

National Institute of Technology
Calicut



tathva

ABOUT US



NIT CALICUT

The NITs were built with a vision to provide technical personnel of international calibre, who would act as leaders in technology in independent India. Founded in 1961 as a Regional Engineering College, National Institute of Technology Calicut is one of the premier technical institutes in India today. The institute has grown in leaps and bounds, moulding generations of competent engineers in the five decades of its existence.



The National Institute of Technology Calicut, has a long and illustrious history of encouraging technical innovation and growth, and Tathva'12 is all set to raise the bar, to take the next step forward in that pioneering journey. A lecture series featuring the elite minds of the technical world, informative exhibitions and workshops, competitive and challenging events are all part of the Tathva experience. Tathva aims to harness the technical brilliance of students all over the world, to spur radical advances in science and technology. With its rapid growth in recent times, Tathva aspires to progress as an internationally acclaimed techno-management fest in the years to come. We bring together the best minds in the country, challenging them to explore new possibilities in techno-management and expand their horizons. Providing opportunities for skill-building and interaction with the world's leading experts, stimulating thoughts and inspiring innovation, Tathva strives to mould the budding engineers and managers of the future.

EVENTS

events

lectures

workshops

exhibitions

informals

wheels

nites

dignitaries

gaming



Over 10,000 participants from all over India compete each year for the lucrative prizes on offer. Cash prizes worth Rs 1.4 million were given away for the previous edition alone. The events at Tathva are designed to challenge the participants in every facet of technology and business. Budding engineers can try their hand at coding, robotics, cartesian geometry or even biotechnology. For the more business oriented, Tathva offers several events which test acumen and skill in management.



Whether it be building robots or creating vehicles from scratch, put your brain to ultimate test. Events @ Tathva-because we believe that engineering is more than just theory.



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LECTURES

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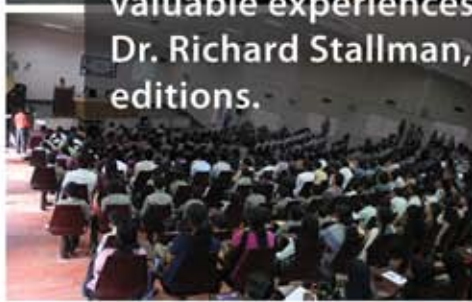
nites

dignitaries

gaming



The Lecture Series at Tathva features renowned experts sharing their valuable experiences. It has included luminaries like Dr. APJ Abdul Kalam, Dr. Madhavan Nair, Dr. Richard Stallman, Dr. Johannes Orphal and Jimmy Wales (founder of Wikipedia) in previous editions.



