

Oct 20-23
tathva '16
ideate. envisage. evolve

16 years ago, a group of student visionaries set up a humble symposium for curious minds to create, adapt, and advance in the ever growing world of technology. Encompassing all the elements for the perfect techfest, today Tathva, the annual techno-management festival of NIT Calicut has grown into one of the biggest fiestas the nation has ever witnessed. Tathva is the flight of a single banner that draws countless followers each year, united in their quest for technical and artistic excellence.

Growing at an exponential rate since its genesis in 2002, Tathva aims to surpass all boundaries and set higher standards every year for colleges all over the country. Beckoning forth the masses with a plethora of events, workshops, competitions and pronites, it has become more of a celebration. With Tathva '16 we hope to harness the future technocrats to bring about an evolution. So put on your party hats and strap on your thinking gear as we dive deep into a journey unlike anything you've experienced before.

ABOUT US

IN A NUTSHELL



4
DAYS



1.8
M
IN CASH
PRIZES

withthekeyan photo

300,000
WEBSITE
HITS

15,000+
FOOT
FALL

TATHVA IN NUMBERS



MORE
THAN
60
EVENTS

1200
+
COLLEGES
COVERED
IN PUBLICITY





E RACER

CUBE OPEN

DEATH RACE

LEAGUE OF MACHINES

ACCELEROBOTX

HOVER DRIVE

To truly achieve one's best potential, one needs a stage that draws out their inner Edison. Replete with events that reach unprecedented heights year after year, Tathva '16 is just that stage. Tathva '16, a cornucopia of the pioneering technological minds of the country, is where you find events that inspire, and outcomes that revolutionize. We invite you to showcase your brand, in this techno- festival and reach out to an audience both large and diverse.

EVENTS

ASSOCIATE WITH THE FUTURE

INSPIRE THE YOUTH



ENORMOUS CROWD PULLER

WORLD CLASS EXHIBITIONS

Time and again, Tathva has continuously provided a platform for young minds to experience and explore the technological advancements of today. Having showcased displays by renowned organizations like ISRO and DRDO in the previous years, Tathva '15 raised the bars by featuring Manav - India's first 3D printed humanoid robot. This Tathva '16, we are back, bigger and better, with world-class exhibitions that will attract the biggest footfalls and ensure maximum visibility for our associates. Come join us, and be part of this technological extravaganza.

EXHIBITIONS



DR. BIKAS SINHA

PROF. RAJIV KHOSLA

VARUN AGARWAL

PLACE YOUR BRAND IN THE LIMELIGHT

Ever since the inception of Tathva, we've held impeccably organized workshops and world class lectures that have since become synonymous with our image. Our stage has witnessed pioneers like Dr A.P.J. Abdul Kalam, former president of India, Dr G Madhavan Nair, former chairman of ISRD, and Jimmy Wales, founder of Wikipedia, enthrall the audience with their brilliance and direction. Providing a completely hands-on approach, our technical workshops ranging from ethical hacking to RC aircrafts have been voted top-notch. This Tathva's lectures and workshops bring you the exclusive opportunity to place your brand in the limelight with an enviable audience exposure.

**WORKSHOPS AND
LECTURES**



BECOME THE DRIVERS OF CHANGE



EMPOWER SOCIETY



MAKE A DIFFERENCE



LET US SHOW THE WORLD THAT WE CARE



DO YOUR BIT FOR THE SOCIETY



FOR A BETTER TOMORROW

Project to electrify tribal hamlet

NIT-C initiative as part of Tathva 2014

NITC Students Provide 'Sight' for the Visually Impaired

Develop working model of a smart 'Blind man's stick' to guide the visually impaired on the obstacles along their path

At this fiesta of technical delicacy and creative exuberance, Aavishkar is an endeavor by NITGians where students and other enthusiasts come together and join hands to contribute towards the society.

Aavishkar is a humble effort to make Tathva not just a techno-management fest but also a service that can uplift and enable our community to evolve and pilot towards a better tomorrow. It is a splendid opportunity for responsible corporations to contribute to the empowerment and betterment of our community.

Join us at Tathva and do your bit for this noble cause. As Mahatma Gandhi once said "The best way to find yourself is to lose yourself in the service of others."

