

**SOCIETY OF MECHANICAL ENGINEERS
IIEST SHIBPUR**

presents

IMPETUS 9.0

13th – 15th Feb, 2026



IEST, SHIBPUR

Founded in 1856, the Indian Institute of Engineering Science and Technology, Shibpur, stands as the second-oldest engineering college in India. Evolving from the Engineering College, the institute attained Deemed University status in 1992, became a full-fledged university in 2004, and was renamed 'Bengal Engineering and Science University'. Recognised as an Institute of National Importance by the Indian Government, it now proudly bears the title IEST, Shibpur. The Institute, ranked among the top 12 premier NITs in the country as per NIRF Engineering 2025, boasts a global alumni network and has made indelible contributions in research, engineering, culture, art, and politics. With a rich legacy of over a century, IEST, Shibpur, continues to be a beacon of excellence in education, innovation, and holistic development.

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DEPARTMENT OF MECHANICAL ENGINEERING

Founded on March 4, 1921. The Department of Mechanical Engineering embarked on its golden journey with a diploma course. The first degree course commenced on July 17, 1930, followed by postgraduate programs in 1954; since then, it has consistently produced exceptional engineers, garnering recognition nationally and internationally. The Institute is renowned for its distinguished teaching faculty, quality of research, and publications in esteemed journals.

The academic and cultural society, the Society of Mechanical Engineers (SME), thrives within the department. Student sections of international societies like the American Society of Mechanical Engineers (ASME), Institution of Mechanical Engineers (IMechE), Indian Society of Heating, Refrigerating, and Air Conditioning Engineers (ISHRAE), and Society of Automotive Engineers (SAE) provide a vibrant platform for students to engage with global experts, developing skills, and real-world applications.

ABOUT IMPETUS

Theoretical knowledge paired with practical skills is paramount and of utmost significance. IMPETUS, an annual technical event organized by the Society of Mechanical Engineers (SME) on behalf of the Department of Mechanical Engineering at IEST, Shibpur, endeavors to connect industry and students seamlessly.

This convergence assembles experts from diverse sectors, providing students with a distinctive opportunity to benefit from different fields. IMPETUS comprises events curated to elevate practical knowledge and foster interaction with accomplished industry professionals in Engineering. No matter where you come from, we will make sure you add a feather to your cap on the way back.





CADathon

- Design Challenge that puts your CAD skills to the test. Tackle real-world problem statements, create precise 3D models, and draw detailed views from multiple angles.
- A thrilling challenge for all design enthusiasts and exciting prizes worth Rs. 8,000



Drone Pursuit

- Navigate your drone through a maze of obstacles, tight turns, and checkpoints.
- It is all about speed, precision, and agility of one's drone. The fastest drones will win prizes worth Rs. 40,000.



IQ Ignition

- Ignite your intellect, trivia enthusiasts or tech geniuses! Battle through challenging rounds that test both General Knowledge and Technical expertise.
- Compete for exciting prizes worth Rs. 8,000.

Death Race

- Bots will traverse a unique track with sharp turns, unpredictable barriers, and varying terrain demanding both speed and control.
- Complete the track in the least amount of time with the fewest penalties to win Rs. 10,000.



Scrap Yard

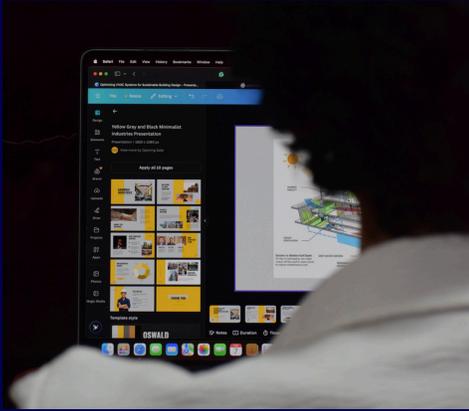
- A team-based innovation challenge where creativity meets problem-solving
- Encourages out-of-the-box thinking, teamwork, and rapid prototyping
- Transform waste into working mechanisms under real-time constraints
- A perfect platform to showcase engineering instincts and imagination
- Prize Pool: ₹8,000



Valorant

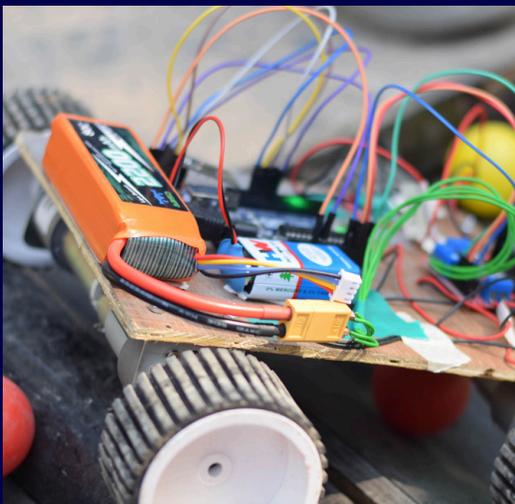
- Dive into the gaming frenzy and ride the wave of its surging popularity.
- Knockout competing teams to eliminate and eventually be crowned the best in this grand gaming spectacle.
- Prize Pool: ₹10,000





