

# SOCIETY OF MECHANICAL ENGINEERS IEST, SHIBPUR

PRESENTS

# IMPETUS 8.0

7<sup>TH</sup> - 9<sup>TH</sup> FEBRUARY 2025

# IEST, SHIBPUR

Founded in 1856, the Indian Institute of Engineering Science and Technology, Shibpur, stands as the second oldest engineering college in India. Evolving from the esteemed Bengal Engineering College, the institute attained Deemed University status in 1992, becoming a full fledged university in 2004 and earning the name 'Bengal Engineering and Science University'. Recognized as an Institute of National Importance by the Indian Government, it now proudly bears the title IEST, Shibpur.

The Institute, ranked among top 10 premier NITs in the country as per NIRF Engg. 2024, boasts a global alumni network and has made indelible contributions in research, engineering, culture, art and politics. With a rich legacy of over a century, IEST, Shibpur, continues to be a beacon of excellence in education, innovation, and holistic development.

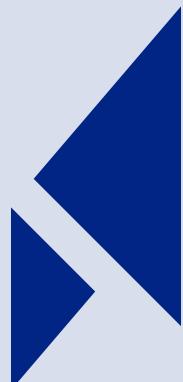


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# **DEPARTMENT OF MECHANICAL ENGINEERING**

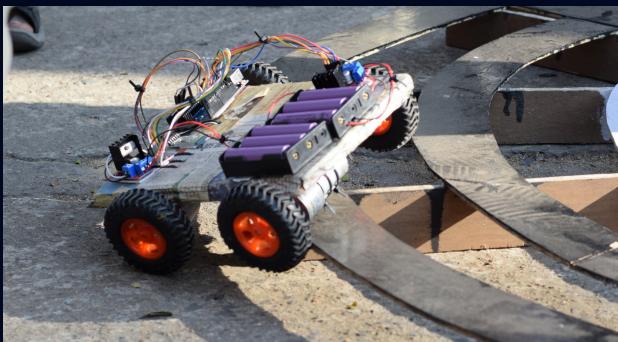
Founded on March 4, 1921, the Department of Mechanical Engineering embarked on its golden journey with a diploma course. The first degree course commenced on July 17, 1930, followed by postgraduate programs in 1954, then, it has consistently produced exceptional engineers, garnering recognition nationally and internationally. The Institute is renowned for its distinguished teaching faculty, quality of research, and publications in esteemed journals. The academic and cultural society, the Society of Mechanical Engineers (SME), thrives within the department. Student sections of international societies like the American Society of Mechanical Engineers (ASME), Institution of Mechanical Engineers (IMechE), Indian Society of Heating, Refrigerating, and Air Conditioning Engineers (ISHRAE), and Society of Automotive Engineers (SAE) provide a vibrant platform for students to engage with global experts, developing skills, and real-world applications.



# IMPETUS

Theoretical knowledge paired with practical skills is paramount and of utmost significance. IMPETUS, an annual technical event organized by the Society of Mechanical Engineers (SME) on behalf of the Department of Mechanical Engineering at IEST, Shibpur, endeavors to connect industry and students seamlessly. This convergence assembles experts from diverse sectors, providing students with a distinctive opportunity to benefit from different fields. IMPETUS comprises events curated to elevate practical knowledge and foster interaction with accomplished industry professionals in Engineering. No matter where you come from, we will make sure you add a feather to your cap on the way back.





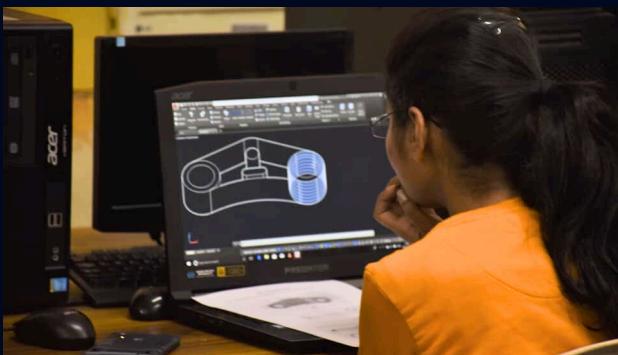
## Death Race

- Bots will traverse a unique track with sharp turns, unpredictable barriers, varying terrain demanding both speed and control.
- Complete the track in the least amount of time with the fewest penalties to win Rs.15000



## Drone Pursuit

- Navigate your drone through a maze of obstacles, tight turns, and check-points.
- It is all about speed, precision and agility of one's drone
- The fastest drones will win prizes worth Rs. 30000.



## CADathon

- Design Challenge that puts your CAD skills to the test
- Tackle real-world problem statements, create precise 3D models, draw detailed views from multiple angles.
- A thrilling challenge for all design enthusiasts and exciting prizes worth Rs.20000!



## ScrapYard

- Transform everyday scrap into artistic pieces of work.
- Delve into the world of innovation & sustainability for prizes worth Rs. 15000.