AAVISHKAAR

STUNT SHOWS



WHEELS

SPORTS CAR EXHIBITION



TWO WHEELER EXPO



A CUT ABOVE THE REST

ONE OF THE BIGGEST AUTO EXPOS IN SOUTH INDIA

Does the revving of a car engine get you all fired up? Does the sight of supercars give you goosebumps? Then Wheels is your place to be at Tathva '16. Presenting the best modified cars from South India all under one tent, Wheels ushers in one of the biggest gatherings of motor heads in India. A dream come true to all automotive maniacs, Wheels has always been able to attract large audiences with its jaw-dropping array of automobiles. Car aficionados from all over India visit NITC just to feel the rush of these grand machines. Wheels is one of the most frequented events during Tathva every year and this display of chrome and power grows snazzier with each edition. Gear up for one of the biggest rides of Tathva '16.



SHRUTI PATHAK

AGAM

CANDICE REDDING

DJ NUCLEYA

JONITA GANDHI

ASSOCIATE WITH THE BIGGEST
CROWD PULLER OF TATHVA 16

A perfect blend of culture and art, Tathva nites attracts an audience of over 8000 spectators every year ensuring BRAND VISIBILITY and building BRAND IMAGE. The crowd witnesses history in the making as performers the likes of Motherjane, Agam and Candice Redding set fire to the awe inspiring Open Air Theatre of NITC. Be a part of a spectacle as this cultural celebration transforms an ordinary night into an unforgettable, enthralling experience.

PRO NITES

INSPIRE INNOVATION

ASSOCIATE WITH THE FUTURE OF ARCHITECTURE

PIONEER GROUNDBREAKING DEVELOPMENTS

THE ADIZYA WALL

WHERE THE MOST CREATIVE OF MINDS GATHER

ADIZYA

Tathva renders not just a dais for technical dexterity, but an equally amazing juncture for the artistic intellects to shine through. A brilliant manoeuvre started by the architecture students of NIT-C, Adizya, within its short span, has augmented the power of imagination and innovation to the quintessence of creative publicity. Adizya '15 entertained a large audience by hosting interactive sessions by renowned architects Dean D'Cruz and Eugene Pandala, and the accomplished artist Jinan K B, along with the inventive workshops. This Adizya'16 gives you the opportunity to make yourself a prominent brand among the young creative minds of the country who shall soon adorn the cape of the future consumers.

QUIZES OF THE HIGHEST STANDARD



STUDENTS FROM ALL ACROSS THE STATE



AND THE RIGHT ANSWER IS..



REACHING OUT TO THE SCHOOL KIDS



MOULDING THE NEXT GENERATION



Tathva, known to be a quintessential platform for showcasing talent, brings yet another magnificent event - Samasya, conducted by NIT-C's Enquire Quiz Club. It features a brain battle extravaganza which helps ignite young minds and fuel curiosity. Being Kerala's biggest school quiz, Samasya witnesses around 800 school students from across 10 districts over the state brainstorming their way through a plethora of quizzical questions. Students compete for a cash prize of Rs. 25,000 and the crowning glory of emerging victorious after battling it out against the most voracious quizzers in the state.

