



# TECHKRITI – 2015

19<sup>th</sup>- 22<sup>nd</sup> March 2015

## PRE-CONDUCTION REPORT

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IIT Kanpur has always believed and practiced the philosophy of inculcating complete education including personality and leadership development among the youngsters. As a part of this culture, the Students Gymkhana of IIT Kanpur has been organizing for the last 20 years, an annual All India competition on Innovation in Technology and Entrepreneurship, acronym Techkriti, among engineering students of this country. Sustained efforts have now elevated Techkriti to a global platform for promoting innovation and creativity. The festival is a much awaited event in the technical and business calendar of the student community, and attracts participation from India as well as abroad.

Lately, Techkriti has grown into one of the biggest and the most zestful student festivals in Asia, witnessing nearly 30,000 participants with over 1000 participants from abroad, including countries like Poland, China, Russia, Kuwait, UAE, USA among others. The participation is from almost all the prestigious colleges within country like IITs, IIMs, NITs etc.

### **THEME: “BLUEPRINT TO A SMARTER WORLD”**

We are amidst the hardest times developing into a global power. But this progress cannot be achieved at the cost of some other pressing issue. We need to proceed maintaining a balance in the environment as well as in the society. Even at this juncture of human development era, we have all the social differences in our society one can possibly imagine. We believe that the solution to this problem is not going back all the way. But it can be done by making some small smart changes in the pre-existing system by the use of technology and logic.

Techkriti'15 will be organized from **19<sup>th</sup>-22<sup>nd</sup> March**.



## CORE TEAM:

NAME	POSITION
Dr. Prawal Sinha	Festival Chairman
Dr. T. Gopakumar	Member FAC
Dr. D.S. Katti	Member FAC
Shivendu Bhushan	General Secretary SnT Council
Shivyanish Tandon	Festival Coordinator
Shreyansh Singh	Festival Coordinator
Akshay Mahajan	Head Marketing
Aman Jain	Head Marketing
Rishabh Bansal	Head Marketing
Arpit Kabra	Head Public Relations
Himanshu Jaiswal	Head Public Relations
Vibhor Agnihotri	Head Public Relations
Arun Chaurasia	Head Events
Ashutosh Kumar	Head Events
Karan Pal Singh Shekhawat	Head Events
Subhrajee Paul	Head Media and Publicity
Aman Singhal	Head Finance
Rohan Sharma	Head Show Management
Abhay Gupta	Head Security
Suraj Pratap Singh	Head Security
Bhanu Pratap Choudhary	Head Creatives
Aditya Shankar	Head Creatives

The core team specially thanks for the efforts of the following people, without whom Techkriti, as is now, would not have been possible.

- Dr. A.R. Harish (DOSA, IIT Kanpur)
- Dr. Vimal Kumar (ADSA, IIT Kanpur)
- Umang Shukla
- Romit Choudhary
- Ashish Kumar
- Chetan Singh Lodhi

We are also grateful for the support provided to us by the Senate, Professors, IIT Kanpur Administration and all the students of IIT Kanpur.



## COMPETITIONS:

### Highlights

- **Boeing NEA SkySparks** – Boeing in association with Techkriti is organizing an Aerospace engineering event that expects the participants to design a wireless controlled aircraft capable of performing certain specific manoeuvres and landing. This year participants from China will compete for the prize pool of ₹ 225,000.
- **SocCon** - The competition is aimed at the brightest minds in the country where they attempt to solve a problem of the masses. It is a presentation event in which the participants provide innovative solutions to the different social problems present in our country. It is the stage of innovation for an ultimate battle for the throne of creativity, a chance to throw your hat into the ring amongst others, an opportunity to knock others' socks off with your creativity. The association with Indo-US Science and Technology Forum will enable SocCon to act as a bridge between the brightest minds of USA and India.
- **iARC** - The event focuses on solving a maze via line following, one of the very basic yet extremely important concept of robotics. Participants have to prepare 2 autonomous robots which can communicate with each other so as to simultaneously solve 2 mazes via line – following. Participants from UAE, Columbia, Bangladesh and Nepal for prizes worth ₹ 200,000.
- **IOPC** - Computer engineering event where participants have to code solutions to a given problems. Last year, we witnessed about 1200 participants from more than 20 countries.
- **iHPC** - The largest high performance computing in Asia, lets the participants explore the enormous potential of parallel computing by running the codes on PARAM, India's first super-computer.
- **Battle City** - Online programming event that tests your algorithm designing skills, coding strategy and speed, as the participants compete against the best in the country.
- **All India Student Research Convention** – It is an event that provides participants with a platform to show their work in the field of research. There are six categories to this event. These categories are:
  - i. Advanced Materials
  - ii. Computing
  - iii. Energy
  - iv. Environment
  - v. Healthcare
  - vi. Nano science

