



# INFRASTRUCTURE

*A techno-cultural society of  
Civil Engineering Department*

**PHOENIX '09**

*FEB 27<sup>th</sup> - March 1<sup>st</sup>*

**VISION STATEMENT 2008-09**



**NATIONAL INSTITUTE OF TECHNOLOGY  
KURUKSHETRA**

# TEACHER IN-CHARGE



It is with great pleasure, we inform you that moving ahead with its endeavor to develop a culture of technical infrastructure at our institute has deliberated to organize a technical festival under the head **PHOENIX '09** from 27<sup>th</sup> Febuary to 1<sup>st</sup> March 2009.

We propose to associate with your esteemed organization with its excellencies in various fields. We wish to have the organization as a sponsor for the event

So we put forward our request to consider our proposal.

We are looking forward to share a long term alliance and cooperation with your prestigious organisation. In exchange of support that we are going to have in organizing various innovative events, we are bound to provide enough brand recall from NIT-K Community which extends more than 5000.

Through the means of advertisement as mentioned in the enclosed leaves, we will gladly consider any method of the same that you may find suitable.

Detailed review of the college, organizing society and the event alongwith all other necessary details are available in the Statement of Purpose enclosed for your perusal.

**Dr. Anupam Mital**

Teacher-in-charge,  
INFRASTRUCTURE,  
N.I.T. Kurukshetra.

# *DIRECTOR'S MESSAGE*



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I would like to take this opportunity to congratulate 'INFRASTRUCTURE' & Civil Engineering Department, NITK for the excellent work they are doing towards the betterment of Civil Engineering ever since it has been established. Since then, it has been very actively working in enhancing the awareness of students towards the technical aspects of construction fields.

The society has been working very efficiently to achieve its goal of technical awareness. I wish they succeed in their vision.

I hereby impart my best wishes to

**TEAM INFRASTRUCTURE**

**Dr. M N Bandyopadhyay**

Director

NIT Kurukshetra

# CHAIRMAN'S MESSAGE



The Civil Engineering department of NIT Kurukshetra came into existence in the year 1963 and ever since then, it has been producing the requisite technical manpower needed to create the infrastructure of the country. The department offers studies leading to Bachelor's degree, Master's and Doctoral degrees in Civil Engineering.

The department is proud to have a highly qualified and experienced faculty. The department has also been encouraging its students to engage in cocurricular and extra curricular activities essential for wholesome development, inculcating team spirit and developing organisational activities. Infrastructure, the official society of Civil engineering students is one such meaningful step in this direction.

During last about three decades, the society has been contributing significantly to the cause of betterment of Civil Engineering through organisation of cocurricular activities

Various activities organized by the society promotes contacts with well known personalities resulting in everlasting coordination and friendship, that helps in implementing new ideas for symbiotic growth.

I hereby assure **TEAM INFRASTRUCTURE** support and help of any form, that may be necessary.

Wishing them a grand success in the future ventures.

**Baldev Setia**

# The INSTITUTE

1963 The establishment of a new  
centre of technical excellence



2002 Conferred upon as Deemed University  
Upgraded as NIT

2008 Given the status of INI

Institution of National Importance

*One among the Top 20*

*Indian Technological Institutes*

*Forging expert Engineers,  
Managers & Enterpreneurers*

*Producing around 1000 bellwethers every year...  
in a spectrum of disciplines*

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1975 Establishment of Infrastructure

1995 Emerging of LITERATI  
In association with the Institute

*And Now*

# INFRASTRUCTURE

*has become*

A Synonym to Techno-Cultural Excellence in Civil Engineering

*with*

PHOENIX



*Carving future builders*

*for the burgeoning nation*

*A Unique Amalgamation of*

*Technical & Managerial Dexterity*

# PHOENIX'09



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## archiTECH

Create the palace of your dream.

This event asks you to draw the blue print of a building as per said specifications.



## Build'EM aLL

Turn the scrap to scrapers!

Build the most innovative structure using everyday materials.

## BREAK.through

Only exams don't test your technical knowledge

A quiz competition which get grey cells to work



## DICTIONaire

A comprehensive vocabulary test.

A true mental exercise, an innovative quizzing session

## EUREKA

(B-PLAN COMPETITION)

Young Minds Big Plans

Developing future entrepreneurs by putting them in an incubator.



## futureTREK

For budding engineers sky is the lower limit.

An event where participant present a scientific fiction story



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## faceOFF

Case study of various planning & management problems.