SAMASYA

ASSOCIATE WITH THE NEXT GENERATION OF LEADERS



INTERACT WITH THE BRIGHTEST MINDS



INSPIRE THE FUTURE



EMPOWER THE FUTURE OF MANAGEMENT



ASSOCIATE WITH THE MARKETING MAESTROS OF TOMORROW

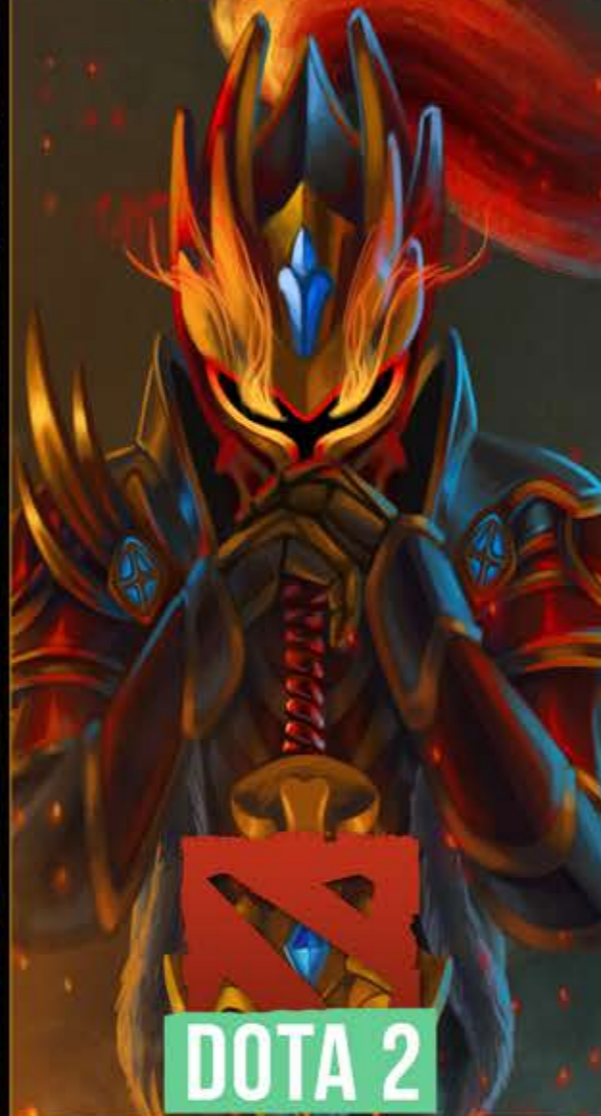
BIZSPARK

Tathva '16 brings to you an idiosyncratic event Bizspark to discover the tycoons of tomorrow's business world. Bizspark pushes contestants to break free and surpass the limits of imagination, innovation, and logic. Be a part of an event where like-minded, business-wired brains compete on a national level to demonstrate that they are the crème de la crème when it comes to management. NIT-C gives you a splendid opportunity to interact and associate with the marketing maestros of tomorrow.

BLITZKRIEG



FIFA 15



DOTA 2



NEED FOR SPEED



COUNTER STRIKE

COUNTER STRIKE

EVERY GAMER'S UTOPIA

The glory of battle, the nail-biting dash to the finish line, Tathva '16 brings you the next level of gaming with Blitzkrieg. Prepare yourself for the onslaught as some of the most accomplished gaming aficionados battle it out for cash prizes worth over 1.5 lakhs. But maybe that's not you. For those who prefer mind-boggling riddles over blood and gore, for those of you who rip questions to shreds, Clueless is just the game for you. With a fan following of over 10k, this online treasure hunt is unlike anything you've seen before.



**SINOV
RAJ**



THE BIGGEST CROWDS



ALL ROUND ENTERTAINMENT...



THE CYNOSURE OF ALL EYES



...ALL DAY LONG

INFORMALS

All it takes is a glimpse to bring strangers together. A rush of adrenaline. A peal of laughter. Besides setting up a witty banter amongst the crowds and creating memories, TathvaOnthespot guarantees truckloads of entertainment, and for associates, a wave of ears and eyes for your brand.

See it awaken your inner madcap and seize the moment while it lasts. Grab your chance to become our Informals partner and let the crowds be an audience to your brand.

A large crowd of people is gathered at a night concert. The stage is brightly lit with blue and white lights. A large red banner is visible on the right side of the stage. The word "WHY" is overlaid in large, bold, orange letters with a black outline.

WHY

US?



POSTERS CIRCULATING IN OVER 1200 COLLEGES AND EVENT POSTERS IN CALICUT CITY



MAKE YOUR PRESENCE FELT WITH BANNERS AND STALLS ALL AROUND THE CAMPUS



SALES OF TATHVA OFFICIAL T-SHIRTS AND OTHER MERCHANDISE



YOUR ADS AND LOGOS DISPLAYED IN THE OAT OF CROWD CAPACITY 5000

ONCE CREATED BY A GROUP OF TECHWIZARDS AS AN ENDEAVOR TOWARDS HOLDING A SCHOLASTIC SYMPOSIUM, TODAY, TATHVA IS HAILED AS SOUTH INDIA'S LARGEST TECHNO-MANAGEMENT FEST. TATHVA IS A FOUR-DAY EVENT THAT HAS MANAGED TO ENTHRALL ENTHUSIASTS FROM OVER 1200 COLLEGES IN THE 16 YEARS SINCE ITS INCEPTION.

