



Graphic Era
deemed to be **University**
DEHRADUN



**Technology
Business
Incubator**

GRAPH E-THON

3.0

India's Longest & most
Impactful Hackathon

**National
SDG
Hackathon**

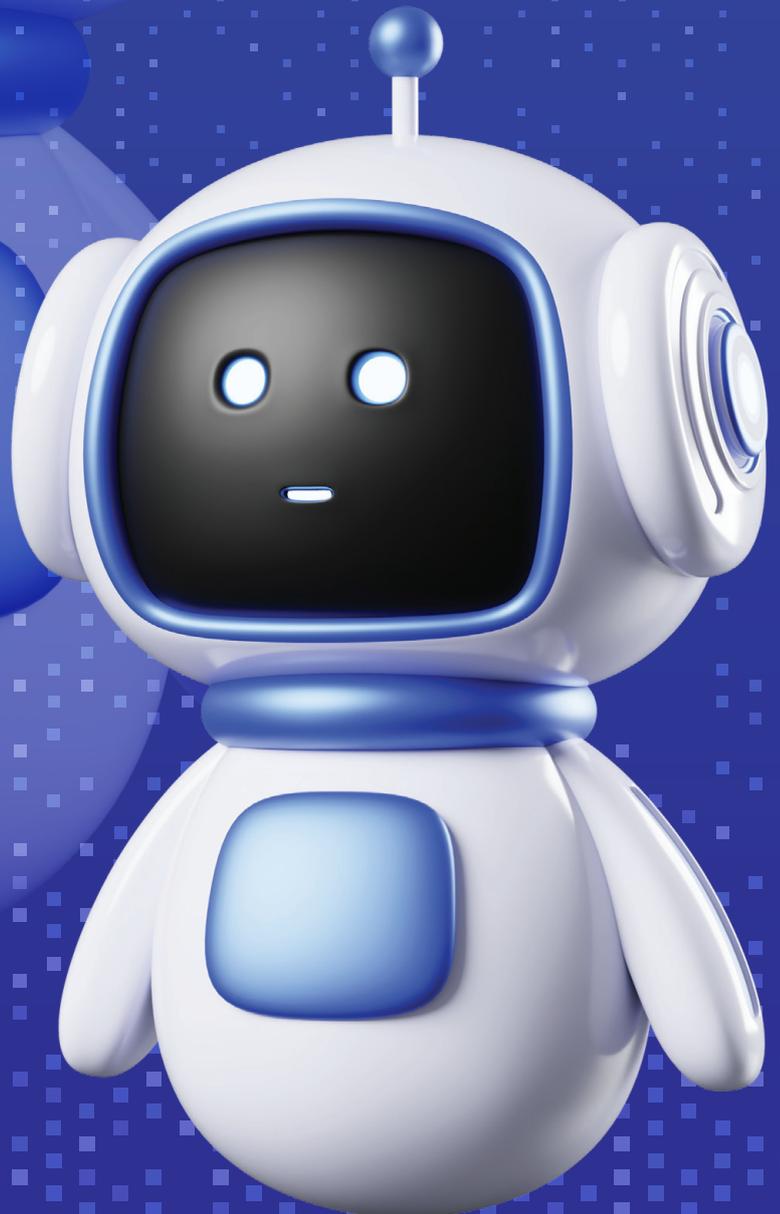
Building
a Resilient,
Equitable
Future

Ecosystem Partnership Proposal

Dates —
2nd - 5th April 2026

Venue —
Graphic Era
(Deemed to be University),
Dehradun

Organized by —
Technology Business Incubator-
Graphic Era University



The Summary

What is Graph-E-Thon 3.0?

Graph-E-Thon 3.0 is a 72-hour national-level innovation hackathon. We are challenging 100 of India's top student teams to build and prototype market-ready solutions that directly address the United Nations Sustainable Development Goals (SDGs).

Why Are We Different?

This is not just another college event. We are an impact incubator focused on a purpose. We unite top student talent with industry mentors to solve real-world problems. This mission directly aligns with your company's ESG (Environmental, Social, Governance) and CSR objectives.

Your Opportunity (The "WIIFM")

We offer a clear return on your investment.

- **Access Elite Talent:** Hire from India's best, pre-filtered student innovators.
- **Drive Innovation:** Get 100+ teams to solve your company's problem statements.
- **Amplify Your ESG Impact:** Receive a tangible "SDG Impact Report" to showcase your leadership and contribution to social good.

We invite you to curate a better ecosystem with us to build a resilient future.

Our Proven Track Record

We have a history of successful, large-scale national engagement. Our 2.0 event attracted a diverse, high-quality talent pool.

5000+

Registered
Participants

21

States
Represented

343+

Unique
Colleges

100K+

Impressions
(on Unstop)



About Us

A Powerhouse of Talent & Innovation

Graphic Era Group of Institutions

We are one of India's leading and largest private educational groups.



Scale

A vibrant community of over **50,000+** students and **1,00,000+** alumni across our campuses.



Excellence

Our flagship, Graphic Era (Deemed to be University), is **NAAC A+ Accredited** and ranked **48th in India** (NIRF 2025, University Category).



A Hub of Quality

We are consistently ranked among the top universities in India, making us a primary source for high-quality, industry-ready talent.

