



IHRD THARANG

SCIENCE, YOUTH & LEADERSHIP

3rd, 4th, 5th February 2023



ABOUT US

Welcome to Tharang, the annual Techno-Cultural-Entrepreneurial fest organized by the Institute of Human Resources Development (IHRD), an autonomous educational institution established by the Government of Kerala in 1987. IHRD constitutes 87 academic institutions across various streams which include Engineering Colleges, Polytechnic Colleges, Colleges of Applied Science, Technical Schools, Model Finishing Schools and Regional Centers. The management of the institute is vested with a Governing Body headed by the Hon'ble Minister for Higher Education, Government of Kerala, as the Chairman. The Institute is dedicated to the scientific advancement, technological progress and economic growth of the country through human resources development. Based on the principle, "Think Globally and Act Locally" it endeavors to bring about the welfare of the nation.

IHRD has come up with an initiative to host a Techno-Cultural-Entrepreneurial fest which aims at providing a holistic experience to the students by equipping them with an opportunity to Learn, Express and Impress. The pioneer IHRD Tech Fest Tharang, will be hosted by College of Engineering, Chengannur, a premier institute governed by IHRD.

Robowars

Hackathons

Workshops

Conclaves

Gaming

Other Events



TECHNO

SPOTLIGHTS

1

Robowars

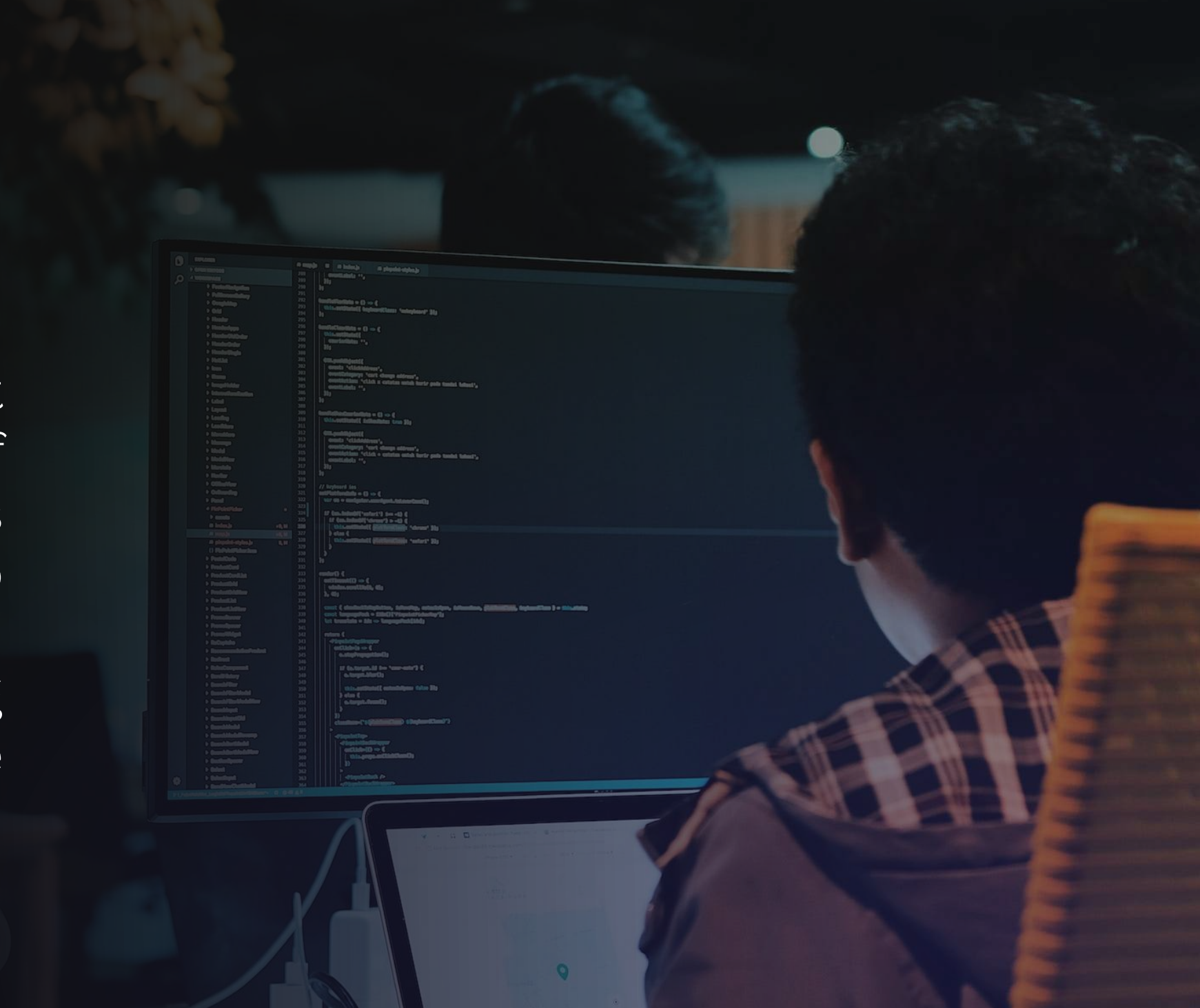
IHRD Tharang presents Robowars, the national-level robot duel competition made to entice gaming and robotics enthusiasts alike, to showcase their gaming and mechanical skills through robo engineering and tactics. Contestants from all over the nation can showcase their customised machinations, destined to battle until only one remains. This event is sure to be a crowd puller as it'll feature fierce warriors pitted against each other in arduous battle, metal and sweat amidst the soaring crowd creating noise nationwide.



