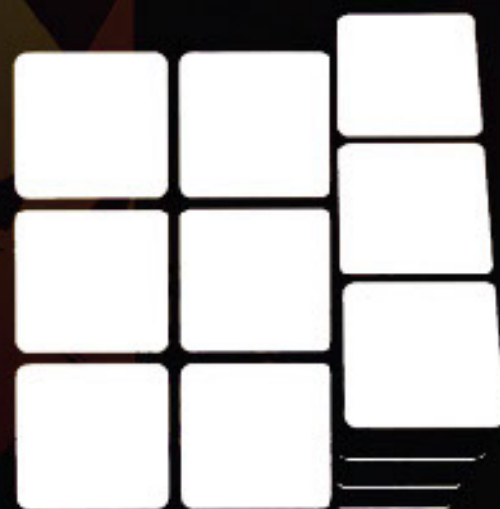


COLLEGE OF ENGINEERING TRIVANDRUM



**driShti** <sup>'13</sup>

SEPTEMBER  
6,7,8

# INTRODUCTION

# ACT, BEGIN, CREATE.

"The advance of technology is based on making it fit in so that you don't really even notice it, so it's part of everyday life."  
-Bill Gates

College of Engineering, Trivandrum, 73 years ago, was the then Maharaja of Travancore SreeChithiraThirunnaMarthanda Varma's answer overwhelming the huge technological innovation that took place in the Western hemisphere. Today, the institution has evolved to be one of the best in its genre. With the incomparable set of alumni, College of Engineering has spread its musk all over the globe.

Drishti '13, the annual inter colligative Techno-Management event is scheduled to be conducted on 6, 7, and 8 of September 2013. With current year's theme as 'Smart Technology' aimed at guiding young engineers to right essence of modern innovations and technology for better and secure living. Drishti represents aspiration of each CETian to promote scientific and technological quest among its fellow beings.

The fest includes events from Architecture, Civil Engineering, Computer Science Engineering, Electronics and Instrumentation Engineering, Electrical Engineering and Mechanical Engineering. Adding to this, prominent student clubs IEEE, ISTE, ICI, Innovation Centre, E-Cell, etc also showcase various events.

We find this as a platform to take up social initiatives incorporating workshops, demonstrations, etc under tag lines 'Respect Women' and 'Cet Against Corruption'.

# Quit talking, start doing!



# WHY SPONSOR US?

The College of Engineering Trivandrum is Kerala's premier Engineering Institute. Drishti will hold court to a nationwide audience. Attendance is expected to cross the 25000 barrier, another first for the technical festivals in Kerala.

Publicity avenues for corporations are aplenty. Owing to the sheer magnitude of activities being undertaken by our in-house publicity team including school quizzes, flash mobs, internet publicity, television and radio publicity, coverage through major dailies in the country, every company associated with us stands to gain.