## IQ Ignition

- Ignite your intellect, trivia enthusiasts or a tech geniuses!
- Battle through challenging rounds that test both General Knowledge and Technical expertise.
- Compete for exciting prizes worth Rs. 15,000.



## Heatovation

- Engage in Discussions, tackle problems and craft innovative solutions.
- Present your solutions to a given problem statement in the best possible way to receive prizes worth Rs. 15000.

## Valorant

- Dive into the gaming frenzy , ride the wave of its surging popularity.
- Knockout, eliminate competing teams to eventually be crowned the best in this grand gaming spectacle



## Yantra Search

- A treasure hunt promising excitement, adventure and fun.
- Solve riddles and complete challenges to unveil hidden machinnery across the campus.
- The fastest teams win prizes worth Rs. 15000.





## ROBOWAR

The most anticipated highlight of Impetus 8.0, where custom-built robots from premier engineering colleges across India go head-to-head in a fierce, electrifying combat. This event tests participants' design, engineering, and strategy, making it an adrenaline-packed spectacle that draws huge audiences.

### Highlights:

- Battle Arena: A specially designed arena, where robots showcase their durability, agility, and firepower.
- Teamwork & Innovation: Teams strategize to outmaneuver and overpower opponents, blending mechanical prowess with tactical precision.
- Technical Skills: Participants utilize robotics, control systems, materials science, and mechanics to build combat-ready robots.



### Sponsorship Opportunities:

Robowar provides unmatched visibility and brand placement before a tech-savvy, engaged audience:

- Exposure: Showcase your brand before students from Premier Institutions and industry leaders.
- Engagement: Capture attention through dynamic sponsorship placements within the arena, branding on event materials, and social media highlights.

# EVENTS



IMPETUS 8.0

# **INDUSTRY ACADEMIA MEET**

The industrial meet in IMPETUS is to create a common ground for the association of industry and academia and to prioritize knowledge sharing and thought-provoking discussion around best practices, employability discernment in varied engineering domains and identification of talent in the campus recruitment process.

## **1. Aim:**

IMPETUS aims to create strong interactive communication between leading officials from multiple industries, academicians and prospective students. The meet will cushion the process of campus engagement between the companies and the institute and provide a holistic perspective to their respective needs. It induces innovative practices, insights, scenarios. The interactive nature of the sessions and expert-led discussion panels will transcend the participants to an enhanced learning experience.



## **2. Take away for the corporate:**

Addressing technical challenges via projects and consultancy services.

- Showcasing practical solutions through in-depth studies and research publications by esteemed academicians.
- Implementing innovative and time-efficient strategies for streamlining the hiring process.
- Fostering active engagement between industries and scholars to collectively tackle challenges.
- Networking opportunities with distinguished delegates from various industries and research institutes.

## **3. Benefits for the Institution:**

- 1) Networking with top officials and HR heads across sectors.
- 2) Insight into fundamental principles and current trends in campus hiring.
- 3) Showcasing technical excellence and success stories to recruiters.
- 4) Transforming campus recruitment by moulding industry-ready engineers.
- 5) Cultivating a synergistic employment ecosystem for students, the institute, and corporate partners.



# **WHY SPONSOR IMPETUS ?**

Sponsoring Impetus 8.0 presents a unique opportunity to align your brand with innovation, technology, and the future of engineering. By supporting our event, you gain exclusive access to a diverse audience of students, professionals, and tech enthusiasts. Your brand will be prominently featured in our extensive media coverage, offering unparalleled visibility. With customized sponsorship packages, you can engage directly with your target demographic through on-site activations, product displays, and interactive sessions. Be part of a dynamic celebration of creativity, knowledge, and engineering excellence, and let your brand leave an indelible mark on the next generation of innovators. Sponsor Impetus 8.0 and be at the forefront of shaping the future of technology and talent.



# **SPONSORSHIP TIERS**

Choose from our dynamic sponsorship tiers to elevate your brand's prominence at Impetus 8.0. Whether you opt for the exclusive Title Sponsorship, impactful Co-Sponsorship, each tier offers distinct benefits. Enjoy prime logo placements, on-site branding, and special mentions to maximize your brand exposure. Join us in shaping an unforgettable event experience, tailor-made to showcase your brand's commitment to innovation and excellence. Explore our sponsorship tiers and secure your place at the forefront of engineering ingenuity.

## **Title Sponsor**

**Rs. 1,75,000/-**

Exclusive leader at forefront of innovation, prime logo placement, unparalleled brand exposure, special mentions through Impetus 8.0.

## **Co-Sponsor**

**Rs. 1,25,000/-**

Exclusive leader at forefront of innovation, prime logo placement, unparalleled brand exposure, special mentions through Impetus 8.0.

## **Robowar Arena Partner**

**Rs. 1,50,000/-**

Exclusive branding, prime logo placement, unparalleled brand exposure, special mentions through Impetus 8.0 Robowar Arena.