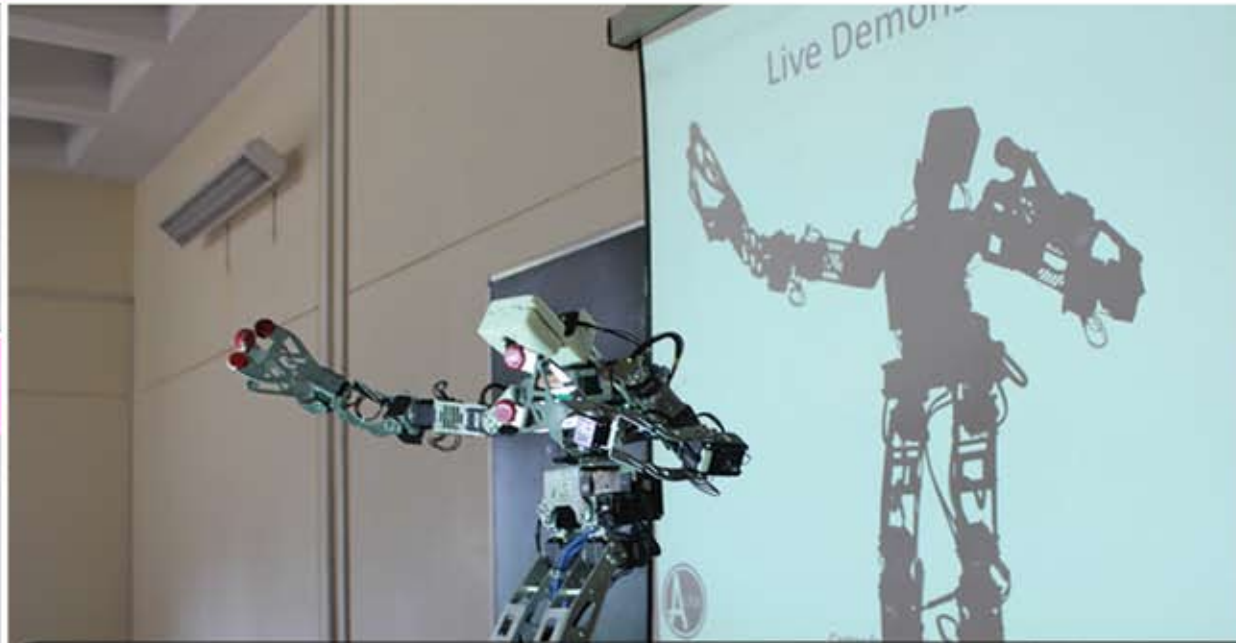
tathva

WORKSHOPS

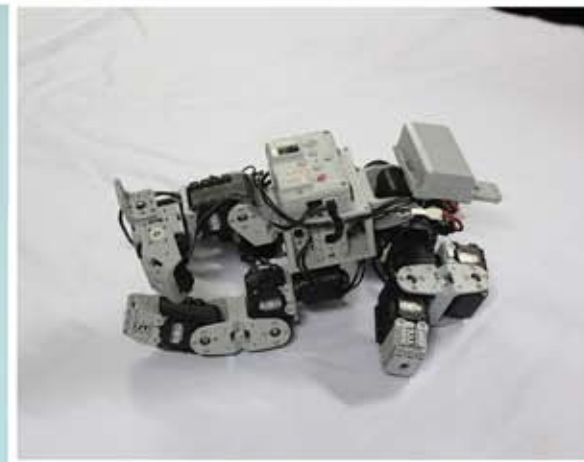
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Workshops at Tathva offer a priceless opportunity to receive hands on knowledge from leading experts, for those who believe in enhancing practical awareness in both technology and business. Students gain from their interaction with people sharing same interests. Past workshops at Tathva have included training in various domains, from astrophotography, robotics (humanoid hand) and ethical hacking to analysis of the stock market.



Tathva 11 featured workshops like Hack Attack, Cloud Computing, Accelerobotix, RC plane and Automotive and Engine Design



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EXHIBITIONS

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Exhibitions during Tathva have always been major crowd-pullers, showcasing the latest technical progress of the country. They appeal to a wide range of visitors of all ages and backgrounds. Robotics exhibitions, air shows and space shows have all been part of Tathva through the years. Exhibitions at Tathva have always helped the visitors quench their thirst for knowledge. This year too Tathva promises to bring a wide array of exhibits from around the world.



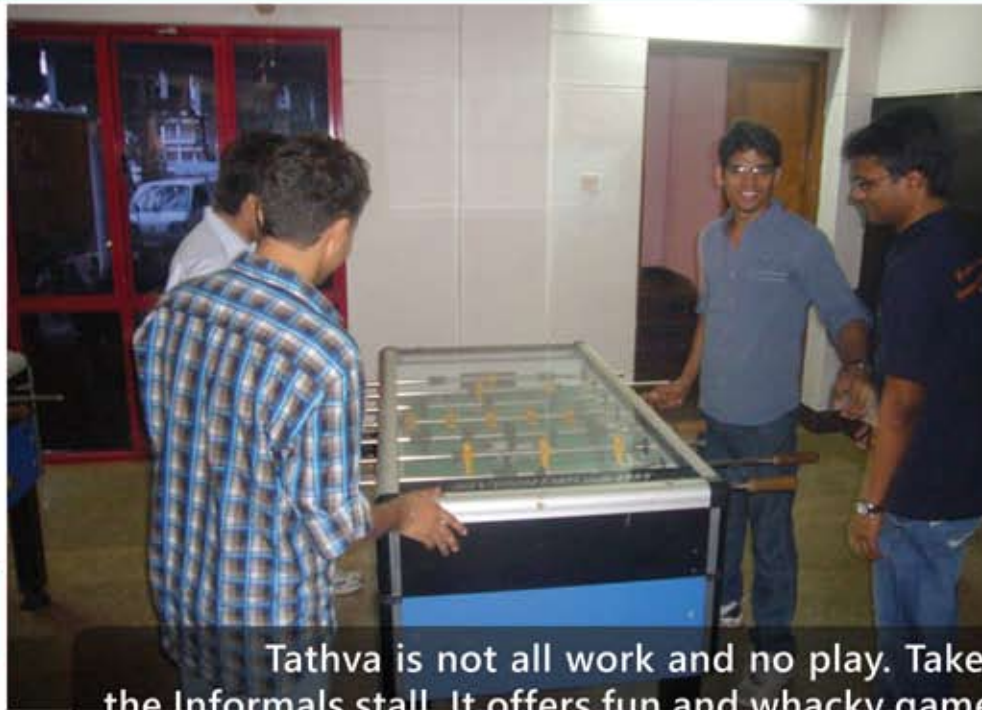
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INFORMALS