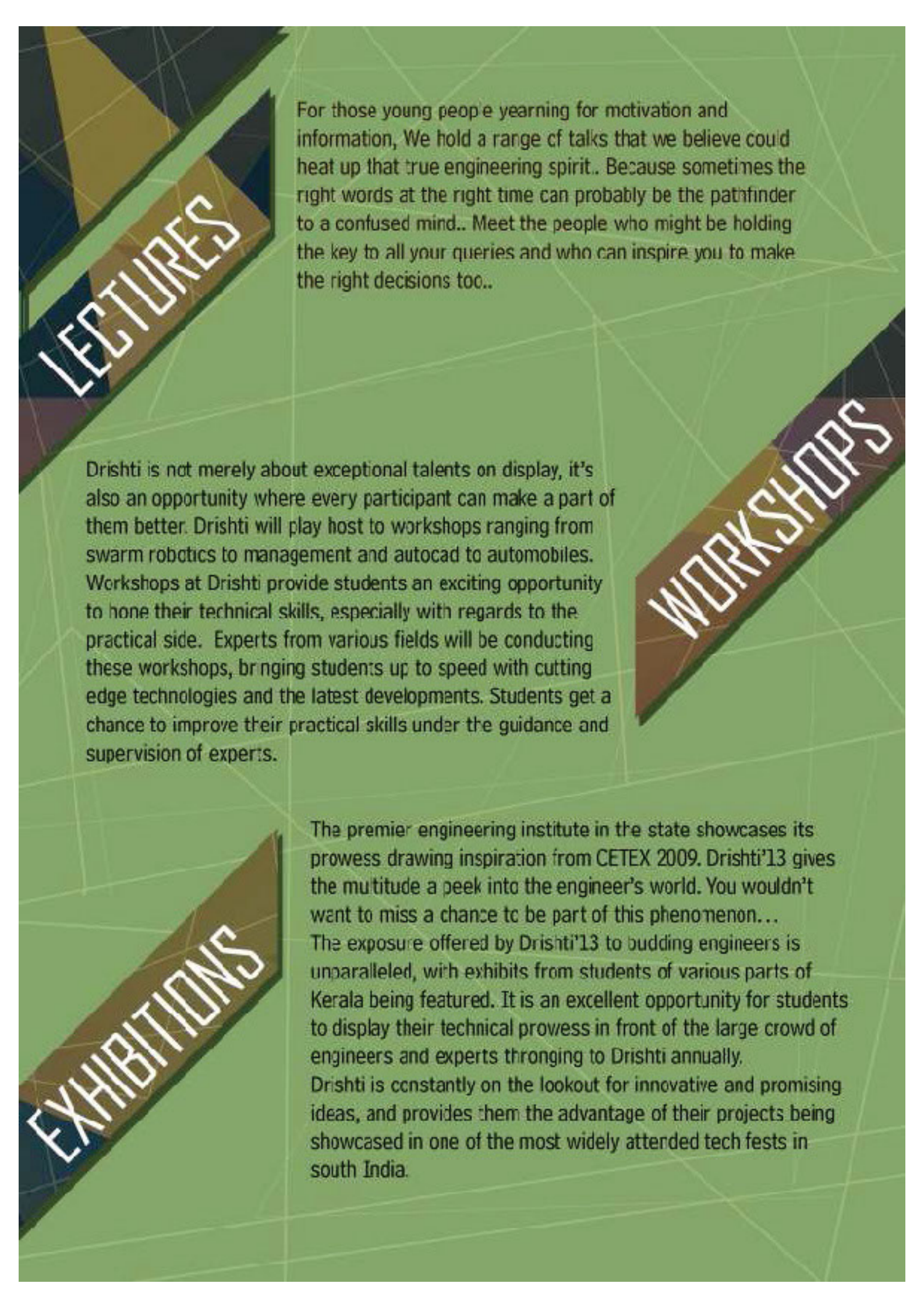
For corporations in industry based fields, the best and brightest are in attendance at Drishti. It is an opportunity to see the possible future of your company, product-wise and employee-wise.

Drawing inspiration from CETEX 2009 and its unparallel success in Kerala's history and sticking with our motto of reaching out to the people, CET is opening out its entire world-class facilities to the public. School children, academicians, professors, industry personalities, start-up enthusiasts and other technology connoisseurs will be gracing the campus for the exhibition. Keeping with Generation Y, our Hackathon and other coding events on the lines of Silicon Valley giants like Facebook and Google are sure shot success events.

Drishti is also a platform for the blooming entrepreneurs to demonstrate their ability to make the journey from idea to implementation, with workshops by famed firms and supported by Start-Up Village and Technology Business Incubator (TBI-CET).

CET has a history of keeping its sponsors satisfied. Past sponsor for our events include the best industry players in telecomm, consumer products, lifestyle and apparel, airlines and banking including TCS, WIPRO, UST Global, Asian School of Business, Tata Docomo, AirCel, ITC, BPCL, IOC, FastTrack, Allianz-Conhill, Mahindra Holidays, Pepsico, SBI, Federal Bank, Subway, Nabard, SIDCO, Muthoot Mini, SFC, etc. Our entire 125 acre campus, event venues, refreshment stalls, registration desks and transport vehicles are open to publicity and marketing activities of companies associated with us. We devote complete hospitality and care teams for every company associated with us.





For those young people yearning for motivation and information, We hold a range of talks that we believe could heat up that true engineering spirit.. Because sometimes the right words at the right time can probably be the pathfinder to a confused mind.. Meet the people who might be holding the key to all your queries and who can inspire you to make the right decisions too..