2

Hackathons

IHRD Tharang presents an exclusive platform to shine light upon the programmer in you with a plethora of hackathons aimed at young, talented minds to explore the practical side of technology and delve deep into the world of coding. Hackathons enhance the opportunity for citizens across the country to deliver innovative solutions to India's daunting problems at both national and regional level. By fueling the creativity of striving minds, Hackathons harness the expertise of students and pave the way for boosting startups.



A man in a dark sweater is seen from the back, holding a microphone and gesturing towards a large, dimly lit audience seated in a hall.

Workshops

To empower students, we are providing hands-on workshop on various areas of tech and non-tech. Backed by strong technology organizations in IT and non-IT fields, we look to deliver and train participants to build products from scratch, that equip them for real-world challenges.

3

A gaming arena with several large monitors displaying 'KING OF GAMES' and various game interfaces. The room is dimly lit with blue ambient lighting.

Gaming

IHRD Tharang presents an exclusive arena to unite all gamers and form leagues with players battling it out for victory, from 1v1s to team matches to solo games, be it for leisure or competitive gaming. Gaming boosts the spirit of competitions, helps to develop skills such as critical thinking, and encourages teamwork. Get your game on and prepare for an arena filled with battles, victories and excitement. GG gamers.

4

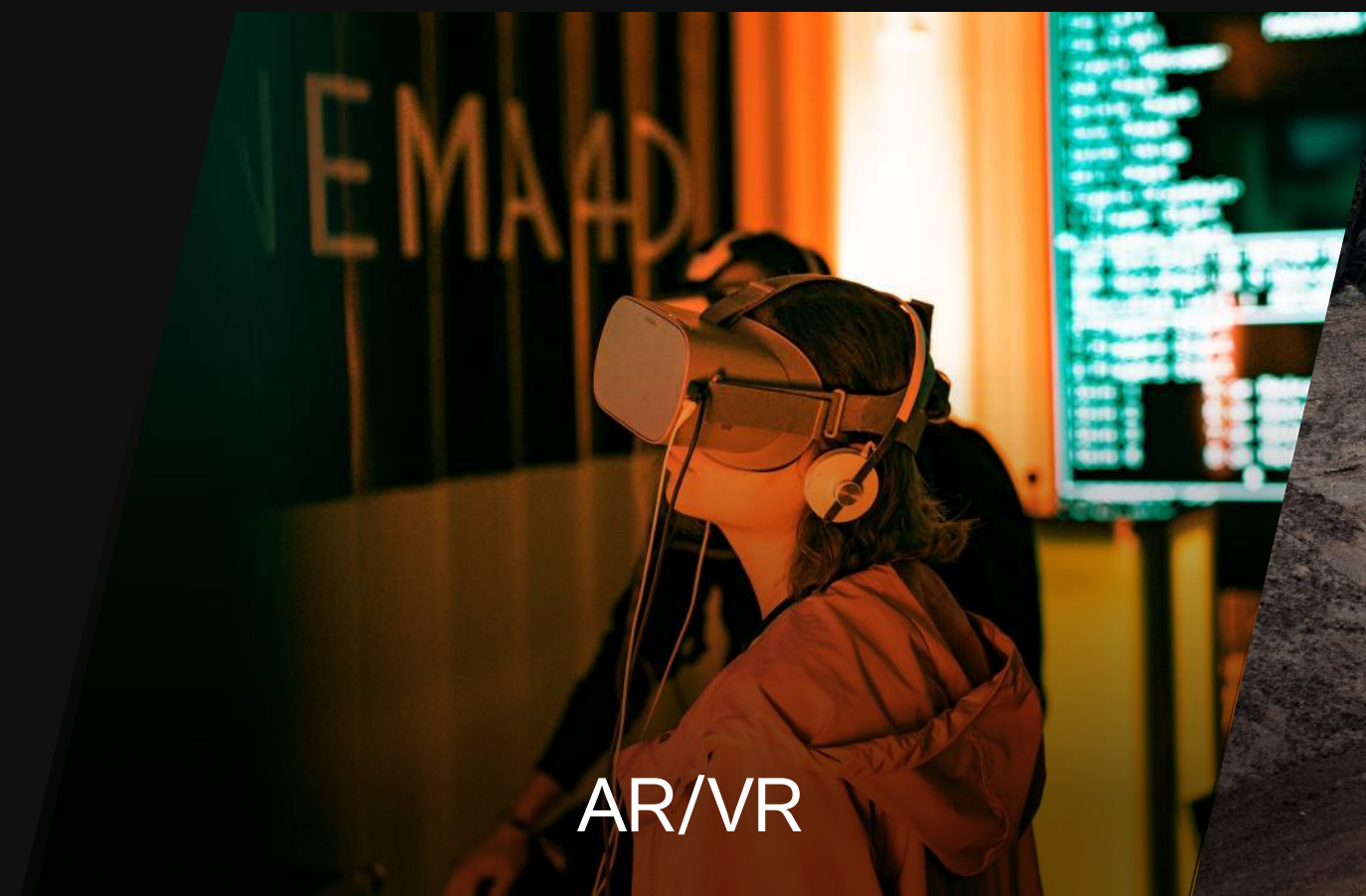
5

Conclaves