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Tathva is not all work and no play. Take a break from hectic techie schedules at the Informals stall. It offers fun and whacky games, perfect for those who want to unwind and relax a little during Tathva. The Tathva Informals stall and the "Tathva On The Spot" stage brings the perfect blend of technology and pure fun.



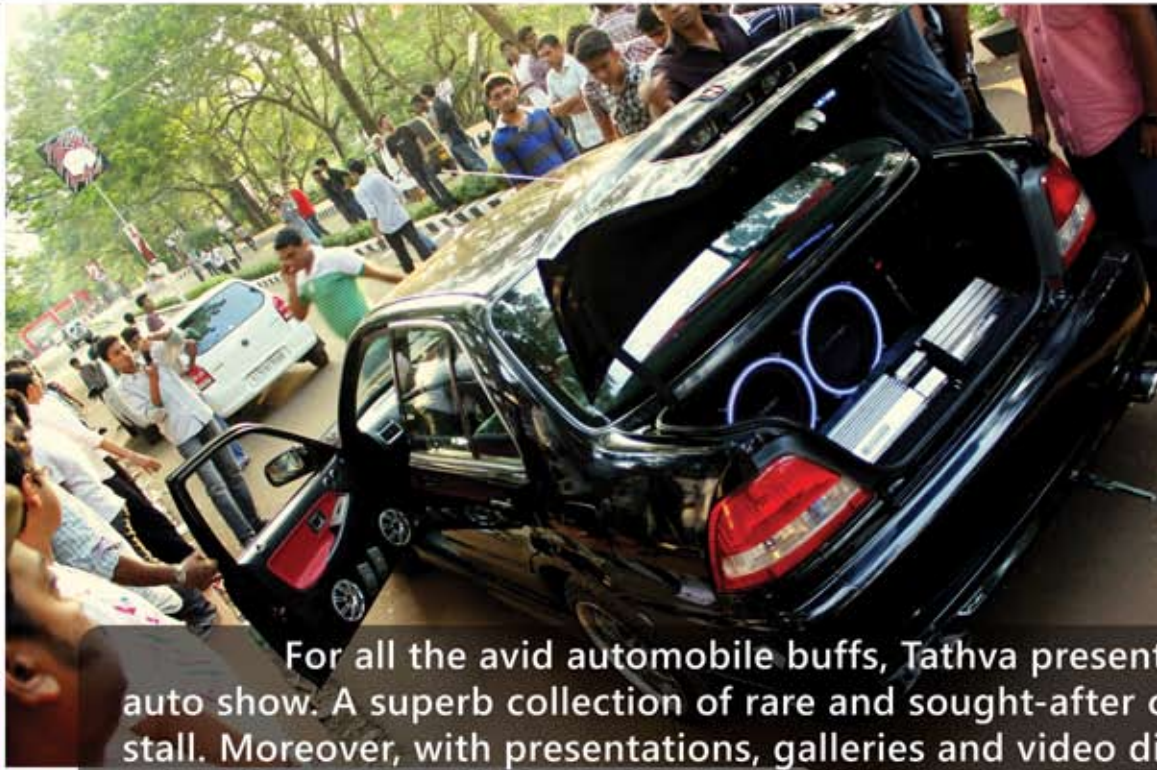
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WHEELS

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For all the avid automobile buffs, Tathva presents Wheels – the ultimate auto show. A superb collection of rare and sought-after cars will be on display at this stall. Moreover, with presentations, galleries and video displays, Wheels never fails to attract large crowds.