TATHVA HOUSES A MULTITUDE OF EVENTS INCLUDING AAVISHKAR, WHEELS, SAMASYA, BLITZKRIEG, LECTURES, EXHIBITIONS, WORKSHOPS AND PROSHOWS- ALL OF WHICH HAS ATTRACTED MIND-SHATTERING PARTICIPATION TILL DATE.



45,000+ LIKES 

15,000+ FOOTFALL 

3,000+ VIEWS 

PRINT AND ONLINE MEDIA BRANDING THROUGH NATIONAL DAILIES AND SOCIAL NETWORKING SITES FORGE AN **ETERNAL RELATIONSHIP** WITH THE NATIONAL INSTITUTE OF TECHNOLOGY, CALICUT AND TATHVA

WHY SPONSOR US?

PRE TATHVA

1. Feature on the official Tathva webpage.
2. Assured credits and distinguished promotions for event sponsorships via social media.
3. Trademarking and special mention in posters displayed in reputed schools and over 900 colleges all over Kerala.
4. Advertising through posters and billboards placed at prime locations in Calicut city.
5. Opportunity to interact with the students of NITC.

DURING TATHVA

1. Advertising through posters, banners, and videos.
2. Extensive promotion through social media as well as print.
3. Specialised promotional events.
4. National level outreach through intense coverage by television agencies.
5. Interact directly with massive Tathva crowds
6. Reach out to the crowd through kiosks, booths, and stalls placed at prime locations throughout the campus.

POST TATHVA

1. Continuous promotion of brand name with entry into official Tathva website, Facebook page and succeeding brochures as a member of Tathva League of Sponsors.
2. Highlighting presence of sponsor in official after movie and event videos .
3. Timeless alliance with National Institute of Technology Calicut and an enterprising event like Tathva .

PUBLICITY



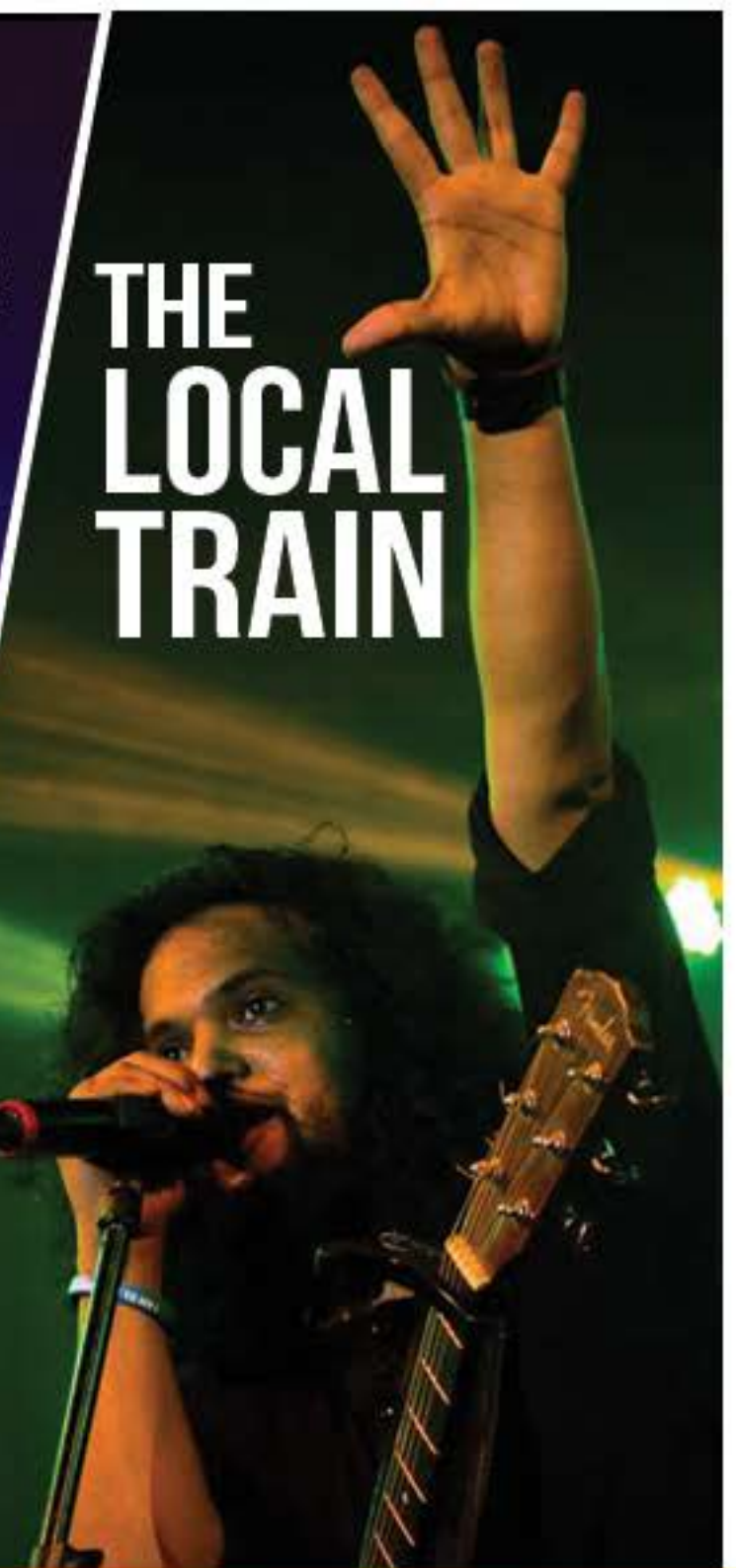
Prof. Rajiv Khosla
Director, Research Centre for
computers, Communications
and Social Innovation
La Trobe University.



