



Department of Geology & Geophysics
Indian Institute of Technology-Kharagpur



SPONSORSHIP BROCHURE PRITHVI 2017

Society of Exploration Geophysicists (SEG)

Society of Petroleum Geophysicists (SPG)

American Association of Petroleum Geologists (AAPG)

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INTRODUCTION

Prithvi is the annual symposium of the Department of Geology and Geophysics along with the IIT Kharagpur student chapters of

- Society of Exploration Geophysicists (SEG)
- Society of Petroleum Geophysicists (SPG)
- American Association of Petroleum Geologists (AAPG)

Prithvi is the largest fest of Earth Sciences in India with a participation of 600+ students from more than 60 universities all over the country. Born in 2009 with the motto of promoting technology, scientific thinking and innovation, Prithvi has surpassed 8 golden years of creating an unmatched aura of a science and technology spectacle year after year at the IIT Kharagpur campus.

Through the myriad events held during the fest, a student is tested not only for theoretical knowledge but the practical application of concepts as well. Thus, over the time Prithvi has evolved to provide platform to the youth to showcase their talents and skill sets in fierce competitions, display cutting edge technology and research from all over the globe & have world renowned personalities motivate the youth in the field of Geo-Sciences.

Prithvi 2017 is a further step to ponder this perspective. We take immense pleasure in presenting the 9th edition of Prithvi with the theme

"Contemporary Geoscience and Future Implications".

To be held during from 17th March to 19th March 2017 at IIT Kharagpur, the stage is yet again set for a perfect meet of academia, alumnus and industry. The symposium will constitute of many competitions, workshops, exhibitions and guest lecturers focusing on exploration and various earth science fronts.

ABOUT US

IIT KHARAGPUR

Being the first IIT to be established, Indian Institute of Technology Kharagpur, has emerged as one of the most reputed technological institution in the country. Recognized as an Institute of National importance by government of India in 1956, IIT Kharagpur spreads over 2100 acres of campus hosting most number of departments and the highest student enrolment as compared to any other government institute in India. With state of art research facilities made available to the students in a diverse range of fields, this institute has carved its path to excellence.

AMERICAN ASSOCIATION OF PETROLEUM GEOLOGISTS

Founded in 1917, the American Association of Petroleum Geologists is currently the world's largest professional geological society. As the world's premier professional association of explorationists, AAPG is about the science of petroleum geology and the people who make it their profession.

ABOUT US

SOCIETY OF PETROLEUM GEOPHYSICISTS

The Society of Petroleum Geophysicists, India was born on August 15, 1992, when about 30 Geophysicists met and resolved to form an association, for improved interaction and technical exchange. The Society is a non profit organization founded with a motive to exchange technical ideas and practical experience among the geophysical community.

SOCIETY OF EXPLORATION GEOPHYSICISTS

The Society of Exploration Geophysicists is a not-for-profit organization that promotes the science of applied geophysics and the education of geophysicists. SEG, founded in 1930, fosters the expert and ethical practice of geophysics in the exploration and development of natural resources, in characterizing the near surface, and in mitigating earth hazards.

MESSAGE FROM MINISTER OF PETROLEUM AND NATURAL GAS

धर्मेन्द्र प्रधान
धर्मेन्द्र पृष्ठान
Dharmendra Pradhan



मत्यपेत वयते



8043/2015

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भारत सरकार
नई दिल्ली-110 001
MINISTER OF STATE (I/C)
PETROLEUM & NATURAL GAS
GOVERNMENT OF INDIA
NEW DELHI - 110 001

MESSAGE

I am happy to note that the Department of Geology & Geophysics, IIT Kharagpur is organizing "Prithvi-2015", a students technical fest on "Role of Geosciences in Energy Resources & Mineral Industry" during 20-22 March, 2015.

More than ever before, India today needs secure, reliable and affordable energy supplies to meet the challenges of a rapidly growing economy and to fulfil the aspirations of its huge population, especially the youth. In an increasingly hydrocarbon-constrained world, it has become imperative for India to boost its stagnating indigenous oil & gas production.

