



**INDIAN INSTITUTE OF TECHNOLOGY ROORKEE  
SAHARANPUR CAMPUS**

# **EVOLUTION '13**



**THE ANNUAL TECHNICAL FESTIVAL OF IIT ROORKEE**

## **COGNIZANCE 2013**

 **Aim Inclusion**

**22<sup>nd</sup> - 24<sup>th</sup> March**

# About Us

## IIT ROORKEE



### ROORKEE CAMPUS

Indian Institute of Technology - Roorkee is among the foremost of institutes of national importance in higher technological education and in engineering, basic and applied research. Since its establishment, the Institute has played a vital role in providing the technical manpower and know-how to the country and in pursuit of research. The Institute ranks amongst the best technological institutions in the world and has contributed to all sectors of technological development. It has also been considered a trend-setter in the area of education and research in the field of science, technology, and engineering.

The Institute has completed 150th year of its existence in October 1996. On September 21, 2001, an Ordinance issued by the Government of India declared it as the nation's seventh Indian Institute of Technology. The Ordinance is now converted into an Act by the Parliament to make IIT, Roorkee as an "Institution of National Importance".

### SAHARANPUR CAMPUS

The Department of Paper Technology located at the Saharanpur Campus of IITR offers academic programs at various levels in Pulp and Paper Technology, Polymer Science and Technology, Process Engineering and Management. The Department has well developed academic infrastructure. Its faculty is engaged in teaching, research and industrial consultancy.

The Department is the predecessor of the School of Paper Technology established by the Government of India in 1964, with an aid from the Royal Swedish Government. This school was managed by a society created by the U.P. Government until its merger with the then University of Roorkee in 1978. The school was renamed as the Institute of Paper Technology in July 1968 and subsequently Department of Paper Technology in July 1992.



# EVOLUTION'13

## The Convener's Address



*It gives me an immense pleasure in presenting to you Evolution'13-the annual technical festival of Indian Institute of Technology Roorkee Saharanpur Campus that is being held under the banner of Cognizance'13 to be held during 22-24 March 2013.*

*The IIT Roorkee Saharanpur Campus now has three departments. Polymer Science & Technology and Process Engineering with MBA are the two other promising branches of engineering other than Pulp & Paper Engineering. The integration and implementation of these three branches of excellence makes Evolution'13 boast a never before seen Cognizance with effective ties with the industry. Through Evolution, we assemble the best talent and expertise from across the country at one forum and by this tremendous confluence of knowledge; attempt to broaden the dimensions of understanding of our field. Over the years, techfest has grown bigger & better and this time it's going to be a celebration like never before Involving a participation of over 1500 students every year, I promise you that this three day fiesta will provide a synergistic approach to students to demonstrate technical, analytical, innovative and imaginative aspects of their personality and shall lay the groundwork for a solid Industry-Students interface.*

*Aiming an all-inclusive growth that pervades all sections of the society and bringing them out of the shadows into a bright light of fresh ideas and simple solutions, Cognizance evolves to a canopy of not just technical renaissance, but also emerges as a confluence of viable solutions to present socio-economic concerns and energy demands. Ranging from Social Empowerment, to scrutinizing and cultivating viable alternatives to meet energy demands and rendering strategies for economic stability while preserving the technological-esque as its crux; Cognizance moves forward with a single dictum.*

*Aim Inclusion.*

*With this emphatic sense of excitement, I welcome you all to indulge in this festival.*

*Thanking you,*

*Yours sincerely,*

**Ankit Jain,**

*Convener,*

*Evolution'13,*

*IIT Roorkee Saharanpur Campus*

# DEPARTMENTAL **EVENTS**



## IDEAZ

*One of the star events, where projects or technical papers that could change the face of the process industries like paper and polymer and their management. IDEAZ receives great participation from all around the country. The best ones are published in the COGNIZANCE '13 journal to be*

*brought out after the festival. The various cells are:*

- (I) Energy and Environment*
- (II) Advances in Polymer Science and Technology*
- (III) Management and Marketing*

## SPOTLIGHT

*The brightest minds of the country participate in these long term discipline specific projects and problems. The problem is designed in such a way that it adds: Value to Sponsor, Value to Institute, and Value to Society. The problem statement will be related to the profile of your organization and could be provided by your organization.*

