DataBiz

Data | Decoded | Delivered

Maulana Azad National Institute of Technology,
Bhopal

SPONSORSHIP BROCHURE

ABOUT MANIT

Maulana Azad National Institute of Technology

Maulana Azad National Institute of Technology (MANIT), Bhopal is a premier national institute known for its strong academics, vibrant campus, and industry-focused learning. Spread over 650+ acres, MANIT offers top programs in engineering, architecture, planning, management, and sciences.

Supported by modern labs, experienced faculty, and a culture of innovation. With excellent placements, active student clubs, and a dynamic learning environment, MANIT provides students with the skills, exposure, and opportunities they need to grow and succeed in today's evolving world.

WHY MANIT?

- Premium NIT with strong Academic excellence
- 650+ Acres of green and vibrant campus
- Industry focus learning and modern infrastructure
- Excellent placement and active student culture

ABOUT DataBiz

DataBiz is a student-driven community at MANIT dedicated to exploring the powerful intersection of **Data Science, AI, ML, Business Intelligence,** and **Analytics**. The club acts as a bridge between classroom knowledge and real-world impact by fostering hands-on learning through projects, case studies, industry-led workshops, expert sessions, and collaborative initiatives that spark innovation.

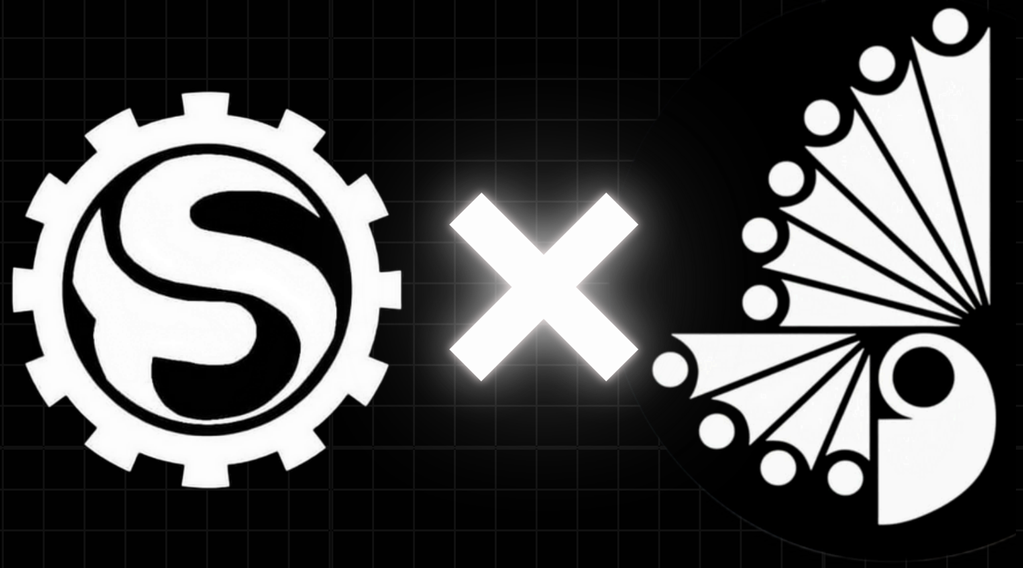
With a vision to build a world-class community of data thinkers and creators, DataBiz encourages its members to learn boldly, experiment fearlessly, and design intelligent solutions that shape the future. As a launchpad for aspiring analysts, engineers, and innovators, DataBiz invites students to be part of a collective journey powered by curiosity, creativity, and data-driven excellence.

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ABOUT Techno × Maffic

Techno × Maffick is MANIT Bhopal’s flagship fusion fest, bringing together the best of technology and culture on one vibrant platform. The fest blends high-energy technical events like hackathons, robotics, and coding battles with dynamic cultural performances, music nights, art showcases, and competitions. It creates a unique space where innovation meets celebration, offering students the chance to learn, create, and enjoy an unforgettable campus experience.