Entries in the form of patents, research paper, prototype and models can be presented before the panel.



- **INAE-IIT Kanpur National Competition “Innovation in Manufacturing Practices 2015”** - A national level competition organized by mechanical engineering department of IIT Kanpur in collaboration with INAE to provide the brightest minds, a platform to display and exuberate their talent in design and manufacturing. Participant has to design an effective and innovative model and give a final working shape as a product.
- **Startup Weekends** are 54-hour events where developers, designers, marketers, product managers and startup enthusiasts come together to share ideas, form teams, build products and launch startups! **Startup Weekends** are weekend-long, hands-on experiences where entrepreneurs and aspiring entrepreneurs can find out if startup ideas are viable. On average, half of Startup Weekend’s attendees have technical or design backgrounds, the other half have business backgrounds.
- **Electrade**: Electronics design event where the participants have to design a given circuit on the spot using the available components. More interesting is the fact that they would have a limited purse decided on the basis of their performance in an electronic related quiz. So optimization in the component list is the key.
- **Junkyard Wars**: Teams create a Catapult from provided Junk and battle against each other in a thrilling competition.
- **Techkriti Open School Championship**: At the 21st edition of our festival, we extended the opportunity to be a part of this extravaganza to the whiz kids from classes 9th to 12th from Kanpur and Lucknow regions. The competition required students to answer a set of written questionnaire in each round. The questions appealed to the logical and aptitude skills of the students and questions were both subjective and objective in nature.
- **TechnoCruise**: For the first time, Techkriti embarked on a journey under the vision to educate and to provide skill-development opportunities free to all. Under the banner of TechnoCruise, competitions and workshops were held in Kuwait and 20 Indian cities including Mumbai, Kolkata, Noida, Jaipur, Indore, Guwahati, Bhubaneswar, and Bhopal. The event saw an enthused response with over 35,000 footfalls.
- **In Campus Workshops**: Continuing with our aim to promote skill development, we are organizing 25 workshops pertaining to everything under the sun which is a record number. The most prominent of them are CAN-SAT, Ethical Hacking, Automobile Sketching, and Quadcopter.



MAJOR COMPETITIONS	DESCRIPTION
ROBOGAMES	<ul style="list-style-type: none"> <li>• iARC</li> <li>• Wild Soccer</li> <li>• Manoeuvre</li> <li>• Shuffle</li> </ul>
ECDC	<ul style="list-style-type: none"> <li>• Electromania</li> <li>• Electrade</li> <li>• FPGA</li> <li>• Embedded</li> </ul>
BUSINESS	<ul style="list-style-type: none"> <li>• IDEAS</li> <li>• Stocksim</li> <li>• Battlefield</li> <li>• Do Your Due</li> <li>• Be the Tycoon</li> <li>• Marketing Villa</li> <li>• Online Events                             <ul style="list-style-type: none"> <li>➤ Finatics</li> <li>➤ Mark-Ops</li> </ul> </li> </ul>
PRESENTATION	<ul style="list-style-type: none"> <li>• SocCon</li> <li>• 29 States</li> <li>• AISRC</li> </ul>
TAKE OFF	<ul style="list-style-type: none"> <li>• Sky Sparks</li> <li>• Cruise Control</li> <li>• Hoverush</li> <li>• Impulse</li> <li>• MultiRover</li> </ul>
SOFTWARE CORNER	<ul style="list-style-type: none"> <li>• Battlecity</li> <li>• IOPC</li> <li>• IHPC</li> <li>• Crypto</li> <li>• Chaos</li> </ul>
IMP (Innovation in Manufacturing Practices)	Biggest Event in Techkriti'15
TOSC (Techkriti Open School Championship)	Aptitude & SocCon for school students (9 <sup>th</sup> ,