An event solely organised to help to bring in students to interact with experts in fields of Research & Development, Investors-Industrialists & Innovators, and prominent figures in Media & Communication. By bringing in exclusive celebrity speakers and experts in the field, the myriad of conclaves would open up minds of upcoming entrepreneurs and leaders of our nation, thereby providing a promising future.



And many
more..



AR/VR



Dirt Car Racing

Pro- Show

Battle of Bands

Flash Step

Rampwalk

Other Events



CULTURAL SPOTLIGHTS

1

Pro Show

Work hard, Party Harder! – An enthralling musical experience to fill the audience with mirth and merriment. We give an unrivalled experience of musical extravaganza and entertainment. IHRD Tharang plans to call out the big names in the entertainment industry to make this an event of unparalleled grandeur in order to etch our legacy nationwide.

2

Battle of Bands

The ultimate showdown of musical talents, where gifted musicians collaborate their skills to create the ultimate symphony. IHRD Tharang offers a platform for you and your band to showcase your musical flairs by holding your own concert in one of the biggest stages South India has to offer you. So, tune your instruments, strum your strings, and work those vocal cords for the gala 'Metronome 2023'.

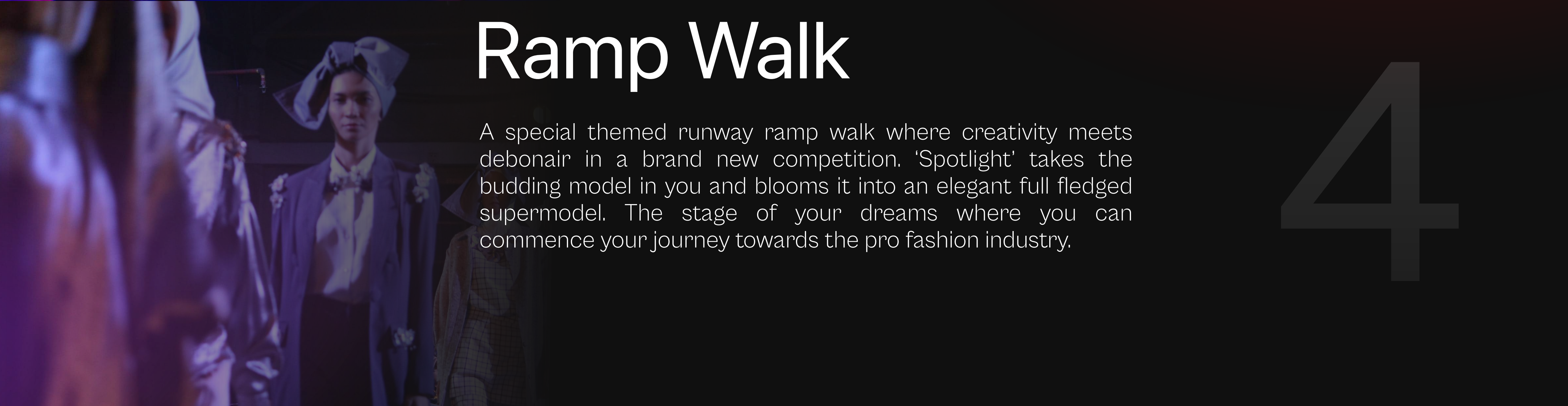




Flash Step

IHRD Tharang is delighted to bring you Flash step, the regional level solo dance league where you can show off your moves and get your groove going. With the crowd cheering at every beat secure your position on stage and compete in a national level event and prove yourself among the best dancers out there.