Past Performers



The Local Train



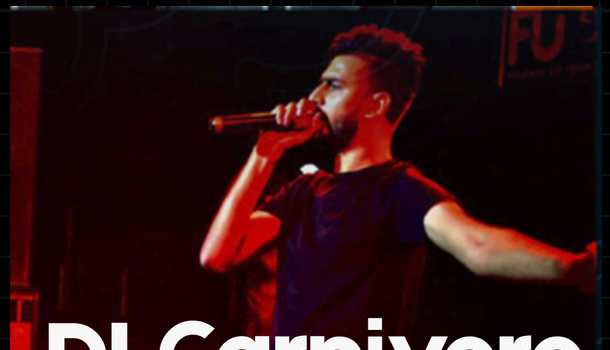
Project 91



Arsh Goyal



Justin Joseph



DJ Carnivore



Jal Band

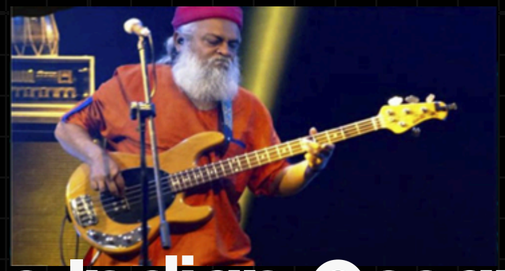
Past Performers



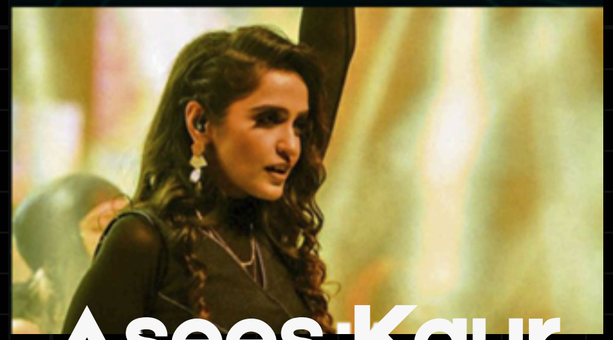
Hardy Sandhu



Akhil Sachdeva



The Indian Ocean



Asees Kaur



Kailash Kher



Aastha Gill

Events QnA

What is Techno × Maffick?

Techno × Maffick is MANIT Bhopal's annual techno-cultural festival, bringing together large-scale technical competitions, cultural events, and innovation showcases.

What is DataBiz's role in Techno × Maffick?

DataBiz leads the data and analytics segment of the fest, hosting competitions, workshops, and The Data Brew Show to drive student engagement and bridge industry–academia learning.

Can companies interact with participating students and teams?

Yes, sponsors can connect with top-performing participants, DataBiz members, and contestants across technical events for networking or recruitment-oriented interaction.

Does sponsorship provide access to event or participant databases?

Yes, sponsoring companies receive access to curated event insights and participant engagement data from DataBiz-led activities and competitions, wherever permissible.

What is the venue for Techno × Maffick?

All events will be conducted across the 625-acre MANIT Bhopal campus, with DataBiz events hosted in dedicated technical and academic blocks.

Upcoming Events

Hackathon

Datathon
A Machine Learning Competition

A machine learning competition where participants solve real-world problems using data analysis, modeling, and statistical techniques

Visathon
A Dashboard & Storytelling Competition

A data visualization challenge focused on transforming complex datasets into clear, insightful, and impactful dashboards through storytelling

Hackathon

Datathon & Data Visualization Challenge

DataBiz presents a flagship analytics initiative designed to bring together problem-solving, technical expertise, and data-driven storytelling. The events offer participants an opportunity to work with real-world datasets, apply structured analytical thinking, and present insights in a professional and competitive setting.

With evaluation by faculty and industry professionals, the experience mirrors real-world analytics workflows—where accuracy, clarity, and impact matter equally.

Datathon- A Machine Learning Competition

The **Datathon** is a data science competition where **teams solve a real-world analytical problem using statistical and machine learning techniques**. Participants are evaluated on their ability to understand the problem, work with data, build models, and justify their approach

.

The competition is designed to reflect how data challenges are approached in professional environments, with equal importance given to methodology, accuracy, and interpretation.

Focus Areas

- Data cleaning and feature understanding
- Application of machine learning and statistical concepts
- Logical approach and model evaluation
- Translating results into actionable insights

Visathon- A Dashboard & Storytelling Competition

The **Data Visualization Challenge** focuses on the ability to **convert complex datasets into clear, meaningful, and impactful visual narratives**. Participants create interactive dashboards that communicate insights effectively to a non-technical audience.

This competition highlights the importance of **clarity, design,** and **business relevance** in analytics.

Focus Areas

- Insight identification and data interpretation
- Dashboard design and usability
- Storytelling with data
- Business and decision-making relevance

Why Participate?

