



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 five decades of its existence.

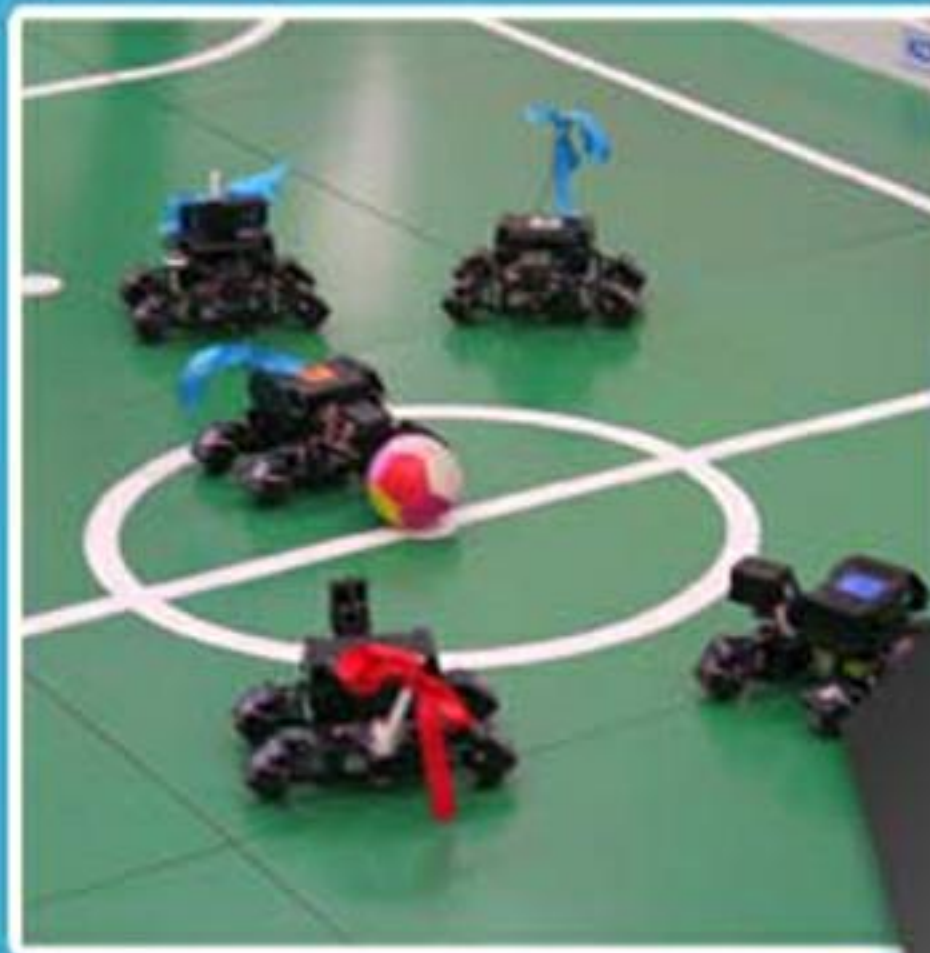
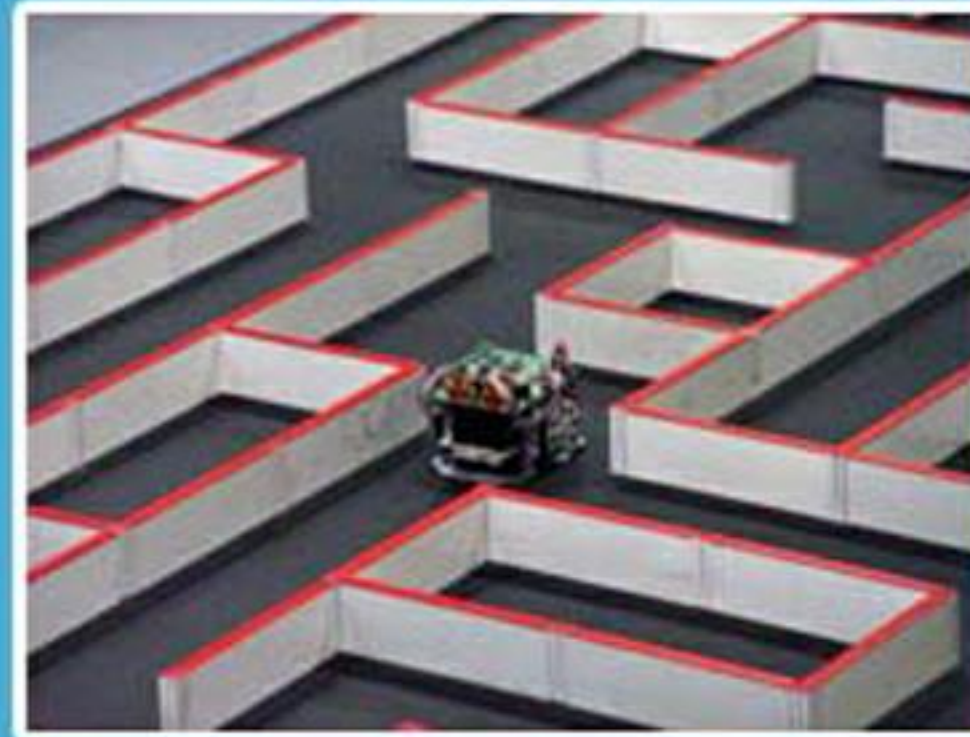


