



IIT ROORKEE

Cognizance 2021



COGNIZANCE



COGNIZANCE

IIT Roorkee's Annual Technical fest



IIT ROORKEE

Glimpses of Cognizance



COGNIZANCE



Techtainment
Nights



2800+ college
Outreach across
The country



5,00,000+ social
Media outreach



4 million+
Website hits





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Past Performers



COGNIZANCE



Guru Randhawa



Aron Chupa



Diego Miranda



Papon



Sachin Jigar



Zakir Khan



KK



IIT ROORKEE

Verticals



COGNIZANCE

Public Relations

Web Development

Marketing

Sponsorship

Design

Events





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Marketing



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- Marketing is all about increasing our brand value.
- We focus on increasing it with better media reach using our social initiatives, which get recognition from many magazines and newspapers.
- We focus on being in news by conducting various social initiatives through the help of CSR's available in every company.
- We have patronage from big organizations like UNESCO, UNEF, and Digital India, which gives our fest recognition.
- We enhance the brand value of companies like when Zakir Khan came the company name which comes under, is seen by 10,000 students.



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Our Social Initiatives



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UTSE

Uttarakhand Talent Search Examination was conducted in affiliation with the government of Uttarakhand for the students of classes 9th to 12th.



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Our Social Initiatives



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HASI FOR GIRLS :

Health and Sanitation Initiative (HASI) for girls with a goal of “Spreading smiles, Diminishing taboos” and to create awareness about female health and menstrual hygiene.



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Our Social Initiatives



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Revival of Rivers

An expedition to “reflect, research and revive” in reference to the drying and extremely polluted tributaries of the river Ganga.



Think Before Throwing

Following the theme of the world environment day 2019, Think Before Throwing (TBT) is a strategy combat the problem of plastic trash pollution.



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Public Relations



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- Make contacts outside the campus
- Improve communication skills
- Talk with different positions of authorities
- Explore other colleges
- Connect to students from colleges pan-India
- Sales experience



Public Relations

As the name suggests, Public relations is all about the participants of the fest. When you think of a fest, you imagine all the festivities, all the events and a lot of people. We're responsible for the last bit.

We visit various colleges pan India, talk to the students, deans, directors, and other important positions of authority and try to convince them to participate in the 2nd largest tech fest in asia.

Working in public relations will help you develop a bunch of soft skills, refine your sales and pitching abilities.

And in the entire process, you will make a lot connections, outside the campus, across the nation, and abroad(yes we have international participation too).

All these connections prove to be really beneficial once you graduate.

Sponsorship

- Corporate Communication is the most important part of being part of sponsorship vertical. This helps in improving your pitching and business development skill.
- This also helps in making industrial connections from the very beginning of your professional life.
- Apart from corporate we also communicate with various ministries of Government of Uttarakhand.

WORLDQUANT

SWIGGY

zest



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Sponsorship



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- Working on different tools of MS Office(Powerpoint and Excel).
- Brainstorming sessions are a frequent thing here to discuss new idea.
- Time management skills and patience are also developed.
- Creating, using, and maintaining a good Linkedin profile is also a perk.





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Brand Cognizance



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BRAND COGNI





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Design and Web Development



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- Creating Graphics for social media handles of cognizance.
- Capturing audience from all over the nation using the power of media.
- Designing and developing the official website and app of cognizance.
- Technical development of an individual.



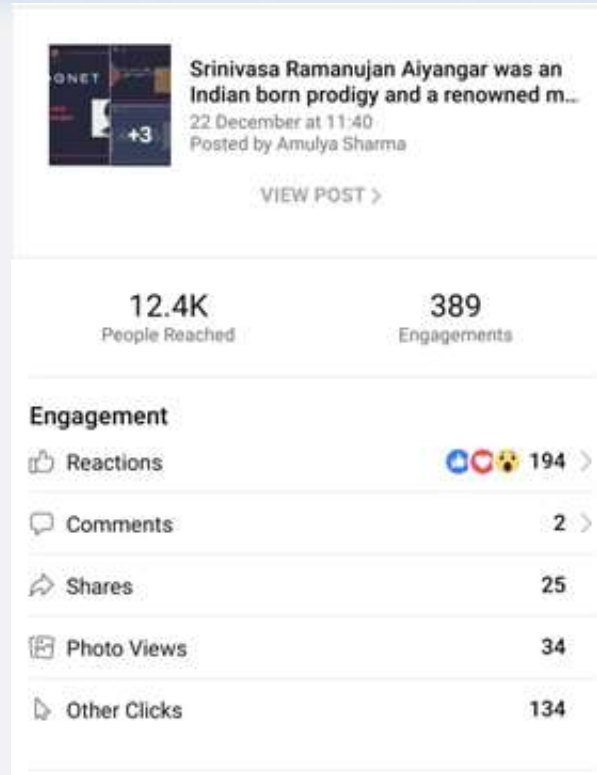


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Design and Web Development



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Design and Web Development



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Cognizance 2020

About Us Attractions Events Workshops Sponsors

Eccentricity of Excellence

March 27 to 29, 2020

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About Cognizance

Cognizance is the recognition of some of the finest technical minds in the country with a platform for them to promote their skills and one to reach the pinnacle of their career.

