



ABOUT US

At the dawn of this century, a group of enterprising students struck fire from flint and steel, never imagining that those flames would grow into a firestorm – Tathva, the annual techno-management festival of NIT Calicut. What started out as a humble symposium of intrigued minds has escalated to become one of the biggest fiestas the nation witnesses. Tathva is the flight of a single banner that draws countless followers each year, united in their quest for technical and artistic excellence.

Growing by epic proportions ever since its inception in 2002, Tathva aims to further the frontiers of possibility through events, workshops and competitions that drive students to explore their personal best. Beckoning forth an audience of thousands and judging panels composed of the nation's premiers, you will find the most stellar platform created for the outpour of sheer talent. Throw off the bowlines, sail away from the safe harbour of the normal, and set course for the experience of a lifetime.

Ideate. Illuminate. Revolutionize.



WHY US?

Over a span of 13 years, **tathva** has grown into one of the finest techno-management fests in the nation, enthralling a myriad of students, academia, corporates and enthusiasts from across the country for a **4 day long** experience on edge. The wholly student organized endeavor having raced its way up to being **South India's 2nd largest** techfest, is now ready to kick off its new edition.

Enticing over **900 colleges** from the diverse expanse of India, Tathva '15 guarantees a multicultural gathering of minds, bringing about a turbocharged visibility of its associates nation-wide.

- Every edition of Tathva offers a plethora of popular **flagship events** – Aavishkaar, Wheels, Samasya, Clueless, Blitzkrieg; Lectures, Exhibitions, Workshops and Proshows, all of which receive the central attention of the masses.
- **Print and online media** branding through national dailies and social networking websites.
- Well-functioning **stalls and kiosks** exhibiting products and services, and **promotional events** throughout the length of the fest guarantee effective promotion among the target audience.
- Wide scale promotion through **posters** sent to over 900 colleges across the nation, and through event posters displayed at prime view-points of Calicut city.
- Massive brand impact on the youth crowd through **banners, video advertisements and interactive sessions**.
- Everlasting association through the official Tathva **T-shirt and other merchandise**.
- Eternal relationship with the National Institute of Technology, Calicut and Tathva.



EVENTS

Classroom learning is one thing, applying it is quite another. After all, actions prevail where words fail. Tathva '15 provides an ideal platform to interact with more than 2,000 participants, as they compete for the prizes worth more than Rs 1.8 million. From racing remote cars to testing managerial skills, Tathva has them all.

Associate and interact with some of the brightest minds from across the country as they try their hand at coding, robotics, biotechnology and gaming, and gain access to prominent event locations in the campus to showcase your latest merchandise and services



LECTURES AND WORKSHOPS

Lectures need not always be boring, and at Tathva, they never are. The lecture series at Tathva has seen pioneers from multiple fields sharing their ideas and knowledge. Dr. A.P.J.Abdul Kalam, former President of India, Jimmy Wales, founder of Wikipedia, Richard Stallman, founder of GNU, Dr.Rajeev Khosla, renowned scientist, are just some of the distinguished personalities who have graced the Tathva stage.

True to its belief that one never learns unless one has experienced, Tathva aims to develop practical skills in a wide range of fields through its plethora of highly sought after workshops. The workshops explore a wide range of fields-engineering and otherwise-ranging from cyber security to mind dynamics.

Presenting to you the ultimate opportunity to reach out to the masses with specialized workshops and lectures.



EXHIBITIONS

Over the years, Tathva has made its prime objective to cater to the public by organizing exhibitions throughout the festival. Previous editions have featured world-class displays by the ISRO, DRDO, the Indian Army and many more. The highlight of Tathva '14 exhibitions was the emotion sensing robots Charile and Matilda, invented by renowned scientist Dr. Rajeev Khosla.

Attracting a mammoth crowd from schools and colleges alike, the exhibitions guarantee the most effective visibility for its associates. Join us as Tathva '15 prepares to host one of the grandest technical exhibitions in the country.



AAVISHKAAR

Mahatma Gandhi once said, "The best way to find yourself is to lose yourself in the service of others". By using the tools and theories acquired over the course of several years, we at Tathva aim to do our bit for the community.

Be a part of the social initiative that every student at NIT-Calicut holds close to their heart, because amidst all the events, competitions and festivities that is Tathva, Aavishkaar shows to the world that we care, that we can bring about a change. That we can be the difference our community needs.

Aavishkaar '15 is a splendid opportunity for responsible corporations to contribute to the empowerment and betterment of society. Join us in becoming the drivers of change.



WHEELS

Start your engines, because this time it's all drive and no drama. The name speaks for itself, as one of the biggest motor shows in South India gets revved up to roll into the NIT-C campus this Tathva, giving you the chance to approach and mingle with diesel heads from across the country.

Associate with motor enthusiasts from all over, as they prepare to prove their mettle in the world of Wheels with vintage cars and cutting edge choppers. One of the biggest crowd pullers of Tathva '15, Wheels is the ideal stage to display the latest products, especially new launches from the automotive sector.



PRO-SHOWS

Bridging the gap between technology and regalement, Tathva nites has managed to bring to the campus some of the biggest names in the entertainment industry and provides an ideal platform to catch the attention of over 8,000 visitors, looking to kick back after a gruelling day of competitions.