	10 <sup>th</sup> , 11 <sup>th</sup> , 12 <sup>th</sup> ) of Kanpur & Lucknow
DESIGN	<ul style="list-style-type: none"> <li>• Junkyard Wars</li> <li>• Techkriti Grand Prix</li> <li>• Concatenate</li> <li>• Sciencetoon</li> <li>• Bridge Design Challenge</li> <li>• Design 3D</li> </ul>
MIXED BOWL	<ul style="list-style-type: none"> <li>• Nut Cracker</li> <li>• IORC</li> <li>• Mix Bowl Quiz</li> <li>• Crime Run</li> <li>• Cosmos                             <ul style="list-style-type: none"> <li>➤ Whats Up</li> <li>➤ Astro Quiz</li> <li>➤ Astro Treasure</li> </ul> </li> </ul>
ZONALS	<ol style="list-style-type: none"> <li>1. Mumbai</li> <li>2. Bhubaneshwar</li> <li>3. Uttarakhand</li> <li>4. Amlapuram</li> <li>5. Ghaziabad</li> <li>6. Raipur</li> <li>7. Chandigarh</li> <li>8. Bhopal</li> <li>9. Noida</li> <li>10. Lucknow</li> <li>11. Gwalior</li> <li>12. Nagpur</li> <li>13. Jaipur</li> <li>14. Kolkata</li> <li>15. Solan</li> <li>16. Meerut</li> <li>17. Jhansi</li> </ol>
MYNTRA LOOK GOOD RUN	3km Marathon on 21 March'15
THROUGH YOUR LENS	Technical Photography Competition
FIFA FEVER	Football Stunt Competition

**WORKSHOPS**

1. CAN-SAT Workshop
2. Quadcopter 18
3. Quadcopter
4. Ethical Hacking
5. Propeller Clock
6. Digital VLSI
7. Embedded
8. Advanced Automobile Mechanics
9. Automobile Mechanics & IC Engine
10. Cloud Computing
11. Share Market
12. Speech Robo
13. Touch Screen Robotics
14. Raspberry Pi
15. Augmented Reality
16. Android App
17. App Forensics
18. Mobile Hacking
19. Python
20. Whatshack
21. Candy Construction



## INITIATIVES:

Every year, Techkriti, as a part of its social campaigns addresses the most pressing issues in our world. "Blueprint to a Smarter World" addresses the wide array of problems that we ourselves create while expanding our never-ending thirst for technology and innovation.

- **Adopt A Tree:** Techkriti in association with Central UP Gas Limited encourage the residents of Kanpur to adopt a sapling and nurture it. This was accompanied by a promotion campaign to spread awareness about the use of cloth bags. Techkriti' 13 and Techkriti' 14 were a carbon positive festival, and we would take the necessary actions to ensure that Techkriti' 15 will also be a carbon positive festival.
- **Annual Winter Donation Drive:** Techkriti in association with [The Logical Indian](#) conducted an Annual Winter Donation during the winters as a part of its Campaign. We donated blankets and winter clothes to the needy homeless people. The objective was to encourage more and more people to be involved in such activities.
- **#IamStrong:** This is our **Teen Suicide Prevention Campaign**. We aim to spread awareness about causes, signs and ways to prevent suicide. The campaign was kick-started by honorable **Vikram Singh**, retired **IPS officer**, on 7th September, 2014.
- **Open Fest:** We are conducting an Open Fest for the first time.
- **Make A Wish:** A campaign in which we will ask each inmate of an orphanage to 'Make A Wish' and would give our best to fulfil those wishes via donations from benevolent public. We believe the dreams and wishes are what drive a child to endeavour to aim high and bloom into a responsible and contributing citizen.
- **Placement Preparation:** We sponsored a cost of ₹ 475 per student for placement preparation (GD & PI) held for Placements session 2014-2015.
- **CV/SOP Session:** We held a CV/SOP session on 11 January'15 to help students understand the mechanics of the CV.
- **Intern Sessions:** We also held intern sessions (pre-fest) by French, Swiss embassies and Lohia Corp. We are planning to properly collaborate with SPO next year to enhance the opportunities available for IITK students.
- **APP Development:** We associated with **SIFPSA** to develop an app for their uses and campaigns. The app will assist in areas of **ROI** (routine immunization) and child development tracking (to track the growth of children in malnourished areas). This was part of our plan/strategy to bridge the gap between government and students, so that a mutually beneficial relationship could flourish. Our aim is to provide a portal/platform for government to post projects to be taken up by students in colleges. This is a 2 year strategy which shall be completed next year.