## **Industry-Academia Meet Sponsor      Rs. 50,000/-**

Exclusive leader at forefront of innovation, prime logo placement, unparalleled brand exposure, special mentions through Impetus 8.0. Exclusive leader at forefront of innovation, prime logo placement, unparalleled brand exposure, special mentions through Impetus 8.0.



SUPERVISORY  
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And Engineers Ltd.

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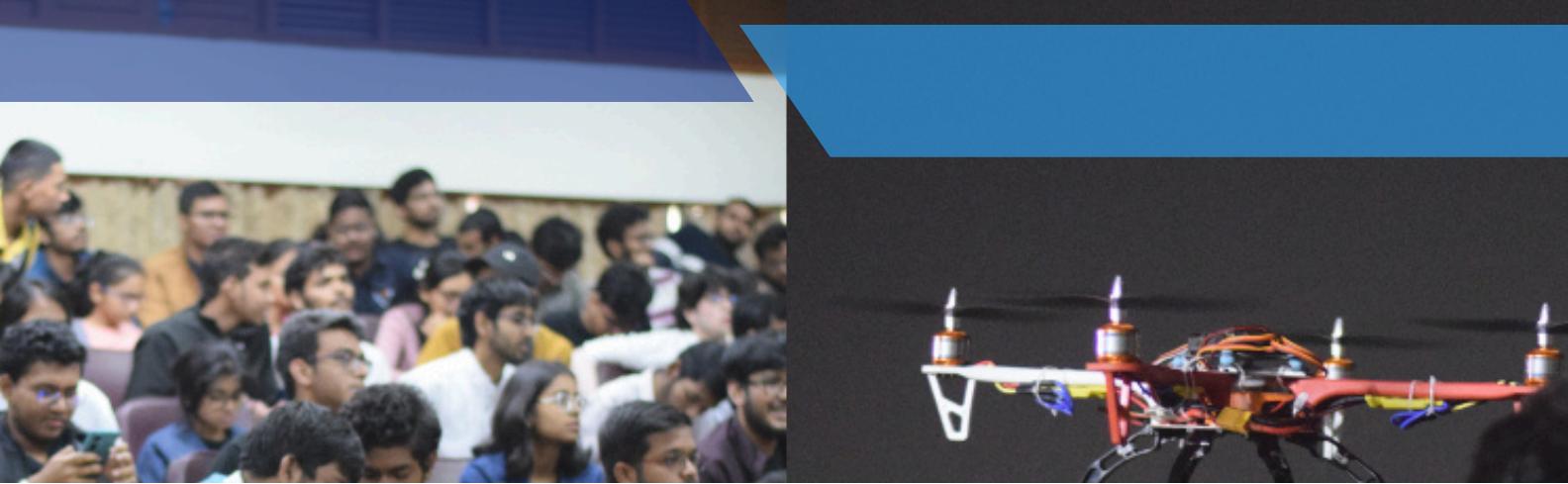
## PUBLICITY DRIVE AND PRE-EVENT

Fueling the excitement before Impetus 8.0, our Publicity Drives and Pre-Events are catalysts for widespread anticipation. Engage with our vibrant audience through strategic social media campaigns, teaser events, and interactive promotions. These initiatives not only generate buzz but also provide sponsors a unique opportunity to be part of the pre-festival hype. Secure your brand's place in the spotlight with our dynamic pre-event activities, ensuring heightened visibility and connection with our enthusiastic community.

## Partnerships

Gate Partner	Rs. 70,000/-
Lighting / Sound Partner	Rs. 40,000/-
Banking Partner	Rs. 40,000/-
Merchandise Partner	Rs. 35,000/-
Exhibition Partner	Rs. 30,000/-
Gaming Partner	Rs. 30,000/-
Food & Beverage Partner	Rs. 25,000/-
EdTech Partner	Rs. 25,000/-
Media Partner	Rs. 20,000/-
Logistics Partner	Rs. 20,000/-
Stationery Partner	Rs. 15,000/-
Broadcasting Partner	Rs. 15,000/-
Healthcare Partner	Rs. 10,000/-
Hospitality Partner	Rs. 10,000/-
Individual Event Partner	Variable

*Reserve your space at Impetus 8.0  
Stall prices starting from Rs. 20,000/  
for 8X8 sq. ft stall*



## OUR PAST SPONSORS



**GAINWELL**  
ENGINEERING  
*Gain a better tomorrow*

Mahr  
EXACTLY

  
**PURHSAR**  
KNOW to GROW



  
**GEMS**  
GENEX ENGINEERING & MANAGEMENT SOLUTIONS

  
AIMING BEYOND EXCELLENCE  
COGNITIVE ENGINEERING &  
CONSULTANCY SERVICES  
PRIVATE LIMITED

  
**Institution of  
MECHANICAL  
ENGINEERS**  
STUDENT CHAPTER IEST SHIBPUR



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**ROASTED**  
CART

  
**Think Again Lab**  
Listen | Observe | Ask

  
**idp** INTERNATIONAL  
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SPECIALISTS

  
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ANIMATION AND DESIGN

  
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Technology, Shibpur



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