The National Institute Of Technology Calicut, has a long and illustrious history of encouraging technical innovation and growth, and Tathva '13 is all set to raise the bar, to take the next step forwards in that pioneering journey. A lecture series featuring the elite minds of the technical world, informative exhibitions and workshops, competitive and challenging events are all part of the Tathva experience. Tathva aims to harness the technical brilliance of the 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 world leading experts, stimulating thought and inspiring innovation, Tathva strives to mould the budding engineers and managers of the future

EVENTS

Over 10,000 participants from all over India compete each year for the lucrative prizes on offer. Cash prizes worth Rs 1.5 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.



LECTURES

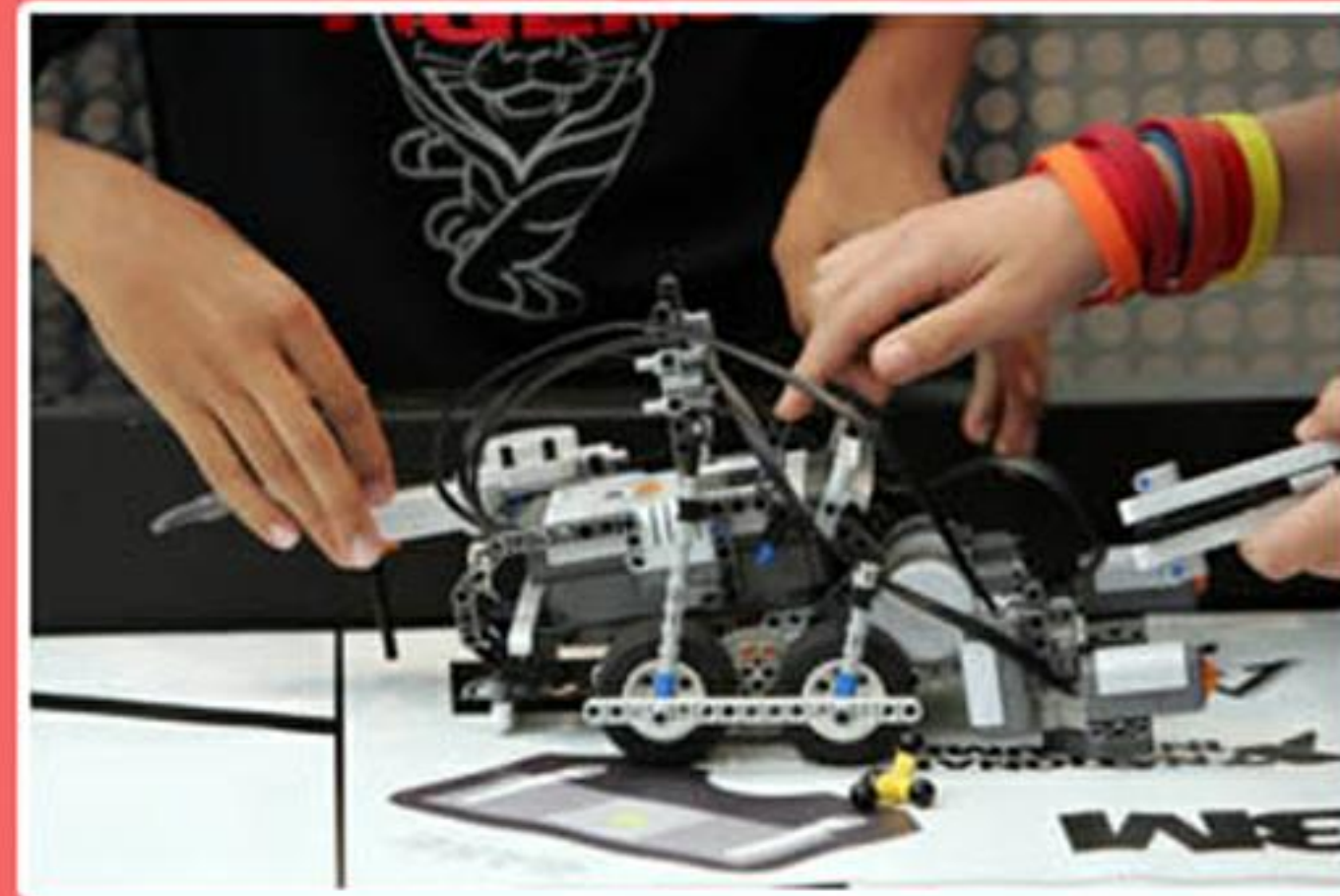
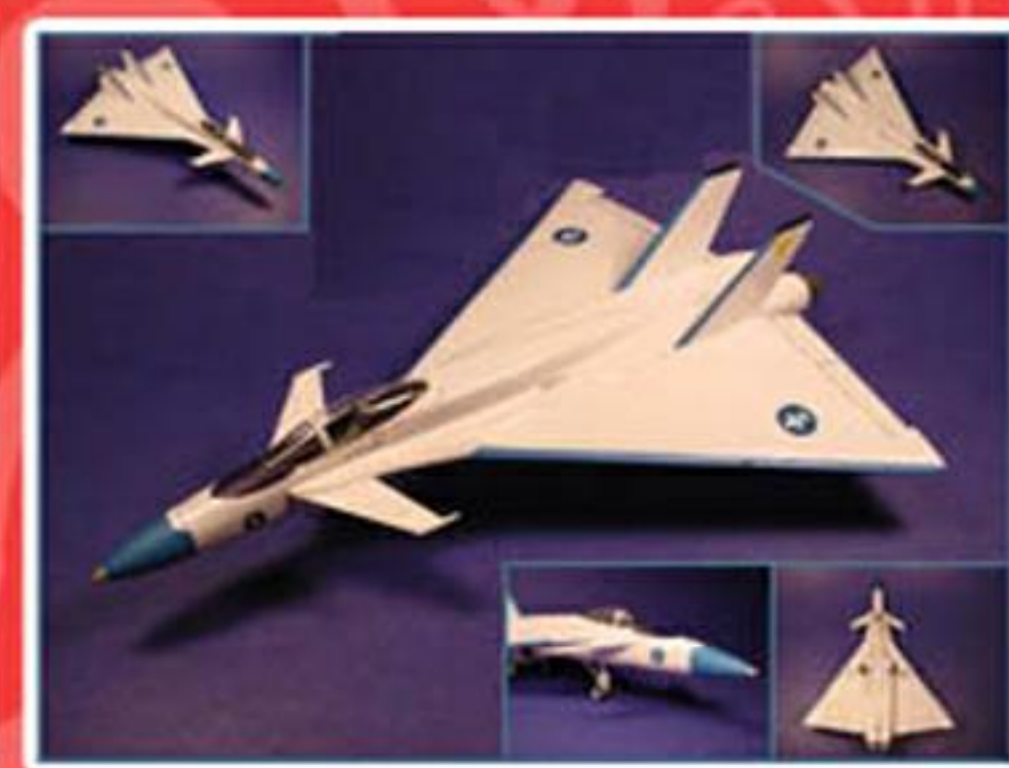
The Lecture Series at Tathva features renowned experts sharing their valuable experiences. It has included luminaries like Dr.A.P.J. Abdul Kalam, Dr. Madhavan Nair, Dr.Richard Stallman, Dr. johannes Orphal, Dr.Jimmy Wales (founder of Wikipedia) and Dr.Raju Narayanaswamy in previous editions.