It provides access to one of the biggest crowds in the state providing the perfect stage to increase BRAND VISIBILITY and strengthen BRAND IMAGE. Associate with programmes that have featured the likes of Motherjane and Agam as we embark on taking college entertainment to heights hitherto unconquered.



SAMASYA

Taking Tathva to the realms of school children, Samasya gives you the chance to be a part of an event that awakens the inquisitive mind lying dormant in thousands of students, as members of the NIT-C Enquire Quiz Club embark on a journey to find the best quizzers from schools across Kerala.

Reach out to the enthusiastic young minds of the ever expanding network of schools that take part in Samasya, as students across the entire state compete for a cash prize of Rs.25000.



At Tathva, where the best technical minds of the country meet to compete and learn, the artistically inclined have carved out a niche for themselves – Adizya. Adizya, organized by the architecture students of NIT-C, has grown to become a synonym for creative marvel in the realm of college fests by taking artistic talent and intent to higher levels of realization with each passing year. In its run, Adizya has broadened the horizons of the swell of students, with avant-garde workshops, as Adizya '14 exemplified with URAVU. The exclusive lecture series has seen the likes of Padmashree Ar: G Shankar who spearheaded the Green Architecture Revolution, grace the event.

Associate with Adizya '15 and pioneer groundbreaking developments in the field of architecture among students from across the nation.



GAMING

High speed chases, close combat fighting and strategic warfare all rolled up into one. Blitzkrieg. The Tathva gaming event involving gaming fanatics from all over the country sets the stage for the ultimate showdown for cash prizes worth Rs. 1.5 lakhs.

Along with Blitzkrieg, Clueless, the highly rated online riddle game having a loyal following of more than 10,000 users speak volumes about the reach of Tathva Gaming. Conquer this loyal following by teaming up with one of the major highlights of Tathva '15.



INFORMALS

No fest is complete without an Informals stage, entralling the crowd with spontaneous games and fun events. TathvaOnTheSpot brings to you just that. Set right in the midst of the festivities, TOTS is the ultimate crowd puller, engaging everyone throughout the fest. Be a part of this celebration to dive deep into the hearts of the visitors.



PREVIOUSLY AT TATHVA

Dr. Jakob Van Zyl
NASA



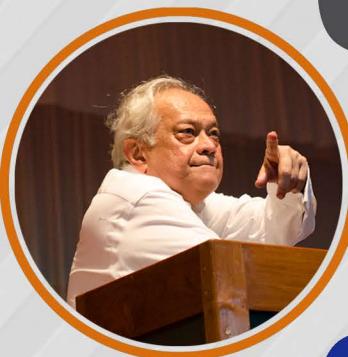
Dr. Nupur Kohli
Researcher, Speaker



Dr. Rajiv Khosla
Director, RECCSI



Bikash Sinha
Professor, VECC



Varun Agarwal
Entrepreneur, Author



Jeff Lieberman
Roboticist, Discovery Channel



Jimmy Wales
Founder, Wikipedia



Dr. A P J Abdul Kalam
Former President of India



Richard Stallman
Founder, GNU



Prof. Harold Kroto
Nobel Laureate



PREVIOUSLY AT TATHVA

DJ Nucleya



Motherjane



The Down Troddence



Agam



Jonita Gandhi



All The Fat Children



PROMOTIONS

PRE
TATHVA

- Branding through posters sent to over 900 colleges and placed at prime locations in Calicut city.
- Features on the official Tathva website, app and press releases.
- Exclusive event specific promotions for Event Associates.
- Large-scale social media promotions.
- Interactive sessions with the students of the college.

DURING
TATHVA

- Promotion through banners, pamphlets and video advertisements.
- Interactive sessions with the Tathva crowd.
- Stalls, kiosks and promotional events at prime locations inside the campus.
- Extensive media coverage by national television agencies.
- Intense print and online media promotions.
- Specialised event-based promotions.

POST
TATHVA

- Eternal presence on the official Tathva website, facebook page and future brochures as a part of the League of Sponsors
- Features in the official after movie and event videos.
- Everlasting association with the National Institute of Technology, Calicut and Tathva

PROMOTIONS



PROSHOW BRANDING

STATISTICS



4
DAYS

1.8 MN in
PRIZES



300,000
WEBSITE HITS



15000+
FOOTFALL



900+
COLLEGES

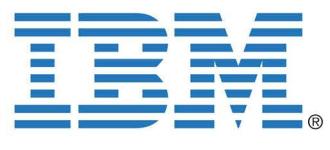


PROJECTIONS



MEDIA

PREVIOUS SPONSORS



BOSCH



TOSHIBA
Leading Innovation >>>

 **TEXAS
INSTRUMENTS**

YAHOO!

 **GATEFORUM**
Engineering Success
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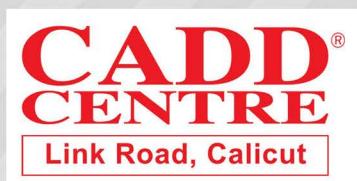
apollo

GASOTECH

KASPERSKY 



PREVIOUS SPONSORS



PREVIOUS SPONSORS



SP ROBOTIC WORKS
"Breathing life into a Machine"



LAPTOPS | DESKTOPS | SERVERS



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