Varun Agarwal
Entrepreneur
Film maker
Author



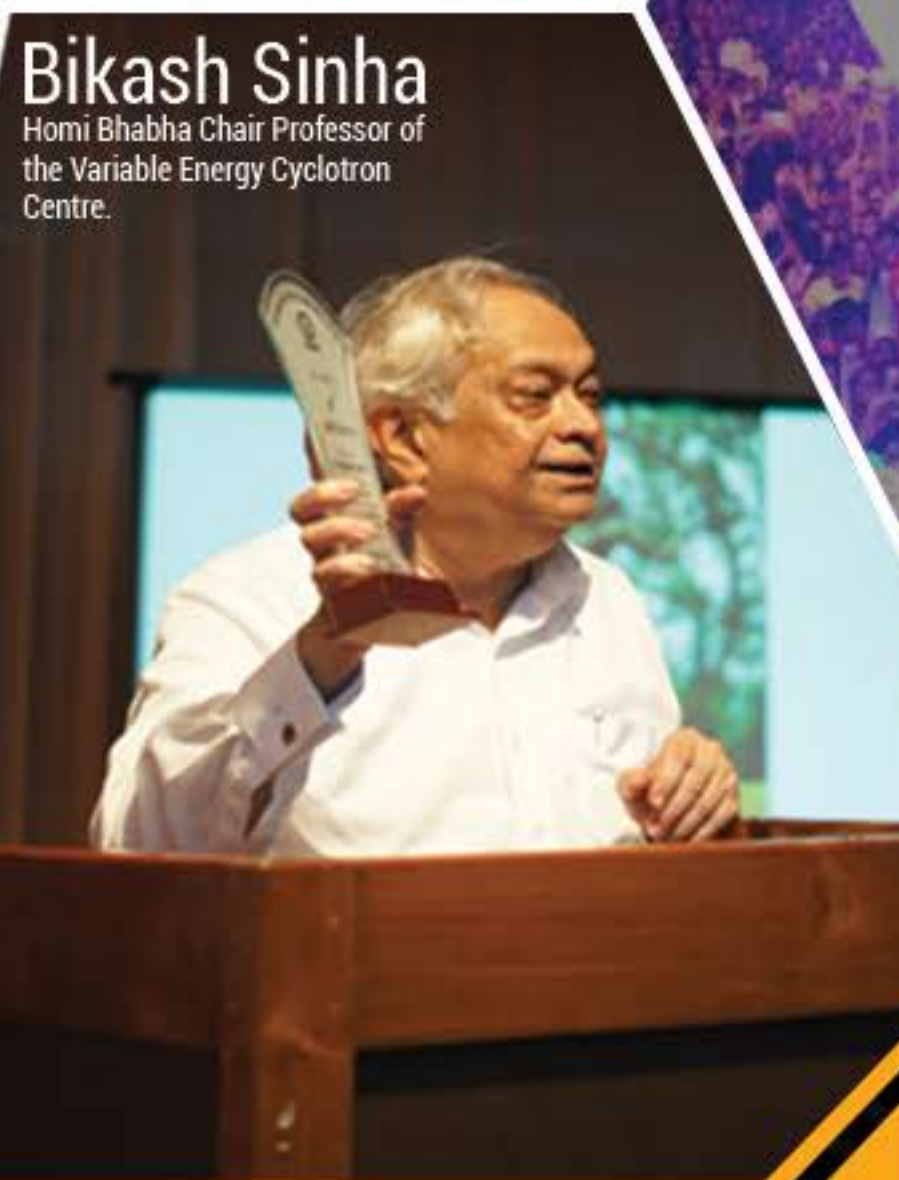
**DJ CANDICE
REDDING**



**THE
LOCAL
TRAIN**



DJ NUCLEYA



Bikash Sinha
Homi Bhabha Chair Professor of
the Variable Energy Cyclotron
Centre.

PREVIOUSLY AT TATHVA



ചന്ദ്രശേഖര വാദ്യലയത്തിൽ എൻ.ഐ.ടി. വിദ്യാർത്ഥികളുടെ വെളിച്ച വിപ്ലവം

എ. അലിക്വട്ടി



ചന്ദ്രശേഖര എൻ.പി. സ്കൂളിൽ വെളിച്ച വിപ്ലവം

കോളനിയിലേക്ക് സൗരോർജ്ജ വൈദ്യുതിയുമായി വിദ്യാർത്ഥികൾ



കോളനിയ്ക്ക് കോളനിയ്ക്ക് എൻ.ഐ.ടി. വിദ്യാർത്ഥികൾ സൗരോർജ്ജ വൈദ്യുതിയുമായി വിദ്യാർത്ഥികൾ