WORKSHOPS

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 12 featured workshops like Autonova, Cloud Computing, DeltaWing Aircraft Design, Accelerobotix, STAAD, Total Station and Robovision.



AAVISHKAAR

Tathva is not just a venture which gives birth to the best of technological innovations in the nation, it is a conjuncture where we strive fervently to make a broader impact of technology on the society. Aavishkaar, an integral part of Tathva and NITC, is an endeavor which attends to the obligations demanded of us by the society. Aavishkaar in purpose brings out ideas that can drastically change the way we perceive the use of technology and science in everyday life. Previous editions of Aavishkaar has seen ground breaking involvement of technology in society. Aavishkaar '11 in fact met with quite some success when the innovative wheelchair for the paraplegic was made available to those in need. The subsequent demand that rose up for the wheelchair which enabled the paralyzed perform a number of tasks without external aid was in fact overwhelming. Another commendable innovation is the low cost, solar powered lighting system where the solar panels replaced traditional brick tiles to provide electricity to houses where the government infrastructure failed to reach out and cater to the basic energy needs. The developers themselves took to implementing said innovation, dreaming of lighting a bulb in each and every house in India. And Aavishkaar '12 saw electricity provided to our young friends at Govt L.P School, Chetyallathur.



EXHIBITIONS

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.



INFORMALS

Tathva is not all work and no play. Take a break from hectic techie schedules at the informals stall. It offers fun and wacky 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.



TECH-NITES

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 bands Agam and Motherjane, popular playback singers Suchitra and Rahul Nambiar and various cultural performances.

The 5000-capacity Open Air Theatre is the ideal place for premium branding.



WHEELS

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 vedio displays, Wheels never fails to attract large crowds.

With an assortment of vintage automobiles, new generation cars and cutting edge choppers all lined up against the wall, the wheels arena will have a huge crowd thronging at its entrance. Brought out from the garages of the opulent these beauties are sure to leave you awestruck. The arena will also play host to a number of automotive events like Vista Hands-on and Concept Car Design.



DIGNITARIES



Mr. Raju Narayanaswamy
IAS



Dr. G Madhavan Nair
Former Chairman, ISRO



Dr. Chandrasekhar
EE Dept. , IISc



Dr. Jimmy Wales
Founder of Wikipedia



Dr. Richard Stallman
Founder of GNU



Dr. A Sivathanu Pillai
Chief Controller, DRDO



Dr. Tessy Thomas
Scientist, DRDO



Dr. Archana Sharma
CERN, Geneva



Dr.A.P.J Abdul Kalam
Former First Citizen



GAMING

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

This is one of the most participated event in the previous editions of Tathva. Previous games include DOTA, FIFA 12, Counter Strike and Need For Speed Most Wanted.



