



South Asia Youth Environment Network

## CEE

Centre for Environment Education

&



**Kshitij** is the annual techno-management symposium of **Indian Institute of Technology Kharagpur**. A showcase of innovation, the symposium aims to bring together healthy competition from across the country together and celebrate technological advancements. The festival constitutes competitions, workshops, exhibitions and guest lectures focusing on technological and entrepreneurial front.

We, hereby, would like to apprise **SAYEN/CEE** of the astounding success of Kshitij 2016. The last edition of Kshitij played host to numerous towering personalities in technical, managerial as well as social domains including the likes of **Rakeysh Omprakash Mehra** (Known for writing and directing Rang De Basanti & Bhaag Milkha Bhaag), **Prof. Ada Yonath** (Nobel Prize in Chemistry, 2009), **K. Radhakrishnan** (Former Chairman, ISRO), **R. Chidambaram** (Principle Scientific Advisor to Government of India), **Brigadier Stephen Tetlow** (CEO, Institution of Mechanical Engineers), **Arup Raha** (Chief of Air Staff, Indian Air Force).

Hands-on workshops by organizations and companies like **BOSCH, Oracle, DBS, Toyota India, Autodesk, Societe Generale, Cypress etc.** A multitude of exhibitions from all across the world, proved to be a visual treat for the audience with its rare blend of technology, science and entertainment. Kshitij is associated with world renowned organizations such as **ASME, ASCE, IEEE, and IMechE**. The fest drew participation from all corners of the country and even abroad in a wide array of events organized to gauge the technical dexterity and managerial acumen of bright young minds.

Patronage by **SAYEN/CEE** has been an integral part of our fest, helping us applaud innovative education, sharing our dream to take Kshitij to a new horizon. The Kshitij team would like to thank **SAYEN/CEE** for showing faith in us and helping us in this endeavor of ours.



## Highlights of Kshitij 2017

- Participation of more than **60,000 students** with **6000 outstation** participants from the eminent institutes like Stanford, MIT, NUS, NTU, IIMs, IITs, NITs, BITS and many more.
- **Prizes** worth over **INR 50,00,000** for various online and on-the-spot events in **Kshitij 2017**.
- **Guest Lectures** by **Rakeysh Omprakash Mehra** (Critically acclaimed director of movies like Rang De Basanti and Bhaag Milkha Bhaag), **Dr. K Radhakrishnan** (Former Chairman of ISRO), **Dr. Rajagopala Chidambaram** (Chief Scientific Advisor to the Government of India), **Prof. Ada Yonath** (Winner of Nobel Prize in Chemistry, 2009) among many others.
- **Workshops** on DevOps by **Oracle**, Automobile Manufacturing by **Toyota**, Bluetooth Smart PSoc by **Cypress Semiconductors**, Gravitational Waves Astronomy by **LIGO India**, Biz Sense by **SAYEN/CEE** and Digital Banking by **DBS Bank** among many others.
- **Expositions** on 3D Printed Robots from **USA**, Molecular Virtual Reality from **UK**, Infinity Mirror Clock from **USA**, UGears Mechanical Models from **Ukraine** and Robyn InMoov from **Sweden** to name a few.
- **Mega shows** like **Stand-up Night (with Zakir Khan, Daniel Fernandes, Azeem Banatwalla and Angad Singh Ranyal)**, **Alison Gabrielle** (Bollywood Cellist), **The Snake Charmer** (India's first bagpipe act) and **Lost Stories** (DJ Mag's No. 52 DJ in the world).
- **Organized** pre-Kshitij workshops in Kolkata to mobilize the student community about Kshitij, which ensures year round publicity of sponsors among the students.
- Organized over 10 pre-Kshitij **regionals**, organized in various major cities like Kolkata, Ludhiana, Raipur etc. to mobilize the student community about Kshitij, which ensures year round publicity of sponsors among the students.
- **Association** with noted Fortune 500 companies like **Google, Hewlett Packard Enterprise, IBM, Microsoft, Johnson Controls, Texas Instruments, Boeing, Samsung** etc. apart from some of the biggest names of India Inc. like **SBI, SBI, ITC, The Times Of India, SAP Labs** etc.



## **SAYEN/CEE Banners & Branding:**

- Hoardings in Kolkata through our Outdoor Publicity Partner Mall Partners **Mani Square** and **Acropolis** at prominent places displaying **SAYEN/CEE** logo.
- Presence of **SAYEN/CEE** of logo on posters related to events, GL, workshops, exhibitions released through Facebook page of Kshitij.
- Announcements to be made through local radio channels proclaiming **SAYEN/CEE** as the patronage of Kshitij 2017.
- A documentary of **Kshitij** was played at the beginning of the Inauguration & Megashow which displayed the logo of **SAYEN/CEE**.
- Announcements were made during the fest in the arena proclaiming **SAYEN/CEE** as our Patronage.
- Prominent logo presence of **SAYEN/CEE** on the page of the website of the fest as the Patronage of Kshitij 2017.
- Presence on **SAYEN/CEE** logo on banners present during events and workshops.