- **Industrial Conclave:** In an attempt to give the budding engineers an insight into the industry, Techkriti is presenting the Industrial Conclave where the current leaders will enlighten their minds. Veterans from Microsoft, SAP Labs, Juniper Networks etc. will be here to deliver talks. Earlier this year Techkriti collaborated with the Student Placement Office to conduct Placement Preparation Sessions for more than 275 students.
- **Educating the World:** We sponsored workshops for students across all our zonal centers, thus providing technical knowledge to more than 6000 students. As a consequence, we helped to establish technical clubs in 2 colleges namely Seacom Engineering College – Kolkata and NIT Uttarakhand.

Taking inspiration from Facebook to spread Internet across the world. We did our part to spread technical knowledge in Kuwait and Bangladesh. We are planning to reach to other countries next year as a part of our initiative EDUCATING THE WORLD.

## E-FACTOR:

E-Factor, held under the aegis of Techkriti, is one of the biggest entrepreneurial platforms for college students, young entrepreneurs, established business personalities, venture capitalists to gather at one place. E-Factor is conducted for the purpose of cultivating and encouraging the spirit of entrepreneurship among the youth and inspires them to be job creators rather than job seekers. E-Factor not only explains entrepreneurship in its basic by conducting workshops for interested students, but also provides a platform where eminent entrepreneurs, businessmen can share their thoughts with the students from all over India. Various competitions with significant prizes and opportunities help the students sharpen themselves as well as get a better perspective, paving their path to be successful entrepreneur in future. To encourage young entrepreneurs, we not only organize events like **StartUp Showcase, Startup Weekend and Elevator Pitching** but also provide immense opportunities for networking.

**IDEAS:** The central stage event of Techkriti'15, 'IDEAS' is all about creativity that we associate with human mind. Held on the lines of Harvard and Wharton B-Plan competition with exquisite professionalism, elite judgement panel from powerful people around the world, innovative exuberance, plethora of learning, exposure to the venture capitalist world, the event promises to be the one of its kind in INDIA. The Business Plan Competition invites entries and after passing through three different stages of rigorous evaluation, the best B-plan wins. Ideas is one of the foremost events for budding entrepreneurs: a forum providing entrepreneurs with the best possible resources – including education, networking, team creation, mentorship and new venture financing – to help turn innovative ideas into real businesses. This year the event has been divided into 4 different categories:



- Business venture
- Social Track
- Elevator Pitch
- Manmohan-Gill Bio Business Event

Beginning with open mic pitches on Friday; attendees bring their best ideas and inspire others to join their team. Over Saturday and Sunday teams focus on customer development, validating their ideas, practicing LEAN Startup Methodologies and building a minimal viable product. On Sunday evening teams demo their prototypes and receive valuable feedback from a panel of experts.

This year the following guests have agreed to grace us with their presence:-

1. Naresh Gupta – MD Adobe India
2. Mukesh Bansal – CEO & Founder, Myntra
3. Meera Sanyal – Ex-CEO Royal Bank of Scotland, India
4. Amit Ranjan – CEO & Co-Founder Slideshare
5. Shradha Sharma – CEO YourStory

## TALKS:

Talks are devoted to spreading ideas and share with the community, the knowledge and experiences of various eminent personalities across the globe. Pioneers from various disciplines- science, engineering, design, technology, economy, entrepreneurship and society, come together under the umbrella of Techkriti to share their revolutionary ideas with the audience and to further promote the culture of innovation among the budding engineers and future leaders of the world.

This year Techkriti plans to invite many prominent personalities mentioned in **Annexure A**.

