



Dr Mamta Rani Agarwal
Additional Secretary

(Formerly Adviser-I, AICTE and
Joint Secretary UGC)
(Formerly Director, Education, Delhi)

भारतीय विश्वविद्यालय संघ

ए. आई. यू. हाउस, 16, कॉमरेड इंद्रजीत गुप्ता मार्ग
(कोटला मार्ग), नई दिल्ली - 110002

Association of Indian Universities

AIU House, 16, Comrade Indrajit Gupta Marg
(Kotla Marg) New Delhi- 110002

AIU/YA/BoB/2025

Date: 19 December, 2025

To,
The Vice-Chancellors
Member Universities
Association of Indian Universities (AIU)

Subject: Participation in National Dance Championship – *Beats of Bharat*
(भारत नृत्य प्रतियोगिता)

Dear Sir/Madam,

The Association of Indian Universities (AIU) has, over the years, been steadfastly committed to the holistic development of youth through a wide spectrum of inter-university youth development programmes and cultural initiatives, including UNIFESTs. These endeavours are designed to nurture national character, foster creativity, and instill enduring human, cultural, and ethical values among students, while simultaneously providing vibrant platforms for cultural exchange and artistic expression.

In furtherance of this mission and in consonance with the spirit of the National Education Policy, AIU has entered into a Memorandum of Understanding (MoU) with **Youth Music** to organize a National Dance Championship; to be nationally branded and promoted as ***Beats of Bharat (भारत नृत्य प्रतियोगिता)***. The competition is open to universities and colleges Pan India. The initiative seeks to celebrate India's rich and diverse dance heritage while encouraging co-curricular learning, creativity, teamwork, and expression among the youth.

The event is being curated by renowned choreographer **Shri Remo D'Souza**, under the brand *Beats of Bharat*. The championship aspires to emerge as a flagship national platform for identifying, nurturing, and showcasing young dance talent from higher educational institutions.

Each participating university/college is required to pay an institutional participation fee of ₹51,000/- plus applicable GST to AIU. Institutions may nominate **unlimited number of student participants**. Initial auditions shall be conducted through an **online mode**, ensuring inclusivity and nationwide outreach. Shortlisted finalists will be invited to **Mumbai**, and all expenses relating to travel, accommodation, and other logistics for the finalists shall be borne entirely by the organizers.

E-mail: aiu.beatsofbharat@gmail.com

Phone: (011) 23230059, 23231097, 23232429, 23232435, 23232305

To ensure a smooth and transparent process, participating universities are provided with a **user-friendly online registration mechanism**. Pl click on the below link **for submission of entries**, post payment. All participants shall be awarded **digitally issued Participation/Merit Certificates** by Shri Remo D'Souza, co-branded with AIU and Youth Music.

AIU strongly encourages all member universities to participate in this national initiative and to motivate maximum students' participation, thereby enabling young talent to gain exposure at a prestigious national platform while contributing to the promotion of India's cultural legacy.

Brochure, registration details and other pertinent information, are enclosed herewith for your kind reference and necessary action.

With warm regards,

Yours sincerely,



(Dr. Mamta Rani Agarwal)

(i) **Link for Universities Payment** – <https://pages.razorpay.com/AIU-BEATS>

(ii) **Link for Student Registraion** -

<https://docs.google.com/forms/d/e/1FAIpQLSfZFXFcTfybfQnSnfvV7XTrQUtFOUVQGxhKfwdRqmac6Z5fg/viewform?usp=publish-editor>

Copy to:

