



## SPONSORSHIP BROCHURE



The Mechanical Engineering Association (MEA) of IIT Madras, feels extremely elated to invite you to be a part of its prestigious annual technical festival Mechanica. Being one of the biggest Departments in the entirety of the institute incorporating more than 2000 students, many more research scholars and enthusiastic professor community working hard to facilitate the next generation towards achieving technological excellence, a confluence of the individuals that strive tirelessly towards excellence was felt necessary so that the entire community gets to know and appreciate their contribution to technology. Also, in the growing competitive global scenario, these bright young minds needed an excellent exposure to world-class facilities and the perturbing problems of a global scale that the current crop of industries deal with.

On these lines, Mechanica had been established with a clear vision of by bringing together one of the most potent combination comprising the best of the bright young minds across the country, the technological and economical pioneers-the industries and the revered intellectual professor community of IIT Madras and has till date, remained true to its vision and this edition of Mechanica plans to be no different as we earnestly try to take this association forward to higher echelons.

We extend our wholehearted gratitude to the industries and other professionals but whose timely support and cooperation in terms of resources pertaining to various domains, hosting a technical extravaganza of this magnitude would have remained just a distant dream. We earnestly assure you that all efforts will be undertaken to ensure a hassle free association of your esteemed organization and the Mechanical Engineering Association (MEA) and hope that the association is a long-standing one in which everyone derives benefit out of the association and thus champion a collective cause on the whole.

**LOOKING FORWARD IN GREAT ANTICIPATION**

Sundararajan T  
Head of Department  
Mechanical Engineering Association  
IIT-Madras

# PREVIOUS SPONSORS





# EVENTS

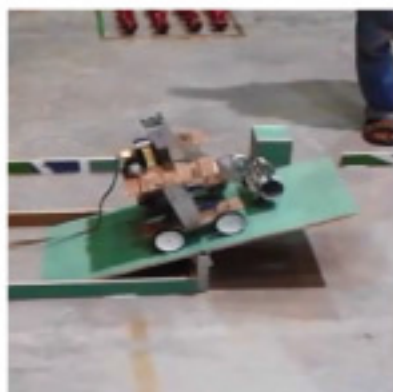
## ROBO FOOSER

Robo Fooser at Mechanica is a symphony of entertainment and technology where teams are tested on their design and fabrication skills. The game is all about scoring goals. Robo Fooser interweaves technology and gaming spirit. The event provides a factual platform to display skill, innovation, invention, strategy and design that are required to come up with the winning bot. The arena, the spectators and the fiery competition are reminiscent of a packed Roman colosseum and bound to create a high adrenaline rush for the participants and the audience.



## MANUAL ROBOTICS

Mechanica Manual Robotics will be a perfect platform for young minds in this country to bring up their innovative ideas to the fore. Mechanica Manual Robotics with unique problem statements has a perfect blend of complexity and thrill which puts to test designing skills as well as ideating potential of participants and aims at bringing the best out of them. Brightest minds from every corner of this country pull-up their socks to win this battle and earn the title "Mechanica Robotics Champion".

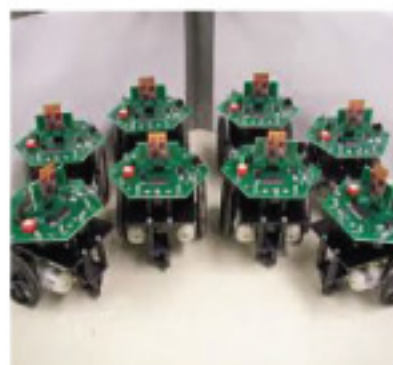


## AUTONOMOUS ROBOTICS

Autonomous robotics is one of the most likely event to the participants of Mechanica. Dealing with automated robots it creates a lot of enthusiasm to the participants. It also gives encouragement for all to develop the skill.

It deals with a bunch of automated robots which are being ridden with elegant skill and cheering the crowd with pace. It also provides the best opportunity to show how good you are in circuit making, coding, decoding and also tests your design of the robot with restrictions.

Getting excited, then get ready with your bots to grab a handsome prize money.



# EVENTS

## DESMOD

Desmod is a successful event of Mechanics considering the participation and format. Desmod pertains to creation of a virtual 3D model based on a problem using any of the available computer softwares. Along with a competition based on a pre-defined problem statement, the workshop that introduces basics of a 3D software has witnessed a great footfall in terms of participation. Desmod, being a creative and thought provoking event has been the most awaited event so far and it will be.



