VIDYUT
2013
NATIONAL LEVEL multiFEST

AMRITA VISHWA VIDYAPEETHAM
AMRITAPURI CAMPUS

OVER 40 EVENTS
PRIZES WORTH
13 LAKHS
Amrita Vishwa Vidyapeetham is a multi-campus, multi-stream University with its headquarters at Ettimadai, Coimbatore and campuses in Amritapuri, Bengaluru, Kochi and Mysore. Founded by Mata Amritanandamayi Devi, one of India’s foremost humanitarian leaders, it has established itself as one of nation’s fastest growing university. The University is a hub of technological research and plays an active role in innovations which aid humanitarian causes. The sprawling Amritapuri campus is situated in the village of Vallikavu amidst the scenic backwaters of Kerala. The campus comprises of the Schools of Engineering, Arts & Science, Bio-Technology and Business. It has carved itself a niche in the field of technology through its extensive research facilities like Virtual Labs, Ammachi Labs, Create and has developed many innovative products, like the AVIEW. Our campus has hosted various prestigious events like the ACM-ICPC and international conferences like the ACWR, the ITSCEE and SecureIT. The campus has amassed praise through people who have won numerous accolades in national and international events alike.
About VIDYUT

Vidyut is the national level multi-fest organised by the Amritapuri Campus of Amrita Vishwa Vidyapeetham. What began as an inspired initiative by the students to bring together the elite minds of the country, has in the span of a year, earned the reputation for being one of the best tech-fests in India. Vidyut acts as a platform for students across the country to showcase their talents through technically-challenging and mind-boggling events. In addition, it provides ample opportunity to build one's personal skills and to interact with some of the world’s best minds through its uniqueworkshops and talks.

Known for its versatility and pilot events, Vidyut was the first ever tech-fest to conduct an Android App Development contest in the state of Kerala. The ‘Solving the Rubik’s Cube’ competition witnessed three national-level records being broken.

Vidyut 2013 promises to be yet another emblematic success courtesy of its fresh and challenging competitions, innovative exhibitions, fun-events and pro-shows. Vidyut 2013 will also host unique talk shows which will take interactive participation to a superlative level. Keeping in mind the plaguing issue of global warming that the world faces, our multi-fest aims to create awareness about “Alternative Energy”.

vidyut.amritavidya.edu
The techno-management events and the associated whooping ₹12 Lakh prize money had enthralled the participants at Vidyut 2012. Vidyut owes its 3000+ participants to the resounding success of its techno-management events. The unique theme-based flagship event, a new addition this year is destined to be a trend setter.

Be it App Development, Robotics, Machine Design or Entrepreneurship, our events are of the highest quality and by virtue of the elegant crowd it will attract, it will transform into a platform for social development and innovation.

Vidyut 2013 will showcase 40+ techno-management events, whopping cash prizes and much more participants as a part of it.
Workshops at Vidyut are aimed at imparting advanced technical insight into the most modern technologies and cutting edge trends of the world. Since we believe that technical education is never complete without its practical application in real life scenarios, all the workshops at Vidyut 2013 will have integral hands-on sessions and would support dynamic interaction with the very best in the field.

Vidyut 2013 will host around 10 different workshops in diverse areas of engineering and management.
Technological and Managerial progress requires not just pedigree, but just as important is proper mentoring. The seminars at Vidyut have brought together world-renowned experts and leaders and an opportunity for the participants to interact with the brightest minds. Vidyut 2012 witnessed the presence of eminent names like Sam Pitroda and Subroto Bagchi.

Vidyut 2013 will host a unique and interactive talk show showcasing some of the finest minds in the world. Hosted by one of the best anchor in India, These talk shows are sure to sizzle!
What is technical learning when one is oblivious to the current trends in the same field? Exhibitions at Vidyut 2013 are designed to elevate this dearth by showcasing the latest projects and activities of our students and research staff. This year we expect to see exhibits and props from eminent research organizations.

The highlight of this year’s exhibition is “Sahasra”, an open-to-all, innovation contest based on this year’s theme, “Alternative Energy”. Aspirants can express their views and ideas through the display of various working models.
The battle lines have been drawn, the armour polished and arms perfected. Now the time is upon you to prove your critics wrong. The best gamers in the country coalesce to battle it out in an array of action-packed and thrilling games.
Pro-shows are the ultimate proof that tech-fests are not for the geeks alone! In Amrita, believe that no tech-fest is complete until seasoned with an evening full of unadulterated entertainment. Glitzy cultural shows by the best performers the nation has to offer is sure to leave the mind mesmerised.
Vidyut 2013 is not all about serious business, it is as much about leisure and creative entertainment as it is about everything else. Vidyut 2013 provides everyone a platform to chill out and have fun. With a wide variety of interesting games, you can free your mind of its perils at our fun-zones and game-zone.
OUR THEME: ALTERNATIVE ENERGY

A greener world is what we all envisage, isn’t it? We want a world that is safe and beautiful, we want a world that is clean and healthy; such a world is a Greener world. Humanity has made several mistakes in its short tenures on earth but that doesn’t mean we can’t reverse the missteps we did and here at VIDYUT is where we take a stride forward; it might not be a huge leap, but definitely a very significant one. We insist on spreading the word about the beautiful paradise that we dream of and we believe that everyone who comes here will learn to cherish the same dream. In realizing this dream of a greener planet we believe that a significant part is to be played by the fuel that drives tomorrow. Alternative and Clean energy is the perfect answer for our future power-woes that doesn’t take a heavy toll on our dear Earth.

