



AMRITA
VISHWA VIDYAPEETHAM
UNIVERSITY

Established u/s 3 of UGC Act 1956

SPONSORSHIP BROCHURE



ACCREDITED



7TH NATIONAL LEVEL TECHNICAL FEST

anokha 2017

MARCH 2ND - 4TH

AMRITA SCHOOL OF ENGINEERING, COIMBATORE



— > —

A renowned humanitarian leader and spiritual teacher, Sri Mata Amritanandamayi Devi is the guiding light and Chancellor of Amrita Vishwa Vidyapeetham.

"It is Amma's prayer that we develop the expansive-mindedness to embrace both scientific knowledge and spiritual wisdom. We can no longer afford to see these two streams of knowledge as flowing in opposite directions. In truth, they complement one another. If we merge these streams, we will find that we are able to create a mighty river—a river whose waters can remove suffering and spread life to all of humanity."

Amma's concept of education stress on shaping the university into an institution where advancements and discoveries combine with compassion and service-mindedness.

— < —



Amrita Vishwa Vidyapeetham is a multi-campus, multi-disciplinary research university that is accredited 'A' by the National Assessment and Accreditation Council (NAAC). Amrita is ranked 19th in the National Ranking of Universities of Govt. of India.

**AMRITA VISHWA VIDYAPEETHAM IS
A TOP RANKED PRIVATE INDIAN
UNIVERSITY THAT HAS BEEN FEATURED
AS THE TOP PRIVATE UNIVERSITY IN
TIMES HIGHER EDUCATION BRICS &
EMERGING ECONOMIES RANKINGS 2016**

The university is spread across six campuses in three states of India – Tamil Nadu, Kerala and Karnataka, with the university headquarters at Ettimadai, Coimbatore, Tamil Nadu. The Coimbatore campus currently boasts nearly 6000 students and 400 faculty members.

Anokha, the tech fest of Amrita School of Engineering, Coimbatore, is a 3-day congregation of some of the brightest minds in India. Founded in 2010, Anokha has grown by leaps and bounds and has progressed to become one of the largest tech fests in South India.

This pan-India event sees participation of more than 15000 of the finest budding engineers from top brass universities in India along with partner universities in USA and Europe.

ANOKHA



ANOKHA IS THE FIRST TECHFEST IN INDIA WITH ACCREDITATION AND SUPPORT FROM UNITED NATIONS ACADEMIC IMPACT (UNAI). UNAI IS A UNITED NATIONS INITIATIVE TO ALIGN INSTITUTIONS OF HIGHER EDUCATION, SCHOLARSHIP AND RESEARCH WITH THE UNITED NATIONS AND WITH EACH OTHER.



Sharing
a Culture
of Intellectual
Social
Responsibility

AN OVERVIEW

Taking up themes of global importance like sustainable development, green trends, Technopolis - smart city, national security, it witnesses a variety of events and workshops in various domains like Engineering, Business, Social Media, Finance, etc, including its own edition of TEDx-like talks called "Lumiere".

Anokha provides the students an invaluable chance to discover, develop and demonstrate their talent, to excel and provides an innovative podium to stand on and succeed.

SOME OF OUR DISTINGUISHED GUESTS

FROM THE PAST EDITIONS

Dr. G. Madhavan Nair, Chairman, Indian Space Research Organisation (ISRO)
Mr. T.K.A. Nair, Principal Secretary to the Prime Minister of India
Mr. V. K. Prakash, renowned national award-winning film maker
Mr. M. Chandradathan, Director, Vikram Sarabai Space Center
Mr. Jayaprakash Narayan, founder, Lok Satta Party
Dr. Prahlad Vadakkeppat, Robotics expert from NUS
Mr. Vijay Ratna Parche, MD, Robert Bosch Engineering and Business Solutions
Dr. M. Saravanan, CEO, Nissan Ashok Leyland Technologies
Mr. Narayanan Krishnan, Social worker who was among the CNN heroes of 2010
Mr. Aravind Gangaram Talakar, Joint Secretary, Mumbai Dabbawalas association
Mrs. Rathika Ramaswamy, India's first woman wildlife photographer
Ms. Bhakthi Sharma, Record-holding Open Water Swimmer

ANOKHA



HIGHLIGHTS

- Spectacular performances by **Mr. Sivamani**, world-renowned percussionist; **Mr. Karthik**, renowned playback singer, who has to his credit sung over 3000 songs and won 8 filmfare awards; **Mr. Haricharan**, **Ms. Shakthisree Gopalan** and **Mr. Benny Dayal**, eminent playback singers; **Ms. Ranjani** and **Ms. Gayathri**, acclaimed Carnatic vocalist and violinist; **Mr. Siddharth Nagarajan**, Limca Book of Records holder of India's youngest professional music drummer, etc.
- 100+ technical events and 20+ workshops
- Programs for the business-minded such as Ideate Startup Pitchfest, Meet the CEO, Green I conference and many more.
- Wide spectrum of events on product design, development and demonstration, project and working model demonstration.
- Model United Nations (MUN) and Anokha School Wiz quizing contest
- Lumiere, a premium talk series and E-Pictures short film contest
- Industrial exhibition and auto expos by profound companies and organisations such as NAL, Robert Bosch, ISRO, the Indian Army, jeep studio, TORQ.
- Competitive video gaming contests and fun escapades like lasertag, paintball, water zorbing, ATV rides, etc.