It is often said that there is no easy oil or gas anymore. The world oil & gas majors have already moved beyond conventional oil & gas to exploitation of unconventional hydrocarbon sources, like Shale Oil & Gas, Coal Bed Methane, Oil Sands, Tight Oil, etc. The US, for instance, has achieved notable success in reducing its import dependence by the commercial exploitation of shale oil.

I firmly believe that India is on the cusp of breaking through to the next level of domestic oil & gas production through the deployment of the most advanced, state-of-the-art technologies in our E&P sector. The government, on its part, is taking all measures to improve yields from our oil & gas fields while also investing in exploitation of our unconventional sources.

In this context, it is heartening to see that IIT Kharagpur has taken this initiative of bringing together the academia and the industry from the field of Geo-sciences. My message to the young Geo-scientists, Geophysicists and Geologists deliberating at the event would be to look for and develop technologies through innovation and R&D which are suitable for the Indian exploration sector.

I wish Prithvi-2015 all the best.

(Dharmendra Pradhan)

WHY ASSOCIATE WITH US

Along the years, Prithvi has become the largest and the most famous symposium of Earth Science organized by students in India. With research in Earth Science gearing up, IIT Kharagpur is placed numero uno in the quality of its studies and students.

Participation: More than 60 universities all over India have been a part of Prithvi with some international participation too. Students ranging from undergraduate to Ph.D. congregate to witness the events. With such a wide reach, we have been successful to share knowledge, ideas and expertise connecting all domains of Geo Sciences. On the flip side, we have eminent scientists, researchers and industry leaders forming a rich knowledge pool for the seminars.

Events : Prithvi has a plethora of events. Some common events like Quiz, Guest talks, Case study, Poster and paper presentation are mainstream so team Prithvi took a step ahead and introduced more application based events like mineral & rocks identification, Field measurements, Geo-Modeling and discussions cum debates to make learning a fun process.

You can take this chance to capture any aspect of your company and introduce new event or set problem statement where students from all over India will provide their unique solutions.

Corporate Social Responsibility: Prithvi is an educational platform where we aim to enrich India's earth science studies. It will be the best avenue for you to associate with us where we together can make India the Hub of Research and Development and industrial workforce.

Long Term Association: Our association in Prithvi is not limited to few days or months. It will be a prolonged relation where IIT Kharagpur can help Industry in training, R&D, and students placements. Prithvi is an opportunity where your brand will be managed by our industrial team and you will be showcased not only during the events but both pre & post events. Our media associations and online partners will provide nationwide publicity.

MAJOR EVENTS

CASE STUDY

Case Study will be based on current live problems from the industry and the solutions will be judged on basis of their innovativeness, practicality and the indepth investigation done on the particular topic. They will provide a systematic way looking at events, collecting data , analyzing information, and reporting the results. As a result the company experts, professors and the student community will gain a sharpened understanding of why the instance happened as it did, and what might become important to look at more extensively in future research. The Sponsor can choose to pay the sponsorship amount and/or provide Internships to the winners.

GEOSPECTRUM

GEO-Spectrum is a Quiz competition which will test the participant's quizzing aptitude on a broad spectrum of subjects from Earth Sciences. Though the major emphasis will be on exploration, it will touch many other facets of Geo-Sciences with a very interesting format. It will be held in two phases. The first phase being the written round and the next phase comprising of oral questions including audio and visual rounds. Initial short listing would be done in the first rounds and the top scorers would advance to the next stage.

MAJOR EVENTS

BRAIN STORM

When the whole world would be sleeping the students at the PRITHVI arena would be battling to solve questions in the overnight Problem solving Questions designed to test the aptitude, intelligence and the knowledge of the students. Groups of 2-4 students will exercise their brains to solve questions which will be from various fields such as Physical Geology, Sequence Stratigraphy, Seismic Interpretation to Structural Geology. The students will be given a night for coming up with their solutions and would be judged on the number of questions solved by each group. This event requires analytical aptitude with good accuracy.

