



October 2013  
**tathva**

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Your Name here

Respected Sir/Madam,

Tathva is the annual, national level techno-management festival conducted by the National Institute of Technology, Calicut (NITC) (erstwhile Regional Engineering College, Calicut) in Kerala, India. Recording a participation of nearly 8000 students competing in over 40 events, Tathva now stands as one of the biggest celebrations of technology in India, where the brightest minds in the country gather to compete and present their ideas. Focused on a non-profit system, Tathva, as the caption suggests, strives to inspire innovation in the minds of the young generation, providing them with an apt platform and adequate facilities.

Tathva, tentatively scheduled this year from October 18-21, will feature the following innovative attractions, apart from the wide variety of events, exhibitions, lectures & stalls:

- **AAVISHKAAR:** As students, we owe a great deal of service to the society. Aavishkaar, the flagship social initiative of Tathva, enables us to do just that. Aavishkaar is essentially an open contest that invites designs that will help improve the quality of life of the common man. Teams selected for the finals are given both financial and technical assistance from National Institute of Technology, Calicut for completing their ideas. During the gestation period NITC and the participant work together on the project to get the final form, which can be a product or a feasible and practical idea. I Aavishkaar, essentially encourages the students to come up with projects that help the common man make his life a little easier in some way or the other. The resulting products are sure to help the people of tomorrow, young and old, to lead a better life.

- **YOUNG ENGINEER:** As engineers of tomorrow, we at NITC, believe that it is our responsibility to nurture the bright minds of future. Young Engineer, a social initiative, organized as part of Tathva, encourages upper primary and high school students to create models that are innovative and productive. The best designs are selected and showcased at Tathva and attractive prizes are given to the winners. This program, as the name suggests, is aimed at the young and provides them a platform to present their ideas before a large audience, inspiring them to come up with ingenious and unique ideas.

- **CAMPUS INITIATIVES** – This Tathva, we aim at improving the overall aesthetics of the institute through installation of permanent sign boards, dustbins and information boards.

- An extensive 'OUTREACH PROGRAMME'- Tathva Technical Newsletters will be distributed throughout South India for a period of 5 months as a monthly, catering to a diverse audience and spreading new ideas and developments in the technical world.



**NIT Calicut**



[www.nitc.ac.in](http://www.nitc.ac.in)



NIT Campus P.O, Calicut  
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Our marketing brochure (File Name: tathvamarketing.pdf) and a sponsorship proposal which we think is suitable for you (File Name: sponsorship proposal.pdf) have been attached within. You can also visit our site for the marketing brochure:

<http://www.tathva.org/2012/brochure.html>

For details visit our official website: [www.tathva.org](http://www.tathva.org)

We expect your whole hearted interest and participation in our venture. It would be grateful if you respond to this mail at the earliest even if you have to disappoint us. We wish for a mutually beneficial association.

Regards,

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