



Celebrating
550 years
of
Guru Nanak Dev Ji's
Birth Anniversary

An Emotional Connect and a Grand Ceremony



CSD Service Portfolio

Large Scale Events



350 Years Prakash Prav
of Guru Gobind Singh ji

International Solar Alliance at Rashtrapati Bhawan

2nd Global Reinvest Meet
at Expo Mart

Handled more than
125,000 Crowd in a single
day

Cultural Show Production



ASEAN India Summit 2018

2017 World Trade Ministerial meeting

16th International Energy Forum 2018

350 Years Celebration of Taj Mahal

Tourism Growth and Enhancement

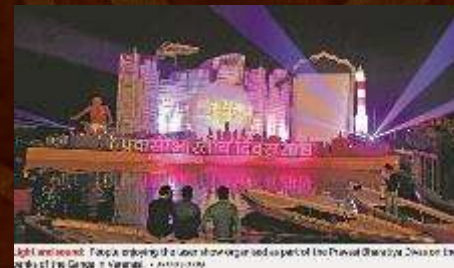


Madhya Pradesh Travel Mart 2016, 2017 and 2018

Adventure Next Global Event 2019

ICCR Jazz Festival

Multimedia Show New Technologies



India @70 , ICCR Multimedia show to 35 missions across the Globe

Son-e-Lumiere' Show at Ganga Ghat

Son-e'Lumiere at Sanchi Stupa

Media, PR & Digital Integrated Campaign



Managed the digital , PR and Outdoor Media for MPTM for 3 consecutive years

Outdoor Publicity and Digital Promotion for Jazz festival for ICCR



A GRAND COMMEMORATION OF GURU NANAK DEV JI'S 550th Parkash Parv by Punjab Government



A mesmerising **Multi-Media light and sound show** that'll bring alive the life and teachings of Guru Ji across **Sutlej & Beas** and will float to 16 villages



Curating a **Mobile Digital Museum**, which will travel across 22 districts of Punjab. Showcasing the teachings, Udasis, and life instances through the rich use of digital technology.



A mobile **light and sound show** in 22 Districts of Punjab; spreading the preaching's of Guru Nanak Dev Ji



A larger than life theatrical presentation through music, dance, drama and multi-media production that will touch the hearts of devotees at **Sultanpur Lodhi**



THE INDIAN EXPRESS, TUESDAY, OCTOBER 8, 2019

Light and sound show begins in Mohali

EXPRESS NEWS SERVICE
MOHALI, OCTOBER 7

SETTING UP the stage for the 550th Prakash Purb celebrations commemorating the birth anniversary of Guru Nanak Dev, the Punjab Tourism and Cultural Affairs Minister Charanjit Singh Channi and Health and Family Welfare Minister Balbir Singh Sidhu inaugurated a Light and Sound Show, and, Digital Museum on Monday.

The museum will showcase the iconic events related to the life and times of Guru Nanak Dev. These events will range from the Utlasis beginning from Sultanpur Lodhi and anecdotes and interpretative discourses contained in jarnamsakhis.



During the opening of the show series at sports stadium in Sector 78; (right) visitors at the Digital Museum, Jasvir Malhi

550th BIRTH ANNIVERSARY OF GURU NANAK

nology to further disseminate the teachings of the Guru, the ministers urged people to imbibe the philosophy of universal acceptance and assimilation of cultures



gled in agony of orthodoxy and affectedness would always remain a benchmark for the humanity in its fight against social and personal ills.

the state. He said that it was a sheer honour to be blessed to witness this sacred occasion in ones lifetime and everyone would celebrate it in a gala style, befitting

ਨਾਨਕ ਨਾਮ ਚੜ੍ਹਦੀ ਕਲਾ...



ਮੋਹਾਲੀ ਵਿਖੇ ਸੋਮਵਾਰ ਨੂੰ ਪਹਿਲੇ ਲਾਈਟ ਐਂਡ ਸਾਊਂਡ ਪ੍ਰੋਗਰਾਮ ਰਾਹੀਂ ਸੰਗਤ ਨੂੰ ਸ੍ਰੀ ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਜੀ ਦੇ ਜੀਵਨ ਬਾਰੇ ਜਾਣਕਾਰੀ ਦਿੱਤੀ ਗਈ

