



TECHNO MANAGEMENT FEST

# INSTRUO

TECHNO-MANAGEMENT FEST OF IEST, SHIBPUR

31ST OCT - 2ND NOV

14<sup>TH</sup> EDITION

INSTRUO

2025

# ABOUT IESTS

The Indian Institute of Engineering Science and Technology (IESTS), Shibpur, established in 1856 as the Bengal Engineering College, is the second-oldest engineering college in the Indian subcontinent. With over 165 years of legacy, it is recognized as an Institute of National Importance, ranked 54th in NIRF 2025 and placed in the 541-560 band of QS Asia Rankings 2025.

Spread across a 123-acre heritage campus with iconic colonial architecture and modern research facilities, IESTS has become a hub for academic excellence, cutting-edge research, and innovation. The institute offers world-class programs in engineering, science, and management, while fostering interdisciplinary research in fields like AI, renewable energy, aerospace, and sustainable development.

With a global alumni network excelling in diverse fields—engineering, entrepreneurship, governance, culture, and public service—IESTS continues to shape leaders and innovators who drive change worldwide. Blending its rich heritage with a forward-looking vision, IESTS stands as a cradle of innovation and nation-building.



INSTRUO, the annual techno-management fest of IIEST Shibpur, has grown since 2009 into Kolkata's largest technical fest and the second largest in Eastern India. It offers a platform for students nationwide to showcase talent through competitions, exhibitions, and forums. The 14th Edition – INSTRUO 2025 promises a grander scale with events in robotics, coding, entrepreneurship, aeromodelling, gaming, and more, truly embodying the spirit of "Driving Innovation."

## MISSION

INSTRUO's mission is to provide young innovators with a platform to explore their creativity, technical knowledge, and teamwork. Each edition aims to introduce emerging themes, and in 2025, the spotlight will be on the Metaverse and Artificial Intelligence, two domains redefining the future of technology.

## OBJECTIVE

Since its inception, INSTRUO has focused on fostering a culture of curiosity and experimentation. The upcoming edition aims to bridge the gap between students and industry through events that encourage innovation, knowledge exchange, and problem-solving. At its core, INSTRUO strives to bring society closer to technology while motivating the next generation to build for a better tomorrow.

## VISION

The long-term vision is aligned with IIEST's ambition to be among the world's leading institutes for multi-disciplinary research and innovation. INSTRUO seeks to inspire students to convert their ideas into impactful technologies that can contribute to a developed and sustainable India.

# TECHNICAL EVENTS

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## ROBOWAR

The most anticipated event of INSTRUO, Robowars features custom-built machines clashing in an arena of destruction. With spikes, crushers, grinders, and innovative weaponry, teams battle it out in a thrilling contest of engineering skill, control, and strategy.