# KSHITIJ 2017

THE TECHNO-MANAGEMENT FEST 27TH-29TH JAN

## Through Website (More than 8 million hits)



## Through Facebook Page Cover Photo





## Crowd present during events/workshops





# KSHITIJ 2017

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## Branding throughout the campus during the Fest





# KSHITIJ 2017

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## GIANT BACKDROPS PUT UP AT PROMINENT LOCATIONS IN KOLKATA PRIOR TO THE FEST





## PUBLICITY THROUGH K SPEAK GIVEN TO ALL THE PARTICIPANTS

 **KSHITIJ 2017**  
27TH-29TH JAN



A TLS PRODUCTION



# KSpeak

The annual techno management fest of IIT Kharagpur, Kshitij has risen from a humble foundation in 2004 to being the largest of its kind in Asia at present. A journey fired up through dreams, passion and irrepresible urge for excellence stands before us magnanimous and enthralling. Look across the gleaming horizon and you'll see a brilliant skyline of the brightest minds on earth coming forth and proving their mettle in competitions ranging from latest technological tools to crisscrossed delicate numbers of finance and markets. The sheer quality of events has attracted attention worldwide and top-notch organizations like ASME, MechE,

ACM and IEEE continue to be associated with it. Kshitij has been growing ever robust and spirited. If you think that robotics, business plan competitions and coding is the end of it, then wait. Kshitij 2017 also brings to you a delightful palette of megashows, guest lectures and exhibitions a perfect feast for your appetite of amazement. Four days of grandeur, fun, passion and triumph await you. Once you begin being one with these vivacious colours, you wouldn't know whether to keep your eyes closed and sigh in admiration or keep them wide open so that you don't miss the next extravaganza round the corner.



## UNESCO Patronage

Gaining patronage from UNESCO for the third time consecutively reflects the kind of impact Kshitij has had on the student community. An unparalleled stature in the technical world and years of dedicated efforts have finally culminated in what is rightly called the 'highest form of support that may be granted to exceptional activities likely to have a real impact on education, science, culture or communication.'

Even the official website of Kshitij [www.ktj.in](http://www.ktj.in) is the largest student run website. The astounding array of competitions, the eminence of guest lectures and the sheer brilliance of megashows all stand to welcome the true spirit of young generation. True to its name to reach the furthest in the conquest of science and knowledge, the 12th edition of Kshitij, welcomes you to the 'carnival of innovation' of 21st century



## PUBLICITY THROUGH MEDIA ARTICLES

Indianews | The Times of India | The Economic Times  
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City | Crime | Civic Issues | Politics | Schools & Colleges | Events

News | City News | Kolkata News | IT | Kharagpur & Corporate Kshitij

**IIT Kharagpur to organise Kshitij**  
Joint/Multistep/Parade/THN | Nov 9, 2016, 05:25 PM IST



**KOLKATA:** Kshitij, one of the grandest techno-management symposia, Kshitij is back again with a new twist. Organised by Kharagpur on Robotics being organised at Kharagpur on November 27, 2017 in Mysore.

workshop is aimed towards learning the development of a robot and at the end of the workshop, the participants will make their own robot. Harsh Bhatnagar, general secretary, Technology Students' Committee said "This workshop is organised by the students of IIT Kharagpur and offers an open platform for hands-on experience and channelising their innovative ideas to get a new dimension in the field of robotics." Last year's workshop has seen the presence of over 2,500 participants and the quest for this year is expected to surpass it. The workshop not only introduces the students to the world of robotics but also helps them taking the first step in this field of science with extra vigour and zeal. This annual fest attracts the enthusiasts to participate in Robotics, an event in Kshitij, which is an international techno-management.

The magnitude of Kshitij can be understood by its social initiatives, outreach programmes around the year. It has already won more than INR 50 lakhs and the total participation of more than 70,000 students from 1400 colleges of India last year. It provides an opportunity to lead the advanced trends to one ultimate, to substitute the most wide vertical content, to work the stress of justice and honesty to articulate a better world.

The fest will host the IIT Kharagpur Global Model United Nations Conference 2017. Kshitij has consistently gained patronage by UNESCO, South Asia Youth Environment Network (SAYEN) and Centre for Environmental Education (CEE). Last year, SAYEN and CEE had organised an innovative case study challenge on climate change in Kharagpur, whose best solutions are considered for execution to help the society achieve a step towards cleaner and better environment. Using segregated waste bin and handprint posters during the fest and thus, ensuring an eco-friendly campus is what being implemented by Kshitij in collaboration with SAYEN and CEE.

### Advertorial

## KSHITIJ: All Set To Enthrall And Innovate

Kshitij's event 8-Plan gives aspiring entrepreneurs a wonderful opportunity to present an executive summary of their business ideas before angel investors and venture capitalists and also gets them exposure to the world of marketing and branding.

**K**shitij, the annual techno-management symposium of IIT Kharagpur, provides a platform for a confluence of students, academics and the industry. While the students, academics and the industry provide the ultimate test of grit, knowledge and skill, the past lectures and workshops provide an enriching experience for the avid learners.