ਲਾਈਟ ਐਂਡ ਸਾਊਂਡ ਜ਼ਰੀਏ ਦੇਖਿਆ ਬਾਬੇ ਨਾਨਕ ਦ

ਪੰਜਾਬੀ ਜਾਗਰਣ ਟੀਮ, ਐੱਸਏਐੱਸ ਨਗਰ : ਮੋਹਾਲੀ ਵਿਖੇ ਸੋਮਵਾਰ ਨੂੰ ਲਾਈਟ ਐਂਡ ਸਾਊਂਡ ਪ੍ਰੋਗਰਾਮ ਰਾਹੀਂ ਸੰਗਤ ਨੇ ਨਾ ਸਿਰਫ ਸ੍ਰੀ ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਜੀ ਦੇ ਜੀਵਨ ਬਿਰਤਾਂਤ ਨੂੰ ਅੱਖਾਂ ਸਾਹਮਣੇ ਜੀਵਿਆ, ਬਲਕਿ ਉਨ੍ਹਾਂ ਦੀਆਂ ਸਿੱਖਿਆਵਾਂ ਤੋਂ ਪ੍ਰੇਰਣਾ ਵੀ ਲਈ। ਇਹ ਪ੍ਰੋਗਰਾਮ ਸ੍ਰੀ ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਜੀ ਦੇ 550ਵੇਂ ਪ੍ਰਕਾਸ਼ ਪੁਰਬ 'ਤੇ ਮੋਹਾਲੀ ਦੇ ਸੈਕਟਰ-78 ਸਥਿਤ ਸਪੋਰਟਸ ਕੰਪਲੈਕਸ 'ਚ ਲਾਈਟ ਐਂਡ ਸਾਊਂਡ ਮਿਊਜ਼ੀਅਮ ਦੇ