Initiated in 2003, Cognizance has provided a platform for engineering innovation and new ideas to surface, over the last 17 glorious years and has set new benchmarks of quality. Cognizance 2017 was a huge success with an overwhelming turnout of 3,20,000 from all over the world.

Have more Questions ?

Cognizance

Centre-Stage Others Departmental

Day 1 Day 2 Day 3

Technical events

- Kaggle Day Event
- Backdoor CTF

Gaming

- Need for Speed
- Mortal Kombat X

Robotics

- Quadron
- Cyborg Break-in

B-Street

- Karyaneeti
- Opstruct

Events

Here we **Think**, we **Thrive** and provides you a **Tangible** experience!!

We at team events strategise all the aspects of an event from Root to its End.

Although it may sound that at Cognizance we only conduct technical events, but that's not the case, we cover all broad categories from technical to Management, Finance to social issues(Case study).





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Events



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We also arrange Guest lectures of prominent speakers from all around the world. Our previous Keynote speakers include imminent personalities and dignitaries from varied area of work.

Apart from these events, we also organise workshops in the upcoming fields like Data Science, Machine learning, Artificial Intelligence.

For these workshops we collaborate with companies like Amazon, Google, Kaggle, Microsoft.



Events

It doesn't requires much to become a part of events team, we just want enthusiastic Volunteers who are willing to work for Cognizance with all the zeal they have.

What you will be doing and learning from here?

Your communication skills in both writing and speaking will get a boost. Basically you will be responsible for the events that we will having at Cognizance. So you are free, free to plan anything to everything. It will be like thousands of students from hundreds of colleges will be participating in events designed by you.



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Technical Events

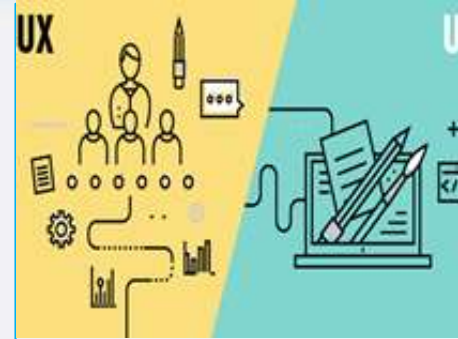


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Hackathon

A coding challenge where participants will showcase their code writing skills on our platform where competitors from all over India will participate.



Design Quest

A UI/UX based design competition encouraging the young designers to exhibit their designing skills and build an attractive interface of an application.



Datathon

A Data Science based competition to check analytical and problem solving skills of the participants by solving a real world problem using the given data set.



Backdoor CTF

A flagship international cybersecurity online event based on attack-defense and jeopardy style.



Management Events

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A Business case event aiming to enhance the Future Skills of participants by challenging them to come with creative and feasible solutions to solve real-life business cases.



Focuses on extracting the creativity and analytics skills of budding minds of the country in the field of marketing strategies.



An opportunity to live the life of a trader, virtually, for a day. Participate in the Virtual Stock Market game with real-time share price movements



A multi-level challenge, which is designed to bring out entrepreneurial ability among the candidates, and compel them to come up with innovative ideas that can be transformed into a business plan.



Case Study Events



A Gas Chamber

concerned with the prominent issue of air pollution. It is an effort to bring out some innovative ideas to tackle this issue.



Currency Paradigm

The feasibility of cryptocurrency as the medium of exchange in the coming future. As the cryptocurrency has gained popularity in blockchain



The Big Fall

Focusing upon the current slowdown in the economy of the country, and to find solutions to the emerging crisis and proposing a model for the same.



ST-(EAL)-HEALTH

Focusing upon the issue of Data Breach in the Health-care industry and its impact. To find some innovative solutions inclusive technical, ethical perspectives.



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The Fun Side



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27-29 March 2020





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Story Time



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- Quantitative Analyst at HSBC Global Markets.
- Former Marketing Head, Cognizance
- Former President, Finance Club, IIT Roorkee





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Thank You



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27-29 March 2020



**Facebook
(Cognizance, IITR)**



**Instagram
(cogni_iitr)**