With headquarters at Coimbatore & campuses at Amritapuri, Kochi & Mysore, Amrita Vishwa Vidyapeetham has emerged as one of the fastest growing institutions of higher learning in India. The university is managed by Mata Amritanandamayi Math. Sri Mata Amritanandamayi Devi, Amma, one of the foremost humanitarian leaders of the world today, is the chancellor of the university. With a sprawling 80 acres of land, Amritapuri campus is located in the picturesque village of Vallikavu (in Kollam Dist) in close proximity to the international headquarters of Mata Amritanandamayi Math. It comprises the schools of Engineering, Arts & Sciences, Biotechnology, Business & Ayurveda. The campus attracts students & faculty members all over the world who want to be a part of this vibrant institute. With its focus on quality research & innovation, Amritapuri Campus has implemented widely acclaimed projects including WINSOC for landslide detection, Haptics, Virtual labs etc.

The students of the campus have won prizes at various national & international competitions & conferences. The campus is also the proud host of the Asia Regionals of the ACM ICPC apart from the many international conferences that are held every year.
Vidyut is a national level multi fest, organized by Amrita Vishwa Vidyapeetham, Amritapuri campus. Our past initiatives have been an undisputed success. 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 unique workshops, pilot events and talks which are known for their versatility and vivaciousness. Vidyut 2014 promises to be yet another emblematic success, courtesy of its fresh and challenging competitions, innovative exhibitions, fun-events and pro-show. This time we bring you yet another creative and scintillating fest that shall leave you inspired. Our motto this year is

"Technology for humanity integrating Smart Villages"

Our institute is a pioneer in innovations that aid people in terms of technology. We at Vidyut aim to bring forth such technologies including Amrita Mitra, Live-in-Labs, Disaster sensor networks etc. that have been well received by experts and academia. As students of technology and keeping in mind the legacy heralded by the institute, it is our job to translate these new innovations to the common man. Customizing it to his needs or wants. Also Vidyut brings about a forum to put forth ideas most needed by the society. Technology for humanity is what inspires us this year. The well rounded events shall include management, technology, games, core sciences and more with a touch of humanity. We have competitions, exhibitions, fun-events and pro-shows that shall enthrall you.
ABOUT THE THEME

One of the most important examples of Technology for Humanity is Smart Village. Smart village basically consists of an integrated energy system of interconnected loads and renewable energy resources, which will provide power to the village in parallel with the grid. The general load in a village could typically be distinguished as household load and commercial load. Household load will comprise of general electricity consumption from lights, fans, mobile chargers and other general electrical equipments. Since most of the villages have agriculture as the primary occupation, the commercial load would comprise of schools, irrigation pumps, flour mills etc. The solar park will be a designated centralized facility for large scale solar power generation and manufacturing in a Smart Village. The idea of Climate Smart Agriculture involves a portfolio of interventions that are chosen to suit the local environment and the community's needs by emphasizing on the key climate-related issues. These concepts take a forefront in this year’s Vidyut.

Be here for Vidyut 2014. Contribute your skills to a greater good. Electrify Your Senses. Be inspired...!!
Vidyut 2013: Over 4,000 Students Participate

Express News Service

Kollam: Over 4,000 students from various engineering and management institutions from across the state participated in the national-level Tech Fest-Vidyut 2013, held at Amrita Institute of Higher Education in Kollam. The function was inaugurated by Dr. K. S. Sudhakaran, Director, Amrita Institute of Higher Education, and J. Anil Kumar, Deputy Director, Kollam Regional Centre, Amrita University. The fest was officially inaugurated by C. K. Shashirekha, Dean, Thiruvananthapuram Campus, Amrita University.

Vidyut to End Today

Express News Service

Kollam: The national level multi-feat Vidyut 2013 organised by Amrita University on Amritapuri Campus near here will conclude on Sunday. On Saturday, events including E-harvester, Aqua Missile, Sterling Engine, Aerogen, Robo Olympics, Dragster, Code Green, Machinist and Counter Strike were held.

In the results announced on the day, Raj Kumar S N and M Prabhakar (Magma, Chennai) won the first prize in Aqua Missiles and K S Spoorukey S and Meenakshi K (Amrita, Coimbatore) won the first prize in Computer Science paper presentation. Workshops on Ethical Hacking and Mozilla Firefox and events including Robo Wars and Black Runner will be the major attractions on the final day of the event.