3

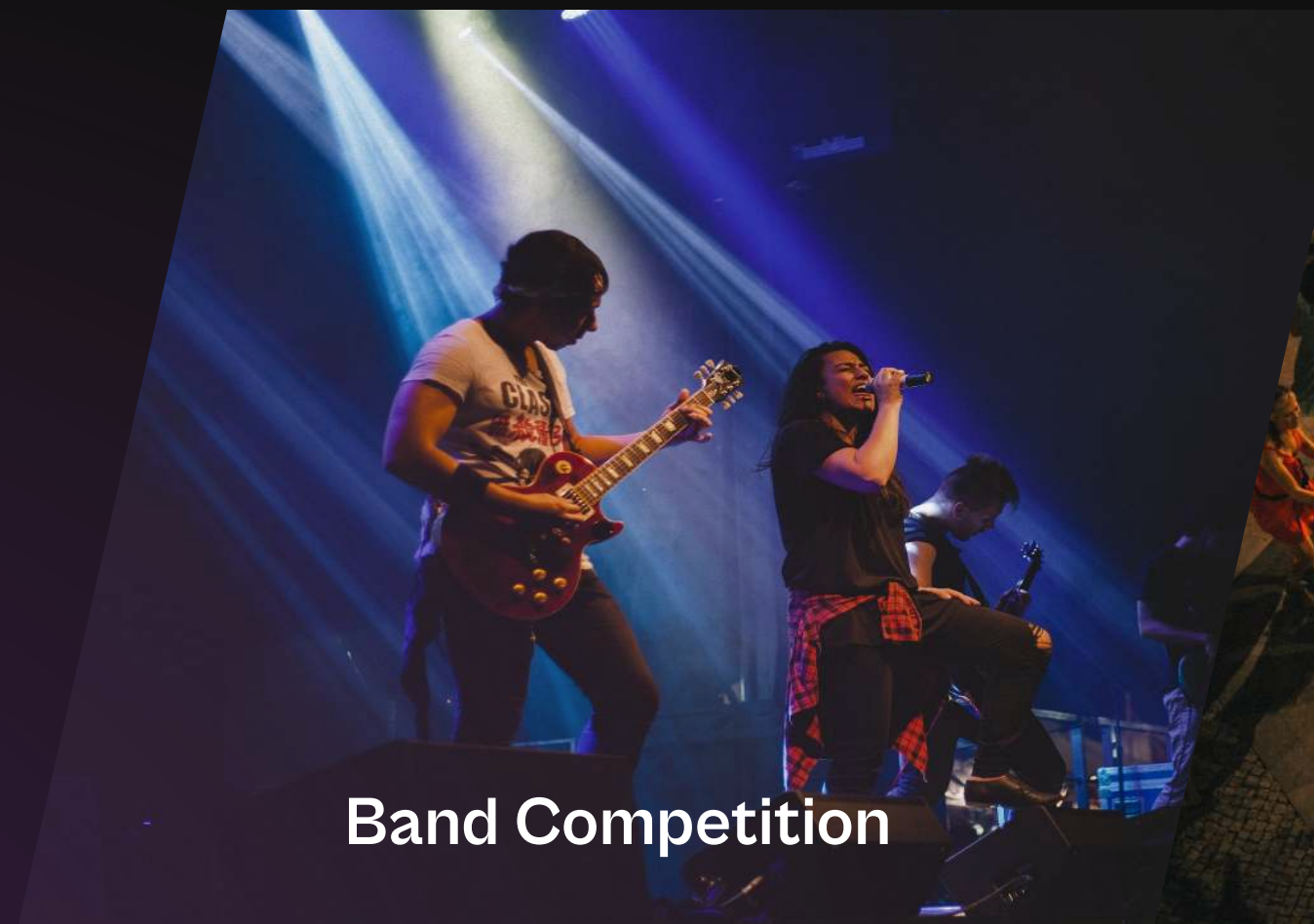


Ramp Walk

A special themed runway ramp walk where creativity meets debonair in a brand new competition. 'Spotlight' takes the budding model in you and blooms it into an elegant full fledged supermodel. The stage of your dreams where you can commence your journey towards the pro fashion industry.