Drishti is not merely about exceptional talents on display, it's also an opportunity where every participant can make a part of them better. Drishti will play host to workshops ranging from swarm robotics to management and autocad to automobiles. Workshops at Drishti provide students an exciting opportunity to hone their technical skills, especially with regards to the practical side. Experts from various fields will be conducting these workshops, bringing students up to speed with cutting edge technologies and the latest developments. Students get a chance to improve their practical skills under the guidance and supervision of experts.

The premier engineering institute in the state showcases its prowess drawing inspiration from CETEX 2009. Drishti'13 gives the multitude a peek into the engineer's world. You wouldn't want to miss a chance to be part of this phenomenon... The exposure offered by Drishti'13 to budding engineers is unparalleled, with exhibits from students of various parts of Kerala being featured. It is an excellent opportunity for students to display their technical prowess in front of the large crowd of engineers and experts thronging to Drishti annually. Drishti is constantly on the lookout for innovative and promising ideas, and provides them the advantage of their projects being showcased in one of the most widely attended tech fests in south India.



"He loves his country best who strives to make it best." – Robert Ingersoll

## SOCIAL INITIATIVES


Drishti encompasses social responsibility with its technical features. It affirms to the responsibility of the youth, and engineering students in particular, towards society at large. A large part of Drishti is devoted to giving back to society through the educated and socially committed youth and brings more smiles into this world because it's our belief that everyone deserves to be cared for and loved. We CETians realize what we owe to the society for moulding us into the engineers we aspire to become. We launch a plethora of social initiatives each year bearing witness to our commitment in developing an inclination of our youth towards the current social problems. This year is no different.

Make A Difference (a.k.a MAD) is a youth empowered organization that works for the welfare of children at risk in different parts of India. Dhristi'13 is hosting a computer workshop for the kids under MAD which will accustom the children to all the basics of working with a computer. MAD will also have stalls on all three days of Dhristi to raise funds for the kids they work for. Two reputed persons of the social platform-Raju Narayanaswami and Rishiraj Singh I.P.S. will be advancing the cause 'CET against corruption'. If we are to name one thing that is holding back development in India it surely is corruption. As proud CETians and moreover socially committed budding engineers, we believe it is our duty to start working for a corruption free India.

Motivational Speaker Sreevidhya Santhosh will be visiting the fest to deliver a talk 'Respect Women' and promote the cause of equality of women which is the need of the hour to foster a safe environment for the women of our nation.

Social activities @Dhristi'13 because we believe its time to QUIT TALKING AND START DOING.





Informals are proof of the fact that we at drishti also know how to have fun. These informals provide a much needed hiatus from the vista of tech events which we have laid out for you.....here in DRISHI 113 we help you redefine the concept of 'killing time' and 'chillin out'. Consisting of mind-boggling and entertaining games, our informals have always been crowd pullers. Unleash your fun side and engage in some amazing informals, with just a dash of technology in it!

Drishti is undoubtedly a gamer's paradise. It sets up the battlegrounds for those warriors who are hungry for the thrill of fighting against equally skilled ones to achieve that taste of victory..

This Drishti promises to be one of the most competitive and participated gaming events around!

Drishti showcases a multitude of events, designed to engage, enthrall and educate. These are sure to appeal to engineers, experts and the general public alike. Various competitions have been lined up, with attractive cash prizes on offer. Contests testing every facet of technological and managerial skills are conducted, including robowars, robotics, tech treasure hunt and the like. An all- Kerala school level quiz to test and challenge the young minds of the state. From the young to the mature, the technologically inclined to the managers; challenging and informative times are ahead for students across the engineering spectrum!

If there's anything that every young techie and non-techie loves, it's that burning desire to melt into a night of fun and craziness... Awaiting you at drishti is not just technology - trust us when we say that techies know what exactly partying is!!



# BENEFITS

## TITLE SPONSOR

- All references and mention to the fest will be of the form COLLEGE OF ENGINEERING TRIVANDRUM and <TITLE SPONSOR> presents DRISHTI '13.
- Prime mention in the advertisements and all other promotional activities undertaken by our media partners.
- All merchandise including T-shirts, certificates, press releases and brochures will bear the name/logo of your company in bold.
- Prime space on DRISHTI'13 website, facebook page, google profile, etc. ensuring maximum online visibility. The company logo on the sponsors page of DRISHTI'13 website with a hyperlink to your official website
- Premium ad spaces within the 125 acre campus for your company's banners, posters and other promotional activities..
- Videos featuring your company will be displayed at every arena in the campus where events will be taking place.
- Information desks and kiosks placed at various strategic locations throughout the campus to help you reach out to your target group.
- On stage promotion of the brand by company executives is also appreciated.