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NITES

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At the end of each hectic day, crowds gather in the OAT (Open Air Theatre) for the Tathva Nites. State-of-the-art tech displays and fascinating cultural performances come together to hold the thousands thronging the OAT. Previous version of Tathva Nites featured acyut humanoid robot project, fire show by PaLitchi (based in Czech Republic), sand art show, performance by rock band Slingshot, Motherjane the band and various cultural performances.



With 5000+ capacity, NITC OAT is just the ideal place for premium branding



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DIGNITARIES

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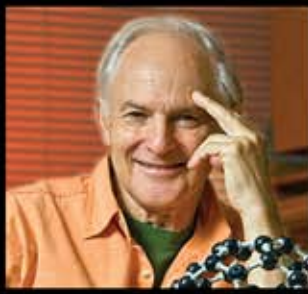
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gaming



Dr. Archana Sharma
CERN, Geneva



Prof. Harold Kroto
Nobel Laureate



Dr. Richard Stallman
Founder of GNU



Dr. Jimmy Wales
Founder of Wikipedia



Mr. Raju Narayanaswamy
IAS



Dr. G Madhavan Nair
Former Chairman, ISRO



Mr. K C C Nair
Technopark



Dr. B N Suresh
IIST Director



Mr. Suhas Gopinath
Globals ITeS Pvt Ltd.



Dr. Debashis Chatterjee
Director, IIMK



Dr. Tessy Thomas
Scientist, DRDO



Dr. T Ramaswamy
Secretary, DST



Dr. K V Jayakumar
CWRDM, Calicut



Dr. Prabhakaran Paleri
Coast Guard



Dr. A P J Abdul Kalam
Former First Citizen



Mr. Lalji Singh
Former Director, CCMB



Dr. Subhasis
Dean, IITB



Dr. K M Abraham
IAS, SEBI



Mr. Binu Pazhoor
CEO, Cyberpark

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GAMING

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Tathva has witnessed hardcore gamers from around the country unite and compete with the best in business. Tathva gaming event Blitzkrieg features latest gaming hardware and the newest and most popular games. Hundreds of participants compete and even more come to spectate the ultimate gaming battle.



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WHY SPONSOR TATHVA

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- An opportunity to associate with NIT Calicut, one of the most prestigious techno-management institutions of the country and to be a part of our fest.
- A venue to access the high quality talent by obtaining interaction with the students of NITC and other best minds of the nation.
- A unique opportunity for your publicity ventures and for strengthening the **BRAND IMAGE** of your firm.
- An all together reach of around 800 colleges over the different corners of the nation and an **ON CAMPUS VISIBILITY** of around 15,000 students over the four days of Tathva.
- The four days of Tathva will be a dream period for any company looking for the **PERFECT BRANDING OPPURTUNITY** in the institute campus.
- Innovative opportunities to **EXHIBIT YOUR TECHNOLOGY AND PRODUCTS** during Tathva' 12.
- **NATION WIDE MEDIA COVERAGE** through newspapers, internet, television and radio media.
- Approach to potential **RECRUITS FOR JOBS, PROJECTS and INTERNSHIPS** etc.
- Excellent **HUMAN RESOURCE DEVELOPMENT** along with fortifying your corporate stand.
- A great opportunity to exhibit your **TRUE BRAND VALUE** through our various marketing packages.
- Splendid opportunities to get in touch with all sections of people including **STUDENTS, BUSINESS ENTREPRENEURS, NGOs, PUBLIC SECTOR AGENCIES** and even **TECH GEEKS**.
- Our new, innovative and aspiring methods of **PUBLICITY STRATEGIES PACKAGE** itself explains the extensivity of Tathva.
- An **IDEAL PLATFORM** for a responsible corporate as yourself, to contribute to the empowerment of next generation engineers.

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WHY SPONSOR TATHVA

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Increase brand visibility...
The 5000 capacity Open Air Theatre,
and all other stages will display your
name/logo for the duration of Tathva



Showcase your latest technology and merchandise...
A unique opportunity to reach out to and interact
with modern youth through stalls/kiosk



Make your presence felt...
Catch the attention of over 10,000 visitors
with banners at prominent locations on campus