## DEATH RACE



## DRONE PURSUIT



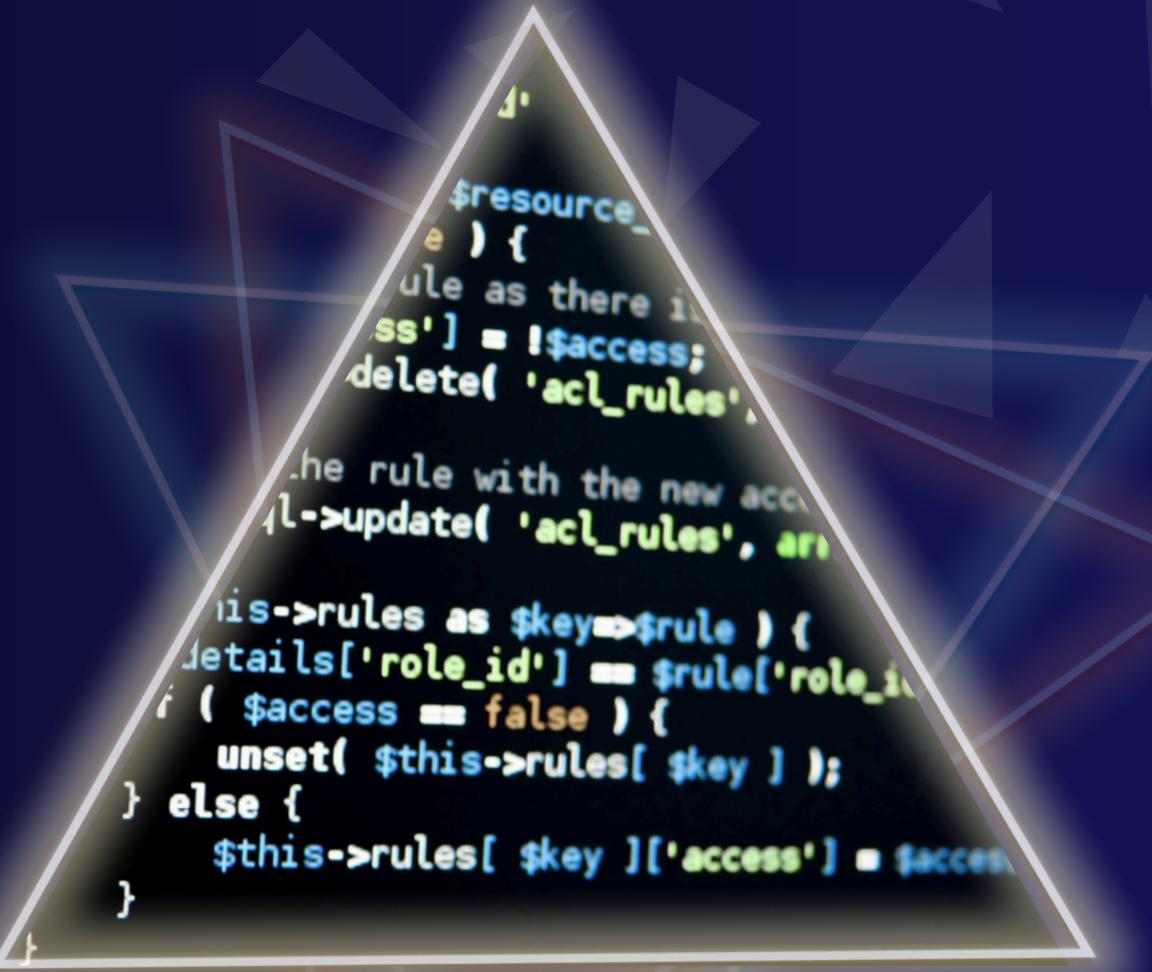
A high-speed aerial showdown where skilled pilots navigate drones through challenging courses. This event highlights precision, innovation, and the future of unmanned aerial technology, making it one of the festival's most electrifying competitions.

INSTRUO

## HOVERCRAFT

## ODE TO CODE

The ultimate coding challenge, where programming meets precision and problem-solving. This intense team battle will test your skills, speed, and patience as you tackle complex coding challenges. Sharpen your logic and brace yourself for a competition that demands the best from every coder!



2025

# TECHNICAL EVENTS

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## IGNITE

A socially-driven competition focused on education and upliftment. Participants present strategies to improve learning opportunities for underprivileged children, proving that innovation can spark real-world impact.



## MAYDAY MYSTERY

An adventurous scavenger hunt across the campus where teams solve puzzles and decode clues. Combining teamwork, critical thinking, and creativity, this event is both challenging and thrilling.



## FOUNDER'S GOAL

A startup pitch competition for aspiring entrepreneurs to present bold and innovative ideas. Participants gain the opportunity to impress investors, industry experts, and peers, making it a platform where vision meets opportunity.