## SPECTRUM

*The sheer multitude of events that take place provide a challenging platform for the students to use their brains to provide practical and innovative on-the-spot solutions to different industry based problems. Your Company could provide your own challenges and get benefit from the various solutions provided by the best mind gathered.*

# EXPOSURE

*“The Industrial facet of technology explored”*

## PAPER EXPO



*This event is aimed to be a platform for leading paper companies to display their products and technologies. Also, through LCD displays, the companies can market their future products amidst an enthusiastic audience consisting of industries, participants, scientists, professors and students.*

## POLYMER EXPO



*In its debut 2 years back, this expo was a great hit at the fest, with a great exhibit of posters and various polymer samples on the theme of “Innovations in Polymers in 21st century” created wholly through the joint efforts of students and the faculty. This year, we aim at a bigger, better and a larger Polymex, with solicited co-operation from Industry as well.*



# AAWISHKAR

Adhering to the EVOLUTION theme of 'Shaping Future', Evolution '13 goes a step further with a vision of revolutionizing the school education in the country. Aawishkar, the first ever Children Expo to be exhibited in the history of Cognizance is an attempt to integrate the vision of technology with the high school science knowledge through a series of experiments and scientific models to be shown to school going children during the fest.

Under Aawishkar Evolution also plans to conduct a social event aimed at scientific upliftment of the physically challenged children. This promises to be one of a kind endeavour to better the lives of these children.



# WORLD RECORD

With the brilliant distinction of creating a Limca Book Of World Records for the Largest Political World Map On Paper during Evolution '11, at Evolution '13 we intend to go a step further by registering our names in the Guinness Book Of World Records.

This time we plan to make a record for the largest Rubik Cube mosaic which the students of our campus intend to make during Evolution '13. Association with this event as sponsors is bound to be an attractive proposition for companies, whose logos we shall try to make using this mosaic.





## ECOPOLIS

With Ecopolis Evolution presents its very own technical quiz separately for school and college students testing the students' aptitude, general intellect and scientific temperament. Not to forget accuracy and on the spot thinking.

## JUNKYARD WARS

Machines meet minds as contestants toil hard to turn junk into bizarre automobiles and mean machines. A crowd favourite, this year Junkyard wars aims at scaling new heights with ambitious plans that include live media coverage of making as well as testing events of the winning models.

## ILLUSHUN

One of the most successful events of the fest of all times, this online treasure is not only the pride of Evolution, but of Cognizance on the whole. The event holds the distinction of being a departmental event that also features in the centre stage events, and is the biggest crowd puller in the range of online events in Cognizance, with annual registrations crossing 5000 last year and average web-page hits of 30,000 every year.

## CEO TALKS

The extravaganza with the biggest magnates of the corporate world, shall involve a panel discussion on some industrial and entrepreneurship related topics, followed by a questionnaire by the students.



## RIPPLES

The participants have to create a self sustaining disturbance propagation mechanism using paper products. The future engineers get to test their research and development skills by playing with different forms of energy, an experience which challenges their creativity.



## AKRITI

A unique event where creativity is not penned down on paper; rather shaped through it. Participants apply their vision and craft to create models using only paper and basic polymer accessories found commonly, based on a theme given during the competition.



# SPONSORS' BENEFITS

- *Association with IIT Roorkee, the premier technical institution of the world.*
- *Extensive reach to over 1,50,000 people of technical, managerial and cultural domain through advertisement and publicity.*
- *Name and logo of the sponsoring company with a description of its profile on [www.cognizance.org.in](http://www.cognizance.org.in), one of the most sought after youth websites.*
- *Emotional commitment with the people of India by associating with its theme 'For A Better Tomorrow', thereby adding to the Corporate Social Responsibility of the company.*
- *Discussions/lectures/presentations in the CAMPUS/OUTREACH programs for realising mindsets of people and launching new products/technical demonstrations.*
- *Articles and advertisements in print media like national dailies and business magazines, news channels and youth websites.*
- *Due acknowledgement and publicity of sponsors in all paper industry magazines like IPPTA, Paper Mart etc..*
- *For events sponsors exclusive appearance of name and logo in the event banners & web pages and mention/advertisement serving the corporate purpose of the company during the event and its promotion*
- *Intensive publicity of the sponsor in more than 1200 colleges of Uttarakhand, UP, Punjab, Delhi, MP, Rajasthan, Bihar, West Bengal, Karnataka and Maharashtra etc.*



# GLIMPSES



## PREVIOUS SPONSORS



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