ਪ੍ਰੋਗਰਾਮ ਦੀ ਸ਼ੁਰੂਆਤ ਮੌਕੇ ਕਰਵਾਇਆ ਗਿਆ। ਤਿੰਨ ਦਿਨਾਂ ਇਸ ਪ੍ਰੋਗਰਾਮ ਦੀ ਸ਼ੁਰੂਆਤ ਮੌਕੇ ਪੰਜਾਬ ਦੇ ਸਿਹਤ ਮੰਤਰੀ ਬਲਬੀਰ ਸਿੰਘ ਸਿੱਧੂ, ਤਕਨੀਕੀ ਸਿੱਖਿਆ

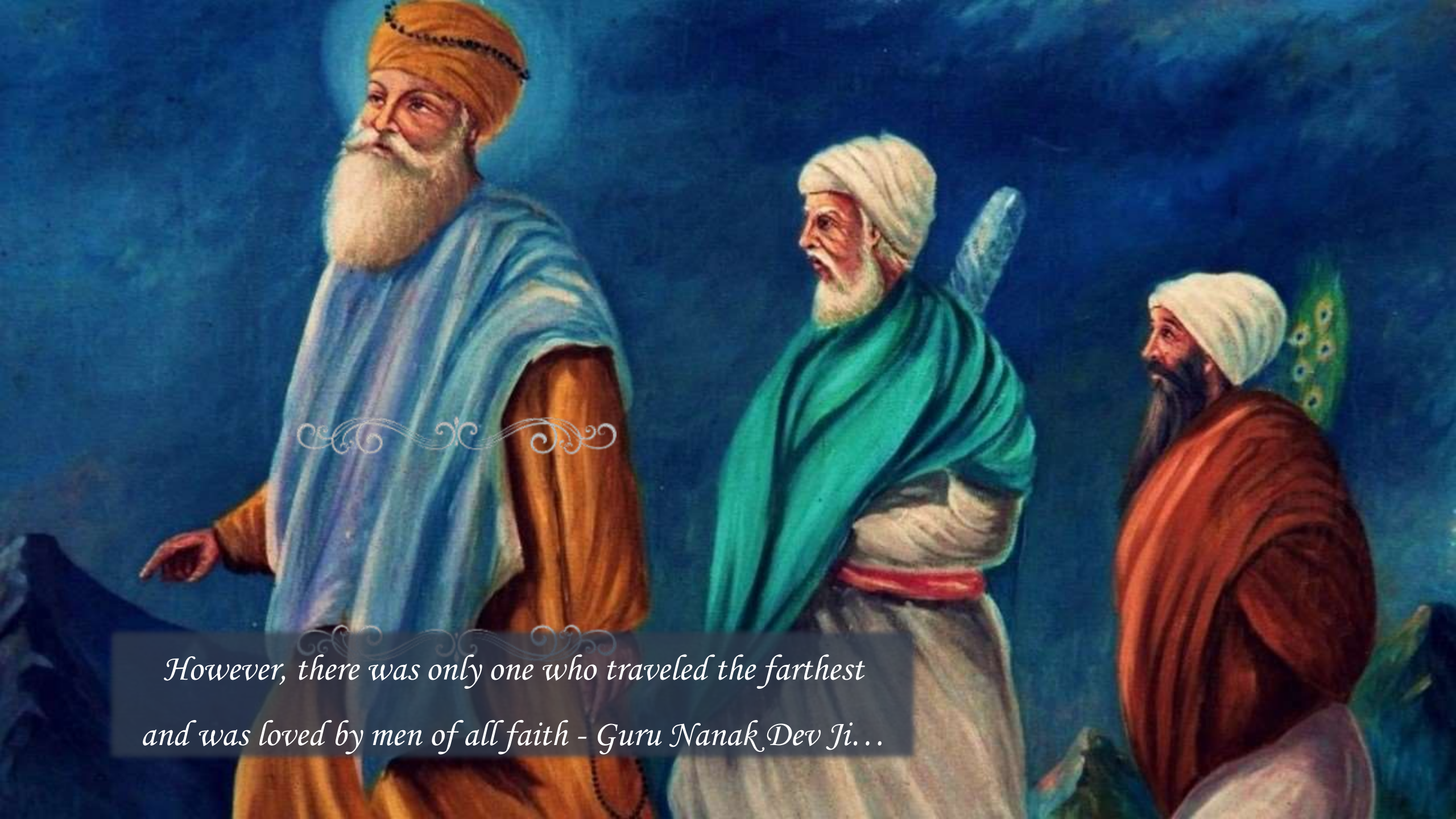
ਮੰਤਰੀ ਚਰਨਜੀਤ ਸਿੰਘ ਚੰਨੀ ਤੋਂ ਇਲਾਵਾ ਪ੍ਰਸ਼ਾਸਨ ਦੇ ਅਧਿਕਾਰੀਆਂ ਨੇ ਸ਼ਿਰਕਤ ਕੀਤੀ। ਲਾਈਟ ਐਂਡ ਸਾਊਂਡ ਸ਼ੋਅ ਰਾਹੀਂ ਸੰਗਤ ਸ੍ਰੀ ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਜੀ ਦੇ ਜਨਮ ਤੋਂ ਲੈ ਕੇ ਜੋਤੀ ਜੋਤ ਦਿਵਸ ਤਕ ਦੇ ਸਫਰ ਦੇ ਰੁਬਰੂ ਹੋਈ। ਇਸ ਮੌਕੇ ਸਿਹਤ ਮੰਤਰੀ ਬਲਬੀਰ ਸਿੰਘ ਸਿੱਧੂ ਨੇ ਦੱਸਿਆ ਕਿ ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਜੀ ਦੇ ਪ੍ਰਕਾਸ਼ ਉਤਸਵ ਸਬੰਧੀ ਇਹ ਪ੍ਰੋਗਰਾਮ ਪੂਰੇ ਸੂਬੇ 'ਚ ਕਰਵਾਇਆ ਜਾ ਰਿਹਾ ਹੈ। ਸਿੱਧੂ ਨੇ ਕਿਹਾ ਕਿ ਐੱਸਜੀਪੀਸੀ ਤੇ