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# TECHNICAL EVENTS

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## CAD - CATALYST

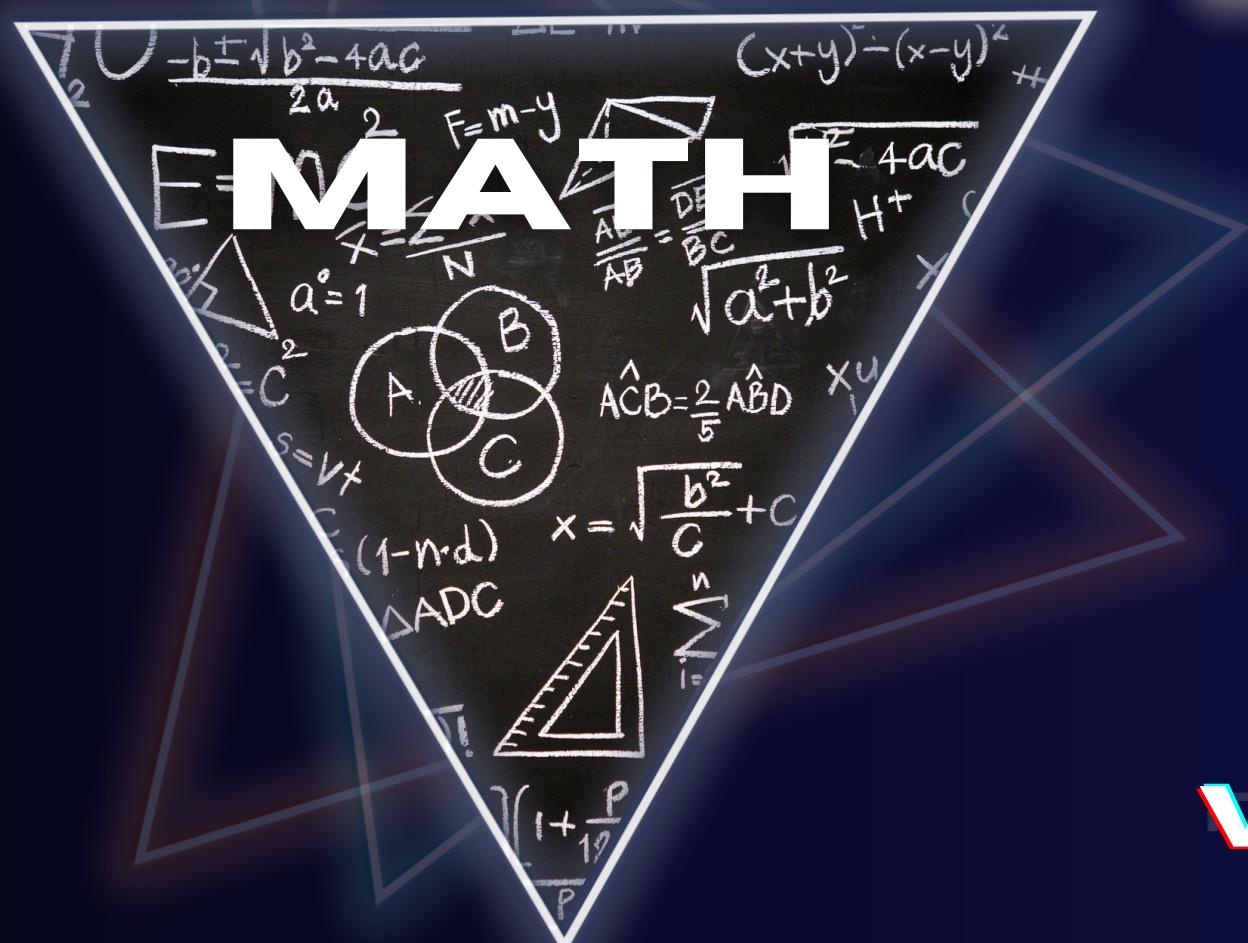
A showcase of design talent where participants build innovative 3D models using CAD software. This event combines creativity, technical skills, and engineering insight, rewarding futuristic design thinking.

**FILM MAKING**

Mathematics takes center stage in this fast-paced battle of logic, numbers, and quick thinking.

Designed to challenge the sharpest minds, it transforms equations into an adrenaline-filled intellectual contest