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TATHVA PUBLICITY

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- Efforts to publicize Tathva through NEWSPAPERS, TELEVISION, RADIO and INTERNET media and dedicated partners in media portfolio have been initiated. Extensive media coverage assured during the days of Tathva' 12 to publicize the fest across the country.
- PRE-POSTERS, POSTERS, BANNERS, PAMPHLETS, INFORMATION BROCHURES etc. are delivered to more than 800 colleges in India with the help of a dedicated LOGISTIC PARTNER.
- National dailies and Television Channels provide us pre-event and post-event mention and features ARTICLES AND PICTURES during Tathva.
- TATHVA WEBSITE, our information rendering media, had around 1.5 million hits in the 3-month run of the programme, which give a large scale exposure to our sponsors and felicitators. Online events attract a large number of participants even before the fest begins.
- Other ONLINE PUBLICITY strategies include publicity ventures in social networking sites like ORKUT, FACEBOOK, and TWITTER etc. and through dedicated YOUTUBE Channels.
- With the help of a SMS PARTNER, we intend to publicize Tathva' 12 via mobile media, forming subscription groups where we publish news and updates of Tathva.
- CITY PUBLICITY includes widespread publicity through hoardings placed at strategic locations in and around the city, including malls and other strategic points. City Publicity also includes Poster Publicity in the city which would bring more eyes to our fest.
- This year, Tathva is conducting 'WHEELS'- AUTO EXPO and GADGET SHOW in the heart of Calicut City as a Pre-Tathva venture which surely is expected to take Tathva' 12 to extensive public attention.
- DISTRIBUTION OF PAMPHLETS and MAPS etc. during the time of the fest to our guests and participants, which contain our sponsors and clients logo. And our sponsors, clients and felicitators are free to discuss on any such marketing strategies that they might be interested in.
- Tathva' 12 is bringing 'OUT REACH PROGRAM' which comprises mainly of a Monthly Tathva Newsletter distribution throughout South India for over four months around Tathva containing technical reviews, updates as well as news and updates of Tathva' 12.

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TATHVA PUBLICITY

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Posters reaching more than 800 colleges
Sponsors will have their name/logo on the
main poster and other posters.



Technology fete ends with music, dance
Homemade robots danced and humans sang at the finale of NIT-C Festival Tathva-10



Spotlight on Tathva in mass media
Extensive coverage in all local and national
newspaper with daily reports and features.



Widespread publicity through hoardings
Hoardings placed at strategic locations in
and around campus, including Calicut City
Centre and Focus Mall.

Sponsor's name/logo on the Tathva website.
The Tathva 11 website received approximately 1.4 lakh
hits, in the 3-month run of the programme.



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TITLE SPONSOR



- *TATHVA 12 will be known as "NITC and <main sponsor> presents TATHVA 12
- *Premium branding in invitations and posters sent to more than 800 colleges
- *Logo on 3500 certificates, food coupons, all presentation articles and notices
- *Provision for interaction with students, setting up banners all over the college and sponsoring any one of the tathva workshops.
- *Logo on website and badges
- *Stalls exhibiting products which can be put up at prime locations inside the campus.
- *Organization name will be prominent in press conferences
- *Premium branding in Tathva Nites, Outreach programmes

- *NITC and <main sponsor> present TATHVA '12 in association with <associate sponsor>
- *Premium Branding in posters sent to over 800 colleges
- *Provision for advertising and selling company's products and services
- *Logo on website at prominent location
- *Provision for conducting lectures and discussions
- *Premium Branding in Tathva Nites, Outreach programmes

ASSOCIATE SPONSOR



T SHIRT SPONSOR



- *Name/logo at a prominent place in the poster, t shirt and website
- *T shirt sales exceed 4500 in Tathva 11
- *Advertisement articles can be distributed
- *Sponsors can conduct interactive exhibitions
- *Ensures publicity even years after the event

- *The day will be solely addressed in the name of the company
- *Name/logo of the company in the website throughout
- *Provision for putting up banners and flexes in the campus on that day
- *Provision for industry interaction sessions and product introductions on that day
- *A stall can be put up in the campus on that day

DAY SPONSOR



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TATHVA NITES SPONSOR



- *Nites will be exclusively addressed in the name of the organization
- *Lcd projectors to display advertisements between appearances aided by offstage hosts
- *Publicity to the whole Tathva crowd inside our OAT

- *Informals events will be conducted on the Informals stage and your banner will be the backdrop of the stage
- *It will be called <sponsor name> presents Informals '12 at all times
- *A kiosk will be provided for your branding in the rajpath (central pathway)
- *Will be the Informals t shirt sponsor
- *We conduct games in which your gifts will be given as prizes
- *All the major banners and hoardings in the city will have your brand names as the Informals partner

