



DHISHNA 2020

The annual techfest of SOE, CUSAT



DHISHNA

Experience the vibrant techfest
of SOE, CUSAT at Kochi.



CONTENTS

01 Our mission

02 History

03 About

04 Our milestones

05 Pre Events

06 Sponsorship
Benefits

**“Life isn’t
about
getting and
having ,
it’s about
giving
and being”
- Kevin
Kruse**



DHISHNA



— Our mission

Dhishna aims to honour every technological marvel brought about our way, and fuel the fire in every person, to innovate and achieve together, a better world, unified by the strong forces of science and technology.





— HISTORY

Dhishna has its origin from **Xplendor**, the annual tech-fest of SOE, CUSAT held in 2010. From technical workshops to techniques, from hackathons to musical nights, Xplendor touched all spheres of a student's life. Although the first of its kind, it opened gateways for students to showcase their technical skills and talents.



In the very first year of its inception, it attracted over 3000 students from over 30 colleges in India with students sharing prizes of over 2 lakhs! In its sophomore year, Xplendor was revamped and given the new name **DHISHNA** – an intellect so pure and undiluted that it moulds a budding generation to be better thinkers and achievers.



— ABOUT

“One idea. One spark. One flame. And that ignites a whole community.”

A myriad of events, mind boggling games, a cornucopia of challenges and competitions, exciting prizes and above all, an adventure that shouldn't be missed! The **7 specialized branches** of SOE, CUSAT merge together their talents, resources and hard work, the building blocks for Dhishna. A battle of intellect, pure and untainted, in today's adulterated world. Breaking the usual method of studies confined to textbooks, we aim to take learning to a whole new level. The perfect platform to launch your rockets, encompass your minds and explore the different niches of technology. We require your support as a sponsor in making Dhishna a memorable experience for everyone. We hope that our partnership can help in building a better tomorrow. We sincerely believe that our alliance will help both of us in achieving new heights. **We present to you, Dhishna.**



— OUR MILESTONES

“Coming together is a beginning; keeping together is progress; working together is success.”

-Henry Ford

— Make-A-Ton

Make-a-Ton, presented by CITTIC, CUSAT invited innovative solutions to tackle issues faced by the world today. This 24 hour open hackathon provided a platform for university students to pitch their ideas in front of an eminent panel of judges. Passionate innovations with full-fledged business plans were birthed at this grand event.

— TEDxCUSAT

Cochin University of Science and Technology organised its first ever independent TEDx event on 28 September, 2019 at the Seminar Complex premises. The audience was witness to 7 path-breaking and inspiring speakers from various walks of life who shared their experiences on the theme 'Un-Quintessential'. TEDxCUSAT brought together the entire community to celebrate TED's motto of 'Ideas Worth Spreading', and ended on a high note with the



— Hack2Help

A competition conducted by US Embassy and Learning Links Foundation our team secured Second prize in Kochi chapter.



— Prashob Kumar

A 2007 graduate of Electronics Engineering from CUSAT won the presidents medal for his work in image processing



— Ashwanth & Jerish

Alumini of Mechanical Engineering Department holds patent for their innovative product which turned out to be a company funded by Mahendra



— Nikhilesh

Currently a student has a startup which bagged the 1st prize in Epiphany 2015.



— Praveen Sridhar

Alumini of School of Engineering won Google summer of code



— Ideathon

Conducted by KSUM and Ernst and Young , our team secured 2nd position.



— Botathon

Conducted by datalog.ai our team got the most innovative bot award.



— Athul Jenardhan

13th rank holder in Civil Services Exam.



— GBV Hackathon

Our team bagged the 1st prize for there project 'Sureksha band'.



— PRE EVENTS

“Aim for the sky, but move slowly,
enjoying every step along the way.
It is all those little steps that make the
journey complete.”

– Chanda Kochhar



LOGO LAUNCH



Dhishna thrives on, its legacy carried forward by the next torch bearers who kicked off this year's events with a logo launch-- brought before a crowd of un-precedented magnitude as a pro show ! The launch was a perfect blend of technology and culture that sent the audience humming along with every beat. Hundreds beared witness to a Techno cultural extravaganza as a legion of proud CUSAT-ians rewrote history by throwing a launch that marked the beginning of the Infinite Odyssey.



FOOD FEST

A day of fun flavours to excite your tastebuds.
Keep Dhishnas food fest on your radar
Kochi--we're coming for you.



CLEAN KOCHI

College students spearhead a massive city wide cleaning
programmed that will leave our city a little more beautiful
than it already is.



MARATHON

A successor to the clean and green event, we bring you a
marathon because we here at Dhishna know how important
conservation of our environment is.



TECH TALK

Spend a day with our experts as they explain innovative new
technologies in emergent fields. A perfect weekend activity
for the techie in you.



DHISHNA UNPLUGGED

Walk into a blissful evening of music performed by a huge variety of artists we've roped in for you.



UNDER25 SUMMIT

Under 25 is a go to platform to inspire millions of students for the discovery of career opportunities and giving them a true industrial experience. The Under 25 Summit has always been the one-stop congregation for youngsters from all over the country.



#FridaysForFuture

This year, Dhishna is bringing to Kerala, for the first time, #FridaysForFuture. We'll be part of the movement that spurred more than a million people to raise their voice.



INNOVATION SUMMIT

A grand scheme where we bring you a whole bunch of Technocrats to organise the best workshops you've ever attended. Mark your calendars because this is truly unmissable



EXHIBITION

Dhishna brings you the tech event of the year as our exhibition blurs the lines between magic and technology. Watch as we take collegiate level exhibitions to a whole new high.