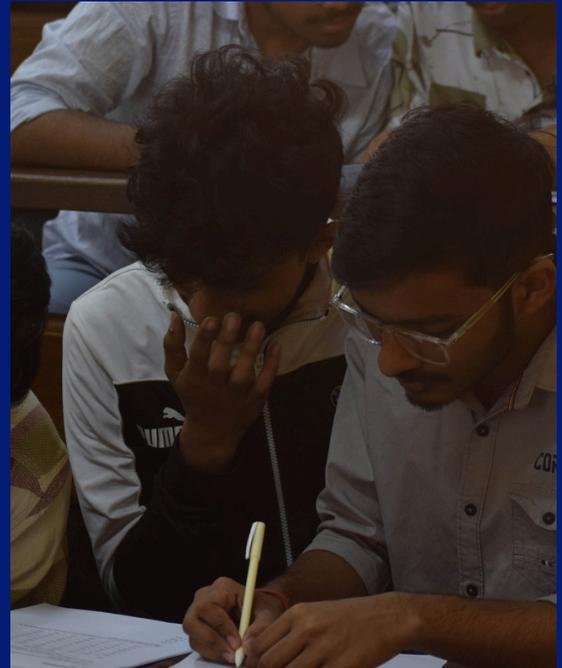
Mechanical Triathlon

- Test your visual estimation skills by guessing dimensions without physical measurement
- Build a functional catapult using only basic materials under time constraints
- Demonstrate precision and accuracy by hitting a defined target zone
- Evaluates mechanical intuition, creativity, and execution in real-world-style scenarios
- Grab your chance to win a prize pool of ₹8,000.



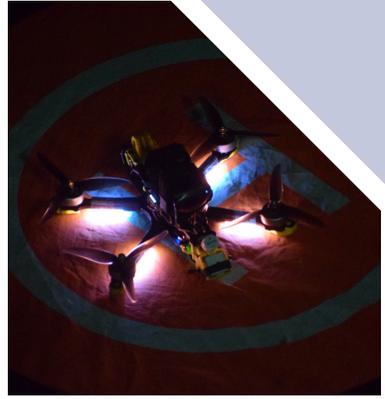
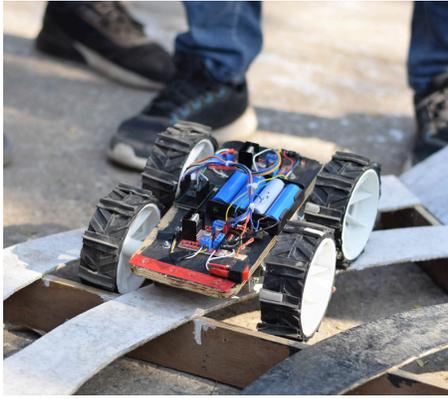
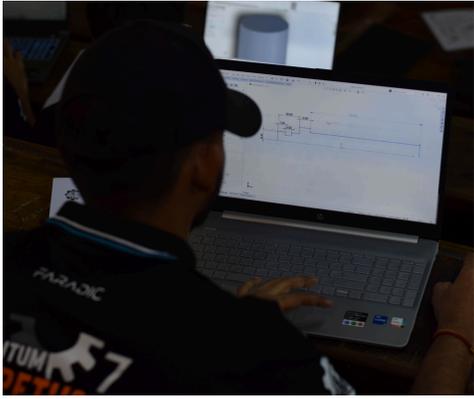
Yantra search

- A treasure hunt promising excitement, adventure, and fun. Solve riddles and complete challenges to unveil hidden machinery across the campus.
- The fastest teams win prizes worth Rs. 8,000.



Control Craft

- Design and build a manually controlled robot capable of navigating a dynamic arena
- Tested on the construction, control strategy, and navigation skills of the robot
- A fast-paced robotics challenge where precision, speed, and stability decide the winner
- Grab your chance to win a prize pool of ₹8,000.



GALLERY



GALLERY



INDUSTRY ACADEMIA MEET

The Industry-Academia Meet (IAM) in IMPETUS creates a common ground for the association of industry and academia and prioritizes knowledge sharing and insightful discussions around best practices, employability discernment in various engineering domains, and talent identification in the campus recruitment process.