INFORMALS SPONSOR



GAMING SPONSOR



- *All gaming events will be addressed in the name of the company
- *Flexes and banners in the venue with name/logo in the website
- *Product introduction sessions in the gaming venue
- *Showcase and sell your products in the campus
- *Name/logo of the brand on all score boards and live-streaming points

- *The name/logo of the brand will be there on all certificates issued
- *Memento presented to all VIP guests, lecturers and other eminent personalities will carry the name/logo of the brand
- *Premium branding at the presentation ceremony
- *Publicity aid of the organization can be distributed at the presentation

CERTIFICATE MEMENTO



REGISTRATION SPONSOR



- *Banners, flex or any other forms of advertisement possible
- *Name/logo of the sponsors on the registration page of website, badges and the registration desk
- *Brochures/pamphlets can be distributed during registration

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EXHIBITION SPONSOR



- *Exhibition will be called <sponsor name> presents <exhibition name>
- *Entrance to the exhibition will have your kiosk of a specified size to distribute pamphlets as per wish
- *Company can conduct interactive exhibitions
- *Media coverage and logo on website
- *Display of flex/banner inside and outside exhibition venues

- *The event will be solely addressed as the organization's event
- *Flexes and banners at the event area
- *Provision for student interaction and product marketing inside the event area

EVENT SPONSOR



LECTURES SPONSOR



- *15 minute slot for brief presentation at the end of each session
- *Display of flex/banner inside and outside venues
- *Presence of eminent personalities make the lectures crowd pulling
- *The name of the organization will be included wherever the lectures are mentioned
- *Name and logo present on the information brochure

- *Numerous food stalls can be setup
- *Judges of events will be offered with your drink
- *Co-sponsor of informals and many events will be conducted where the prize can be a free drink sponsored by you

**It is important to note that we provide branding to your product combined with sales. If you are interested in only selling your drink you can have a drink stall

BEVERAGE SPONSOR



PREVIOUS SPONSORS

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Event Sponsors



ACUMEN



HummingBird



Co-Sponsor



Adventure Partner



Pizza Partner



Beverage Sponsor



Certificate & Memento Sponsor



Wheels Partner



Merchandise Partner



Education Partners



btechguru.com

Media Partners



THE HINDU

Exhibitions Partners



Gaming Partners



Registration Sponsor



SMS Partner



Radio Partner



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PREVIOUS SPONSORS

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IDP Partners



Initiative Partners



Workshop Partners



Engineering and Tech Partner



Older Sponsors



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HOW TO REACH US

By Flight

Calicut is well connected to other cities in India by Air. The Calicut Airport is located at Karipur, 27 Kms south-east of the city and it is 45 kms from NIT Calicut. Regular flights are available from Mumbai, Mangalore, Bangalore, Chennai, Goa, Madurai, Coimbatore, Cochin and Trivandrum. Other nearby airports are Cochin, Coimbatore and Mangalore. You can reach NIT Calicut by taxi from the Calicut Airport and the Taxi fare is approximately Rs. 750/-

By Rail

Direct trains/coaches are available from Calicut to all the major centres in India. The Calicut bound trains take deviation from the main Madras-Cochin route from Palghat Junction or Shornur Junction. You can reach NIT Calicut by taxi from the Kozhikode (Calicut) Railway station and the taxi fare is approximately Rs. 400/-. Alternatively you can reach NITC by hiring an autorikshaw from the railway station for Rs. 300/- or by taking a bus from nearby Palayam bus stand for Rs. 15/-



By Road

Calicut is (road) connected to Bombay via Mangalore and Goa (NH 17). The connection to Kanyakumari is via Cochin and Trivandrum (NH 17 and NH 47). Bangalore is connected via Sultan Battery, Gundelpet and Mysore (NH 212). Chennai is via Malappuram, Palghat, Coimbatore and Salem (NH 213 and NH 47), and Ooty is via Nilambur and Gudallur (State Highway). You can reach NIT Calicut by autorikshaw from the Calicut bus station (KSRTC or private bus station) and the fare is approximately Rs. 300/- You can reach NIT Calicut from Calicut bus station (KSRTC or private bus station) by taking a bus to NIT Calicut (buses to Mukkam, Areekkode, etc. via Kunnamangalam) and get down at NIT Calicut bus stop.

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