Alternative Energy is not altogether a new concept, still humanity has always searched for conventional sources of energy; be it the transformation from wood to coal or from whale oil to petroleum, we have always strived to make our lives better, devoid of a concern for mother nature. It is high time now, that we realise about the extent of the damages we did!

In the wake of the same, we here dedicate VIDYUT 2013 for the cause of a better and a greener world.

VIDYUT 2013 will feature lectures, activities and workshops aimed at promoting greener technologies and green innovation in the field of power and energy. It aims to spread the word and our dreams far and wide and empower the new generation with valuable knowledge that would enable them as architects of tomorrow, to create a greener and cleaner world. We shall pass onto them the dreams of a generation that has choked and darkened itself in the chimneys of the old world.

Come to VIDYUT 2013 and Lets celebrate the new found dream…
Techno-management Fest Begins on Amritapuri Campus

Amritapuri, February 3: The annual Techno-management Fest of Amrita University, Vidyut 2012, was inaugurated by Dr. V. Ravichandran, Chairman, and Dr. V.H. Sreenivasan, Principal, on February 2. The event was attended by students, faculty, and guests from various institutions. The fest, organized by the Department of Electronics and Electrical Communication Engineering, aims to provide a platform for students to showcase their skills and talents in technology, innovation, and entrepreneurship.

Solving Rubik’s Cube, ‘Dragster’ Racing Highlights of Day Two

The second day of Vidyut 2012 witnessed a variety of events, including a Rubik’s Cube competition and a dragster racing competition. The Rubik’s Cube challenge attracted participants from different departments, testing their speed and dexterity. The dragster racing event was a thrilling spectacle, with participants vying for the fastest time to complete the course.

Research Student Sets Record

Rahul Thomas, a research student from the Department of Electronics and Electrical Communication Engineering, set a new record in the Rubik’s Cube challenge. His impressive performance in the competition earned him accolades and recognition from the fest organizers.

nier 10.42.13 Feb 2, 2012

Note: The text is a snippet from a newspaper article featuring the events at Vidyut 2012. The full content is not visible in the image.
Brand Visibility

- Mention in event website which had over 1 million hits during the previous edition of Vidyut and thus giving large scale publicity even before the event starts.
- Extensive coverage in print as well as electronic media by dedicated media partners.
- Extensive publicity for company by means of social networking ads thus giving publicity in online forums.
- Extensive publicity by means of banners, flexes, posters, hoardings, etc. which will be present across event venues.
- Brochures, Pamphlets, Leaflets and other publicity materials to be send to more than 800 colleges across the country will bear the company's name and logo.
- Opportunity to setup stalls and product display units thus adding to sales of products and giving the company the tactical edge.

Why associate with Vidyut

- A chance to associate with one of the premium institutions of the country.
- Visibility of organization’s association in all 5 campuses of the university.
- Opportunity to strengthen the brands corporate image and equity thus gives competitive advantage.
- Extensive publicity for the company by means of association with Vidyut.
- Excellent opportunity to interact with students and university officials during the course of the event thus paving a path for further collaboration with university.
- Opportunity to fortify company’s human resource development.
- Excellent platform to interact with visiting guests, scientists, entrepreneurs and agencies.
Previous Events at Amrita

ACM - ICPC
7 YEARS AND ON...

ACWR 2011

ICTEE 2012

SecurIT 2012
Pre Event
- Event will be promoted as ‘Amrita Vishwa Vidyapeetham, Amritapuri Campus and <sponsor name> proudly present Vidyut 2013’.
- Extensive media coverage of the organization in print and electronic media.
- Organization will be branded as title sponsor and name and logo will be present in all event related publicity material like leaflets, brochures, posters, banners, etc which will be distributed amongst colleges.
- Dedicated publicity through social networking advertisements of the event as title sponsors.
- Name and logo will be present in the event website as title sponsors with direct link to company website.

During Event
- Keynote address by company representative during the inaugural ceremony.
- Mention as ‘Amrita Vishwa Vidyapeetham, Amritapuri Campus and <sponsor name> proudly present Vidyut 2013’ throughout the event.
- Banners at prominent locations of the campus including the pro-show stage, exhibition venues.
- Dedicated display of 100 minutes of video advertisement of organization during the event as well as mention in announcements related to Vidyut.
- Promotional material will be present in the pre-event kit for participants and event merchandise as well as all certificates, food coupons, etc.
- 200 sq. ft. of stall space and product display units at a prominent location during the fest.
- Free Passes for company personnel to all pro-shows and workshops.