The **“Leadership Summit”** of Techkriti is a platform for the men and women who shape our tomorrow to converge under one roof. A place where visionaries lay out their blueprint for the future of the nation - a “Blueprint to a Smarter World”, which is our theme for this edition of Techkriti. It's where the pioneers from different walks of life share a common stage and suggest the way forward for our society as a whole.

Our aim is to motivate the student community of India to work towards achieving a stable and progressive society. We shall be honoured to have the contributions of everyone, however small or large it may be.



NAME	PROFILE	BIO
SIR ANTHONY LEGGETT	NOBEL LAUREATE, PHYSICS	Sir Anthony J. Leggett is a world leader in the theory of low-temperature physics, and in 2003 he was awarded the Nobel Prize in Physics for his pioneering work on to the theory of superconductors and superfluids.
DR. CARL R. HAGEN	CO-DISCOVERER, HIGGS BOSON	Prof. Hagen received his S. B. and S. M. in Physics from the Massachusetts Institute of Technology in 1958 and his Ph. D. from M.I.T. in 1962. He was named an Outstanding Referee by the American Physical Society in 2008 and was awarded the Society's 2010 J. J. Sakurai Prize in theoretical particle physics "elucidation of the properties of spontaneous symmetry breaking in four-dimensional relativistic gauge theory and of the mechanism for the consistent generation of vector boson masses." He was the recipient of the Department's Excellence in Undergraduate Teaching Award in 1996 and 1999.
DR. K. RADHAKRISHNAN	FORMER CHAIRMAN, ISRO	He is an Indian scientist. He is chairman of the <a href="http://www.iitk.ac.in">Indian Institutes of Engineering Science and Technology</a> , having taken the position in December 2014, and is chairman for the <a href="http://www.iist.ac.in">Indian Institute of Space Science and Technology</a> . Radhakrishnan previously served as chairman of the <a href="http://www.isro.gov.in">Indian Space Research Organisation</a> (ISRO) between 2009 and 2014.



DR. DAVID HILMERS	FORMER ASTRONAUT, NASA	A veteran of four space flights, he has logged over 493 hours in space. He served as a mission specialist on STS-51J (October 3-7, 1985), STS-26 (September 29 to October 3, 1988), STS-36 (February 28 to March 4, 1990), and STS-42 (January 22-30, 1992). Hilmers retired from NASA in October 1992.
DR. HARALD ROSE	WOLF PRIZE, PHYSICS	Harald Rose along with two other colleagues received the Wolf Prize, considered to be the second most prestigious prize after the Nobel Prize, for his success in realizing aberration-corrected electron optics for the first time. As a result, they have advanced the resolution of transmission electron microscopy which has led to the applications of the TEM go up by leaps and bounds. He is an inventor of 105 patents on scientific instruments and electron optical components manufactured by various companies.
DR. PETER SCHULTZ	INVENTOR, FIBER OPTICS	Peter C. Schultz, Ph.D. (b. 1942), is <b>co-inventor of the <a href="#">fiber optics</a></b> now used worldwide for <a href="#">telecommunications</a> . He is retired President (1988 to 2001) of Heraeus Tenevo Inc., a \$200 million technical glass manufacturer specializing in fiber optics and semiconductor markets, and retired Chief Technical Officer North America for <a href="#">Heraeus Holding GmbH</a> (the \$6 billion German parent company).
DAVID SCARAMUZZA	PROFESSOR OF ROBOTICS, AI LAB, UNIVERSITY OF ZURICH	He is an Assistant Professor of Robotics at the University of Zurich, where he leads the Robotics and Perception Group.
DILLIP CHHABARIA	FOUNDER, DC DESIGN	In 1993 he set-up the DC Design with the sole aim of offering design and prototyping services