DARE
TO BE
DIFFERENT



EVENTS

CONCRETE MASTER

XIOMERRA

EKTA

MISSION MARS

ARMAGEDDON

ROBOWARS

CEREBRA

MAZE RUNNER

CODE-WARS

CUBING ROYALE

MARTIAN

AT A GLANCE

GAME DEVELOPMENT

ANIMATRONICS

HOME AUTOMATION

ANALYTICS SHERLOCK

CLOUD COMPUTING

IOT

ETHICAL HACKING

LAB VIEW

MOTORBIKE
OVERHAULING

AUGMENTED REALITY

PARROT DRONES

WORKSHOPS



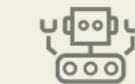
INDIAN
AIR FORCE



INDIAN ARMY



ISRO



ROBOSHOW



PHOTOGRAPHY
EXHIBITION



DEPARTMENT
STALLS

LUMIÈRE

Lumièrē is a series of talks by distinguished people from various fields and is along the lines of the TEDx. From radicals in real estate to pioneers in photography, to visionaries in education to former brave hearts of the Indian service, Lumièrē brings in numerous accomplished professionals from various fields, and promises invigorating and metamorphic sessions to enthrall audiences young and old alike.

Past sessions have included heart warming orations from the likes of Jayaprakash Narayana, Col Sridharan, Col Ravindranath, Sourabh Koushal, Bhakti Sharma, Alexander Muir, Mani Vajipeyajula and many more.

The closure of the day's events dawn's eventide, a euphoric celebration comprising of scintillating musicals and breathtaking dances by both students and accomplished artists.

Over the years, eventide has seen popular musical stalwarts like Ravi Chari, Sivamani, Stephan Devassy, Karthik , Benny Dayal, Haricharan and Shakthisree Gopalan.

Considering our tradition of grandeur, we bring to you Eventide 2017 with much bigger stars.





STEPHEN DEVASSY VIJAY PRAKASH NIKITA GANDHI
with SOLID BAND

eventide

MARCH 4, 2017
3 STARS, 1 AMAZING NIGHT

AMRITA
GLOBALLY RANKED
No.1
PRIVATE UNIVERSITY
IN INDIA



Global Rankings



WHY ANOKHA?

An opportunity to exhibit technology, products and services

Student reach of over 15,000 from 300 and more colleges

Media coverage by leading newspapers, technical forums and social media

Direct interaction with the bright minds of the nation at one stop!

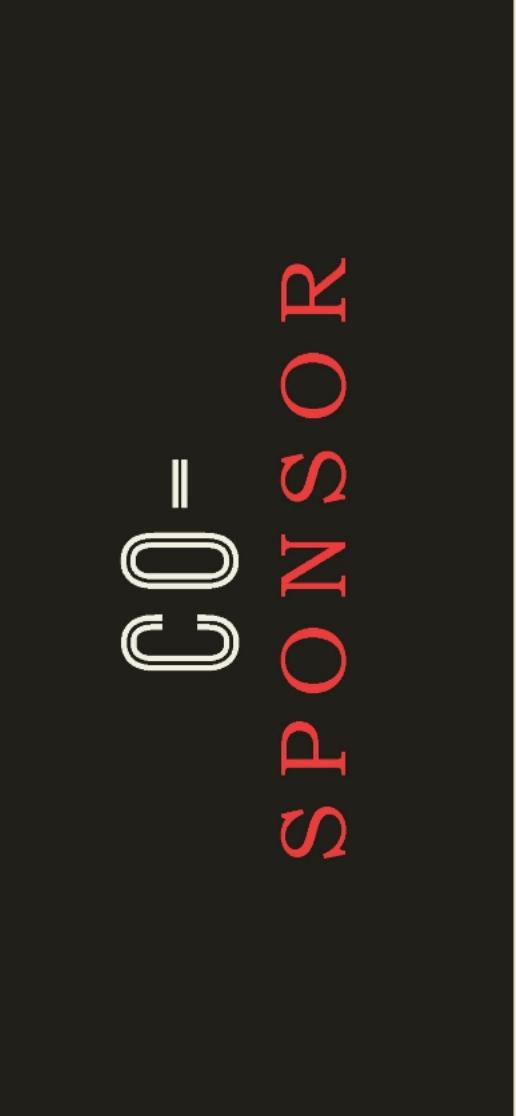
WHY SPONSOR US?

Organisations sponsor and extend cooperation to their benefactors majorly for reasons such as image enhancement, increased brand awareness, sales opportunities and public relation benefits and to launch and promote products and services.
If you are one of them, Anokha is just the event you should be putting your money into!