Post-Event
- Coverage of organization and its activities as title sponsor in post-event e-newsletter.
- Mention in all post-event media coverage as title sponsor of Vidyut 2013.
- Mention in all subsequent marketing and event related sponsorship literature as title sponsor.
- Avenues for collaboration with college for future alliances and research.
Gold Sponsors

Banner Space  Stall  Website Branding  Media presence
MAXIMUM  —  MAXIMUM  ★★★★★

Pre Event
- Event will be promoted as ‘Amrita Vishwa Vidyapeetham, Amritapuri Campus and <title sponsor> proudly present Vidyut 2013 in association with <sponsor name>’.
- Extensive media coverage of the organization in print and electronic media.
- Organization will be branded as associate sponsor and name and logo will be present in all event related publicity material like leaflets, brochures, posters, banners, etc which will be distributed amongst colleges.
- Dedicated publicity through social networking advertisements of the event as associate sponsors.
- Name and logo will be present in the event website as associate sponsors with direct link to company website.

During Event
- Banners at prominent locations of the campus including the pro-show stage, exhibition venues.
- Dedicated display of video advertisements of organization during the event as well as mention in announcements related to Vidyut.
- Promotional material will be present in the pre-event kit for’ participants and event merchandise as well as all certificates, food coupons, etc.
- 1 Stall at a prominent location during the fest.

Post-Event
- Coverage of organization and its activities in post-event e-newsletter.
- Mention in all post-event media coverage as associate sponsor of Vidyut 2013.
- Mention in all subsequent marketing and event related sponsorship literature as associate sponsor.
Event Sponsor

Banner Space  Stall  Website Branding  Media presence
MEDIUM  —  YES  ★★★★★

- Event will be addressed under the Company’s name and company logo will be displayed in the event page of the website.
- Banners in all event related venues and counters.
- Company’s name and logo in all event related coupons and passes.
- Prizes and certificates for the event will bear company name and logo.
- Provision for promotion of company logo during the event.
- Mention in pre-event build-up and post-event coverage.

Informals Sponsor

Banner Space  Stall  Website Branding  Media presence
MEDIUM  —  YES  ★★★★★

- Banners bearing company name and logo will be displayed in all arcade event venues.
- Prizes and gift hampers for arcade events will be under the name of the company.
- Mention in all event related pre-event and post-event coverage.
**Gaming Partner**

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<td>MEDIUM</td>
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<td>YES</td>
<td>★★★★★</td>
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- Organization will be mentioned as ‘Gaming Partner’ in event website with link to company website.
- Banners in all gaming related venues.
- Prizes and merchandise of all gaming events will bear the company’s name and logo.
- Company’s name and logo will be displayed in all gaming related hardware and accessories.
- Coverage in post-event newsletter and subsequent event related marketing literature as ‘Gaming Partner’

**Technology Partner**

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<td>YES</td>
<td>★★★★★</td>
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- Organization will be mentioned as ‘Technology Partner’ in event website with link to company website.
- Banners in prominent locations of the campus.
- All event related publicity material and merchandise will bear name and logo of company as ‘Technology Partner’.
- Usage of products and resources of the organization during throughout the event.
- Dedicated video advertisement of company during the event.
- Coverage in post-event newsletter and subsequent event related marketing literature as ‘Technology Partner’.
**Registration Partner**

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- Organization will be mentioned as ‘Registration Partner’ in event website with link to company website.
- Banners in all Registration desks.
- Registration related material will bear the company’s name and logo.
- Company’s brochure and pamphlets will be distributed at registration desks.
- Coverage in post-event newsletter and subsequent event related marketing literature as ‘Registration Partner’

**Pro-Show and Entertainment Partner**

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<td>—</td>
<td>YES</td>
<td>★★★★★</td>
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- Organization will be mentioned as ‘Pro-Show and Entertainment Partner’ in event website with link to company website.
- Banners at all pro-show stages and entertainment venues.
- All pro-show related tickets and invitations will bear name and logo of company as ‘Pro-Show and Entertainment Partner’.
- Banners bearing the company’s name and logo will be present in all greenrooms of pro-show artists.
- Dedicated video advertisement of company during the event.
- Coverage in post-event newsletter and subsequent event related marketing literature as ‘Pro-Show and Entertainment Partner’.
• Organization will be mentioned as ‘Apparel Partner’ in event website with link to company website.
• Banners in prominent locations at the campus.
• Company’s name and logo in all T-Shirts and all other apparels of the event.
• Company’s name and logo will be displayed in Vidyut 2012 had total sales exceeding 1000.
• Coverage in pre-event build-up and post-event newsletter and subsequent event related marketing literature as ‘Apparel Partners’.

• Mention as co-sponsor in event website.
• Banners in prominent locations in campus.
• Mention in all event related publicity literature like brochures, leaflets, pamphlets, etc.
PREVIOUS SPONSORS
GET MORE INFO FROM

MARKETING CO-ORDINATORS

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