



# INSTRUO

TECHNO-MANAGEMENT FEST OF IEST SHIBPUR

31ST OCT - 2ND NOV



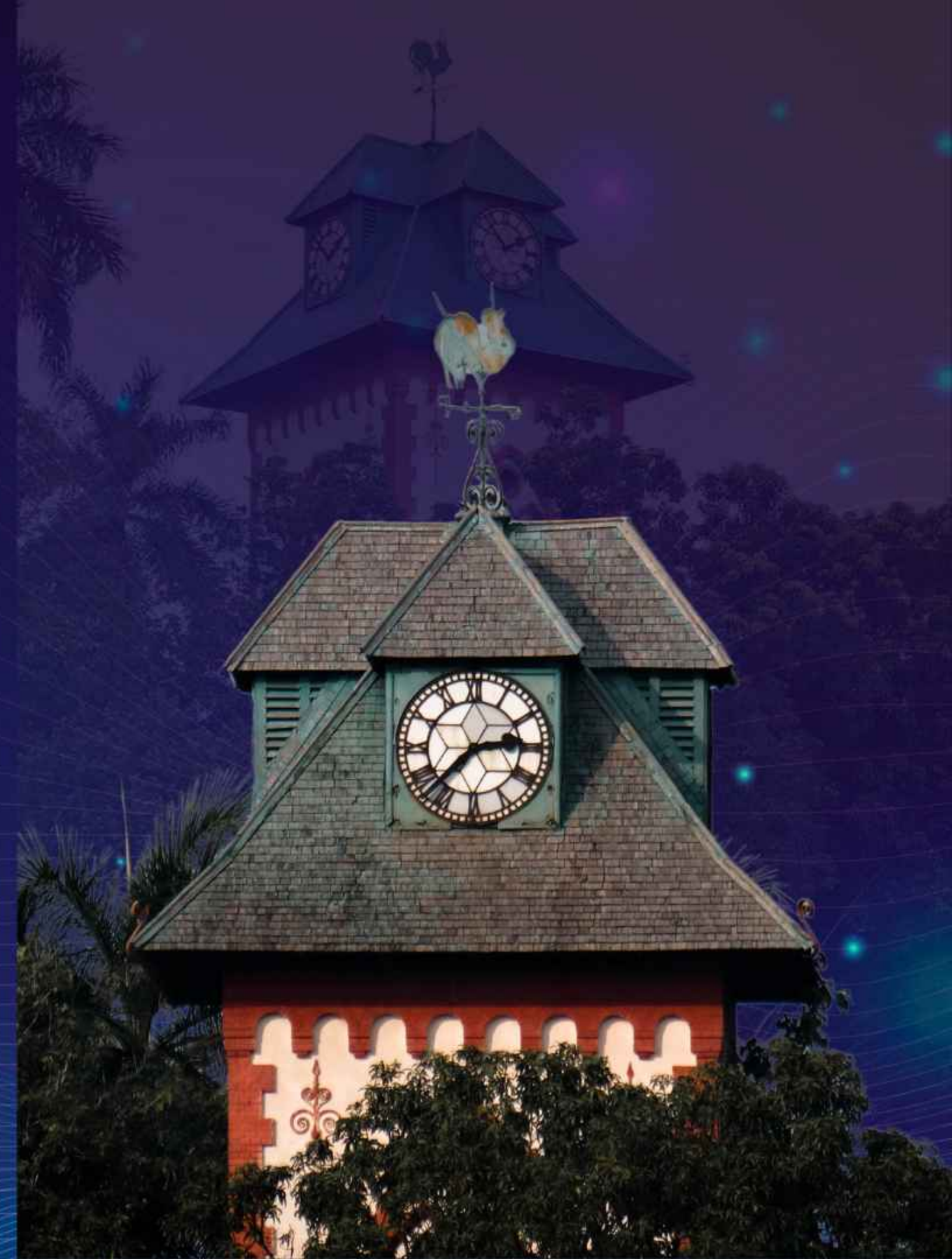
14<sup>TH</sup> Edition



# ABOUT IIESTS

Since its foundation in the mid-19th century, the Indian Institute of Engineering Science and Technology, Shibpur, erstwhile The Bengal Engineering College, is the second oldest engineering college across the Indian subcontinent and has ceaselessly striven hard to contribute to the development of the nation. Acknowledged as an Institute of National Importance, ranked 49th in the 2024 NIRF Rankings and 401 - 450 in the QS Asia Ranking 2023. IEST has a rich history, and its campus features stunning colonial architecture and verdant surroundings that reflect its profound historical heritage.

The institute offers a plethora of festivals, seminars, and events that celebrate diversity, creativity, and innovation. It has an immense alumni base furnishing not only the engineering industry but also across the fields of science, culture, art, and politics. IEST is recognized for its academic excellence, cutting-edge research, and contributions to engineering and technology. It is renowned for its research output and collaborations with leading industries and academic institutions globally. Their contributions in various sectors foster lasting relationships and drive innovation, strengthening the institute's legacy.





INSTRUO, the Annual Technical Fest of IEST, Shibpur, is all about "Driving Innovation." From a modest and humble beginning in 2009 to becoming the largest Tech-Fest of Kolkata and the second largest in Eastern India, it has skyrocketed its way to being a signature event in Kolkata's "technical" calendars. This year "INSTRUO 2025 - THE 14TH EDITION". So, be ready to witness the unique magnanimity of INSTRUO packed with a humongous number of events ranging from technical and high-end Robowars to beautiful and surreal literary contests.