ਸਰਕਾਰ ਮਿਲ ਪੁਰਬ ਮਨਾ ਰਹੀ ਚਰਨਜੀਤ ਸਿੰਘ ਸਾਹਿਬ ਦੀਆਂ ਪਹਿਚਾਉਣ ਲਈ ਕੀਤਾ ਗਿਆ ਹੈ, ਰਹੇ ਹਨ। ਵੱਡੀ ਸ਼ੋਅ ਦੇਖਣ ਲਈ ਦੌਰਾਨ ਲੋਕਾਂ ਨੂੰ ਆਨੰਦ ਲਿਆ।



Many great philosophers have walked on this planet





*However, there was only one who traveled the farthest
and was loved by men of all faith - Guru Nanak Dev Ji...*



*His wisdom brought people together in the
darkest hour of mankind.*





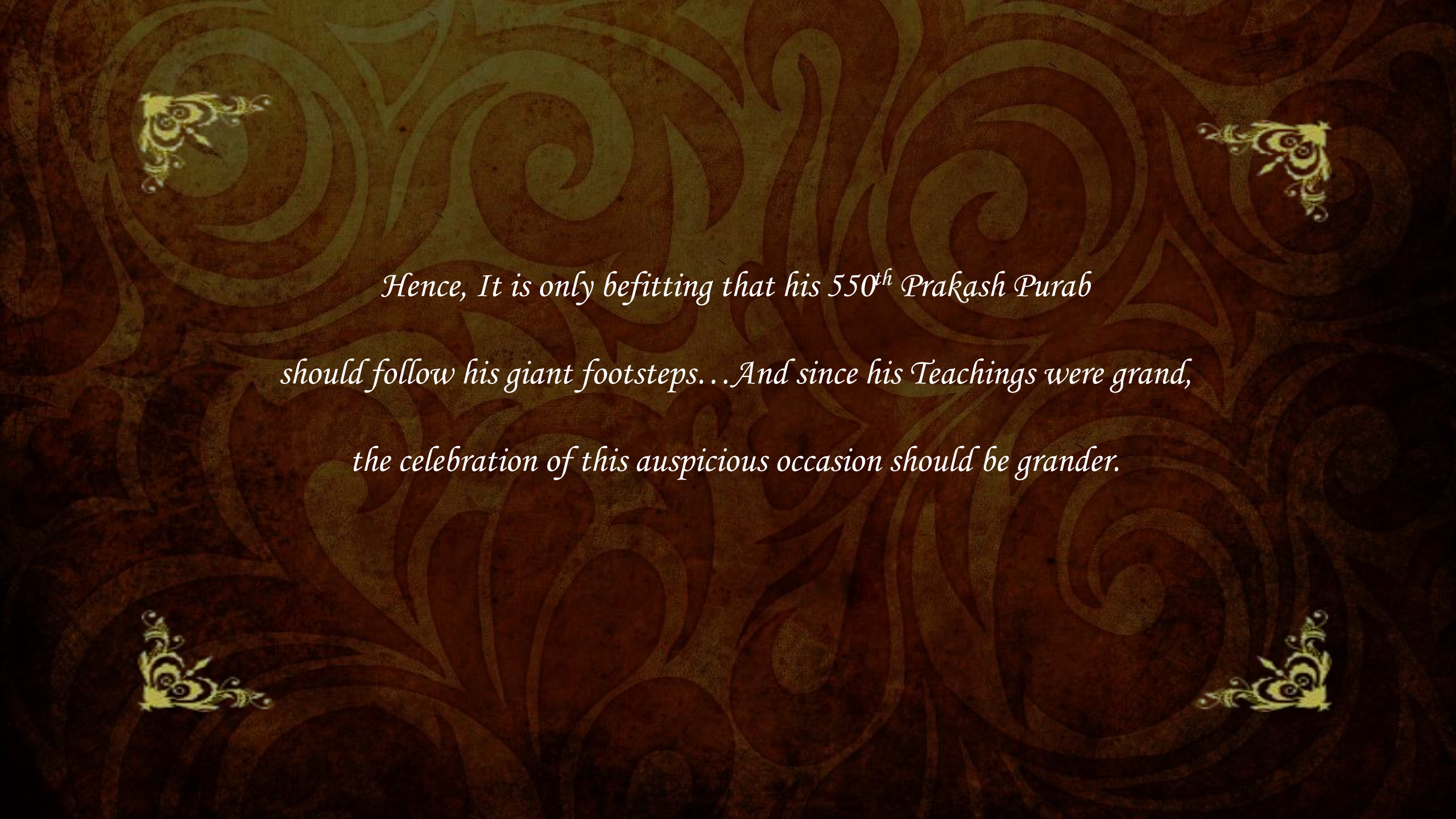
He founded the youngest Faith in the world





Even Today his legacy lives on...





*Hence, It is only befitting that his 550th Prakash Purab
should follow his giant footsteps...And since his Teachings were grand,
the celebration of this auspicious occasion should be grander.*



To Spread the message of “Equality”-

To Spread the message of sharing

To Connect various Faiths into one human landscape

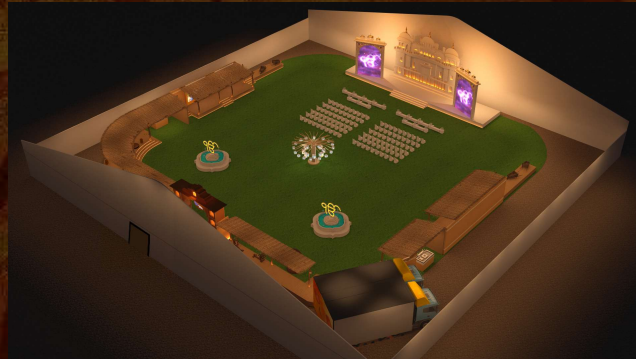
To connect with the youth , children and masses of India and connect them to principles of Sikhism



We will be creating



Sound and Light Stage Show



Large Scale Multimedia Exhibitions



Small Scale multimedia Exhibitions

Large Scale Multimedia Exhibitions

Venue & Date: Sultanpur Lodhi (4 to 13 Nov 2016), Patna, Nanded, Visakhapatnam (07 to 13 November 2019)

- Content curation under the guidance of an expert in the field of history of Sikhism. Engaging subject experts for research and scripting
- Creative designs for display, Fabrication of display aids
- Selfie Corners with innovative ideas- linkage with social media
- Organizing online quiz competition based on Guru Nanak Dev Ji's life, works, travels, teachings, philosophy and vision of Humanity
- Artistic gates with artwork, logos, mural, highlighting the theme Innovative digital means of displaying panels ☑
- Backlit translites- rotating and static
- Provision for screening of films on large plasma/LED screens and interactive exhibits duly voiced over to be audible with headphone and sound showers
- Usage of innovative mediums like Life size 3D models with moving/robotic components and dioramas based on the theme, Virtual & augmented reality exhibits, theme based Laser shows and sound show
- Designing of an appropriate fascia with provision for projection mapping on the same (during evening)
- Designing of entrance lobby in innovative form to showcase the Guru Nanak Dev Ji's life and travels
- Use of augmented reality to showcase the important events through a time-line of Guru Nanak Dev Ji's life and travels and also about Guruji's teachings, philosophy and his vision of Humanity
- Use of projection mapping (either on a historical monument or on the fascia or other relevant place)
- Innovative game for engagement of audience
- Creation of #tag and innovative ways to make the same trend
- Creation of virtual community for interaction/exchange of ideas during and after exhibition

