



IETE



MITS-DU

# CODATHON 3.0

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EVENT BROCHURE

# ABOUT IETE

The Institution of Electronics and Telecommunication Engineers (IETE) is India's leading professional organization dedicated to advancing knowledge and innovation in Electronics and Telecommunication, Computer Science, and Information Technology. With a strong national and international presence, IETE plays a pivotal role in bridging academia and industry.

The IETE Students' Forum (ISF), MITS-DU, functions as an active student chapter committed to the holistic development of students. Through technical workshops, expert-led sessions, coding competitions, ideathons, and hands-on learning experiences, the forum nurtures industry-ready talent and innovation-driven mindsets.

## **Achievements & Leadership**

- Ranked 1st among all society/clubs at MITS (March 2022)
- Guided by Dr. P. K. Singhal (Chairman, IETE)
- Coordinated by Dr. Vandana Vikas Thakre, Department of E&TC Engineering

With a strong emphasis on continuous learning, collaboration, and real-world problem solving, IETE ISF, MITS-DU acts as a launchpad for aspiring technologists and innovators.

# ABOUT CODATHON

**Codathon** is a two-day flagship coding and problem-solving competition designed to challenge, inspire, and elevate participants across all skill levels—from beginners to advanced competitive programmers, with an **expected footfall of 500+ participants**.

The event provides a competitive yet inclusive environment, enabling students to assess their technical proficiency, logical reasoning, and coding efficiency under real-world constraints.

## Who Can Participate?

- Undergraduate students from all academic years.
- Beginners testing their programming fundamentals.
- Intermediate developers enhancing logic and efficiency.
- Advanced coders sharpening DSA and optimization skills.

# EVENT STRUCTURE

## Event Structure

Codathon is structured into three progressive rounds, each targeting a different skill set:

### Round 1: MCQ Based

Conceptual and logic-based questions Tests fundamentals, aptitude, and problem understanding.

### Round 2: Basic Coding

Consists of 10 easy coding questions designed to test participants' understanding of basic programming concepts.

### Round 3: Intermediate Coding

5 coding questions of moderate difficulty, focusing on improved problem-solving skills.

### Round 4: Advanced Coding

5 challenging coding questions to check participants' ability to handle complex logic.

## Evaluation Criteria

Participants are evaluated on:

- Accuracy of solutions
- Logical approach & strategy
- Code efficiency & optimization
- Time management

All submissions are assessed using predefined, transparent benchmarks to ensure fairness and credibility.

# WHY SPONSOR THIS EVENT?

Codathon is not just a student coding event—it is a high-visibility talent engagement opportunity for brands that want to connect with India's next generation of engineers, developers, and innovators.

With a proven execution history and strong participation across previous events, Codathon offers sponsors assured reach, meaningful engagement, and lasting brand recall.

## What Makes Codathon Worth Sponsoring?

### ➤ Proven Participation & Trust

Codathon has been conducted successfully with 400+ participants. Flagship IETE events such as Enigma and Celsius have also seen 500+ registrations each, reflecting strong student trust and consistent reach.

### ➤ Direct Access to Future Talent

Participants come from Computer Science, IT, AI, Data Science, Electronics, and related branches—students actively preparing for careers in technology and industry.

### ➤ High Engagement, Not Passive Visibility

A two-day format ensures repeated brand exposure through event rounds, announcements, certificates, and digital promotions, leading to higher brand recall.

### ➤ Strong Return on Engagement (ROE)

Sponsors benefit from:

Logo visibility on digital creatives and certificates

Sponsor-led challenges or problem statements

Brand mentions during opening and closing ceremonies

**Sponsors don't just get visibility—they get interaction, association, and credibility.**

# PAST EVENTS

The IETE Students' Forum at MITS-DU has a strong record of executing well-structured, high-participation technical events, reflecting consistent student trust and effective event management.

## Codathon (Previous Edition)

The previous edition of **Codathon** witnessed a footfall of **400+ participants**, with students participating across multiple rounds focused on fundamentals, coding skills, and problem-solving. The smooth execution and strong turnout established Codathon as a credible and competitive coding event.

### ENIGMA

Enigma recorded **500+ registrations** and featured a mix of expert-led sessions and competitive activities across multiple technical and creative domains. The event highlighted the forum's ability to manage large-scale, multi-format engagements.

### CELSIUS

Celsius also achieved 500+ registrations, combining technical challenges, seminars, ideathons, and recreational activities. The event demonstrated strong audience engagement and logistical execution.

# SPONSOR OPPORTUNITIES

## **Title Sponsor(Rs 15,000)**

Logo on all banners, posters, and digital creatives  
Active mention during opening & closing ceremonies  
Dedicated social media shout-outs

## **Gold Sponsor(Rs 10,000)**

Logo on participant certificates  
Mention in social media promotions and announcements

## **Silver Sponsor(Rs 6000)**

Logo on digital posters and event website  
Brand visibility during event promotions

## **In-Kind Sponsor**

Distribution of customized goodies (subscriptions, swag, vouchers, certificates) to participants

# THANK YOU

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For sponsorship inquiries and collaborations, please connect with:

IETE Students' Forum – MITS-DU

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