	₹1,25,000.00
			Total
			₹1,25,000.00

Total Marketing Expense Budget for Waterfall Suites	Consumed till date	This Approval Note	Total Till Now	Balance
₹5,93,16,639.00	₹1,97,47,373	₹1,25,000.00	₹1,98,72,372.64	₹3,94,44,236.36

			
Kunal Yadav Prepared By	Shalini Jha Verified By	Vineet Nanda Approved By	Manu Gupta Verified By

	
Akash Khurana Approved By	Takahiro Yamazaki Approved By

To,
The Managing Director,
Krisumi Corporation,
Gurugram, Haryana.

Subject: Request for Sponsorship/ Financial Grant for conducting Sahityotsav Jashn-e-Adab Cultural Kaarva'n Virasat in Chandigarh on 3rd & 4th February, 2024 to continue the celebration of Azadi Ka Amrit Kaal and in honour of India chairing the G20 Summit.

Dear Sir,

Sahityotsav Jashn-e-Adab, to promote and nurture classical art forms and literature is organizing Sahityotsav Jashn-e-Adab Cultural Kaarva'n Virasat 2024 at Tagore Theatre, Chandigarh on 3rd & 4th February, 2024. These two-day cultural programs are being. This two-day cultural program is being organized to continue the celebration of Azadi Ka Amrit Kaal and in honour of India chairing the G20 Summit.

We are happy to share that after traveling to many states of India (namely Uttar Pradesh, Jammu & Kashmir, Karnataka, Rajasthan, Madhya Pradesh, Himachal Pradesh, Chandigarh, Maharashtra, Delhi, among others) Sahityotsav Jashn-e-Adab Cultural Kaarva'n Virasat 2023 is again ready to mesmerize the audience of the cultural city Chandigarh. Delhi and Gujrat are going to the next stop for this Kaarva'n.

This two-day cultural program will be featuring renowned artists from varied genres of Hindustani art, culture and literature. This two-day cultural program will be graced with exemplary performances such as Qawwali singing, Ghazal singing, Kavi Sammelan & Mushaira, Classical dance, Sheri Nashisht, Panel discussions, Play among other performances and sessions.

We are happy to share that the Chandigarh edition of Sahityotsav Jashn-e-Adab Cultural Kaarva'n Virasat 2024 will be inaugurated by Principal Chief Commissioner of Income Tax, Padma Bhushan Sajan Mishra (legendary classical vocalist), Padma Bhushan Javed Akhtar (Film writer, Lyricist & Poet) Padma Shri Prof. Ashok Chakradhar (renowned poet & scholar), Shri Navneet Soni IRS (Retd. Chief Commissioner Income Tax & President Sahityotsav Jashn-e-Adab) & Kunwar Ranjeet Singh Chauhan (renowned poet & Founder, Sahityaotsava). Accomplished and renowned artists namely Padma Bhushan Sajan Mishra, Padma Bhushan Javed Akhtar, Padma Shri Prof. Ashok Chakradhar, Padma Shri Shovana Naray, Prof. Waseem Bareilvi, Actor Manu Rishi Chadda, Poet Farhat Ehsas along with other renowned artists, poets, & scholars will be attending the cultural extravaganza.

We are delighted to share with you that **Sahityotsav Jashn-e-Adab** and its series of cultural programs have earned the continuous support of **Ministry of Culture (GoI), Ministry of Tourism (GoI), Indian Postal Department, Income Tax Departments of Various States (Madhya Pradesh, Rajasthan, and others), State Government Cultural Departments and other cultural organisations.**

To organize this cultural extravaganza successfully we seek your support.

Sponsorship Categories:

Please find below the benefits to be given in the **Gold support: 2 Lakh (including GST).**

1. **Logo on the backdrop and standees at the venue.**
2. **Logo presence on Social Media publicity.**
3. **Logo presence on the Website.**
4. **On stage gratitude and mention.**
5. **Publicity through YouTube channel (600K plus organic subscribers)**

Benefits to be given in the **silver support: 1.25 Lakh (including GST).**

1. **Logo on the backdrop and standees at the venue.**
2. **Logo presence on the Website.**
3. **On stage gratitude and mention.**

We eagerly look forward to an encouraging and motivating response.

Yours Sincerely,



Kunwar Ranjeet Singh Chauhan
Founder & Secretary
Jashn-e-Adab (Sahityotsav)
Mob: 9313822799
Email: jashneadab@gmail.com

Shri Navneet Soni (IRS Retd.)
President Sahityotsav Jashn-e-Adab
Trustee IIC (CM 351 – Jashn-e-Adab)