MOTORRAD

To all the motor enthusiasts out there! The finest motor show of all time is in town! Dhishna 2020 presents you Motrrad. Arriving soon to leave you awestruck and baffled by speed and stunts in KTM motorcycles! Get ready folks to amuse! Let's get speeding!



ONLINE COURSES

With tonnes of time on the metro and your daily commute, who doesn't have a few extra hours to kill? Dhishnas online courses have you covered. Why not crack a fun new topic in your spare time?



VIDEO LAUNCH

The promo video of one of the largest Tach fests of the state, developed by the country's leading advertising company set to be launched by a leading celebrity of the industry, is sure to break the internet this time around.



PRO-SHOW

The proshow of Dhishna 2020--an evening of technocultural extravaganza awaits you! Two days of showcasing our techies and the headliners we've brought in for you are bound to have you on the edge of your seats.

The best voices of the nation are being expected to join us to help kickstart day 1 of cultural we've on our agenda! We here at Dhishna 2020 are looking to bring to you performances from a pool of talent including one from Nakash Aziz, Sid Sriram, Jonita Gandhi, Darshan Raval on the first day.



Nakash Aziz



Sid Sriram



Darshan Raval



Jonita Gandhi

The second day filled with more fun as we are expecting a **Rafflasia musical festival** and the epic **DJ Jetfire** !



JetFire






Dhishna 2020 -- no one parties the way we do!



— ONLINE REACH

Dhishna 2020 has a stellar social media presence boasting over 9000 followers on Facebook, a whopping 3200 Instagram followers and 4300 Subscribers on YouTube while we have also started to expand into LinkedIn and Twitter. By choosing to band together with Dhishna, the voice of your brand will have a massive audience and will capture the attention of many.



-  <https://www.facebook.com/dhishna.cusat/>
-  <https://www.instagram.com/dhishna.cusat/>
-  https://www.youtube.com/channel/UCxa_SzyC6Ylv2M19RGVCArg
-  <https://www.linkedin.com/in/dhishna-cusat-520014195/>
-  https://twitter.com/dhishna__cusat



— SPONSORSHIP BENEFITS

Title Sponsor Rs 5,00,000

- First hand association with event title Dhishna '20 will be known as SOE,CUSAT and <Title Sponsor>Presents Dhishna '20 Premium Branding at publicity events and official ceremonies
- Promotion through website,mobile app,media,e-mails and messages
- Logo on Official T-shirt and merchandise
- Logo on certificates,tickets,food coupons,registration booklets,volunteer badges and all presentation articles



- ▶ Logo in Promo videos and after movies
- ▶ Logo on posters shared at 200+ colleges and schools all over India
- ▶ Logo and 200 character description in registration booklet
- ▶ Innovative product display
- ▶ Announcement at regular intervals
- ▶ Distribution of any advertising medium in the campus
- ▶ Branding on all main banners
- ▶ Banners and other promotional materials to be displayed during Dhishna '20
- ▶ Database of students
- ▶ Exclusive publicity at the main events
- ▶ Publicity on all applications related to Dhishna'20
- ▶ Provision for student interaction
- ▶ Promotional stalls in the campus
- ▶ Promotional events during Dhishna '20
- ▶ Sponsorship benefits subject to availability
- ▶ One event , One lecture of your choice



Associate Sponsor

Rs 3,00,000

- ▶ Secondary association with title of the event Dhishna '20 will be known as SOE,CUSAT and <Title Sponsor> presents Dhishna '20 in association with <Associate Sponsor>
- ▶ Exclusive publicity at the main events.
- ▶ Logo in Promo videos and after movies.
- ▶ Logo on posters shared at 200+ colleges and schools all over India.
- ▶ Promotion through website,mobile app,media,e-mails and messages.
- ▶ Banners at main spots in the premises.
- ▶ Publicity through all relaxation and cool off points.
- ▶ Logo and 200 character description in registration booklet.
Innovative product display.
- ▶ Distribution of any advertising medium in the campus.
Branding on all main banners.
- ▶ Banners and other promotional materials to be displayed during Dhishna '20.



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- Announcement at regular intervals.
 - Database of students.
 - Sponsorship benefits of one event of your choice, subject to availability.
 - Sponsorship benefits of one workshop of your choice, subject to availability



— Media Partner

Exclusive prime time space to host an event of interest.

Publicity on all applications related to Dhishna.

Promotion through website, mobile app, media, e-mails and messages.

Branding on all main banners.

Logo and 200 character description in registration booklet.

— Promotional Stalls Rs 25,000

Promotional stall at an attractive position during Dhishna'20.

Banners and other promotional materials at the venue.

Provision for student interaction and product showcase.



— Android App Sponsor Rs 70,000

Branding on Dhishna Android app.

Logo to appear during launch of app on mobile.

Banners and other promotional materials to be displayed during Dhishna Premium '20.

Announcement at regular intervals

Logo and 150 character description in registration booklet.

Distribution of any advertising medium in the campus.

Branding on all main banners.

Banners and other promotional materials to be displayed during Dhishna '20.

— Apparel Sponsor

The <company name> will be printed prominently on allofficial wear, 2000+ i n number.

Co-branding with Dhishna.

Logo on Official T-shirt and merchandise.

Promotion through website, mobile app, media, e-mails and messages.

Logo and 200 character description in registration booklet.

Announcement at regular intervals.

Banners and other promotional materials to be displayed during Dhishna '20.

— Quiz Sponsor

Exclusive sponsor for the event.

Logos on all posters shared at 100+ schools acrossm Kerala.

Logos on all certificates.

Outreach to over 100 schools across Kerala.

Exclusive publicity at the venue.

Logo and 100 character description in registration booklet.