		to the Indian automobile industry. In a span of 19 years since inception the company has designed and built over 700 cars which now cover the Indian roads. He is also credited with designing the car used in the movie <a href="#">Taarzan: The Wonder Car</a> and also the <a href="#">Aston Martin Vanquish</a> which appeared in the <a href="#">James Bond</a> movie <a href="#">Die Another Day</a> .
PAT SPAIN	TV HOST- BEAST HUNTER, NAT GEO	'Beast Hunter' Pat Spain's never ending quest, coupled with ridiculous adventures, in search of mystical creatures, wild animals, and exotic reptiles is an interesting career one would say. Apart from his world famous shows 'Nature Calls' and of course the 'Beast Hunter', he is also a wildlife scientist, cancer survivor and a 12 year veteran of the biotech industry.
PRABHU CHAWLA	HOST OF FAMOUS TV SHOW- SEEDHI BAAT AT AAJTAK; EDITORIAL DIRECTOR, THE NEW INDIAN EXPRESS	Prabhu Chawla an eminent political journalist well known for his sharp political analysis and investigative reports is the recipient of the Padma Bhushan award in 2003. He is the Editorial Director of The New Indian Express Group and the host of the talk show 'Sacchi Baat' on ETV. While at India Today, he hosted a popular talk show Seedhi Baat on Aaj Tak channel where he grilled prominent personalities. He is one of the top Talk show hosts in India and his weekly show "Theekhi Baat" on the IBN7 channel has one of the highest ratings for a news-based programme.



SHEKHAR GUPTA	VICE-CHAIRMAN, INDIA TODAY GROUP; HOST OF "WALK THE TALK" TV SHOW	Shekhar Gupta, who has to his credit some of the most significant newsbreaks in Indian journalism such as the story uncovering the LTTE camps in India, the Gujarat riots of 2002 and many more, is a proud recipient of the Padma Bhushan in 2009. He was the Editor-in-Chief of The Indian Express. His weekly column the "National Interest" for the "The Indian Express" is a touchstone for new ideas in politics, governance, society, business and sports. He also hosts an interview-based programme Walk the Talk on NDTV. He is currently the Vice-Chairman of the India Today group.
MEERA SANYAL	EX-CEO, ROYAL BANK OF SCOTLAND; CURRENTLY MEMBER OF AAP	Meera Sanyal, one of India's leading bankers, policy maker and mentor to youth and women is globally recognized for her work in empowering over 650,000 rural women through Microfinance and for providing livelihood assistance and entrepreneurial training to 75,000 impoverished women in tribal and forest areas. Former CEO and Chairperson of Royal Bank of Scotland India she relinquished her job, to devote herself full time to the service of our country. Her banking career was distinguished both in India and overseas. In 2011, Secretary of State <a href="#">Hillary Clinton</a> , invited her as the sole Indian representative on her International Council on Women's Business Leadership.
SHRADHA SHARMA	CEO AND FOUNDER, YOURSTORY.COM	Shradha Sharma is the Founder of YourStory.in – India's leading online platform, dedicated to passionately championing and promoting the entrepreneurial ecosystem in India and also, the official online partner of CNBC TV18 Young Turks. Prior to starting YourStory, Shradha was one of the youngest Assistant Vice Presidents at CNBC



		TV18 and also, a Brand Adviser at Times of India.
AMIT RANJAN	CO-FOUNDER, SLIDESHARE	Every College student would have come across SlideShare, which is considered the Youtube for Slideshows at least once. Amit Ranjan co-founded SlideShare, which was launched in 2006, which was then acquired by LinkedIn in 2010, with a mission to build the world's largest social content network.
NARESH GUPTA	MANAGING DIRECTOR, ADOBE INDIA	As senior vice president of the Print and Publishing Business Unit, Dr. Naresh Gupta oversees product marketing and development for Adobe's standalone print, Web publishing and e-learning tools such as Adobe eLearning Suite and Adobe Technical Communications Suite software. His organization serves a broad and established base of customers who are publishing content on paper, electronically or over the Web. Additionally, Gupta is managing director of Adobe's India research and development center, and also oversees the R&D operations in China, Romania and Japan. He established the India R&D center in 1997 which today extends across Noida and Bangalore. Under Gupta's leadership, the India operation has grown to be the largest R&D center outside the United States for Adobe, providing a valuable hub for product innovation and filing for numerous technology patents.