## ASSOCIATE SPONSORS

- Being the associate sponsor of DRISHTI '13 gives you mention in all the event banners, posters and press releases of the event.
- The company logo will be in our website, facebook page, google profile, etc with a mention of being our associate partner.
- Information kiosks on the campus throughout the duration of the fest to showcase your company and its products.
- Appropriate banners, posters and promotional merchandise stalls at strategic locations in the campus.
- Promotional videos of your organization will be run at three arenas of your choice during the fest.



## BENEFITS

## CO-SPONSOR

- Mention in all the banners, posters of the event.
- Mention in our website, Facebook page, Google+ profile, etc with a mention of being our co partner.
- One kiosk at a strategic location in the campus to show case your company
- Banners, posters and promotional materials can be put up the during the fest and can collect direct student feedback.
- Anyone event, from the various clusters of your choice will be conducted in your company name with banner of your company in that particular arena.
- Promotional videos of your organization are also appreciated during the above chosen.

## T-SHIRT SPONSOR

- Logo on tee shirt, logo on accessories.
- Brand promotional strategies during fest days.
- Mention in website along with logo.
- Provision for banners in campus.

- Mention in website as Web and Blog sponsor along with hyperlink to sponsor.
- Name and logo would be in all DRISHTI posters.
- Provision for banners in campus.

## WEB & BLOG SPONSOR



# BENEFITS

## TRANSPORTATION PARTNER

- Mention in website along with hyperlink.
- Provision for banners in campus.
- Name and logo would be in all DRISHTI posters.
- Provision for banners in campus.

## GAMING PARTNER

- All gaming events will be publicized in the name of your company.
- Banners in the venue with company name and logo.
- Mention in website and online publicity avenues.
- Showcase and sell your products in the gaming venue.

- All informals events will be publicized in the name of your company.
- Mention in the website as informals sponsor and also in other online publicity avenues.
- Name and logo of the company in all DRISHTI posters.
- Provision for banners with company name and logo at the informals venue.

## INFORMALS SPONSOR

## EVENTS SPONSOR

- The event will be solely publicized as the company's event.
- Banners of the company at the event venue.
- Product marketing and sales in event area.



# TARIFF

Main sponsor	-	Rs.300000
Associate sponsor	-	Rs.200000
Co-sponsor	-	Rs. 100000
Co-sponsor	-	Rs. 100000
Merchandise sponsor	-	Rs.50000
Tech partner	-	Rs.50000
Print sponsor	-	Rs.30000
Publicity partner	-	Rs.30000
Transportation sponsor	-	Rs.20000
Web blog sponsor	-	Rs.15000
Communication sponsor	-	Rs.15000



## TARIFF

Robotics	-	Rs.70000
Mechanical	-	Rs.60000
Computer Science	-	Rs.60000
General	-	Rs.50000
Electrical	-	Rs.50000
Electronics	-	Rs.50000
Civil	-	Rs.40000
E-CELL	-	Rs.40000
Quiz	-	Rs.30000
Project Expo	-	Rs.25000
Gaming	-	Rs.20000
Architecture	-	Rs.20000
Online	-	Rs.10000

## EVENT SPONSORS

## VENUE SPONSORS

Cetaa	-	Rs.25000
Sargam	-	Rs.25000
Seminar hall	-	Rs.15000
On stage promotion	-	Rs.15000
Brand promotion	-	Rs.15000



# STAFF IN CHARGE

Principal	-	Dr. S.Sheela
General Convenor	-	Prof.P.Sreejaya
Sponsorship Director	-	Dr. A.Samson
Finance Director	-	Dr. Beena K.P.

# STUDENT IN CHARGE

Event Convenor	- Sachin Murali	: 9037519753
Technical Secretary	- Sheen Jacob	: 9946820574
Finance Convenor	- Mohammed Ibrahim	
Program Convenor	- Anoop Sasidharan	: 8547359193
Sponsorship Convenor	- Rohit Krishnakumar	: 9995629261
Publicity Convenor	- Arjun Balachandran	: 9746850206