- Compete in industry-aligned data challenges
- Strengthen technical, analytical, and presentation skills
- Present work before experienced judges
- Gain certificates, recognition, and cash prizes

Who Can Participate

- Undergraduate and postgraduate students
- Data enthusiasts, analysts, coders, and storytellers
- Individual or team participation (as per event format)

Awards & Recognition

- Cash prizes for top teams in each competition
- Special awards for innovation and presentation excellence
- Participation certificates for all eligible participants
- Recognition across DataBiz platforms

Podcast

The Data Brew Show

The Data Brew Show is DataBiz's new podcast series designed to **bridge the gap between academic learning and real-world industry experience.** Created for aspiring analysts, the show features **industry professionals** who share their journeys, challenges, and practical insights, making the path into data analytics clearer and more accessible. Each episode aims to decode what truly matters in the field, from impactful projects to essential skills, offering listeners a grounded and relatable understanding of how to grow in the world of data.



Keynote session

The Data Brew Show opens its first episode with a compelling feature on **Zomato**, as told through the journey of our guest, **Ashutosh Sharma**, a **Data Analyst** at the company. In this conversation, listeners get an inside look at how data powers one of India's largest food-tech platforms, from optimising delivery patterns to improving user experiences. Ashutosh shares the projects that helped him land a role at Zomato, the real challenges behind data-driven decision-making at scale, and the practical lessons every aspiring analyst can learn from his experience in a fast-moving, data-centric environment.



Why Sponsor Us ?

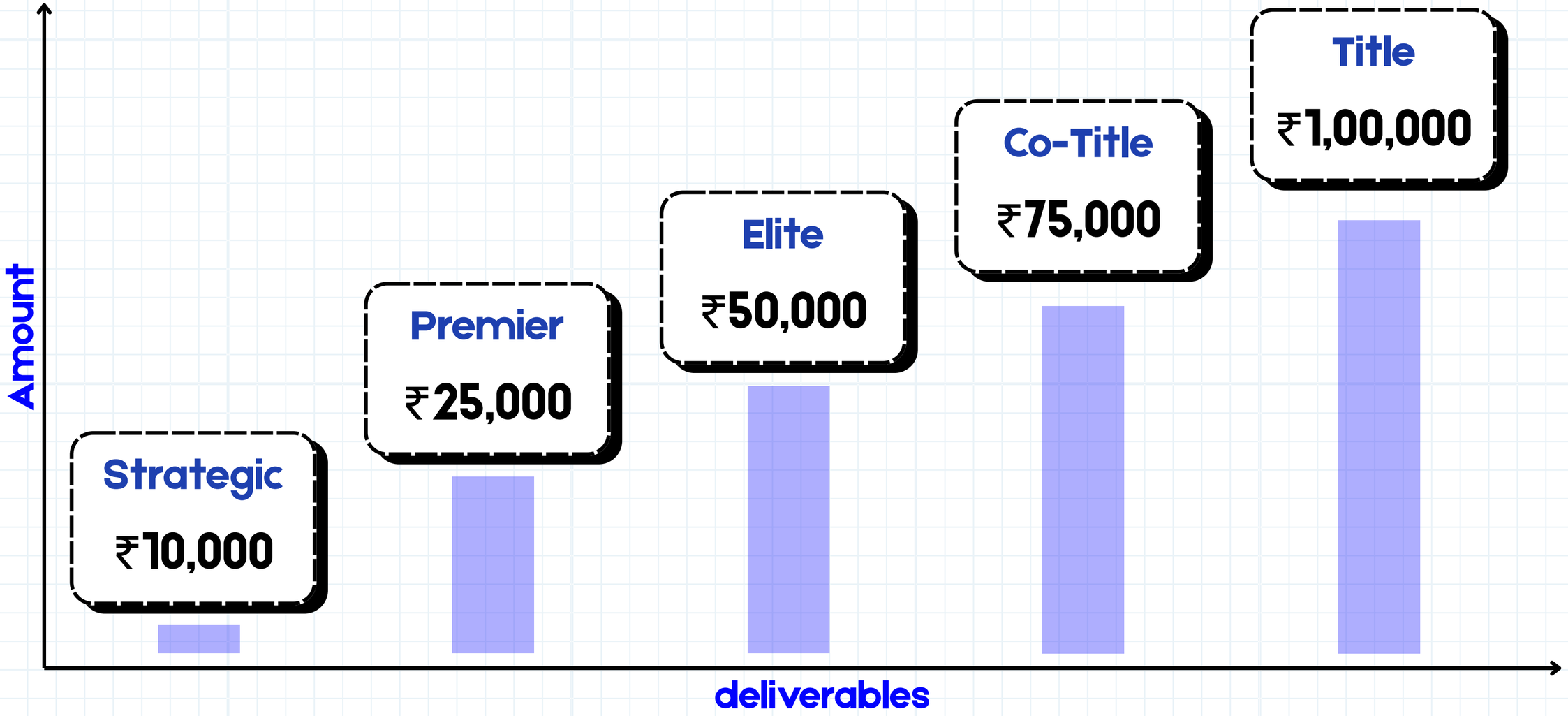
In a rapidly evolving data-driven world, DataBiz plays a crucial role in bridging the gap between academic knowledge and real industry expectations for MANIT students. The club provides essential exposure to **Data Science**, **AI**, and **Analytics** domains that increasingly define modern careers and equips students with the practical understanding needed to stay competitive.

