



NOESIS: Techno-Cultural Festival

Where builders, creators, and competitors collide.

Dates: 26–28 Feb

Location: ADYPU, Pune



Vedam School of Technology is a **new-age engineering school** built for students who want to **build real technology from day 1.**

Vedam operates out of the 100-acre lush green campus of Ajeenkya DY Patil University in Pune, which is UGC approved and has a campus strength of 10,000+ students.

Vedam is a part of Sunstone, a Series C funded education venture, and is designed around:

- Hands-on, coding from day 1 and AI-first learning
- Entrepreneurship and real-world exposure

Vedam didn't kickoff with classroom and textbooks-

It started with bringing our Ethos to life with:

- **Founders and Industry experts** talking about the rapidly changing world with tech
- **Creators** – the students look up to, wishing they had the support, infrastructure, mentorship and curriculum Vedam bestows.
- All of this – strengthening the resolve and reason for Vedam's existence.

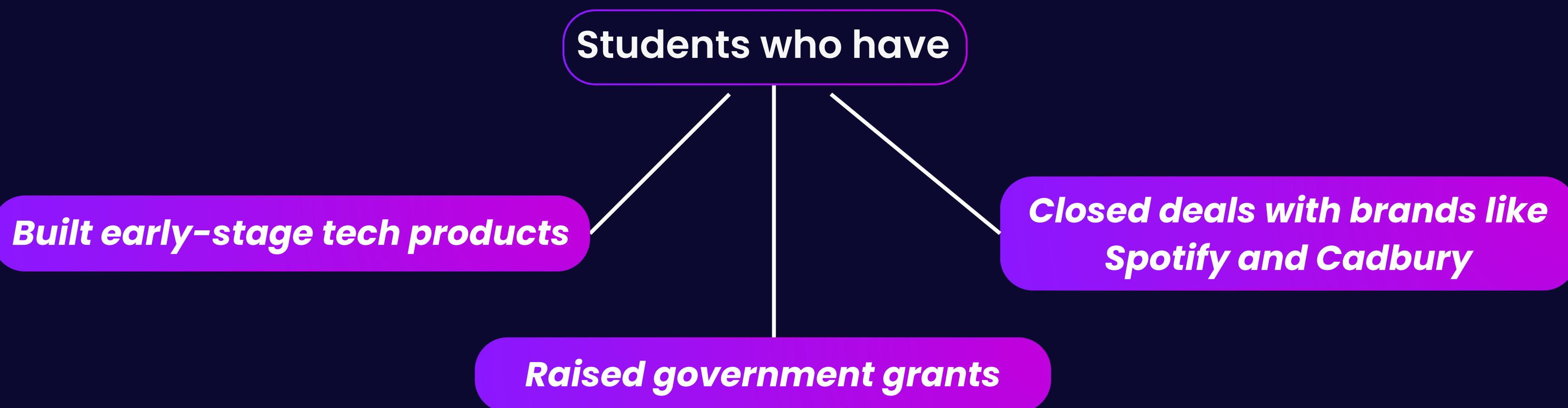


Folks from different walks of life, gathered to build, converse, learn and curate around one central question:

“What will the world demand from engineers in 2029?”

Student Demography at Vedam

- 20+ students with 90+ percentile in JEE
- Students with prior entrepreneurial experience



Maintaining the soul of Vedam - '**Learn Tech by Building It**', students in their first year are building end-to-end tech products like:

- **AI Chatbots**

Conversational systems being developed as independent AI products

- **ASL ↔ Speech Translation Software**

Accessibility-focused systems converting sign language to speech and vice versa

- **Mental Health SaaS Platforms**

Tech-led products addressing mental well-being

- **Personalised Coding Platform with AI-based Interviewer**

A unified system for:

AI-driven interviews

A system that adjusts difficulty and learning paths based on individual performance

Building from Day 1, is not just a quote but a mindset at Vedam

Industry experts on Vedam Campus

across technology,
startups, venture
capital.



Ankit Aggarwal

FOUNDER & CEO | unstop



Anurag Gaggar

SVP, PRODUCT | make my trip



Prabhat Pankaj

CTO | shine
Great careers start here



Mayur Dattar

Microsoft
 Stanford University | VP, APPLIED SCIENCES



Ankit Agarwal

MANAGING PARTNER | alteria capital

Keeping up the momentum of the **Industry Experts**, students took a deep-dive into **Open Source, Competitive Coding and hands-on building**

Tech & Engineering Exposure



Competitive Coding & ICPC preparation

Shreyas Mante

SDE-II | **ORACLE**
ICPC Regionalist



Google Summer of Code(GSoC) roadmap

Prathamesh Sahasrabhojane

Cleared Google Summer of Code

Software Engineer | RIPPLING



Chrome Extension building workshop

Jasbir Singh

Tech Lead | CARS 24



Linux Foundation (LFX) open-source session

Shivam Kumar

LFX Mentor | The Linux Foundation

Founders & Entrepreneurs across deep-tech, agentic AI and health-tech



Tushar Khattar

Founder and CEO



Netaji Subhas Institute of Technology



Uttaran Nayak

Co-Founder & CEO



2x TEDx Speaker | NIT Bhopal



Sai Praneeth

Founding Partner | Brightcone.ai

Co-Founder | Sahara | IIT Guwahati



Abhinav Sethi

Senior Director - Product & Marketing | GABIT

Ex - Founder & CEO | Futura | Ex - GABIT

URVI GOEL

Microsoft
INTERNSHIP
in 1st Year?