4

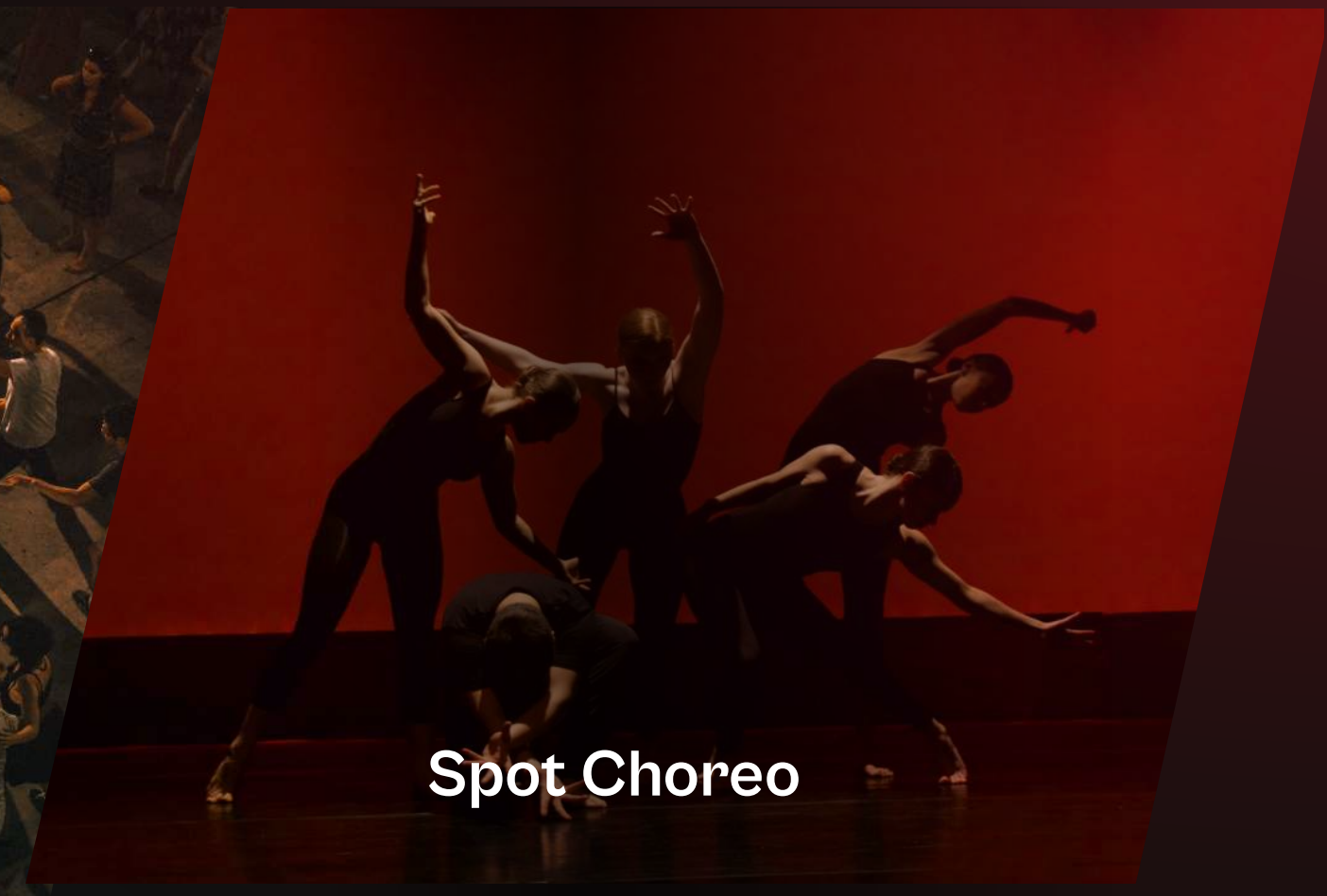
OTHER EVENTS



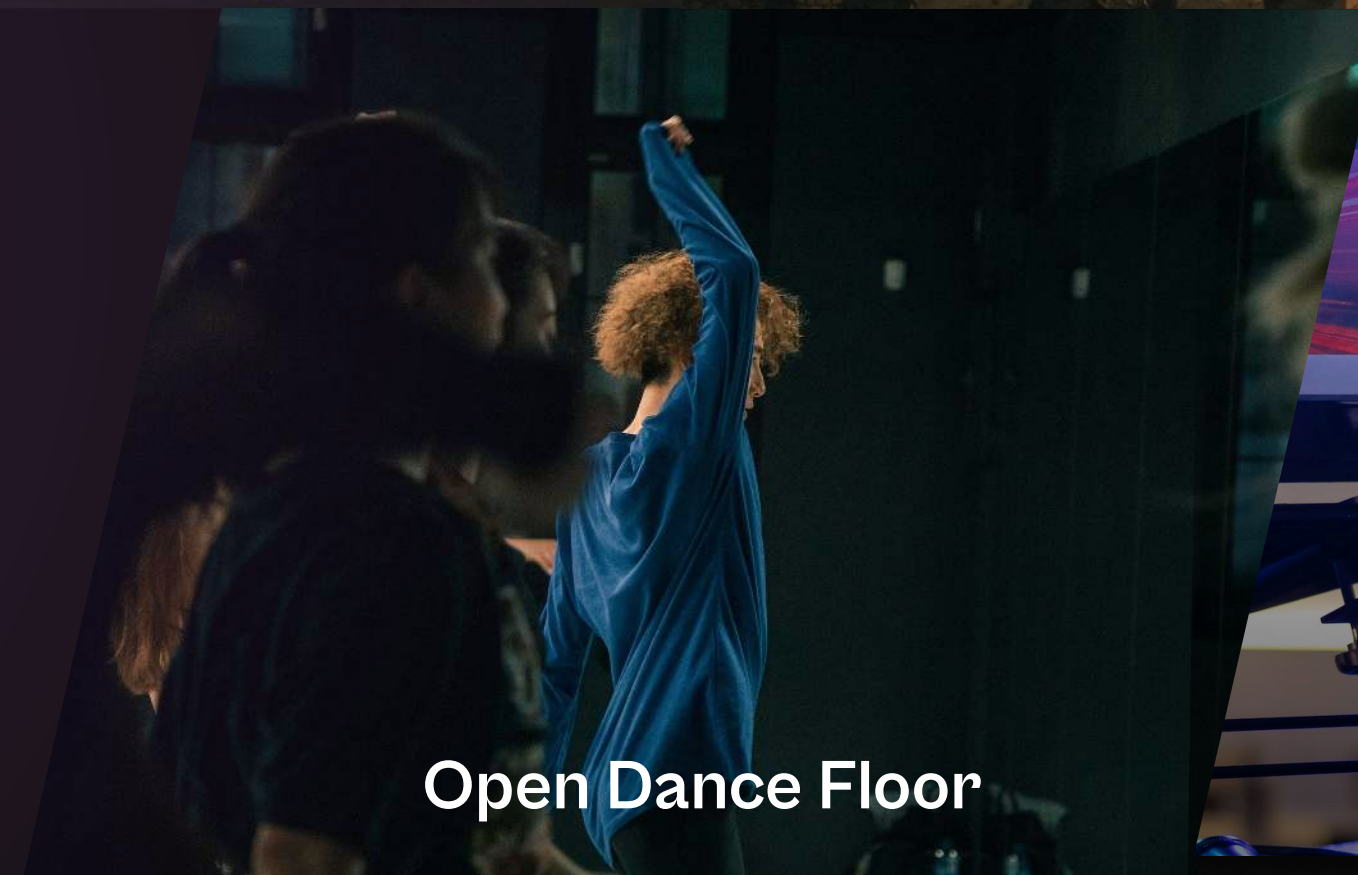
Band Competition



Group Dance



Spot Choreo



Open Dance Floor



Karaoke Room

Shark Tank

Startup Incubation

Start Up Expo

Innovator's Panel



ENTREPRENEURIAL SPOTLIGHTS

1

Shark Tank

Innovate, Strategize and Sell!

A platform to think big and pitch ideas to several eminent big tank Sharks. One of a kind chance to get personal project funding to encourage young minds and their inventions. We offer unique learning opportunities and bootcamps for start-up innovations from experienced entrepreneurs. The most convincing pitchers will be given a platform to pitch their ventures for Shark Tank for further seed funding and formidable sponsors.

SHARK TANK

2

Startup Incubation

Boot Up & Start Up !

Startups are the torch-bearers of new and upcoming innovations and tech. In order to support the cause of marking our nation on the tech map, we've come up with a way to support and encourage opportunistic startups by incubating 35 up-and-coming startups. We provide them with technical and professional support that the team might require, to successfully set the sail to success and work their way up the ladder in today's competitive world.





Start Up Expo

IHRD Tharang gives you an opportunity to exhibit your Start-Ups and products, brand them in South India's largest tech fest and make your presence known to the tech world.

3



Innovator's Panel

IHRD Tharang renders a unique opportunity to hear the most influential mind's comment on the latest techno economical world, along with prominent figure heads affiliated with the government and lead industrialists. Pep-talks include pedantic interactive sessions with the audience and an exclusive peep into the innovator's world.

4

EV Show

Rev green today... live clean tomorrow!

Sustainability is essential in the world we dwell in today, and driving clean is a responsibility one must carry as today's sustainable solutions are the breath of tomorrow's sustenance. Electric vehicles are the future, and IHRD Tharang comes forward with an EV expo & power performance that offer you to experience the power and impact of such a marvel. Come join us at the only destination for all environment and auto fanatics.

