

Bengal Institute of Technology



presents

Bits2Bytes



2009

Tech Town, Basanti Highway (Near Science City), Kolkata – 700150

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College Profile:

Bengal Institute of Technology is an **All India council of Technical Education (AICTE)** approved Degree Engineering College established in the year of 2000 and it is affiliated to **West Bengal University of Technology (WBUT)**.

It is Located in Kolkata and well equipped with advanced technologies. At Bengal Institute of Technology, we give maximum importance to in-depth studies. Without diluting this basic goal and with an aim to produce professionals with sound knowledge in their respective fields, we also intend to further sharpen our students by imparting specialized training in different advanced topics in management and technology so that our outgoing students can become not mere professionals, but technically and managerially confident & competent with good communication skills - a more matured and better marketable artifact.

Apart from 4 years B.Tech, the Institute also offers 3 years Masters Program leading to MCA approved by **Department of Higher Education, Govt. of West Bengal** and **All India Council for Technical Education (AICTE), Ministry of Human Resource Development, Govt. of India** and affiliated to **West Bengal University of Technology**.

Campus:

BIT is situated on Basanti Highway on a sprawling plot covering a huge area. The location is quite well connected to different parts of Kolkata by Government & Private buses and is about 7 minute's drive from Science City. Institute also has its own bus service for the convenience of the students.

Bengal Institute of Technology is located in the outskirts of Kolkata with a pleasant environment and pretty synonymous weather conditions to that of the city .The institute boasts of the surrounding due to the prevailing presence of lush green fields and lakes around its location. The atmosphere is perfect for students to concentrate on their respective tasks.



Bits2Bytes

... Think Ahead

*"We will not cease from exploration
And the end of all our exploring
Will be to arrive where we started
And know the place for the first time." - T S Eliot 'Little Gidding'.*

The inspirations of being creative have always been reverberated in our soul, making us able to create a history called 'Bits2Bytes'.

For others it might be just a college fest. For Us It's Religion, A Worship!

'Bits2Bytes' is one of the most coveted Technical Fest in West Bengal. A huge cluster of prospective Engineers, Technicians & Management Students across Bengal remain ever-inquisitive to this event.

This brings our sponsors & associates enormous exposure to the most prolific consumer group with a monopolistic publicity.

In a competitive event a few win, many don't... But what they carry home along with them is surely the everlasting impression of the Brands of our Sponsors & Associates.

The crux of 'Bits2Bytes' is the involvement of students from every discipline of our college inducing an eternal harmony & creativity. Every bit of responsibilities is shared amongst students under the cognize guidance of faculties. This lays the fact that we, the prospective Engineers & Managers of near future, do better understand the expectations of our Sponsors & Associates & try to fulfill them to our best. Our compliant & committed relationships with our partners induce them to come back year after year and take part in the Success of Bits2Bytes...

goGreen

*"Heal The World
Make It A Better Place
For You And For Me
And The Entire Human Race..."*

Reiterating the song of beloved Michael Jackson we do bear a commitment to make our world a better place. As a token of this initiative we will devote our effort in planting 2009 Tree Plants all over the city starting on the inaugural event of our Tech-Fest.

We believe the cumulative effect of such little efforts can provide our children a better future, A Better World...

On this effort of generosity we expect some liabilities from other parts of our societies as well. Hence we would like to anticipate your participation to encourage us & others to make this world a safer place for our future generations.



Our Associates

We possess a remarkable track record in organizing campus interview and providing placement for our aspiring students in top echelon of Multi National Companies.

We are proud to be associated with our recruiters & are committed too in providing them ingenious fellows in future.

Credit of our success stories goes to them...

 Infosys

 IBM

 TCS

 Wipro

 Satyam

 CTS

 U.S.Technology

 Syntel

 Tech Mahindra

 i-GATE

 M.B.T

 Accenture

 Chembiotek

 CapGemini

 Perot System

 FCG

 L & T

 ITC Infotech

 Aditi Technologies

 Aztech Electronics

 Caritor

 Reliance

And The List Continues...

Our Campus Support:

INFOSYS

This renowned 'Business Consulting and strategic IT services outsourcing' company groom our students to become Industry Ready Engineers through their 'Campus Connect' program.

CHEMBIOTEK

This leading Biotech Company of India is closely associated with us and nurtures our promising Biotech students through their campus training program to accustom them with the cutting-edge technologies in the current research scenario in the field of Biotech.

Avenues of Sponsorship

Associate Sponsorship

- ✦ *Primary association with the name of the Tech-Fest.*
- ✦ *Maximum Visibility & Publicity.*
- ✦ *Main sponsorship of 'Bits2Bytes 2009' conclave.*
- ✦ *Adequate exhibition space in the festival grounds.*
- ✦ *Exclusive sponsorship of **All** 'Bits2Bytes 2009' events.*

Co-sponsorship

- ✦ *Secondary association with the title of the Tech-Fest.*
- ✦ *Publicity across all collaterals of 'Bits2Bytes 2009'.*
- ✦ *Stall space in the festival grounds during 'Bits2Bytes 2009'.*
- ✦ *Exclusive Sponsorship of **Three** 'Bits2Bytes 2009' events.*

Event Sponsorship

- ✦ *Heart of 'Bits2Bytes' -Immense variety of events to choose from.*
- ✦ *Exclusive publicity during the chosen event.*
- ✦ *Opportunity to co-execute the event.*

Prize Sponsorship

- ✦ *Sponsorship for Prizes to be distributed during 'Bits2Bytes'.*
- ✦ *Exclusive publicity of the merchandise.*

Travel Sponsor

- ✦ *Will be closely working with us as the 'Official Travel Partner' for every travel requirements on the occasion of 'Bits2Bytes 09'.*

Appetite Sponsor

- ✦ *Will be provided with prime stall space to sell products during the Tech-Fest.*
- ✦ *Opportunity of marketing the brand through various promotional activities.*

Media Sponsorship

- ✦ *Television Partner*
- ✦ *Radio Partner*
- ✦ *Print Media Partner*

<i>Sponsorship Tariff</i>	
Associate Sponsorship of 'Bits2Bytes 09'	Rs. 50,000 only
Co-Sponsorship of 'Bits2Bytes 09'	Rs. 30,000 only
Event Sponsorship of 'Bits2Bytes 09'	Rs. 15,000 only Per Event
Appetite Sponsor	Rs. 15,000 only
Prize Sponsorship	Sponsors may choose from the list of Prizes to be distributed during Tech-Fest to Sponsor any one or more of them.
Travel Sponsor	Will only provide Travel Conveniences needed during the Tech-Fest.
Media Sponsorship	Will only cover the Event taking place in 'Bits2Bytes '09'.



Bits2Bytes 2009

... Think Beyond

ORGANIZED BY:

Technical Fest Committee

*Bengal Institute of Technology
Kolkata-700150*



Thanks You

We appreciate you for investing your precious time in going through this proposal. 'Bits2Bytes' has established itself as one of the leading Techno-Management extravaganzas in the field of education for last couple of years & committed to its endurance & expansion in future.

With a fresh team of devoted enthusiasts we are looking forward to organize the most-successful event of the history of BIT with the incomparable endeavor of our intellectual budding technocrats.

We are anticipating encouragement from every parts of our society & especially from our Sponsors & Associates to boost our relentless effort of providing the finest value to their contribution.

We feel proud to be associated to you.

Sincerely Yours,

Technical Fest Committee

Bengal Institute of Technology