Large Scale Multimedia Exhibitions

Venue & Date: Sultanpur Lodhi (4 to 13 Nov 2016), Patna, Nanded, Visakhapatnam (07 to 13 November 2019)

Experts Engaged with us



Dr Rawail Singh is Professor of [Punjabi](#) at [Delhi University](#).^[1] Member University Court and Member of Standing Committee of Delhi University.. He is also Convenor of Punjabi Advisory Board of Sahitya Akademi, the National Academy of Letters . He has participated in many literary and cultural events in India and abroad. Earlier, he was Secretary to Punjabi Academy,^[2] Government of Delhi for 14 years.



He was awarded the [Sangeet Natak Akademi Award](#), given by [Sangeet Natak Akademi](#), India's National Academy of Music, Dance and Drama, in 1995, and the [Padma Shri](#) by [Government of India](#) in 2014.^[4] His most known performance is 'Kehan Kabir', based on collected works of poet-saint [Kabir](#).^[5] He is conferred with Rashtriya Kalidas Samman for the year 2016-17.

Concept Note:

Inspired by Rai-Bhoi-Di-Talwandi , we will be creating a replica of the village where Guru ji was born in 1469 (Now in Pakistan)

It will have a façade of Mud and a look of heritage village . To engage the audience it will have Modern technology depicting the life and Journey of Guru Nanak ji