WHY SPONSOR US

- > An opportunity to ASSOCIATE WITH NIT CALICUT, one of the most prestigious techno-management institutes of the country, and be a part of our fest.
- > Access to HIGHT QUALITY TALENT by interaction with the students of NITC and other best minds of the nation.
- > A unique opportunity to strengthen your BRAND IMAGE.
- > An all together reach of OVER 800 COLLEGES all over the nation and an ON CAMPUS VISIBILITY of around 15,000 students over a course of four days of Tathva.
- > The four days of tathva will be a dream period for any company looking for the PERFECT BRANDING OPPORTUNITY in the institute campus.
- > Innovative opportunity to EXHIBIT YOUR TECHNOLOGY AND PRODUCTS during Tathva '13

- > NATION WIDE 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.



PUBLICITY

-> Efforts to publicize Tathva through NEWSPAPERS, TELEVISION, RADIO, INTERNET MEDIA and DEDICATED MEDIA PARTNERS have been initiated. Extensive media coverage assured during the days of Tathva '13 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 has around 1.5 million hits during the 3 month run of the program which gives a large scale exposure to our sponsor 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 FACEBOOK and TWITTER, and through dedicated YOUTUBE CHANNELS.

-> With the help of an SMS PARTNER, we intend to publicize Tathva '13 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.

-> Distribution of pamphlets and maps during the time of the fest to our guests and participants, which contain our sponsors and clients' logos. Also, our sponsors, clients and felicitators are free to discuss any marketing strategies that they may be interested in.



SCHEMES



MAIN SPONSOR ☆☆☆☆☆

- >TATHVA 13 will be known as NITC and <main sponsor> presents TATHVA 13
- >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 tathva workshops
- >Logo on website and badges
- >Stalls exhibiting products which can be put up at prime locations inside the campus
- >Organisation name will be prominent in the press conferences
- >Premium branding in Tathva Nites,Outreach programmes

ASSOCIATE SPONSOR ☆☆☆☆☆

- >NITC and <main sponsor> present TATHVA 13 in association with <associate sponsor>
- >Premium branding in posters sent to more than 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

T SHIRT SPONSOR ☆☆☆

- >Name/Logo at a prominent place in the poster,t shirt and website
- >T shirt sales exceeded 4500 in Tathva 12
- >Advertisement articles can be distributed
- >Sponsors can conduct interactive exhibitions
- >Ensures publicity even years after the event

DAY SPONSOR ☆☆☆

- >The day will be solely addressed in the name of the company
- >Name/Logo of the company in the website throughout
- >Provision for putting 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

SCHEMES



TATHVA NITES SPONSOR ☆☆☆

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

INFORMALS SPONSOR ☆☆

- >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 '13 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

GAMING SPONSOR ☆☆

- >All gaming events will be addressed in the name of the company
- >Flexes and banners in the venue with the 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

CERTIFICATE MEMENTO ☆☆

- >Name/Logo of the brand will be there on all certificates issued
- >Mememo 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 organisation can be distributed at the presentation

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

SCHEMES



EXHIBITION SPONSOR ☆

- >Exhibitions will be called <sponsor name> presents <exhibition name>
- >Entrance to 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

EVENT SPONSOR ☆

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

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 organisation will be included wherever the lectures are mentioned
- >Name and Logo will be provide in the information brochure

BEVERAGE SPONSOR ☆

- >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 prize can be a free drink sponsored by you

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

PREVIOUS SPONSORS



ASSOCIATIVE SPONSOR



EVENT SPONSORS



EXHIBITION PARTNER



BANKING PARTNERS



HOSPITALITY SPONSOR



INITIATIVE PARTNER



REGISTRATION SPONSOR



AAVISHKAAR PARTNERS



BEVERAGE SPONSOR



MERCHANDISE PARTNER



RADIO PARTNER



GADGET PARTNER



PREVIOUS SPONSORS



NITES SPONSOR



ADVENTURE PARTNER



PIZZA PARTNER



ONLINE PARTNER



ROLL PARTNER



LOGISTICS PARTNER



MOBILE PARTNER



OLD SPONSORS



HOW TO REACH US

From Calicut Railway Station (22 kms)