A simulation of a theoretical concept or a situation of practical existence on the basis of predefined parameters



## mixCRETE

Just to test the brawn of your concrete mix  
Participants will have to figure out the optimum configuration of concrete to bear the maximum possible compressive load. A true test to see the mettle of a concrete designer



## MOD art

An event to unveil Michelangelos and to encourage such technocrats to showcase their art

## NIRMAAN

A structural design problem solving session  
An event where the budding civil engineers envisage a design for the most stable structures with an insight of the optimum material us



## PAPIER CARTA

### Tech Talk

A technical white paper presentation

### crossEDGE

A managerial white paper presentation



## sandWARS

### Engineering sand to structures

Shape up the structures of the future using sand

## STAAD.fight

### Get ready to be STAADified...

The idea of event is to provide a competitive environment for the budding civil engineers via professionally.  
Here engineers meet their foe and ally in virtual reality



# SPONTANEO



Raising  
hell

on





stage...



The event

which brings  
the end to the gala.

The show stopping performances  
will leave you  
speechless...



## Edifice

INFRASTRUCTURE has been working very rigorously to make the organization very formal and competitive not only with regards to the societies of our college but even those in other institutions. We publish a departmental periodical under the name "EDIFICE". It includes the journals and articles as published by faculty and the department students. Along with this, working for the INFRASTRUCTURE, members are getting various attractive apparels printed with its logo and punch line to enhance the informal looks of the society and its members.



## Excursions

Escape into the wilderness from the concrete Jungle. We at INFRASTRUCTURE organize various excursion ventures to places of engineering importance. This becomes a very important for a Civil Engineering Student to get practical hand on experience over the subject.



## Seminars

INFRASTRUCTURE has been taking an active role in organizing the seminars on various courses and test as required by most of the students.

It invites various organisations as well as industry experts to conduct seminars upon diverse related fields like the entrances to various post graduates courses such as in

1. GRE
2. IES
3. IAS
4. CAT



# Unique Selling Points

## PHOENIX'09

The Flagship event of Infrastructure has incorporated several measures to market a company's brand name in an innovative manner. The steps include:

### Overall PHOENIX Sponsorship

The lead sponsor of the entire event PHOENIX'09 will be prominently highlighted by banners, posters placed during the event.

The company may also conduct an inaugural seminar.

### Web Promotion

The logos of the sponsors shall be placed at home page in the INFRASTRUCTURE website.

### Session Sponsorship

A relevant event could also be sponsored.

For e.g. a construction company may opt to sponsor for NIRMAAN etc.

### Stationery Sponsors

All stationery items utilized during the event would have the company's logo displayed on them.

### Takeaway Prizes

Company products can be promoted as prizes.

### Company Apparel

Make your presence felt in the campus as students parade in your company colours.

### Guest Lecture

A platform to interact with an enthusiastic set of budding engineers.

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## EDIFICE sponsors

Sponsor's advertisement on the cover and on a page in the booklet shall be provided.

### Stall Publicity

Suitable places for installation of stalls of sponsors as desired by the company, would be provided.

### Brand Guided Events

A specific event may be fabricated as per the brand analogy

### Cultural Activities & SPONTAneo

The sponsors of these mass gathering events can get a massive boost to their brand appeal by getting a permanent caption during the show.

Access to departmental & hostel notice boards

Room to room distribution of leaflets

Painting of roads in institution clad area

Permission of stall for festival time

Wallpaper on civil lab desktops

Curtain hangout during event execution

Guided name of events and sub-events

Brand related event fabrication

Inaugural seminar before the event

Apparel distribution

Electronic and mobile marketing

Stationary

Contracted market like package deal for students

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# BUDGET



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Cash Prizes	Rs. 55 000
Certificates & Mementoes	Rs. 25 000
Event Management	Rs. 35 000
Catering	Rs. 35 000
Publicity & Invitation	Rs. 50 000
Cultural Activities	Rs.350 000
<b>Total Budget</b>	<b>Rs.550 000</b>

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## **ACCOUNT DETAILS**

**Name : INFRASTRUCTURE**

**A/C Number : 10116885830**

**Type : Saving**

**Branch : State Bank of India NIT Kurukshetra**



# CONTACTS

## TEAM INFRASTRUCTURE

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Visit us : [www.nitkkr.ac.in/webcivil](http://www.nitkkr.ac.in/webcivil)

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**NATIONAL INSTITUTE OF TECHNOLOGY**  
**KURUKSHETRA**