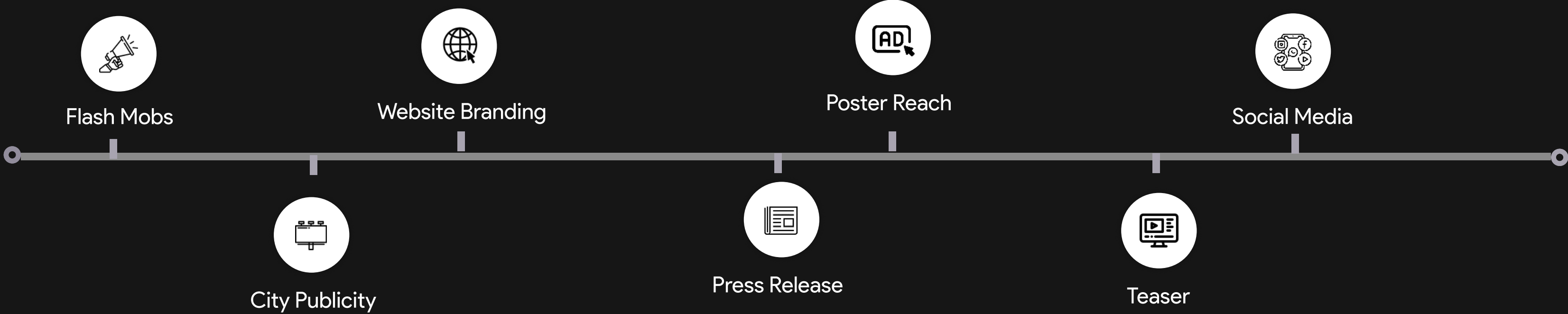
Job Fair

Welcome to one of the most influential job fairs in South India, housing several renowned companies and their representatives who are ready to hire the smartest and the cleverest minds. So put your skills to the test and secure your placements. This job fair hosts common household names to huge conglomerates with 150+ companies and 1000+ job opportunities. Start your new carrier soon at Job fiesta 2023!

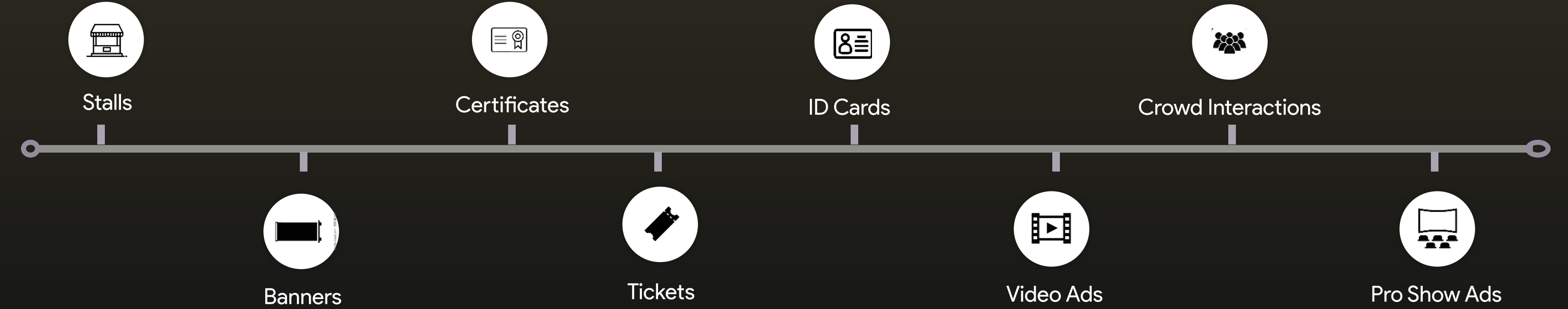


WHY
SPONSOR
US?

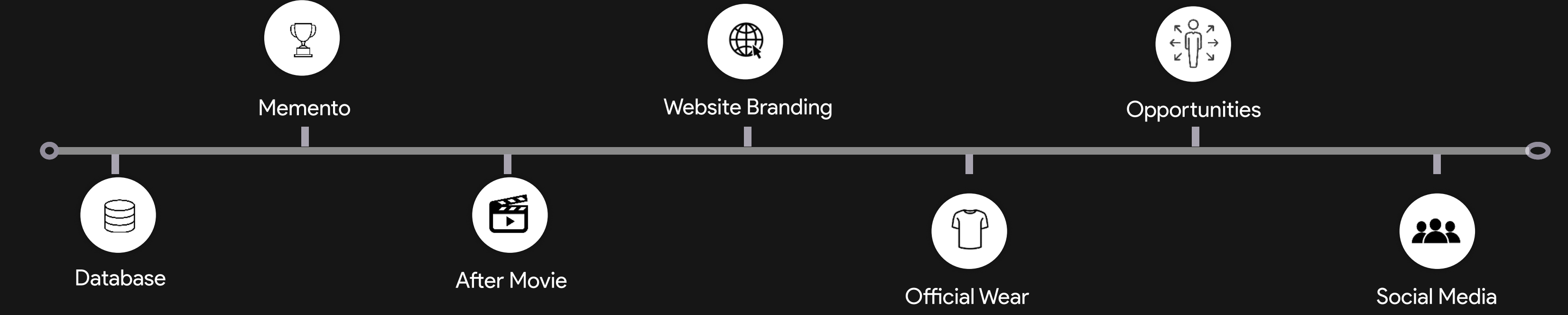
PRE
EVENT



DURING
EVENT



POST
EVENT



HIGHLIGHTS

250+
Institutions

25K+
Attendees

10M+
Online Visibility

170+
Pre Events

50+
Flash Mobs

2K+
Visibility in Colleges

4K+
Pro Show
Capacity

1K+
Job Opportunities

35+
Startup
Incubation

SILVER SPONSORS (₹1 LAKH)