IDP has always remained an integral part of Mechanics, a crucial bridge between the industry and budding engineers. It brings up a wide variety of approaches to problems faced in industry, has always seen enthusiastic participation. Participants are tested on the novelty in approach, innovation, and effectiveness of solutions proposed. It requires a practical approach, lots of engineering sense, and a view from a unique and new perspective on existing techniques to create simple yet elegant solutions.

## IDP

## JUNKYARD WARS

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# EVENTS

## PROJECTX

Project X is one of the colossal events at Mechanica in terms of the participation witnessed. The event is all about solving intriguing problems using basic day-to-day materials. Project-X is all about using your hands-on skills and craftsmanship to your advantage, and does not require any pre-requisites or intense technical knowledge. Since the only requirements for the event are creativity, enthusiasm and craftsmanship, the event has been a big crowd puller. It is spread over all days of Mechanica and is easily one of the biggest and most awaited events at Mechanica.



## FIRE N ICE

A much looked-forward-to event at Mechanica, Fire N Ice is an exciting event that generates a lot of interest and garners huge attention due to its action packed nature. Teams compete against each other, with their own custom modified radio controlled IC engine driven car, and complete different types of races, on an outdoor dirt track. Delightful manoeuvres and stunts, pulled out by small RC cars make this event a great crowd puller.

## RUBIKS CUBE WS

Rubik's cube workshop is one of the most thrilling events of Mechanica. With its 43 quintillion possible solutions it has become the greatest attraction for all ages of people since the multiple colours never seem to align the way they want and hence became a big crowd puller for the Mechanica. Considering the last year's success, this year the workshop is going to hold the demonstration of solving 3x3, 4x4, cubes and also blind fold solving of 3x3 cubes. The enthusiasm to solve this coloured monster has made it the most awaited event of Mechanica for years and so in future.



# EVENTS

## MECHANICA OPEN QUIZ

A unique combination of Mechanica's landmark quizzes, namely, How Things Work and Auto Quiz, both of which are crowd pullers on their own, this event is one to watch out for. technology. With two rounds of quizzing which brings out facts about new technologies which are very interesting, it also tests the knowledge of participants on the working models in various fields of engineering starting from the very basics like the working of a magna doodle to as complex as a Nuclear Reactor.



## PUZZLE CHAMP

With puzzles ranging from simple math and logical reasoning to really complex ones the Puzzle Champ event provides the perfect platform for the participants to showcase their puzzle solving skills in the minimum time. The event has two preliminary rounds along with the final.

## DAILY EVENTS

Daily Events is one of the biggest events in Mechanica with large participation for years. It will be having a lot of people coming over and giving their ingenious answers. In terms of participation Daily Events has been the most successful event in Mechanica. It will have a wide range of fiddly questions, brain teasers, word games, deciphers and many more. Since the only requirement is creative answers it has been a big crowd puller since its inception. It has been the one of the most awaited events in Mechanica for years and remains so in future.



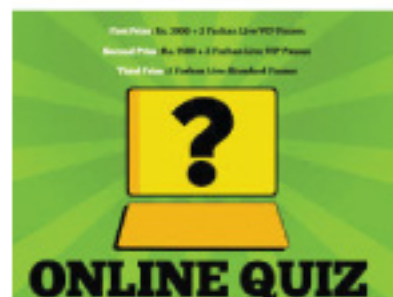
# EVENTS

## ONLINE QUIZ

The difference between genius and stupidity is that genius has its limits- Albert Einstein.

Here at Mechanica 2013, we strive to break all borders and limits in a bid to achieve ultimate genius! Online events always attract an audience who don't, normally, find their way to competitions. Hence, Online Quiz targets almost everyone who peers into the Mechanica website, and guarantees infotainment and a chance to learn something "out of the box" !!

Mechanica Online Quiz..... This is where it all goes down!



## PAPER PRESENTATION

Paper Presentation is an event which is aimed at providing budding researchers a chance to exhibit their work and let the world know them. For all those students who are in search of a platform, wanting to bring a new breakthrough in this technological world. Unleash your technical skills and communicate your ideas. Gear up and grab the opportunity to prove your mettle!!!!

## LECTURES AND VC'S

It is one of the highlights of mechanica with great speakers. The feather in the crown of Mechanica, Lecture Series has been, and forges ahead as an ideal interface to inspire, motivate, train and shape the future of thousands of students across the world.

Many students await for this event to interact with big shots and improve creativity and way of thinking."





