



CLARION

presents

VakrUTā

THE NITR PARLIAMENTARY DEBATE

23-25 JANUARY

ABOUT NIT ROURKELA

NIT Rourkela (formerly REC Rourkela) is one of India's top technical institutes, ranked 2nd among NITs and 13th in NIRF Engineering. Its 1200-acre campus offers modern infrastructure, advanced labs, and strong academic facilities. Home to 10,000+ students and faculty, it has 11 halls of residence and staff quarters. NITR offers UG, PG, and PhD programs in engineering, sciences, and management, supported by a strong curriculum, active research culture, and industry-global collaborations. The Student Activity Centre (SAC), with its four societies, drives diverse extracurricular activities for holistic student development.

ABOUT CLARION

Clarion, the official Literary and Debating Society of NIT Rourkela, was established in 2010 and has since been a vibrant hub for debates, literary events, group discussions, and more. Clarion actively represents NIT Rourkela on national and international debating platforms, excelling particularly in parliamentary debates. Clarion strives to inspire individuals to engage in thoughtful and meaningful discussions, serving as a forum for students and guest speakers alike. With its dedication to fostering critical thinking and communication, Clarion ensures that debating and literary activities at NIT Rourkela remain at the highest standard.

VAKRUTA OVERVIEW

This year, Clarion is proud to host its flagship event, Vakruta: NITR PD 8.0, from 23rd to 25th January 2026. Vakruta is a 3-day national level Asian Parliamentary Debate Tournament that promises to be a hub of intellectual engagement and spirited discussions.

The event is set to attract participants from prestigious institutions across the country, including NLUs, IITs, NITs, and other prominent law and technical colleges. With a commitment to fostering meaningful debates and critical thinking, Vakruta aims to deliver an enriching and impactful experience for all involved. Join us as we embark on this journey of insightful dialogue and compelling debates!

WHY SPONSOR US?

1. TARGETED ACCESS TO HIGHLY AMBITIOUS STUDENTS

The tournament attracts top-tier college students from prominent institutions from around the country, specifically eastern Indian institutions, many of whom are aspiring to excel in fields like MBA, Law, UPSC, and other competitive domains. For coaching companies, this is a golden opportunity to connect directly with a pool of motivated, career-focused students who are actively seeking guidance, resources, and opportunities to further their ambitions.

2. BUILD BRAND CREDIBILITY IN THE EDUCATION SECTOR

Sponsoring a high-profile debate organized by NIT Rourkela showcases your organization's commitment to fostering intellectual growth and critical thinking. It aligns your brand with excellence and education, resonating well with the audience and establishing your company as a trusted partner in their academic and professional journey.

3. LEVERAGE REGIONAL AND NATIONAL VISIBILITY

The tournament's reach extends to a network of colleges across eastern India and beyond. For media houses, magazines, and newspapers, this means increased visibility among a younger, vibrant demographic. Similarly, alumni and organizations can expand their brand presence and connect with the audience through branding opportunities, event materials, and digital promotions.

4. EMPOWER FUTURE LEADERS AND DRIVE SOCIAL IMPACT

Debate tournaments bring together bright young minds with leadership potential in business, governance, law, and media. Sponsoring this event helps organizations build early connections with future professionals while supporting their development in critical thinking, public speaking, and collaboration. It also aligns with CSR(corporate social responsibility) goals, shaping future leaders and enhancing your brand image.

5. EXCLUSIVE MARKETING AND ENGAGEMENT OPPORTUNITIES

Sponsorship provides branding rights to showcase your name on stage backdrops, certificates, banners, standees, and digital promotions. You can also engage directly with the audience through stalls, sessions, or branded materials (brochures, giveaways). For alumni sponsors, it is a chance to give back to their alma mater while increasing their influence within the student community.

SPONSORSHIP TIER

SPONSORSHIP TIER	TITLE SPONSOR (1 Lakh INR)	CO SPONSOR [GOLD] (50 Thousand INR)	ASSOCIATE SPONSOR [SILVER] (25 Thousand INR)	ADDITIONAL SPONSOR [BRONZE] (10 Thousand INR)/ in kind
PROMOTION	Dedicated mentions in all media, newsletters and press releases.	Feature in selected media and newsletters.	Logo and name on social media posts.	Mention in post caption.
EVENT VISIBILITY	Logo on participant kits, special stationary pamphlets, main stage backdrop.	Logo on stage backdrop and key materials.	Logo on brochure and venue banners.	Name listed on event website.
BRANDING	Prominent logo placement on arrival kits, banners, ID cards, certificates, etc.	Prominent logo placement on banners and certificates.	Logo placement on event banners.	Mention in event promotional materials.
ON GROUND PRESENCE	Booth/stand setup at venue, speaking opportunity at opening event and breaks night, distribution of promotional materials.	Booth/stand setup at venue, distribution of promotional materials.	Distribution of promotional materials.	Opportunity to display barriers.
SOCIAL MEDIA	Dedicated posts and stories on all social media platforms.	Shared posts on social media platforms.	Acknowledgement in social media posts.	Inclusion in caption of posts.

DOMAIN BASED PERKS

LAW, UPSC, MBA COACHING

Opportunity to host workshops or seminars during the event. Booth or stall space to interact with students and provide information. Q&A sessions or panel participation to showcase their expertise. Opportunity to distribute brochures, flyers, or discount coupons for coaching programs. Speaking slots to share success stories or tips related to exams

ACADEMIC JOURNALS, PUBLICATION HOUSES, MAGAZINES

Set up booths or stalls where attendees can explore books, journals, or magazines. Hosting panel discussions, workshops, or Q&A sessions. Speaking slots to share insights on academic publishing or writing. Networking opportunities with students, researchers, and academics.

NEWSPAPER AND MEDIA HOUSES

Exclusive rights to cover the event. Opportunities for interviews, panel hosting, or live reporting. Direct interaction with students who may become long-term readers or subscribers.

ALUMNI STARTUPS

Invitations to speak at panels, workshops, or opening/closing ceremonies. Opportunity to present awards or host breakout sessions. Booth or stall space to interact with students. Opportunities to network with students, faculty, and fellow alumni

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thank you

Thank You for reviewing our brochure and considering the opportunity to sponsor VAKRUTA PD 26. We are truly excited about the prospect of collaborating with you to make this event an exceptional success. Your support has the potential to create a lasting impact, and we look forward to the possibility of working together to bring this vision to life.