EXPLIQUE

Prithvi presents you a platform to present your innovative ideas and research work. Mesmerize the audience with the presentation of your completely new idea or an improvement of any existing research work on any topic related to Unconventional hydrocarbons sources. Grab this opportunity to spark your idea into the minds of the experts.

MAJOR EVENTS

INDIANA GEONES

PRITHVI presents a treasure hunt for our budding young Geoscientists who fashion themselves as modern Indiana Jones. The task involves using geo-physical prospecting methods to locate objects whose expected geophysical properties are known. The instruments and data processing equipments will be provided. The design of the survey / experiment and its successful execution will be the challenge. It will be exactly what is done in the field for exploration.

TECHNICAL SESSIONS

Prithvi brings to you an opportunity to interact with personalities from across the world. We invite you to witness sheer awesomeness - the pioneer of evolution and revolution are here, at IIT Kharagpur; a group of prodigies holding their own in Geo-fields. The feather in the crown of Prithvi, Lecture Series has been and this time introduces Technical Sessions. It includes a presentation from students just after every lecture series. Presentation can include powerpoints, posters etc. related to that topic.

MAJOR EVENTS

MINEROLOGIQUE

This fresh event is aimed at testing the students' mineral identification skills. It will be a challenging experience for them to maneuver the minerals and rock samples through the various properties: observing the streak, hardness, luster, cleavages and other physical properties as well as to see the minerals in depth - as deep as with microscopes on thin sections. A combination of these two is sure to complete a proper sweep of the student's mineral identification skills in all authenticity. This is a truly mind churning event.

POSTER PRESENTATION

Making Posters is the best way to convey information about a topic. It require submission of poster on recently published papers (2008-2009) or on-going research / projects in the field of Geo-Exploration. Typically posters include both textual and graphic elements, although a poster may be either wholly graphical or wholly textual. Posters are designed to be both eye-catching and convey information. The precise topics will be displayed on the website. Last date of submission of abstract will be 2 weeks before the event. Authors of selected abstract will be informed within a week. The judges panel will comprise of eminent people from the academia and industry.

TITLE SPONSOR AMOUNT INR 4 00 000

DELIVERABLES BEFORE THE MEET

1. Company's name & logo will be printed on all notices and posters regarding Prithvi 2017 prior to the meet as our sponsor.
2. All publicity material dispatched to over 100 universities- National & International will have the sponsor's logo.
3. Publicity material includes approximately 15 different types of posters, presentations and invitation letters, notices and pamphlets.
4. Prithvi E-mail sent to our database of registered students and Professors would carry the respective sponsor's logo.
5. One page profile of the Sponsor will be provided on our website.
6. The title sponsor is entitled to distribute promotional material during the fest.
7. The Title Sponsor will dominate the advertisements, hoardings or any other promotional material for Prithvi .

DELIVERABLES DURING THE MEET

1. Full-page advertisement in the Souvenir will be given to the Title Sponsor, which is sent to all our potential sponsors, our alumni and educational institute worldwide.
2. Title sponsor will be our exclusive sponsor for the Social and Cultural Night.
3. The Title Sponsor's logo will be present in all publications logo and printed on all identity cards, stationary and certificates, provided during the meet.
4. Title sponsor is entitled to distribute promotional material during the meet.
5. Banners and Flags of the Title Sponsor will be put up at prominent places of the campus and venue of the meet.
6. Local transport and hospitality of 5 company representatives will be provided.

DELIVERABLES AFTER THE MEET

1. Titles Sponsor's logo will be printed along with a short advertisements in the Souvenir, which is sent to all our potential sponsors, our alumni and educational institutes worldwide.
2. The logo of the Title Sponsor along with the hyperlink to its website will be given on Prithvi website for 3 years.