## MATH MANIA

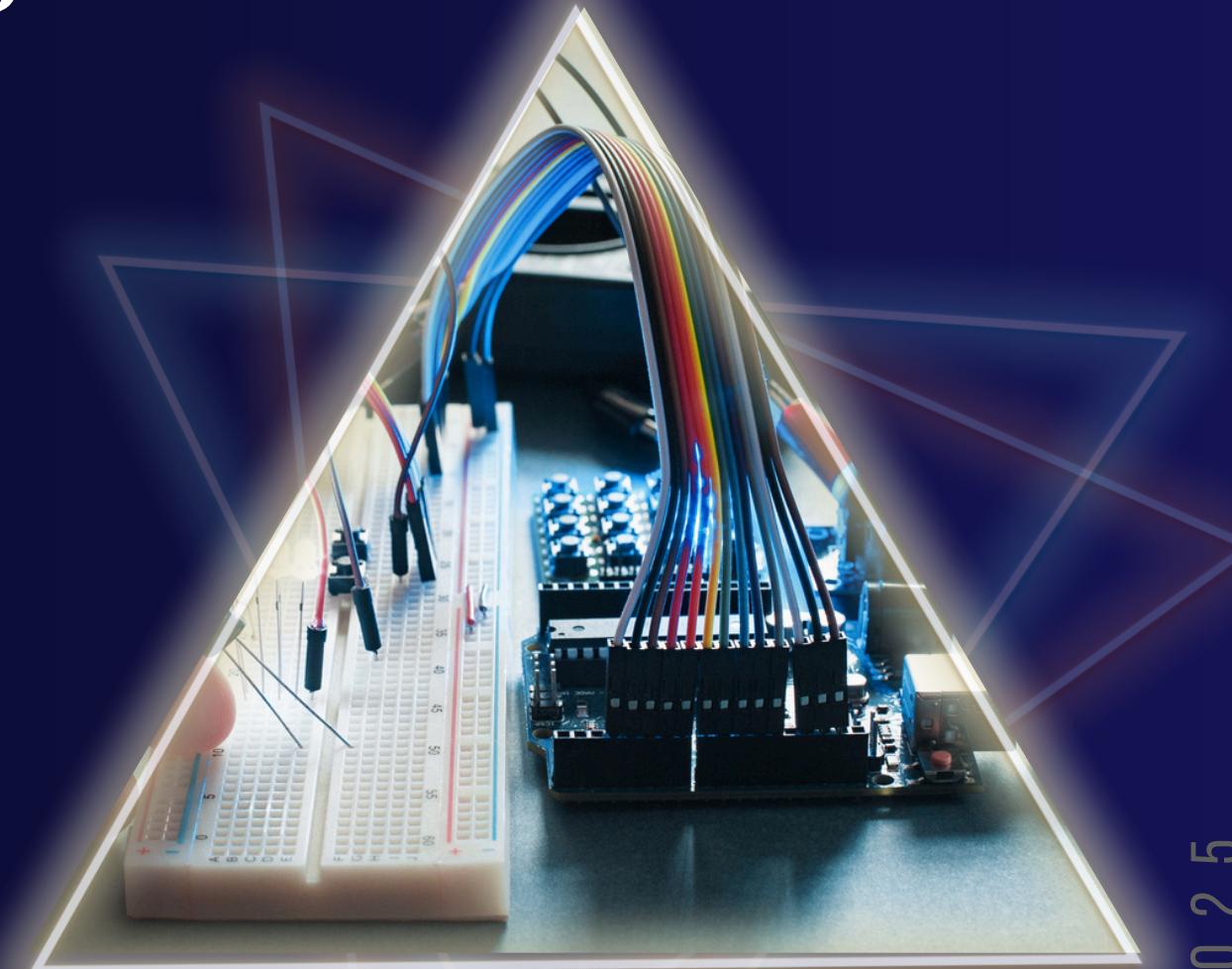


## DOPED

Organized in collaboration with the Department of Electronics and Telecommunication Engineering,

Doped celebrates the world of circuits. Participants dive deep into semiconductors, circuit design, and electronics innovation in a multi-round competition.

**VALORANT, CHESS**



2025

# Why to Sponsor **Instruo 14.0** ?



## PRODUCT VISIBILITY AND BRANDING

Having a great chance to take brand visibility to the next level. Establishing sponsorship deals enables the brand name and visuals of the company to appear alongside other reputable brands and in front of foot-fall of 6,000 college students & 1,000 alumni from a variety of fields from all over India. Publicity in the form of media exposure through the official website, Facebook page, posters, and banners which can be seen pinned on the notice board of different colleges in Kolkata and on the frontal structure of IEST, Shibpur.