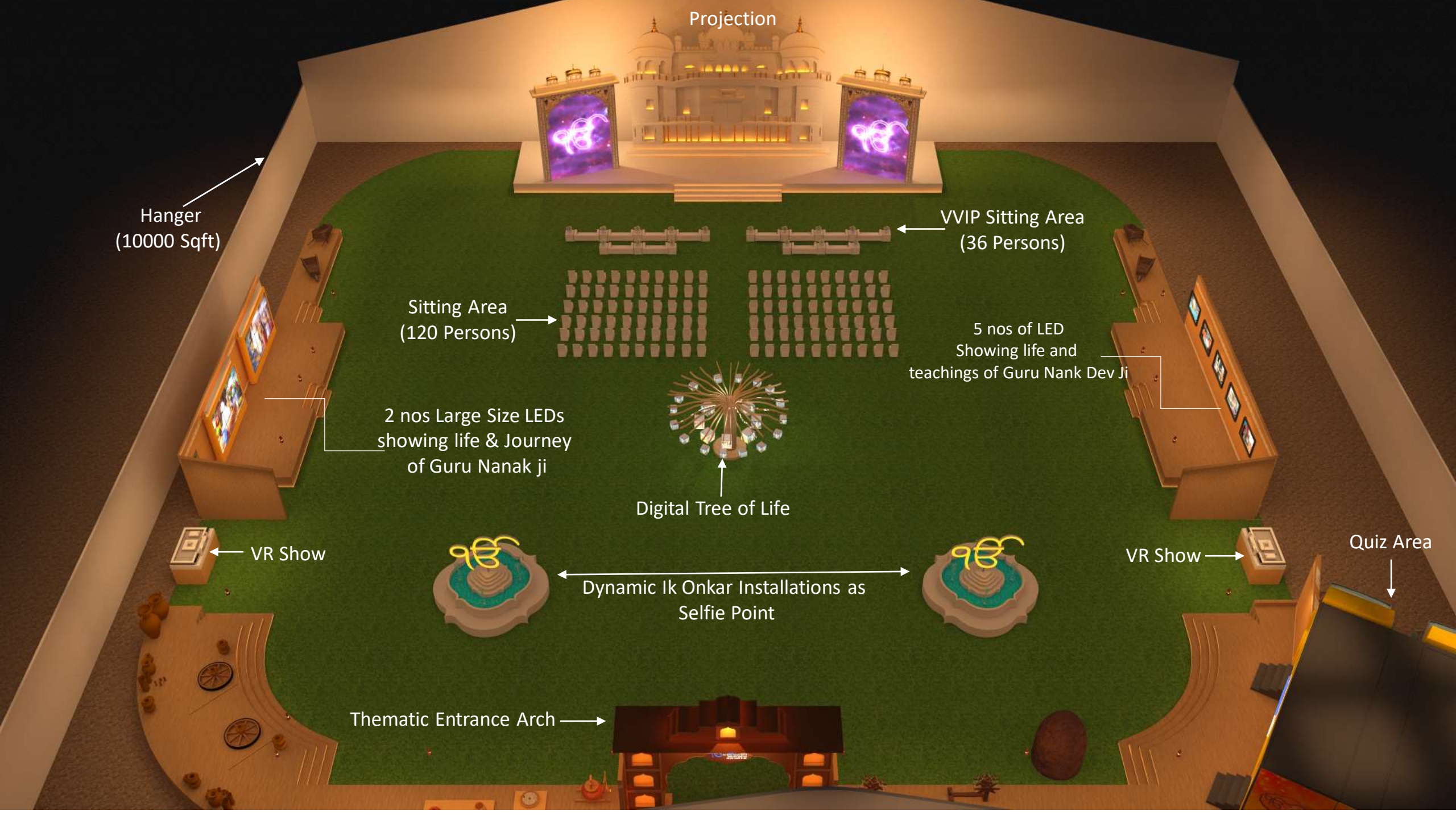
A look & feel of Guru Nanak Ji's Pind



Digital Museum

Artistic gates with artwork, logos, mural, highlighting the theme
Innovative digital means of displaying panels





Projection

Hanger
(10000 Sqft)

VVIP Sitting Area
(36 Persons)

Sitting Area
(120 Persons)

5 nos of LED
Showing life and
teachings of Guru Nank Dev Ji

2 nos Large Size LEDs
showing life & Journey
of Guru Nanak ji

Digital Tree of Life

VR Show

VR Show

Quiz Area

Dynamic Ik Onkar Installations as
Selfie Point

Thematic Entrance Arch







Projection

Projection

Projection

Stage

“

सूरज दा दीवा बळे
हथ विच गगन दा थाल
नानक शाइर एव करत है
आरती श्री अकाल:-

नानक नानक नानक

तेरा नानक
मेरा नानक
सभ दा नानक

नानक रब दा ना है
नानक नाम संजोगी वेला
नानक नाम है जोगी मेला

तेरा तेरा तेरा आखे
तेरां तेरां तेरां

नानक नानक नानक

अभिनंदन ब्रहमंडन नानक
सुःखदाता दुःखभंजन
मरदा ना मरदाना नानक
निरवैर निरअंजन
सभ दा साझा शाह फकीरा
नानक नानक नानक

सतिगुर नानक प्रगटिओ
परीआं देण वधाईआं
कंबण लगे बाबर जाबर
लालो दा हथ फआ नानक
करदा नेक कमाईआं
कुल आलम ब्रहमंडा बोले:
धंन गुर नानक नानक

”

A specially created song by Amarjeet Chandan , the famous Punjabi Poet
will welcome the audience



LED(s) Showcasing the Life and Journey of guru Dev ji;

