

SPONSORSHIP BROCHURE



8th National Level Techfest

ANOKHA **2018**
FEB 22,23,24



A renowned humanitarian leader and spiritual teacher, Sri Mata Amritanandamayi Devi (AMMA) 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 strives to provide EDUCATION FOR LIFE in addition to EDUCATION FOR LIVING



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 as the 9th best university in India in the National Institutional Ranking Framework (NIRF) of Govt. of India.

Amrita Vishwa Vidyapeetham is ranked as the top private Indian university in various Times Higher Education and Quacquarelli Symonds International world university ranking lists; most recently the QS Asia rankings 2017

The university is spread across five 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 national 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 most popular and top tech fests in India. Having successfully completed seven editions, this pan-India event has had an average annual participation of over 15000 of the best undergraduate engineering students from top-ranking engineering institutions in India like IITs, BITS, NITs and IIITs participating as well as partner universities in USA and Europe like University of New Mexico, EVRY France and Uppsala University-Sweden.



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. Anokha also has the distinction of having a TEDx event co-located and held in conjunction with a techfest for the first time in India.

ANOKHA



AN OVERVIEW

Taking up themes of global importance like Innovation, sustainable development, green trends, Technopolis - smart city, national security, it witnesses 100+ contests and events and 30+ workshops in various domains like Engineering, Robotics, Gaming, Business, Start-up Pitchfest, Social Media, Finance, Cubing etc, including its own edition of TEDx-like talks called "Lumiere". Other highlights of the techfest have included fascinating exhibitions & Autoshow, Meet the CEO programme, distinguished lecture series, school outreach, product design, development & demonstration, project and working model

demonstration and spectacular entertainment shows. Some of the world renowned artists who have been part of the entertainment spectacle include Percussionist, Sivamani; playback singers, Vijay Prakash, Haricharan, Benny Dayal, Karthik and keyboardist Stephen Devassy.

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

- Dr. G. Madhavan Nair, Chairman, Indian Space Research Organisation (ISRO)
- Mr. T.K.A. Nair, Principal Secretary to the Prime Minister of India
- Mr. M. Chandradathan, Director, Vikram Sarabai Space Center (VSSC)
- Prof. Subbaram Naidu, Chair Professor, University of Minnesota and Former NASA scientist
- Dr. Prahlad Vadakkepat, Robotics expert from National University of Singapore (NUS)
- Mr. Vijay Ratna Parche, MD, Robert Bosch Engineering and Business Solutions
- Mr. C. K. Kumaravel, CEO, Naturals
- Dr. M. Saravanan, CEO, Nissan Ashok Leyland Technologies

ANOKHA



HIGHLIGHTS

- Mr. T.R. Parasuraman, Deputy Managing Director and member of the Board, Toyota Industries Engine Pvt Ltd
- Mr. Narayanan Krishnan, Social worker who was among the CNN heroes of 2010
- Mr. Jayaprakash Narayan, founder, Lok Satta
- Mr. Aravind Gangaram Talakar, Joint Secretary, Mumbai Dabbawalas association
- Mr. V. K. Prakash, renowned national award-winning film maker
- Mr. Vijay Milton, acclaimed cinematographer and director
- Mrs. Rathika Ramaswamy, India's first woman wildlife photographer
- Mr. Jithin Nedumula, founder of "Make a Difference" youth volunteer network
- Ms. Bhakthi Sharma, Record-holding Open Water Swimmer
- Mr. Thippeswamy S., wildlife photographer and first Indian fellow of Royal Photographic Society of Great Britain.

Dare
to be
Different

400+

COLLEGES

50+

SPEAKERS

3

EVENTIDE SHOWS

20+

WORKSHOP

100+

EVENTS

EVENTS

Robo Wars

Mayday

Armageddon

Martian

Paradox

E-Pictures

Edify

Full Throttle

Enigma

Junkyard Wars

Maze Runner

AT A GLANCE

Lean Six Sigma

LabVIEW

Amazon Web
Services

Cosmic Light

Bluetooth Robotics

Analytics Sherlock

MatLab

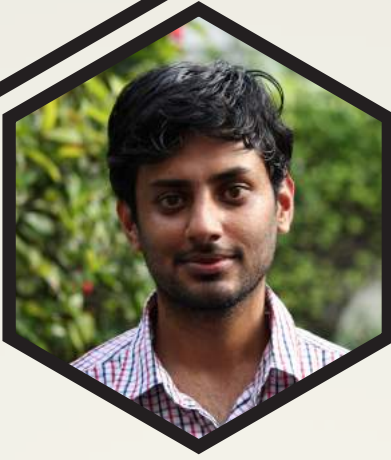
Animatronics

Staad Pro

Junkyard Wars

ArduiPi

WORKSHOPS



LUMIÈRE

Lumière 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, Lumière brings in numerous accomplished professionals from various fields, and promises invigorating and metamorphic sessions to enthral audiences young and old alike.

Past sessions have included heart warming orations from the likes of Narayanan Krishnan, Jayaprakash Narayana, Jithin Nedumula, Col Sridharan and many more.



EVENTIDE

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, Sivamani, Vijay Prakash, Stephan Devassy, Karthik, Benny Dayal, Haricharan, Ravi Chari, Nikita Gandhi and Shakthisree Gopalan.

Considering our tradition of grandeur, we are certain that Eventide 2018 will see much bigger stars.



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!

An opportunity to exhibit technology, products and services
Student reach of over 15,000 from 400 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 ANOKHA?

THE 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.
- Regular audio advertisements on campus radio.



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 incampus.
- 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 provide 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.

MOBILITY

- 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.

APPAREL

- 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.

TECHNOLOGY

- 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.

MEDIA

- 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 Tthe campus.

STATIONARY

- 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

FOR MORE DETAILS,
CONTACT

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