The DSWs/Cultural coordinators

YOUTH GLOBAL HQ

PRESENTS



in Association With



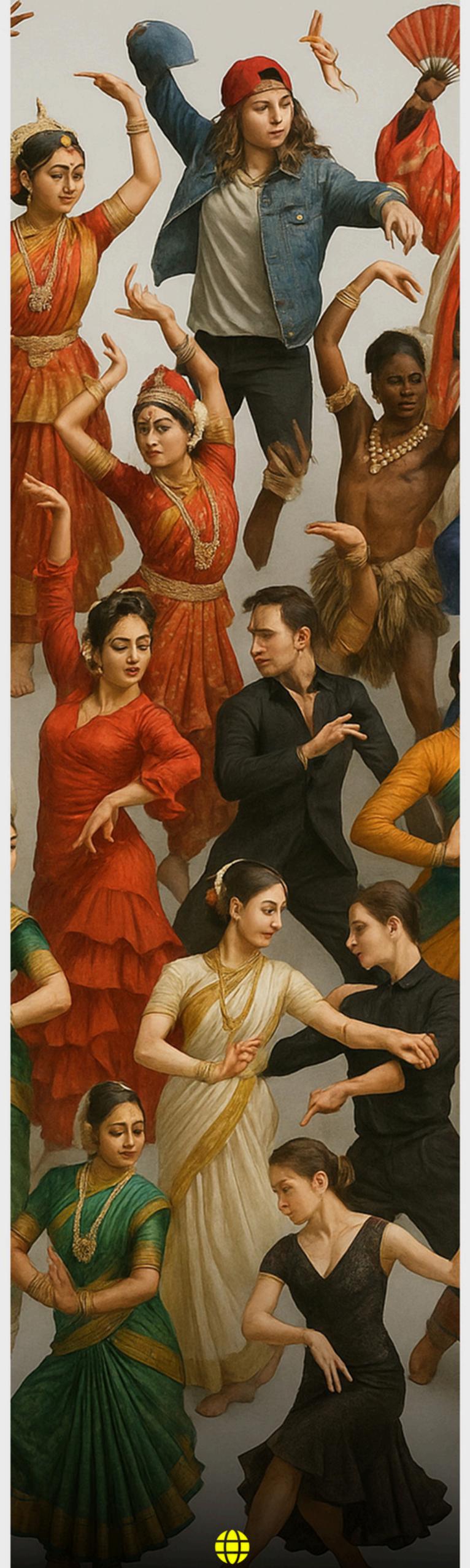
**ASSOCIATION OF
INDIAN
UNIVERSITIES**

**Remo
D'souza**



BEATS OF BHARAT CHAMPIONSHIP

Connect With
India's Leading Dance Ecosystem.



beatsofbharatofficial.com

YOUTH GLOBAL HQ

PRESENTS



in Association With



**ASSOCIATION OF
INDIAN
UNIVERSITIES**

BENEFITS

- Certification signed by Remo D'Souza, AIU & YGHQ
- Represent your university / collage on a national platform
- Winner gets a chance to work with a industry mentor

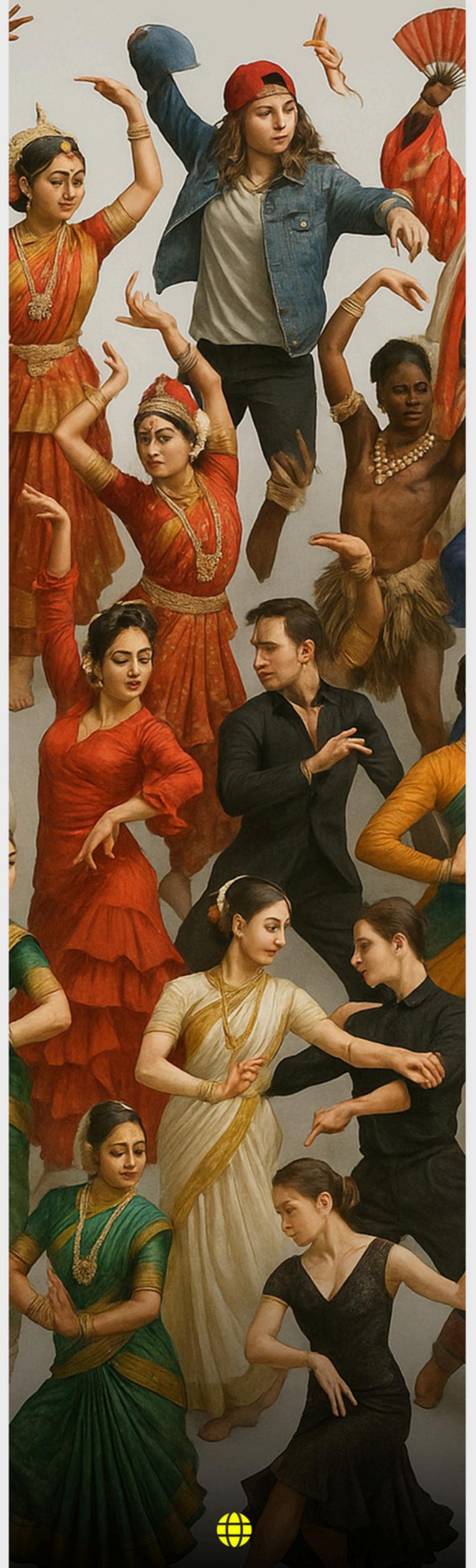
PROCEDURE

- Register your audition video online on beats of Bharat portal.
- Selected students will Perform at the Semifinale & Grand Finale in Mumbai complete sponserd trip

BEATS OF BHARAT CHAMPIONSHIP

Connect With

India's Leading Dance Ecosystem.



beatsofbharatofficial.com



15TH JAN



BEATS OF BHARAT



REGISTRATIONS OPEN!

LINK IN BIO!!

LET THE RHYTHM BECOME A PART OF
A NATIONAL CREATIVE MOVEMENT.