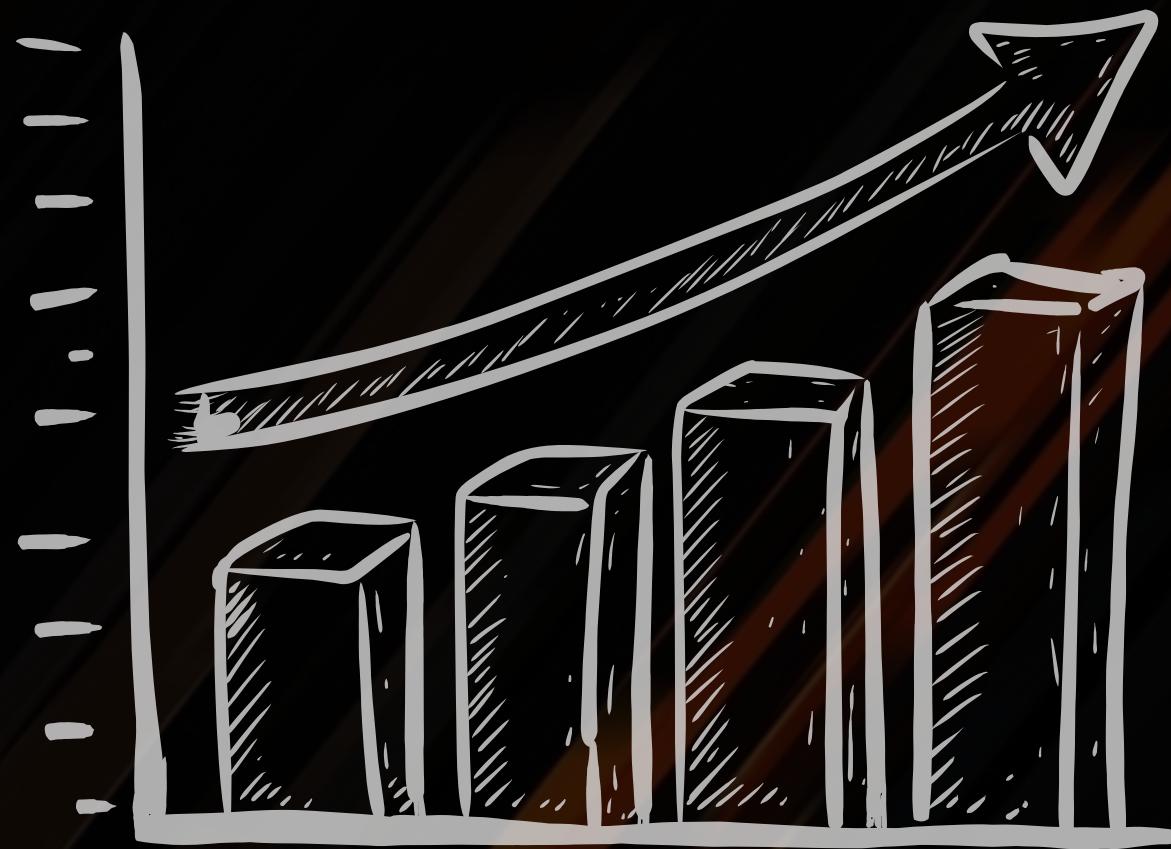
## WORLDWIDE CONNECTIVITY

We provide media exposure and a gateway to a global alumni base which supplements the core marketing programme of the company through respected alumni association GAABESU and through our annual magazine connecting alumni around the globe. The sponsoring companies also get a chance to interact with eminent personalities who happen to be our chief guests for some invitational lectures



## MARKET DEVELOPMENT

An opportunity to share your plans and schemes with industrial stalwarts who happen to be our esteemed alumni, gathering during the event, through various industrial ventures. We also provide facilities within our campus to our sponsors where they can display or sell their products directly.



# SPONSORSHIP TARIFF

## Title Sponsor

₹ 3,50,000

- Premiere branding - Logo on main stage, posters, digital and t-shirts.
- Strategic presence - Title sponsor at opening/closing ceremonies.
- Exclusive engagement - Dedicated space for product showcasing.

## Associate Sponsor

₹ 2,00,000

- Prominent branding - Logo on banners, select digital platforms.
- Acknowledgement - On-stage mention as Associate Sponsor.
- Visibility in collaterals - Brand representation in select materials.

## Co Sponsor

₹ 1,50,000

- Branding opportunities - Logo on posters, banners and digital channels.
- Event recognition - Verbal acknowledgement during the event segments.
- Interactive space - Shared area for engagement activities.

# SPONSORSHIP TARIFF

EDUCATIONAL PARTNER	₹ 75,000
BANKING PARTNER	₹ 50,000
HOSPITALITY PARTNER	₹ 40,000
MEDIA PARTNER	₹ 20,000
REFRESHMENT PARTNER	₹ 20,000
BEVERAGE PARTNER	₹ 20,000
GAMING PARTNER	₹ 50,000
EVENT SPONSOR	₹ 20,000 to 60,000
EXHIBITION PARTNER	Acc. to the type of exhibition

# GALLERY



# PAST SPONSORS

INSTRUO



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Government of India Undertaking  
A Navratna Company



Ayush Tejaswi  
+91 83680 33554

Sujan Sharma  
+91 94624 80435

# CONTACT US

sponsorship.instruo@gmail.com

## Main Coordinator

Satish Kumar Gupta  
+91 90386 08012

Aaratrika Sarkar  
+91 94819 61973

## Sponsorship Head

Shivansh Mahobiya  
+91 81155 92004

Pranjali Batesar  
+91 97846 28312

## Convenor

DR. SHYAMALENDU KANDAR  
Email ID : shyamalenduk@it.iiests.ac.in  
Contact No. : +91 70031 98150