എൻഐടി 'തത്വ': ആവിഷ്കാർ രണ്ടാം പതിപ്പ് അവതരിപ്പിക്കും

കോളനിയ്ക്ക് എൻഐടി 'തത്വ' രണ്ടാം പതിപ്പ് അവതരിപ്പിക്കും

ഭിന്ന ശേഷിക്കാർക്കായി ഡിടിപി സെന്റർ സംരംഭം

കോളനിയ്ക്ക് എൻഐടിയിലെ ഡിടിപി സെന്റർ സംരംഭം

ആദിവാസി ഉൗരിൽ ഇരുട്ട് നീക്കി വിദ്യാർത്ഥിക്കൂട്ടായ്മ

ആദിവാസി ഉൗരിൽ ഇരുട്ട് നീക്കി വിദ്യാർത്ഥിക്കൂട്ടായ്മ

വിദ്യാർത്ഥികൾക്കായി എൻഐടി 'തത്വ'യിൽ മൺസരങ്ങൾ

വിദ്യാർത്ഥികൾക്കായി എൻഐടി 'തത്വ'യിൽ മൺസരങ്ങൾ

THE HINDU

Home News Opinion Business Sport S&T Features Entertainment Books Specials

Tathva offers fun, info

STAFF REPORTER



OF INDIA Kozhikode