TITLE SPONSOR

- The name of the Title Sponsor organisation will be prefixed to Anokha during all promotions, offline and online.
- The logo of the organisation, linked to its official website, will be displayed on all pages of the Anokha website.
- Banners of the Title Sponsor will be placed at prominent locations inside and outside campus throughout the course of the event.
- All in-house banners will carry the logo of the organisation.
- Promotional pamphlets containing brief profile of the organisation will be included in the welcome kits given to all participants.
- All Anokha memorabilia, stationery, ID cards, certificates and T-Shirts will carry the logo of the organisation.
- Two stalls will be provided for the Title Sponsor to display their line of products in the course of the event.
- Premium branding will be done in all invitations and posters that will be sent to more than 400 leading colleges all over India.
- Logo on the ANOKHA passport which will be in the hands of every participant.



CO-SPONSOR

- Extensive media coverage in leading newspaper, and the title <CO-SPONSOR> will be displayed and duly advertised in all forms of audio and visual media.
- The name and logo of the <CO-SPONSOR> will be marked on every poster, hoarding, and other audio-visual promotional activities that form a part of the ANOKHA publicity campaign.
- The ANOKHA website and every ANOKHA certificate shall proudly host the <CO-SPONSOR> logo.
- An executive stall shall be provided for the company to showcase their front line products and will be allowed to display banners (maximum of 3) at prominent locations.
- <CO-SPONSOR> publicity will be provided by distribution of printed media such as pamphlets or brochures during select events.
- Banners in every prominent place inside and outside campus shall bear the sponsors logo.
- Logo on the ANOKHA passport which is going to be in the hands of every participant.
- Regular audio advertisements on campus radio.

**ASSOCIATE
SPONSOR**

- The ANOKHA website shall display the name and logo of the <ASSOCIATE SPONSOR>, whose logo shall be linked to their official page.
- Banners in every prominent place in the campus shall bear the sponsors logo.
- Extensive media coverage in leading newspaper.
- Regular audio advertisements on campus radio.
- Display of banners (maximum of 2) at prominent location in campus.
- Logo on the ANOKHA passport which is going to be in the hands of every participant.

PREMIUM PARTNER

- The ANOKHA website shall celebrate the partner's logo and a link will be provided to the partner's official page.
- Logo on the ANOKHA passport which will be with every participant.
- Banners in every prominent places in the campus shall bear the partners logo.
- Extensive social media marketing.
- An executive stall shall be provided for the company to showcase their front line products.
- Extensive media coverage in a leading newspaper.
- Info-desk announcements during the fest.

SUPPORTING PARTNER

- The ANOKHA website shall celebrate the partner's logo and also shall provide a link to the partner's official page.
- Logo on the ANOKHA passport which is going to be in the hands of every participant.
- Banners in every prominent place in the campus shall bear the partners logo.
- An executive stall shall be provided for the company to showcase their front line products.
- Extensive social media marketing.
- Info-desk announcement during the fest.

TECHNOLOGY

MEDIA

STATIONERY

MOBILITY

APPAREL

#The name and logo of the company will appear on all posters and other promotional activities of the fest.

#Logo space will be allotted for the partner on the Anokha website.

#All internal vehicles in the campus will operate with a sticker displaying the company's name and logo.

#Anokha website will feature the name and logo of the company.

#T-shirt will feature the logo of the company.

#The sponsor will be allowed to put up banners (max.of 2) during the festival.

#The T-shirts will be available for purchase to all participants from colleges across the country.

#Anokha website home page will display the logo and name of the technology partner which will link to the official company website.

#Posters and banners which form a part of Anokha publicity campaign will carry the name and logo of sponsor.

#The partner can put up banners (max.2) at prominent locations in the campus during the fest.

#The partner will get one slot during the fest for presentations or advertisements between events (max. 10 min).

#The sponsor will also be allowed to put up their stall during the three days of the event.

#The Publicity and Media Sponsor will be allowed to display four banners.

#Official Publicity and Media sponsor status.

#Logo space will be allotted for Publicity and Media sponsor on the Anokha website.

#Mention in all official communication, newsletter, e-mails, etc.

#Space for one stall and posters at a prime location in the campus.

#The name and logo of the company will be printed on the kit given to the participants.

The set would contain a writing pad, pen, folder and other stationary items.

#Logo space will be allotted on the Anokha website.

PARTNERS



CONTACT

Sai Krishna S
Head, Corporate Relations

+91 7708832368

Aravind A V
Co-Head, Corporate Relations

+91 9791394702

Chidambaram ARV
Co-Head, Corporate Relations

+91 8939025465

Balavishal SG
Co-Head, Corporate Relations

+91 8870858685

anokhacr@cb.amrita.edu



AMRITA VISHWA VIDYAPEETHAM UNIVERSITY

Amritanagar P.O, Ettimadai,
Coimbatore,

Tamil Nadu -641 112

Ph : 0422 2685000

www.amrita.edu

- fb.me/anokha.amrita
- [@anokha_techfest](https://twitter.com/@anokha_techfest)
- youtube.com/c/AnokhaTechfest
- https://anokha.amrita.edu