- Facilities to setup stalls with volunteers – for all 3 days
 - i. 9 sq m total area
 - ii. Table provided – 1 count
- Banners and posters will be hanged around the stall premises
- QR codes to increase app downloads/ website visits near stall premises
- Permission to distribute fliers and pamphlets inside the campus premises
- Brand logo in social media as our silver sponsor
- Brand logo in our official website
- Brand logo in campus and future brochures

GOLD SPONSORS (₹2.5 LAKHS)

- Video ads on screens across strategic locations in the fest
- Banners by sponsor will be put up in strategic locations across the fest - 2 counts
- Aftermovie credits will include sponsor name
- Added perks to set up individual stalls for promotion
 - i. 12 sq m total area
 - ii. Posters printed in walls
 - iii. Laminated logo
 - iv. Tables - 2 counts

+ All perks of Silver sponsor

DIAMOND SPONSORS (₹5 LAKHS)

- "Associated with" tagline will be included in all announcements.
- Dedicated events and competitions to promote your product
- Video ads on all stages
- Brand logo in main stage banners
- Video ads on screens across strategic locations in the fest
- Banners by sponsor will be put up in strategic locations across the fest - 4 counts
- After event promotions in social media
- 32 inch TV in the stall
- Digital Ad Campaigns.

+ All perks of Gold sponsors

PLATINUM SPONSORS (₹ 7 LAKHS)

- "Co-presented by" Representation tagline.
- Advertisement across 170+ pre events all around Kerala
- Marketing events across major locations in Kerala with banners and posters of the event (brand logo included)
- Brand logo printed on entry ticket (small size)
- Brand logo in major banners and posters
- Brand logo in certificates of all winners and runner ups (co-presented tagline included)
- Brand logo in every volunteer tags
- Banners by sponsor will be put up in strategic locations across the fest - 6 counts
- 44 inch TV and 15 sq m area provided with the stall

+ All perks of Diamond sponsors

TITLE SPONSOR (₹10 LAKHS)

- “Presented by” tagline included as Title sponsor in our event.
 - Permission to access participants’ database.
 - Top most advertised sponsor across all platforms.
 - Video ads on proshow stages.
 - Title sponsor’s name across 90 + pre events all around Kerala.
 - Marketing events across major locations in Kerala with banners and posters of the event (Title sponsor tagline)
 - Logo in all official emails.
 - Most frequently shown video ad on screens across strategic locations.
 - Brand logo in every entry ticket.
 - Brand logo in each and every banner, poster and boards of our event across the fest
 - Brand logo in our website title
 - Brand logo in every participant and volunteer tag.
 - Largest brand logo in main stage banners
 - Brand logo in certificates of all winners and runner ups
 - Title sponsor in special credits in our aftermovie.
 - Banners by sponsor will be put up in strategic locations across the fest - 8 counts
 - Biggest logo in among all sponsors with exclusive mentioning across campus , website, social media and future brochures
- + All perks of **Platinum sponsors***

SPONSORS TARIFF

	Sponsor Type	1 Day	2 Days	3 Days
1.	Title Sponsor	₹10 lakhs		
2.	Platinum Sponsor	₹7 lakhs		
3.	Diamond Sponsor	₹5 lakhs		
4.	Gold Sponsor	₹2 lakhs		
5.	Silver Sponsor	₹1 lakh		
6.	Stalls	₹65K	₹80K	₹90K
7.	Pamphlet	₹10K	₹15K	₹20K
8.	Banners in event premises	Small ₹10K	Medium ₹15K	Large ₹25K
9.	Video Ads	₹30K	₹45K	₹50K
10.	Digital Ad Campaign	₹60K		

PARTNERS

- Banking partner
- Beverage partner
- Costume partner
- Travelling partner
- Hospitality partner
- Food partner
- Icecream partner
- Radio partner
- Drinking Water partner
- Sustainability partner
- Education partner
- Telecommunication partner
- Stage partner
- Payments partner

- Ticketing partner
- Fitness partner
- Cosmetics partner
- Furniture partner
- Internet partner
- T-shirt partner

A premier chance for our strategic sponsors to involve themselves in the biggest Techno-Cultural fest that south India has yet to offer with an exclusive chance to be part of our extensive team can selectively choose to fully or partially sponsor an event of their choice by contacting one of our executives. A tempting opportunity that's too good to miss out on to keep the world au courant on your products and services and let the world know more about you.

STRATEGIC SPONSORS

How to reach us?

College of Engineering, Chengannur, ideally located at the heart of the bustling town of Chengannur, has easily accessible routes to all transport centres at a mere walking distance.



College of Engineering Chengannur
Chengannur P.O, Alappuzha District,
Kerala, India - 689121

Nearest Bus Station -
KSRTC Bus Station
Chengannur

Nearest Airports -
TRV International Airport
COK International Airport

Nearest Train Station -
Chengannur Railway
Station (CNGR)

Contact Us

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Event Organizing Committee

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General Convener

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