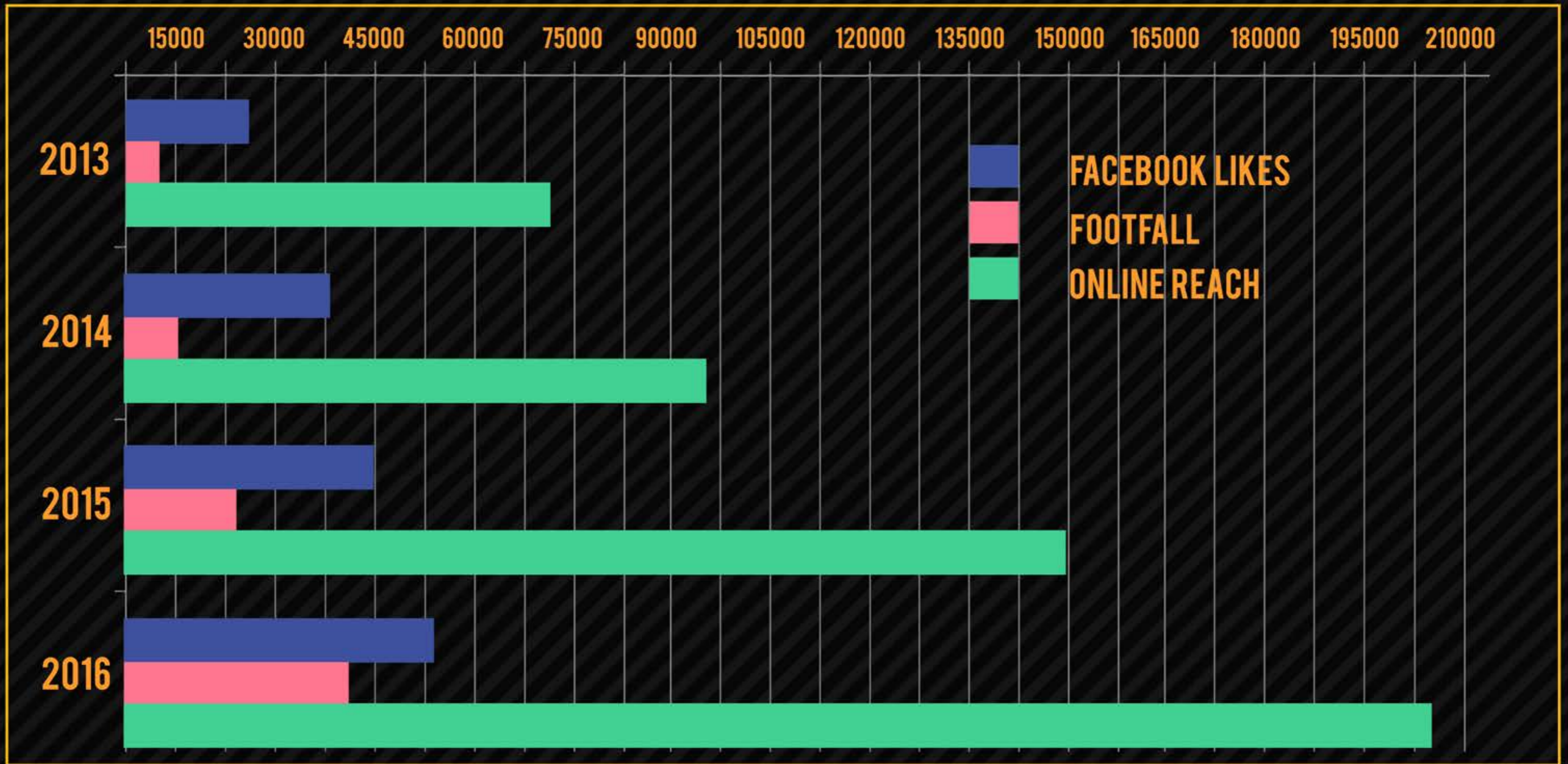
RELATED KEYWORDS: Solar-power | National Institute of Technology-Cadicut Tribal school in Wayanad gets power the NITC-way after three decades

THE TIMES OF INDIA Kozhikode

RELATED KEYWORDS: Further Personal Robots | IIT alumni designed robots read human emotions and double up as companions

FROM THE TIMES OF INDIA

TATHVA IN THE MEDIA



PROJECTIONS



BOSCH



TOSHIBA
Leading Innovation >>>



YAHOO!



apollo



PREVIOUS SPONSORS



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