A statement from the University said that this year’s Vidyut 2013 fest, which had the theme of Alternative Energy, is expected to give students a deeper insight into the energy crisis facing the world. It will help them gain the confidence to develop technology solutions to deal with various challenges in this field, the statement said.
COMPETITIONS

Impro-Wise
- hydraulic arm
- aqua missile
- hover craft

Code-Pad
- code it
- app dev
- haxploit

Robo-Village
- robo war
- chase the curiosity freestyle

In-Situ
- smart village
- circuitrix
- tech-o-wars

E-Space
- stock xchange
- code smart
- e-treasure hunt

General
- CSI Vidyut
- informals
- Vidyut Chess 2014

Zion
- FIFA 12
- counter strike
- DOTA

The Wallstreet
- creo’14
- baazigar case study
- and much more...
SPONSORSHIP AVENUES
WHY ASSOCIATE WITH VIDYUT?

Associating with Amrita University and Vidyut 2014 gives your organization to achieve the following:

- Prominent visibility on all 5 campuses of Amrita University i.e Amritapuri, Coimbatore, Kochi, Mysore and Bangalore. This is in addition to visibility in other premier institutes all over India.
- An opportunity to interact with some of the best minds of India.
- It strengthens your organization’s corporate image.
- It is an excellent opportunity to participate in the human resource development of our nation.
- An opportunity to improve your organization’s brand equity.
- Vidyut 2014 gives you an opportunity to showcase your brand through our specially designed packages which include product presentations, banners, stalls, media coverage, audio video presentations etc. With participation expected to rival any major campus fest in India, ‘Vidyut 2014’ gives you a great opportunity to reach out to students from all over India and thus it is a prime opportunity to strengthen the image of your brand/organization.

vidyut.amrita.edu
Benefits

Pre Event:
- Vidyut 2014 will be titled and promoted as ‘Amrita University’ and (Title Sponsor) proudly present ‘Vidyut 2014’.
- The Vidyut 2014 website home page will prominently display the sponsor’s logo with a link to the sponsor’s official website.
- All publicity material including printed posters, banners, brochures etc. printed in connection with ‘Vidyut 2014’ will display the logo and name of the organization. The company will be acknowledged as the title sponsor for the event.
- Visibility inside all 5 campuses of Amrita University for at least a month before the start of the event.
- Mention in media reports in the lead up to the event.

During the event:
- The title sponsor representative will be the keynote speaker during the inaugural ceremony of ‘Vidyut 2014’.
- <Title Sponsor> is entitled to conduct seminars, presentations or other promotional events during the fest.
- ‘Vidyut 2014’ will be introduced as ‘Vidyut 2014’ brought to you by Amrita University and <title sponsor> in all the announcements.
- Promotional literature will be included in the kit given to all the participants when they arrive on campus to participate in the fest.
- All ‘Vidyut 2014’ merchandise including t-shirts, memorabilia etc. will feature <title sponsor> logo prominently. This is apart from the <title sponsor> logo being present on ID cards, certificates and stationery provided to all the participants.
- A representative from <Title sponsor> will be given a place on the judging panel of an event of their choice.
- Slides and promotional videos during pro shows and other events.
- <Title sponsor> is entitled to two stalls to display their product lineup and thereby gain exposure to the thousands of participants expected to participate in the fest.
• Banners at all prominent locations on campus.
• 6 free passes to any workshop organized during ‘Vidyut 2014’.
• 12 free passes to all the pro shows.

Post event:
• Coverage in all the post event reports in the media and college website and magazine.
• <Title sponsor> and its activities will be covered extensively in the college newsletters and website.
• An opportunity to meet the college management to discuss areas for research and collaboration.
• Coverage in the ‘Vidyut 2014’ newsletter which will be sent to all the registered participants via e-mail.

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<thead>
<tr>
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<th>Stall</th>
<th>Website Branding</th>
<th>Media Presence</th>
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</thead>
<tbody>
<tr>
<td>Maximum</td>
<td>2 x 100 sq.ft</td>
<td>Maximum</td>
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**GOLD SPONSOR**

**SPONSORSHIP AMOUNT : 5 LAKHS**

**Pre Event:**
- Posters, brochures and all other promotional material for ‘Vidyut 2014’ will feature the name and logo of <Gold sponsor>.
- The fest home page will feature the organization’s logo linked to the company’s official website. The logo will appear under ‘Gold Sponsors’.
- The eco friendly posters and flex erected on campus in connection with the fest will feature the logo of <Gold sponsor>.

**During the event:**
- <Gold Sponsor> will be given media coverage during the event.
- <Gold Sponsor> will be allowed to send one representative as a judge for an event of their choice.
- ‘Vidyut 2014’ will be introduced as co sponsored by <Gold Sponsor>.
- Space to be provided for setting up one large stall to <Gold Sponsor>.
- 3 free passes for workshops and 6 free passes for the pro shows held during ‘Vidyut 2012’.
- Advertisements and promotional videos at all event venues.
- Banners at prominent locations on campus.