## MISSION

INSTRUO plans to achieve a new clean and clear concept of new innovations worldwide and give the young minds a platform to showcase their learnings and teamwork through multiple technical events and activities for this edition we will focus on new events of metaverse and artificial intelligence

## OBJECTIVE

IEST, Shibpur is to become one of the best Institutes in the world in providing the state-of-the-art multi-disciplinary research ambience that will usher innovative world-class technologies developed towards realizing the goal of developed India. INSTRUO caters the creative and innovative minds of students to augment it into reality.

## VISION

Since its inception, INSTRUO has always strived towards the goal of exploring ground-breaking innovations! The upcoming edition of INSTRUO will only reinforce this very ideology and maneuver in bringing society closer in aspects of technology and innovation. The very crux of INSTRUO 2025 is to provide opportunities to learn and explore the vastness of science and to learn technology and strive for a better tomorrow.



# TECHNICAL EVENTS



## Robowars

Clash of Metals with the alloys grinding red hot. It will be treacherous. It is a game of style, control, damage and aggression with the robots pit against each other in a deadly combat. These warriors shall duel for honour and loyalty in an arena of destructions with their pneumatic spikes, flipping tusks, angle grinders, hurling maces, hydraulic pincers and lots more.



## 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!



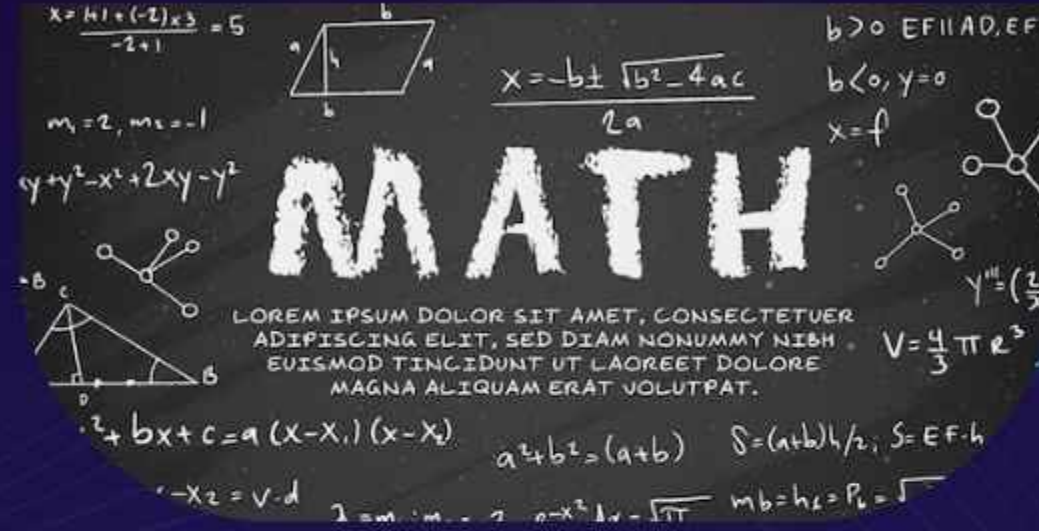
## Drone Pursuit

Witness the clash of titans, where India's elite pilots and cutting-edge innovators battle for supremacy in a breathtaking aerial showdown. With drones slicing through the skies in a pulse-pounding race of speed and precision, this is more than a competition—it's a revolution in Indian aeromodelling.



# CAD-Catalyst

Unleash your creativity and technical skills in our cutting-edge CAD competition! Participants will be tasked with designing innovative 3D models using advanced computer-aided design software. Whether it's engineering marvels or futuristic concepts, this event offers a platform to showcase your precision, creativity, and problem-solving abilities. Compete against the brightest minds and bring your ideas to life in this thrilling design challenge. Think it, design it, and prove you're the best!



## Mathemania

The battle of minds at Mathemania, where math goes beyond theorems and formulas, turning into a thrilling test of logic, speed, and strategy. With electrifying rounds designed to challenge the sharpest minds, Instruo 2025 brings you a math competition like no other.



## Doped

Bias your thoughts, amplify your ideas and drift through the world of circuits Instruo 2025, along with the Department of Electronics and Telecommunication Engineering, brings forth 'Doped' a heaven for the fanatics of electronics to explore the 'Dope' world of semiconductors. Work your way through the rounds, hold on to your electrons and embrace the world of electronics

## Death Race

## Aerocraft

## Hydroblast



# Ignite

In the fiery arena of IGNITE, where passion meets purpose. This intense essay and presentation pitch competition challenges participants to devise groundbreaking strategies for uplifting education among underprivileged children. With fast-paced rounds and high-impact pitches, this is where ideas spark change and only the boldest minds will rise to the top!



## Mayday Mystery

An electrifying scavenger hunt set against the exhilarating backdrop of our college campus! Every clue is a challenge, and every puzzle brings you closer to hidden treasure. Armed with critical thinking and creativity, participants will race against time to unravel mysteries and conquer the ultimate quest. Will you emerge victorious?

Film Making

Valorant

Chess

## ~~Couple~~ Founders Goal

Are you a visionary with a startup idea or an emerging entrepreneur ready to take on the world? The Founder Goals competition is your platform to pitch groundbreaking business concepts and innovative solutions. Compete with fellow founders, showcase your entrepreneurial spirit, and impress a panel of seasoned investors and industry experts. Whether it's tech, sustainability, or social impact, this is your chance to turn bold ideas into reality. Do you have the vision to be the next big founder? Let your goals take flight!





# Why to sponsor INSTRUO



## PRODUCT VISIBILITY AND BRADING

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 TARRIF

## 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 TARRIF

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



# PAST SPONSORS





# GALLERY





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