1. Aim

IAM aims to create strong interactive communication between leading officials from multiple industries, academicians, and students. The meet will cushion the process of campus engagement between the companies and the institute and provide a holistic perspective to their respective needs. It induces innovative practices, insights, and scenarios. The interactive nature of the sessions and expert-led discussion panels will transcend the participants to an enhanced learning experience.



2. Take aways for the Corporate:

- Addressing technical challenges via projects and consultancy services.
- Showcasing practical solutions through in-depth studies and research publications by esteemed academicians.
- Implementing innovative and time-efficient strategies for streamlining the hiring process.
- Collectively tackle challenges by fostering active engagement between industries and scholars.
- Networking opportunities with distinguished delegates from various industries and research institutes.

3. Benefits for the Institution:

- Networking with top officials and HR heads across sectors.
- Insight into fundamental principles and current trends in campus hiring.
- Showcasing technical excellence and success stories to recruiters.
- Transforming campus recruitment by molding industry-ready engineers.
- Cultivating a synergistic employment ecosystem for students, the institute, and corporate partners.
- Flagship Event: Industry-Academia Meet is the flagship event of IMPETUS.



WHY SPONSOR IMPETUS?

Sponsoring Impetus 9.0 presents a unique opportunity to align your brand with innovation, technology, and the future of engineering. By supporting our event, you gain exclusive access to a diverse audience of students, professionals, and tech enthusiasts. Your brand will be prominently featured in our extensive media coverage, offering unparalleled visibility.

With customised sponsorship packages, you can engage directly with your target demographic through on-site activations, product displays, and interactive sessions. Be part of a dynamic celebration of creativity, knowledge, and engineering excellence, and let your brand leave an indelible mark on the next generation of innovators. Sponsor Impetus 9.0 and be at the forefront of shaping the future of technology and talent.



SPONSORSHIP TIERS

Choose from our dynamic sponsorship tiers to elevate your brand's prominence at Impetus 9.0. Whether you opt for the exclusive Title Sponsorship or impactful Co-Sponsorship, each tier offers distinct benefits. Enjoy prime logo placements, on-site branding, and special mentions to maximize your brand exposure. Join us in shaping an unforgettable event experience, tailor-made to showcase your brand's commitment to innovation and excellence.

Title Sponsor

Rs. 1,75,000/-

Exclusive leader at forefront of innovation, prime logo placement, unparalleled brand exposure, special mentions through Impetus 9.0.

Co-Sponsor

Rs. 1,25,000/-

Significant brand exposure through logo placement at strategic locations, special mentions throughout Impetus 9.0.

Industry-Academia Meet Sponsor

Rs. 1,00,000/-

Exclusive branding at the Institute Hall on the day of Industry Academia Meet, including the standees of the guest speakers placed around the campus. Logo placement on the mementos and kits distributed to the speakers and participants of Industry-Academia Meet.



PUBLICITY DRIVE AND PRE-EVENT

Fueling the excitement before Impetus 9.0, our Publicity Drives and Pre-Events are catalysts for widespread anticipation. Engage with our vibrant audience through strategic social media campaigns, teaser events, and interactive promotions. These initiatives not only generate buzz but also provide sponsors a unique opportunity to be part of the pre-festival hype. Secure your brand's place in the spotlight with our dynamic pre-event activities.

Partnerships

Gate Partner	Rs. 70,000/-
Lighting / Sound Partner	Rs. 40,000/-
Finance Partner	Rs. 60,000/-
Merchandise Partner	Rs. 35,000/-
Exhibition Partner	Rs. 60,000/-
Gaming Partner	Rs. 30,000/-
Food & Beverage Partner	Rs. 25,000/-
EdTech Partner	Rs. 60,000/-
Media Partner	Rs. 20,000/-
Logistics Partner	Rs. 20,000/-
Stationery Partner	Rs. 15,000/-
Broadcasting Partner	Rs. 15,000/-
Healthcare Partner	Rs. 10,000/-
Hospitality Partner	Rs. 10,000/-
Individual Event Partner	Variable

***Reserve your space at Impetus 9.0
Stall prices starting from Rs. 20,000/-
for 8X8 sq. ft stall!***



OUR PAST SPONSORS



PARTNERSHIPS IN PRACTICE





CONTACT

AKASH S

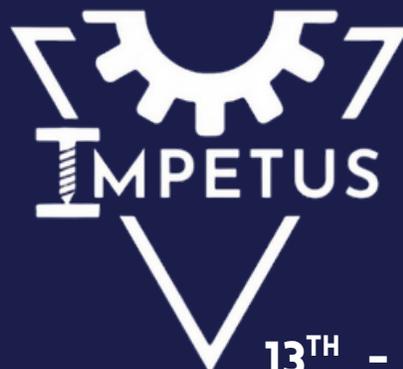
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