*By Bus

Take a 10minute walk or get a rickshaw for a fare of INR 16 to Palayam bus stand and board a bus to REC / NIT Calicut

*By Rickshaw

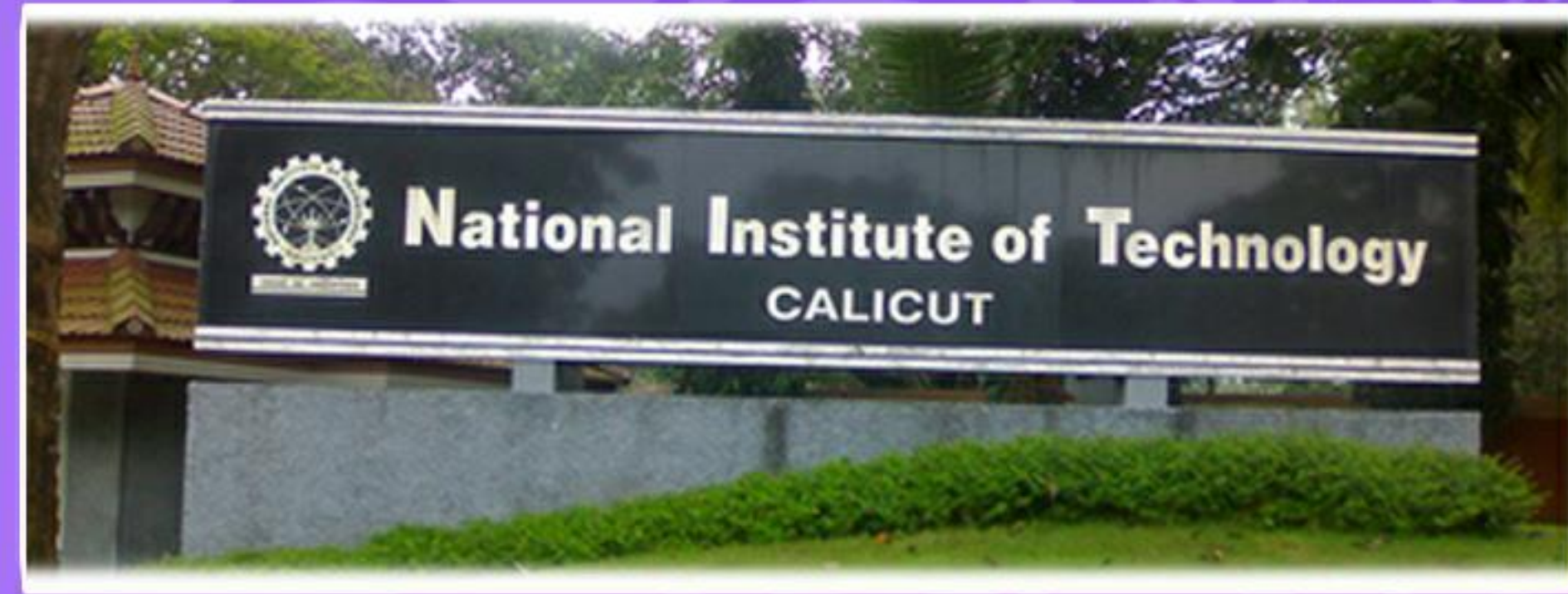
Get a rickshaw from the Railway Station to NIT Calicut for a fare of INR 400

*By Taxi

You may get a taxi from the railway station to NIT Calicut for a fare of INR 500.

From Calicut Airport

Calicut Airport is located at Karipur, 27 Kms south-east of the city and it is 45 kms from NIT Calicut. You can reach NIT Calicut by taxi from the Calicut Airport and the taxi fare is approximately ₹ 1000. tions.



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