URVI GOEL
Software Engineer | Microsoft
Instructor

Instagram: 11K+

KAVACH KHANNA

1:1 MENTORSHIP
Blessing in disguise

KAVACH KHANNA
Mentor | Educator | Creator



Instagram: 66K+
YouTube: 164K+

NISHANT CHAHAR

AI : Your
UNPAID INTERN?

NISHANT CHAHAR
Head of Program Design |
Ex-Microsoft | Vedam
School of Technology

Instagram: 225K+
YouTube: 567K+

YASH GARG

**PRODUCTIVITY
HACKS**
for Students

YASH GARG
Mentor | Creator |
BAIN & COMPANY

Instagram: 65K+
YouTube: 200K+

Tech & content creators

Fireside chat on careers, learning in public and creator-led growth

Startup pitch days and 24 hour hackathon with real feedback and follow-up mentorship



Introducing NOESIS



NOESIS

Vedam's Techno-Cultural Festival

NOESIS is designed as a participation-first flagship festival, not a spectator-driven one.

It brings together:

Builders

Creators

Performers

Industry Leaders

Across tech, culture, esports, running in parallel.

What Happens at NOESIS

Tech & Build

- Hackathons
- Coding & debugging challenges
- ICPC Simulations
- Robo Wars
- Drone Racing

Tech Entertainment

- Esports tournaments (BGMI, Tekken FIFA, Chess)
- AR / VR playgrounds
- Coding Treasurehunt
- Tech Talks

Cultural (Skill-Driven)

- Music & Dance performance battles
- Talent Show
- Stand-up
- DJ Night

Who will attend NOESIS

- 800–1000 highly engaged students
- Vedam + colleges across India
- Builders, gamers, creators, early founders
- Students who already build, compete, and ship

Why as a Brand YOU SHOULD CARE

NOESIS gives brands:

- Access to early-stage builders & technologists
- Visibility among students with real execution mindset
- Opportunity to mentor, engage, and hire before the mass market
- Association with a high-signal campus ecosystem

SPONSORSHIP Overview

TITLE SPONSOR

₹2.5L

Includes everything from the lower tier(s), plus:

- Fest co-branding ("NOESIS presented by ___")
- Opening ceremony mention
- Guest of Honour / keynote slot
- Premium branding across all assets
- Mentorship & judging rights

Access to curated student database (opt-in)

POWERED BY

₹1.5L

Includes everything from the lower tier(s), plus:

- Ownership of a major event or zone
- Dedicated workshop or challenge
- Prominent digital & on-ground branding
- Social media amplification

Hiring touchpoints (opt-in)

PLATINUM

₹75K

Includes everything from the lower tier, plus:

- Event-level branding
- Workshop/ competition association
- On-ground stall or activation
- Digital & physical branding
- Promotional material distribution

GOLD

₹50K

- Logo placement on assets
- Social media mentions
- On-ground visibility
- Promotional inserts

(Higher tiers automatically include all lower-tier benefits.)

Deliverables	TITLE SPONSOR ₹2.5L	POWERED BY ₹1.5L	PLATINUM ₹75K	GOLD ₹50K
Fest co-branding ("Noesis presented by ___")	✓			
Opening ceremony mention	✓			
Guest of Honour/keynote slot	✓			
Premium branding across all assets	✓			
Mentorship & judging rights	✓			
Ownership of a major event or zone	✓	✓		
Dedicated workshop or challenge	✓	✓		
Prominent digital & on-ground branding	✓	✓		
Social media amplification	✓	✓		
Event-level branding	✓	✓	✓	✓
Workshop/competition association	✓	✓	✓	✓
On-ground stall or activation	✓	✓	✓	✓
Digital & physical branding	✓	✓	✓	✓
Promotional material distribution	✓	✓	✓	✓
Logo placement on assets	✓	✓	✓	✓
Social media mentions	✓	✓	✓	✓
On-ground visibility	✓	✓	✓	✓
Promotional inserts	✓	✓	✓	✓

(Higher tiers automatically include all lower-tier benefits.)

DELIVERABLES

Brand Visibility

- Standees, banners, backdrops, merchandise
- Logo on posters, website, certificates, ID cards
- Stage mentions (tier-based)

Engagement

- Workshops & challenges
- Judging & mentoring
- Hiring & resume access (opt-in)

Digital Reach

- Dedicated social media posts
- Hyperlinked logos on website
- Event-specific shoutouts
- Integrated or dedicated videos covering NOESIS by influencers

Custom Deliverables

- Photo booths
- Product demos
- Campaign activations
- Talent funnels

Online Amplifications through Vedam's Social Distribution

PLATFORM	SUBSCRIBER/ FOLLOWERS	VIEWS IN LAST 3 MONTHS
Instagram	5.5K	4M+
Linkedin	3K	240K
Youtube	12.2K	5.1M+

Amplification by Top Influencer Partnerships

CHANNEL NAME	SUBSCRIBER/ FOLLOWERS	VIEWS
Vaibhav Kadnar YT	6.9M	1.6M+
Hiten Codes IG	1.6M	1.5M+
Pathshala by Nova	638K	68K+
Fing Extra	310K	600K+
This is Alaska	603K	550K+
Chetan Sapkal	884K	1.2M+

Highlighting a few of our top influencers to showcase the kind of creators who will amplify your brand through integrated or dedicated video content around Noesis and its highlights.

**Vedam is building a long-term
talent ecosystem.**

NOESIS is where that ecosystem becomes visible.

If your brand believes in:

- Builders over buzzwords
- Early talent
- Meaningful engagement

Let's build NOESIS together. 