## INDUSTRIAL CONCLAVE:

COMPANY	PROFILE	TOPIC
GE	<b>Ashok Rodgi</b> (Executive Engineering Head, GE India Tech Center, Bangalore)	Innovation at GE
SAP Labs	<b>NA</b>	Free Workshop on Internet On Things
JUNIPER NETWORKS	<b>Mr. Muthukumar</b> (VP engineering, Juniper Networks)	The Network and Our Life Experience today
MICROSOFT		Machine Learning and Data Driven Development at Microsoft Microsoft
CANON	<b>NA</b>	Free Camera Handling Workshop
SAMSUNG	<b>Balaji Holur</b> ( Senior Vice President, Samsung R&D Institute, Bangalore)	Evolution of Media Processing solutions for Android Platforms and Handheld Devices

## EXHIBITIONS:

Exhibitions at Techkriti showcase the latest technological advancements happening all across the globe. It also provides a platform for the students and professionals to come together, interact and share ideas to come up with more innovative and improved real life models, which leave you enthralled and intrigued. It has always mesmerized its audience, and promises to surpass its level beyond imagination yet again. Till now we have the following exhibitions confirmed:

1. **Lechal:** A smart shoe primarily focussed on helping blind people navigate.
2. **Ordnance Factory:** Kanpur ordnance factory will bring weapons and shells for exhibition
3. **Ultra-ever Dry:** A product to make surfaces water repellent
4. **Human Face Mapping:** Projection technology from Portugal for face projection
5. **Netra UAV:** light-weight, autonomous UAV for Surveillance operations.



6. **Robosoft Systems:** designs and manufactures microcontroller development tools and small single-board computers that are used by electronic engineers, educational institutions, and hobbyists.

7. **Kilobots:** robotic system for advancing development of “swarms” of robots for performing useful functions.

- **Space Expo** is being organised for the first time in any IIT. ISRO will be participating in the expo and will exhibit models of Launch Vehicles and Satellites. Apart from these ISRO scientists will be present to explain the entire Mangalyan Mission through their models.
- **Auto Expo** is being organized for the first time at IIT Kanpur. Tia and Avanti developed by DC Design along with cars from Mercedes will be exhibited at the Tech Expo. Futuristic Technologies will also be displayed by Mercedes.
- **International Education Fair:** Like last year, there shall be an education fair wherein educational opportunities for students in various countries will be spoken of by the respective representative embassies.
  - Embassy of Switzerland
  - Embassy of Israel
  - Indo-US Science and Technology forum
  - Campus France
  - German House for Research and Innovation

EXHIBITION	DESCRIPTION
<b>Tech Expo</b>	<ul style="list-style-type: none"> <li>➤ Lechal</li> <li>➤ Ultra Ever Dry</li> <li>➤ Human Face Mapping</li> <li>➤ Netra UAV</li> <li>➤ Robosoft Systems</li> <li>➤ Kilobots</li> </ul>
<b>Defense Expo</b>	Ordnance Factories , Kanpur
<b>Auto Expo</b>	DC Design and Mercedes
<b>Space Expo</b>	ISRO
<b>International Education Fair</b>	<ul style="list-style-type: none"> <li>➤ Embassy of Switzerland</li> <li>➤ Embassy of Israel</li> <li>➤ Indo-US Science and Technology forum</li> <li>➤ Campus France</li> <li>➤ German House for Research and Innovation</li> </ul>



## SHOWS:

SHOWS	DESCRIPTION
Kate Chruscicka	Classical Violinist
Air Show	RC Dhamaka
Edgar Groll	Street Artist
Sunburn Campus	EDM night by BELTEK and NDS & BLUE
Poets of the Fall	Finnish Rock Band

## MEGAWORLD:

We shall be having the following events in the MEGAWORLD this time.

1. CASINO
2. BUSINESS TAMBOLA
3. 24
4. TREASURE HUNT

## MARKETING & FINANCE:

DESCRIPTION	STATISTICS
<b>TOTAL BUDGET</b> - Marketing Budget (Cash) - Marketing Budget (Goodies) - Others (Hospitality, Merchandise etc.)	<b>₹ 3,37,12,850</b> - ₹ 1,04,10,000 - ₹ 1,69,27,650 - ₹ 63,75,200
<b>YOY Growth Rate</b>	<b>119%</b>

Regards,  
TEAM TECHKRITI

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