Under the patronage of UNESCO, SAYEN, CEE and 'Make in India', the 14th edition of Kshitij is all set to witness an unprecedented level of enthusiasm to march ahead as the flagbearer of its legacy in all respects. With the slogan "Think, Create, Innovate", Kshitij aims for the talent and expertise to be recognized and duly rewarded.

The event 8-Plan gives aspiring entrepreneurs a wonderful opportunity to present an executive summary of their business ideas before angel investors and venture capitalists and exposure to the world of marketing and branding.

8-Plan is Kshitij, IIT Kharagpur's flagship event in which young entrepreneurs from all over India participate to showcase their pitch. The success of the previous editions are some successful start-ups.

'Alive Home' is one such example. A group of technology enthusiasts at IIT Kharagpur have developed a new application that can be used to manage everything inside a smart home. Called 'Alive Home', the application connects all electronic devices in a house together and brings their control on your mobile device. A handful of fifth year engineering students Poojan Gupta and Alok Datta, the app helps people remain connected with their homes from anywhere, anytime.

"Home automation is already there in the market, but it's very expensive. But we want to make it accessible for the masses. Ours is a fully functional prototype which is very affordable."


According to the developer, a entrepreneur can easily afford this technology for a budget of USD 500-1000 for a 3000 sq.ft. smart home. Around 1000 students from IIT Kharagpur will make high end technology use devices.

'Gourmet Technologies' is another example of the best of participation in 8-Plan. A group of students, Harsh Bhatnagar, general secretary, Technology Students' Committee said "This workshop is organised by the students of IIT Kharagpur and offers an open platform for hands-on experience and channelising their innovative ideas to get a new dimension in the field of robotics." Last year's workshop has seen the presence of over 2,500 participants and the quest for this year is expected to surpass it. The workshop not only introduces the students to the world of robotics but also helps them taking the first step in this field of science with extra vigour and zeal. This annual fest attracts the enthusiasts to participate in Robotics, an event in Kshitij, which is an international techno-management.

**TNT** the northeast today

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### Enriching experience awaits students at IIT Kharagpur through Kshitij, the annual techno-management symposium



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Participants in a workshop on robotics held by IIT Kharagpur students as a curtain-raiser to Kshitij, the annual techno-management fest of the institute, at Vidya Mandir on Sunday. Around 700 students from various engineering colleges in Calcutta took part in the programme. The fest will be held on the Kharagpur campus of the institute from January 27 to 29. All information about Kshitij are available on [www.ktij.in](http://www.ktij.in). Picture by Anup Bhattacharya



**FACEBOOK POSTERS**

**1. Patronage Announcement**



**KSHITIJ**  
THE TECHNO MANAGEMENT FEST

**2017**  
27<sup>TH</sup> - 29<sup>TH</sup> JAN

PROUDLY ANNOUNCES ANOTHER EDITION  
UNDER THE AEGIS OF

**UNESCO**  
**SAYEN & CEE**  
**MAKE IN INDIA**



## 2. Event release

**KSHITIJ 2017**  
THE TECHNO-MANAGEMENT FEST 27TH-29TH JAN

Institution of **MECHANICAL ENGINEERS**

Junkyard Wars of IIT Kharagpur

**NIGHTSHIFT**

Prize Money: INR 20,000

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*(Note: The poster also features a grid of logos for various sponsors and partners at the bottom.)*

## 3. Guest Lecture Release

**KSHITIJ 2017**  
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**LARRY WALL**  
Creator of the Perl programming language

**RAKESH SHARMA**  
First Indian in space

**RICHARD STALLMAN**  
Founder of GNU Project

**EMMY WALES**  
Co-Founder of Wikipedia

**V. S. SWAMINATH**  
Former Chief Election Commissioner of India

**DR. JAMES MURDOCH**  
Nobel Memorial Prize in Economic Sciences

**DR. SUNIL OOKARN**  
Former RBI Deputy Governor

**CARLO COSTABELLI**  
Director, IMF

**DR. K. EASTURANGAN**  
Former Director of ISRO

**PROF. KURT WUTHRICH**  
Nobel Chemistry Laureate

**"GUEST LECTURES"**

*Coming soon...!*



#### 4. Workshop Release

**KSHITIJ 2017**  
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MARKET OPENS ON : 15<sup>th</sup> NOV

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#### 5. Exhibition Release

**KSHITIJ 2017**  
THE TECHNO-MANAGEMENT FEST 27TH-29TH JAN

EXHIBITION #1

 ROBYN INMOOV





## The Arena





Normal Crowd (During normal hours and the DJ Night)





## POST FEST

Logo of **SAYEN/CEE** in the Souvenir and Documentary of the fest will be sent to all the participating colleges, past and potential sponsors and alumni across the nation. The Sponsorship brochure of the next edition of Kshitij will have special mention of previous year sponsors.

***We would like to thank SAYEN/CEE for showing belief in our vision and associating with us to realize the goal of making Kshitij 2017 a huge success.***

Thanking you!

Yours sincerely,

**Raevent Kaul**

Core Organising Team Head, Events

Kshitij 2017

Technology Students' Gymkhana

Indian Institute of Technology, Kharagpur

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