# EVENTS

## ULTIMATE HANDS-ON

Ultimate Hands On was the centre of attraction last year. Though it was its first year, it was successful in becoming a big crowd puller. People watching around become excited and would wish to give a try, it was this way it had huge success last year. This year we are planning on few new ideas to make it one of the best event in Mechanica.



## CASE STUDY

Case-study is all set to inspire the young engineers-cum-managers of India to realize their dreams. An event that tests a critical combination of the participants' skills, including their analytical skills, the technical perspective given by the problem statement. The final round involves a case-study that gives them the platform to present their views on a problem relevant in the actual world. Case-study is looking for that perfect combination of skill set found in the ideal engineer.

## IDEAS CHALLENGE\_RUTAG

Being in such a diverse country, it's not hard to believe that even till today there are people, especially in rural India, who have not seen a light bulb. You might think, does it have anything in it for me to do? If Edison would have thought the same then today you and I will be living under candle light. We shouldn't forget that we are tagged as "Engineers" - people who build solutions to make peoples life better and by doing so directly paves way for the human race into the future.

Yes, friends! It is us, whom the future depends on. It will be the way WE shape it. This is not rocket science that we are talking about, but common problems that exists in our neighborhood that we usually fail to notice ad-mist the beauty of their environment.

Here we have handpicked few of them which might be very subtle but the impact it creates will definitely make the entire nation turn back. We don't think there would be any other better person solving it than YOU, since WE Engineers are meant to do just this.

# WHY MECHANICA?

## CONTRIBUTE

Co-execute events by providing mentorship, expertise and support. Forge and sustain long term industry-student-professor relationship. Act as torchbearers to pioneer technological excellence.

## SUPPORT

Foster innovations in technology and innovation. Help disseminate technological cognizance in the society. Help innovation meet industry for a symbiotic growth.

## BRANDING

An integral association with the Dept. of Mechanical Engineering comprising more than 2000 students, IIT Madras's technical fest. An opportunity to exhibit your presence in the esteemed elite of sponsoring organizations.

## PUBLICITY

Presence in leading publications, media and online and social media. Reach out to 150 colleges to convey your brand message to over 2500 students — all in 2 days, here at Mechanica and during other publicity stints.

## INTERACT

Get stall space in the festive area for direct interaction with the intellectual and creative community. Explore market research and knowledge development opportunities. Engage hundreds of brilliant minds, in real time problems faced by the companies.

# AVENUES

## PRINCIPAL SPONSOR

- Primary Association with the title of the festival
- Maximum visibility
- Exclusive publicity at 4 Mechanica events
- Lecture slot during the festival to address the academia
- Large exhibition/stall space in the festive grounds
- Exclusive internal as well as external publicity, through banners and publicity material

## ASSOCIATE SPONSOR

- Secondary Association with the title of the festival
- Exclusive publicity at 2 Mechanica Events
- Lecture slot during the festival to address the academia
- Large exhibition/stall space in the festive grounds
- Exclusive internal as well as external publicity, through banners and publicity material

## EVENT SPONSOR

- Exclusive publicity at more than one Mechanica Event
- Opportunity to co-execute the events
- Opportunity to witness innovative solutions to Industrial problems

## HOSPITALITY PARTNER

- Massive publicity at the most important desk, the Hospitality desk, throughout Mechanica
- Exclusive mentions on all Hospitality collaterals which include, route maps, pamphlets, brochures, event formats,
- Internal publicity through banners and publicity material

## APPAREL PARTNER

- Co branding with Mechanica and the Dept. of Mechanical Engineering, IIT Madras
- Exclusive presence on all Mechanica merchandise

## PUBLICITY PARTNER

- Reach out to more than 150 engineering colleges.
- Presence on Outreach material, presentations and other collaterals



*"We are really happy with the ideas we have got through this event. We hope we can put all of them into action at our company."*

— Vikas Bakshi, LG Soft India on IDP

*"It was a great workshop. I feel I have learnt more than what I could have in my regular classroom."*

— Kishore on the I.C. Engine workshop.

*"The competition was really tough, and the problem statement challenging. All in all was a great learning experience and we hope to win the next year. "*

— Sai kiran on Autonomous Robotics challenge.

*"Our company is delighted to have partnered with IIT Madras for Mechanica. It was our privilege to have the opportunity to equip students with practical industrial knowledge"*

— KirubaKaran Reddy, Experts Hub

*"The problem statement really challenged our brains and inspired us to come up with creative design solutions"*

— Balaji on Design and Modeling Event

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## CONTACT US

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