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.
Through Website (More than 8 million hits)

Through Facebook Page Cover Photo
Crowd present during events/workshops
Branding throughout the campus during the Fest
GIANT BACKDROPS PUT UP AT PROMINENT LOCATIONS IN KOLKATA PRIOR TO THE FEST
PUBLICITY THROUGH K SPEAK GIVEN TO ALL THE PARTICIPANTS

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 flared up through dreams, passion and irresistible 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, IMeCHE.

ACM and IEEE continue to be associated with it. Kshitij has been growing over 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.ktij.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 19th edition of Kshitij , welcomes you, to the ‘carnival of innovation’ of 21st century.
PUBLICITY THROUGH MEDIA ARTICLES

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.ktf.in. Picture by Anup Bhattacharya
FACEBOOK POSTERS

1. Patronage Announcement
2. Event release

3. Guest Lecture Release

"GUEST LECTURES" Coming soon...!
4. Workshop Release

5. Exhibition Release
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,

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