**Post event:**
- Mention in the post event media coverage.
- Mention as gold sponsor in the event newsletter, college magazine and coverage in university and campus websites.

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<td>1 X 100 sq.ft</td>
<td>Maximum</td>
<td>★★ ★★★ ★★ ★★ ★★</td>
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SILVER SPONSOR
SPONSORSHIP AMOUNT: 4 LAKHS (CLUSTER SPONSOR)

- Entitled to send representatives to judge events from respective clusters.
- Prominent display of company logo and name on the web pages of respective cluster.
- Space for stall during the event.
- 2 free passes to all pro shows and workshops held during ‘Vidyut 2014’.
- Promotional videos and presentations during events of respective cluster.
- Mention as silver sponsor in main flex and other promotional material in the lead up to the event.
- Space for eco friendly banners at cluster venues and other select spots on campus.
- Mention in post event coverage in event newsletter and university website.
- Logo on certificates given to winners of events of respective cluster.
- Cluster to be publicized as ‘Cluster in association with <Silver Sponsor>’.

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**GAMING & MEDIA PARTNER**

**SPONSORSHIP AMOUNT : 2 LAKHS**

- Sponsorship amount equaling the prize money of the gaming events.
- Promotional videos and activities at gaming venues.
- Banners at gaming venues and near the main stage.
- Distributing publicity materials to all the participants at the venue.
- Company logo on all the certificates given to the winners of the gaming events.
- Mention as Gaming Media Partner during coverage of gaming events in pre event build up and post event newsletter, which will be sent via email to all registered participants.
- Company name and logo mentioned on all the web pages related to gaming events apart from the ‘sponsors’ webpage.

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<td>–</td>
<td>Yes</td>
<td>★★★★☆☆☆☆☆☆☆☆</td>
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TRAVEL & HOSPITALITY PARTNER
SPONSORSHIP AMOUNT: 1-2 LAKHS

- Includes travel & accommodation expenses of all guests & dignitaries including performers for proshows.
- Provisions for displaying banners at select locations on campus
- Company name & logo will feature on Travel & Accommodation webpage apart from the ‘sponsors’ webpage. The company will be introduced as ‘Travel & Hospitality Partner’.
- Provision for small stall for promotional activities.
- Distribution of publicity material during the fest.
- Mention as Travel & Hospitality Partner during pre-event build up & post event newsletter, which will be sent via e-mail to all the registered participants.

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TECHNOLOGY PARTNER
SPONSORSHIP AMOUNT: 1-2 LAKHS

- Company name and logo will be displayed on the home page of ‘Vidyut 2014’ website with a link to the company’s official website.
- Publicity material related to the fest will carry the name and logo of the company as ‘Technology Partner’.
- Banners at prominent locations during the tech fest.
- Provision for small stall and promotional activities.
- Distributing publicity material to all the participants.
- Slot in between select events to make a presentation.
- Mention as Technology Partner during pre event build up and post event newsletter, which will be sent via email to all registered participants.
- Company name and logo will be featured on the ‘sponsors’ webpage under ‘Technology Partner’.
- Mention in media coverage as ‘Technology Partner’ before and during the fest.

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STATIONARY PARTNER
SPONSORSHIP AMOUNT: 1-2 LAKHS

- The company name and logo will be prominently displayed on the kit given to all the participants. The kit would contain a writing pad, pen and some other stationery items.
- Display of banners at prominent locations and distribution of publicity material to all participants.
- Mention as Stationery Partner during pre event build up and post event newsletter, which will be sent via email to all registered participants.
- Company name and logo will be featured on the ‘sponsors’ webpage under ‘Stationery Partner’.

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<td>Yes</td>
<td>★★★★★★</td>
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</table>
• Company logo to be prominently displayed on all the official apparel and merchandise including t-shirts, wrist bands and caps.
• Provision for displaying banner at prominent locations during the fest.
• Distribution of publicity material to all the participants.
• Mention as Apparel and Merchandise Partner during pre-event build up and post event newsletter, which will be sent via email to all registered participants.
• Company name and logo will be featured on the 'sponsors' webpage under 'Apparel and Merchandise Partner'.

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<td>★ ★ ★ ★ ★</td>
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CO-SPONSORS
SPONSORSHIP AMOUNT : 30-50K

- Banners in prominent locations inside the campus.
- Mention in the hoardings placed in strategic locations.
- Company name & logo will feature in the ‘sponsors’ webpage.
- Provision for small stall for promotional activities.
- Mention in the flyers & brochures circulated to various colleges
- Mention as ‘co-sponsor’ during pre-event build up & post event newsletter, which will be sent via e-mail to all the registered participants.

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OTHER AVENUES:-
Stall - 15K - 3 days
Banners - 10K(in proshows stage)/5K/3K

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GET MORE INFO FROM

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