ASSOCIATE TITLE SPONSOR AMOUNT INR 2 50 000

DELIVERABLES BEFORE THE MEET

1. Company's name & logo will be printed on all notices and posters regarding Prithvi 2017 prior to the meet as our major sponsor.
2. All publicity material dispatched to over 100 universities- National & International will have the sponsor's logo.
3. This includes approximately 15 different types of posters, presentations and invitation letters, notices and pamphlets.
4. Prithvi E-mail sent to all registered users would carry the Major Sponsor's logo
5. A small description about the Major Sponsor will be provided on Prithvi's website.
Logo will be placed on our website.

DELIVERABLES DURING THE MEET

1. Major Sponsor's logo will be present in all publications by the Prithvi team with special mentions as Major Sponsor of Prithvi 2017.
2. The Major Sponsor's logo will be printed on all identity cards, stationary and certificates, provided during the meet.
3. Banners and Flags of the Major Sponsor will be put up at prominent places of the campus and venue of the meet.
4. The Major Sponsor is entitled to distribute promotional material during the meet.
5. Local transport and hospitality of 3 company representatives will be provided.

DELIVERABLES AFTER THE MEET

1. Major Sponsor's logo will be printed along with a short advertisements in the Souvenir, which is sent to all our potential sponsors, our alumni and educational institutes worldwide.
2. The logo of the Major Sponsor along with the hyperlink to its website will be given on Prithvi website for 3 years.

EVENT SPONSOR SPONSORSHIP AMOUNT INR 75 000

DELIVERABLES BEFORE THE MEET

1. Company's name & logo will be printed on all notices and posters regarding Prithvi 2017 prior to the meet as our sponsor.
2. All publicity material dispatched to over 100 universities- National & International will have the sponsor's logo.
3. Event specific news letters sent via to all registered users would carry the respective sponcer's logo.
4. A small description about the event sponsor will be provided on Prithvi's website along with their logo.
5. All notices and information regarding sponsored event prior to the meet will carry logo of event sponsor

DELIVERABLES DURING THE MEET

1. Event Sponsor's logo will be present in all publications by the Prithvi team with special mentions as Major Sponsor of Prithvi 2017.
2. The Event Sponsor's logo will be printed on all identity cards, stationary and certificates, provided during the meet.
3. Banners and Flags of the Event Sponsor will be put up at prominent places of the campus and venue of the meet.
4. The Event Sponsor is entitled to distribute promotional material during the meet.
5. Local transport and hospitality of 2 company representatives will be provided.

DELIVERABLES AFTER THE MEET

1. Event Sponsor's logo will be printed along with a short advertisements in the Souvenir, which is sent to all our potential sponsors, our alumni and educational institutes worldwide.
2. The logo of the Event Sponsor along with the hyperlink to its website will be given on Prithvi website for 1 years.

TECHNICAL PARTNER

INR 50 000

DELIVERABLES BEFORE THE MEET

1. Company's name & logo will be printed on all notices and posters regarding Prithvi 2017 prior to the meet as our sponsor.
2. All publicity material dispatched to over 100 universities- National & International will have the sponsor's logo.
3. Event specific news letters sent via to all registered users would carry the respective sponcer's logo.
4. A small description about the event sponsor will be provided on Prithvi's website along with their logo.

DELIVERABLES DURING THE MEET

1. Technical Partner's logo will be present in all publications by the Prithvi team with special mentions as Technicsl Partner of Prithvi 2017.
2. The Technical Partner's logo will be printed on all identity cards, stationary and certificates, provided during the meet.
3. Banners and Flags of the Technical Partner will be put up at prominent places of the campus and venue of the meet.
4. The Technical Partner is entitled to distribute promotional material during the meet.
5. Local transport and hospitality of 2 company representatives will be provided.

DELIVERABLES AFTER THE MEET

1. Technical Partner's logo will be printed along with a short advertisements in the Souvenir, which is sent to all our potential sponsors, our alumni and educational institutes worldwide.
2. The logo of the Technical Partner along with the hyperlink to its website will be given on Prithvi website for 1 years.

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GLIMPSES OF PRITHVI 16



GLIMPSES OF PRITHVI 15



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THANK YOU