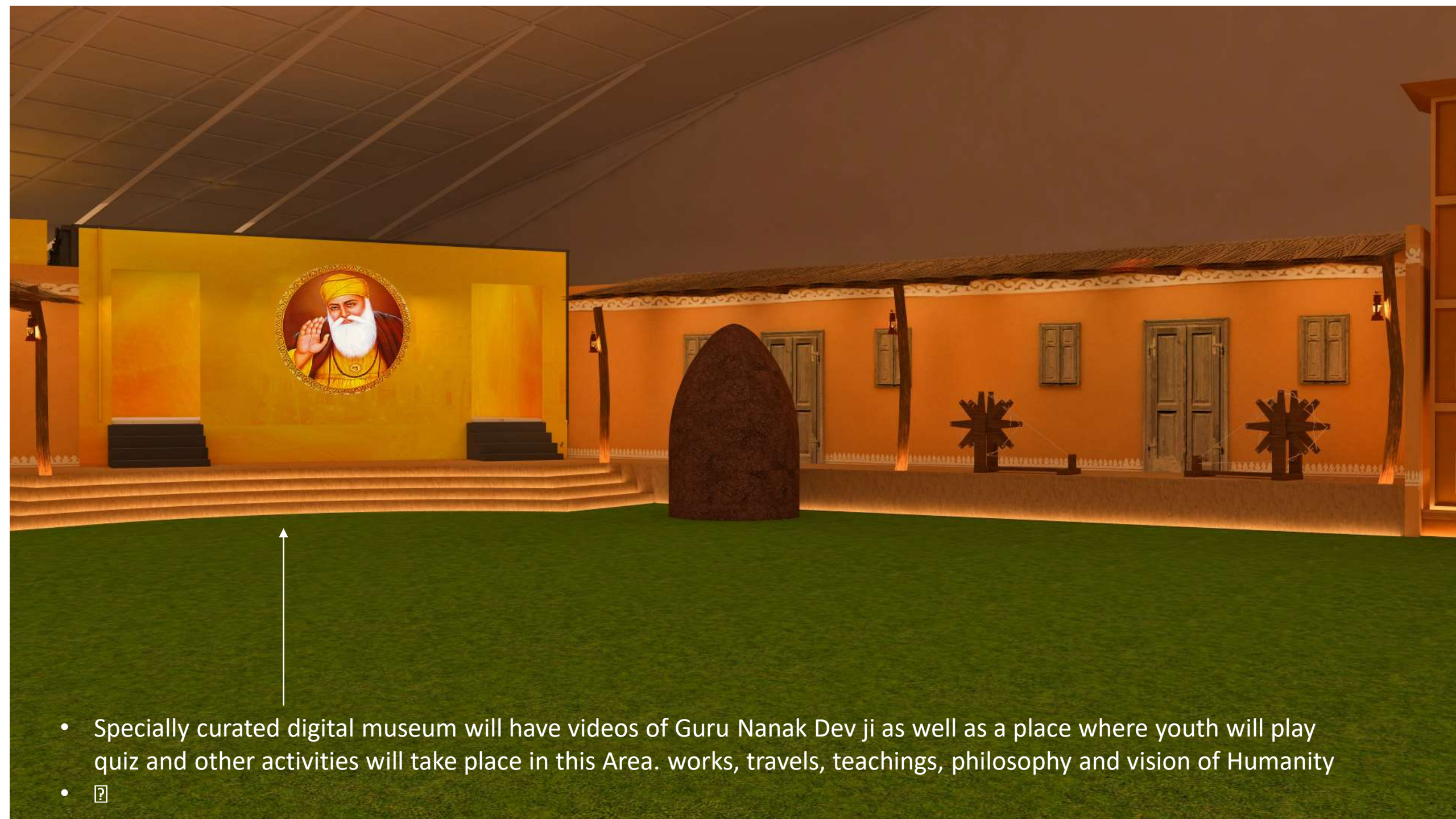
- His Birth
- His youth
- And His Journey till Kartarpur Sahib




Through VR Technology We will showcase the teachings of Guru Nanak Dev ji which are relevant event today .
So Kyon Manda



Large size embedded screen will play the popular Shabad of Guru Nanak Dev ji that he composed with Mardana ji, that highlights women Empowerment, being one with nature and having a self less attitude



- Specially curated digital museum will have videos of Guru Nanak Dev ji as well as a place where youth will play quiz and other activities will take place in this Area. works, travels, teachings, philosophy and vision of Humanity
- 



Through VR headset we can show an Audio-Video that we take into a film that shows the Nankana sahib





Through these LFD(s) UDASIS and other significant events of Guru Nanak Dev Ji will be shown



This special installation of Ik Onkar will be rotating to create dynamisms in the exhibition area



In the center of exhibition area will place Tree of life that will showcase the teachings of GURU NANAK DEV JI and all the popular Sakhiyan



Sound and Light Show “Jag Chanan Hoya”

Venue : Delhi and Amritsar

Date: 4 To 10 November 2019

- Fabrication of Multilevel Stage connected with bridges
- Sound & Light Equipment
- Engagement of Artists
- Costumes for the Event with a Costume Designer for designing of Costumes
- Make-up for Artists ☐ Power Supply & Back up
- 2 air-conditioned toilet, 10 general toilet with water supply
- Drinking water facility 300 people for 3 days and for 5000 people during the Light & Sound Programme
- 50 VIP Chairs, 40 three seater sofas, 3000 plastic chairs
- 10 CCTV cameras with monitoring and recording.
- 400 tea, snacks and 200 food packets for 14 days
- Provision of 10 house-keeping staff , adequate no. of dust-bins etc.
- 10 security personnel
- 3 Delay LEDs (12 x 9 feet) with provision of live feed