This relevance is reflected in initiatives like **“The Data Brew Show”**, where students actively engage with industry professionals to learn about real projects, skill pathways, and career trajectories. Such participation highlights the club’s strong culture of learning, curiosity, and professional development.

Sponsor Impact

By sponsoring **DataBiz** at **Techno × Maffick**, organizations gain access to a highly committed, technically proficient community and position themselves as supporters of meaningful industry-academia collaboration within one of India’s leading technical institutions.

Sponsorship Proposal



Comparison

	Title sponsor	Co-title sponsor	Elite Sponsor	Premier Sponsor	Strategic sponsor
	₹100,000	₹75,000	₹50,000	₹25,000	₹10,000
Sponsor name associated with event in all title banners	✓	✓	✓	✓	✓
Social Media Presence					
Promotional eFlyer (Advertisement via social media platforms)	✓	✓	✓	✓	✓
Dedicated social media post	✓	✓	✓	✓	✗
Social Media stories by each Databiz member of promotional matter	✓	✓	✓	✓	✗
Pre Event Promotion (Logo Placement)					
Databiz Website	✓	✓	✓	✗	✗
Multiple e-mailers to be sent to Event Database of participants (Nation- wide)	✓	✓	✓	✗	✗
Logo presence on video bytes of keynotes speakers and guests(If Required)	✓	✓	✓	✓	✗
Newspaper and magazines mentions					
Special mention in Prominenet Pan India level news articles	✓	✓	✓	✗	✗
Special mention in outsourced magazines (if required)	✓	✓	✓	✗	✗
Event Day (Logo Presence)					
Logo on event stage of databiz.	✓	✓	✓	✓	✓
Event Day (Promotion)					
Corporate film screening (of maximum 3 min per day)	3 min	2 min	1 min	✗	✗
Promotional sessions during events	✓	✓	✓	✓	✓
Post Event (Logo Presence)					
Workshops all year round	✓	✓	✓	✗	✗
Next Brochure	✓	✓	✓	✓	✓
In previous sponsors list	✓	✓	✓	✓	✓
Media presence	✓	✓	✓	✓	✗

Sponsorship And Partnership Under Barter System

- Golden Associate
- Silver Associate
- Diamond Associate

Golden Associate

Deliverables from the Databiz

- Student Database (Volume TBD)
- Offline promotion among participants and students during Databiz events
- Users/Traction/registrations on the company's website/platform/solution etc
- Added mention in all workshops, events all year round
- Added mention in newspaper
- Added mention in magazines

Deliverables from the “Company”

- Hackathon poolprize sponsorship

OR

- Hackathon organisation (registartion+pblm statement release+results+organisation) for all rounds, except cash prize)

Note: We remain open to discussing additional partnership or sponsorship opportunities and are flexible in structuring the collaboration model of Patron Associate

Silver Associate

Deliverables from the Databiz

- Offline promotion among participants and students during Databiz events
- Added mention in all workshops, events all year round
- Added mention in magazines

Deliverables from the “Company”

- 3 Speakers for the event
- Workshop conduction (registration+organisation)

Note: We remain open to discussing additional partnership or sponsorship opportunities and are flexible in structuring the collaboration model of Patron Associate

Diamond Associate

(Under Affiliate Marketing)

Deliverables from the Databiz

- Student Database (Volume TBD)
- Offline promotion among participants and students during Databiz events
- Users/Traction/registrations on the company's website/platform/solution etc

Deliverables from the “Company”

- Monetary charges according to the unique registration/data

Note: We remain open to discussing additional partnership or sponsorship opportunities and are flexible in structuring the collaboration model of Patron Associate

Contact Us

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Thank You



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