2

1

3

5

4





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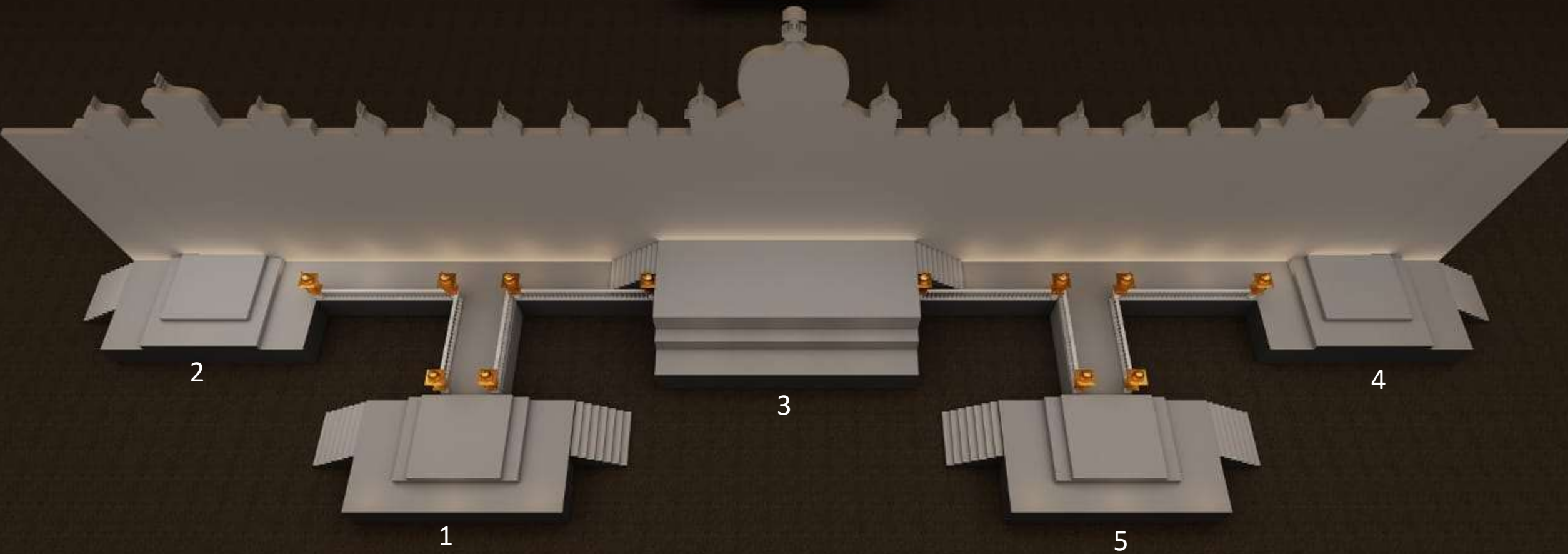
2

1

3

5

4



2

3

4

1

5

Stage 1 and 5

Level	Sizes
A	28'x16'x4'
B	16'x12'x4'9"
C	12'x12x5'6"

Stage 3

Level	Sizes
A	36'x20'x4'
B	36'x16'x6'1"
C	36'x14'x9'1"

Stage 2 and 4

Level	Sizes
A	28'x16'x4'
B	16'x16'x4'9"
C	12'x12x5'6"

Small Scale Exhibition Area

VENUE: Kullu (Himachal Pradesh), Jammu (J&K), Naogaon (Assam), Bidar (Karnataka), Kutch (Gujarat), Kurukshetra (Haryana), Varanasi (Uttar Pradesh), Delhi and Chennai (Tamil Nadu)

Dates: 9 to 10 November 2019

- Content curation under the guidance of an expert in the field of history of Sikhism.
- Creative designs for display showcasing the Guru Nanak Dev Ji's life, works, travels, teachings, philosophy and Guruji's vision of Humanity
- Fabrication of display aids
- Selfie Corners with innovative ideas
- Organizing online quiz competition on Guru Nanak Dev Ji's life, works, travels, teachings, philosophy and vision of Humanity
- Backlit translites- rotating and static
- Designing of an appropriate fascia with projection mapping in evening
- Use of Digital interactive gadget and panels in an innovative manner, showcasing Guru Nanak Dev Ji's life, works, travels, teachings, philosophy and vision of Humanity , that engages the audience
- Innovative game for engagement of audience
- Creation of #tag and innovative ways to make the same trend
- Creation of virtual community for interaction/exchange of ideas during and after exhibition
- Decoration of the whole venue befitting the occasion



Hanger
3000 Sq ft

Projection

Projection

Stage

VVIP Sitting Area
(36 person)

LEDs
2 nos

5 nos of LED

Digital Tree

VR Show

VR Show

Ik Onkar Installation
as selfie point

Quiz Area

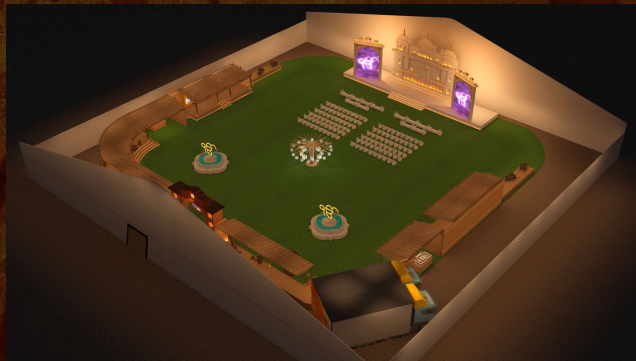
Gate



CS DIREKT
Bringing brands alive.



Sound and Light Stage Show



Large Scale Multimedia Exhibitions



Small Scale multimedia Exhibitions

“

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कुल आलम ब्रहमंडा बोले:
धंन गुर नानक नानक

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