Our Proven Talent Pipeline (Alumni Network)

Our reputation is built on the success of our graduates. This is the talent you get access to. Our powerful alumni network works at the world's top companies, including:

Google

Microsoft

amazon

Adobe

ATLASSIAN

and many more

Our students regularly secure top packages, with the highest reaching **₹84.88 LPA**, proving the quality of our engineering and management programs.

TBI-GEU (Our Startup & Innovation Engine)

This is our key differentiator. We are not just a college; we are an official business incubator.

- **Govt. of India Approved:** Established by the Department of Science and Technology (DST).
- **Proven Startup Ecosystem:** We have successfully **incubated over 100+ startups**.
- **National Recognition:** Our incubated startups have been featured on national platforms like **Shark Tank India**.

Our message is simple: **We don't just host events. We build companies.**

The Mission

Why an SDG-Focused Hackathon?

- **The Problem:** Despite rapid technological advances, SDG-aligned innovations in India remain scattered and underutilized at scale.
- **Our Solution:** Graph-E-Thon 3.0 bridges this gap. We are a national platform to design, prototype, and deploy cutting-edge tech solutions for real-world environmental and social challenges.

We focus all our talent on four critical tracks, directly aligned with the UN SDGs:

Track Name	SDG Focus	The Mission
Track 1: Intelligent Health & Learning	SDG 3: Good Health & Well-being SDG 4: Quality Education	To build AI-driven, accessible, and affordable platforms that revolutionize public health and personalized education for all.
Track 2: Resilient Cities & Energy	SDG 7: Affordable & Clean Energy SDG 11: Sustainable Cities & Communities	To re-imagine urban living by creating smart, sustainable, and efficient infrastructure that reduces waste and improves quality of life.
Track 3: Digital Infrastructure & Security	SDG 9: Industry, Innovation & Infrastructure SDG 16: Peace, Justice & Strong Institutions	To build the robust, secure, and transparent digital systems that will power India's next decade of economic growth and digital governance.
Track 4: Climate Action & Agri-Tech	SDG 13: Climate Action SDG 2: Zero Hunger	To create practical tech solutions that help communities and key industries (like agriculture) adapt to, mitigate, and reverse climate change.
Track 5: Open Innovation		Your Innovation, Your Way.

For our sponsors, this is not just philanthropy. It is a direct alignment with your company's ESG and CSR goals, providing a powerful, authentic story of your impact.



The Proof

Our Track Record (Graph-E-Thon 1.0 & 2.0)

We build trust with data. Our previous Graph-E-Thons', were a proven success.

Key Performance Indicators (KPIs) from Graph-E-Thon 1.0 & 2.0

5000+

Registered Participants

500+

Unique Colleges

21

States Represented

100K+

Platform Impressions

1.2M+

Social Media Reach

Open Innovation (32.43%)
AI/ML (31.53%)

Most Popular Tracks
Data based on 2.0 Records

100+

Total High-Quality Submissions

This selective funnel ensured that all 111 submissions = were fully-built, high-quality projects, not just ideas.



What this data proves?

We attract a large, diverse, and high-quality pool of tech talent from every corner of India, with a clear interest in high-demand skills like Artificial Intelligence (AI) / Machine Learning (ML).

WIIFM

Why Partner with Us?

In return for your contribution as an Ecosystem Partner, you receive a clear, high-value return.

For Your Talent & HR Teams

Access Filtered Talent: Get direct access to the top 100 teams (400+ students) filtered from over 2,300+ applicants.

Test Skills in Action: Watch teams build solutions under pressure for 48 hours. This is the best job interview.

Dedicated Hiring: We will provide a dedicated space for your HR team to interview and hire candidates on the spot.

Curated Resumes: Receive the complete resume database of all event finalists.

For Your Innovation & R&D Teams

Solve Your Challenges: Receive 10-15+ new prototypes and solutions built specifically for your problem statement.

Drive Tech Adoption: Get India's best young developers to test, use, and build on your company's APIs and platforms.

First-Look at Startups: As a TBI, we incubate the best ideas. Partners get the first opportunity to invest in or acquire winning teams.

For Your Brand & ESG Goals

Powerful ESG Story: Get a powerful, authentic story of your commitment to solving the UN SDGs.

Professional Impact Report: Receive a custom "SDG Impact Report" (PDF/video) showing the solutions you helped fund and mentor. This is perfect for your annual reports.

Brand as a Leader: Be positioned as an "Ecosystem Partner" and "Innovation Leader" across our 1 million+ social media reach, event website, and press releases.



The Ecosystem Partnership

We are moving away from traditional sponsorship. We invite you to become an Ecosystem Partner. This is a hands-on partnership where you contribute your expertise and resources to help build real solutions.

We ask our partners to contribute in three key areas:



Provide Problem Statements

Challenge our 100+ student teams with a real-world problem your company or industry faces. This is the best way to drive focused innovation.

Example: A logistics partner could set a challenge for "Optimising last-mile delivery routes using AI to reduce carbon emissions (SDG 13)."

Example: A bank could set a challenge for "Building new fintech tools for financial literacy in rural areas (SDG 4)."



Provide Expert Mentorship

Your industry experts (engineers, product managers, designers) are invaluable. We ask for them to:

Mentor Teams: Provide guidance to teams working on your problem statement.

Judge Solutions: Help us identify the most viable and impactful projects.

Host Workshops: Conduct a technical talk or workshop on your company's technology or API.



Provide In-Kind Support

Help teams build better, faster. Instead of cash, we seek resources that empower the students. This includes (Any support which is feasible):

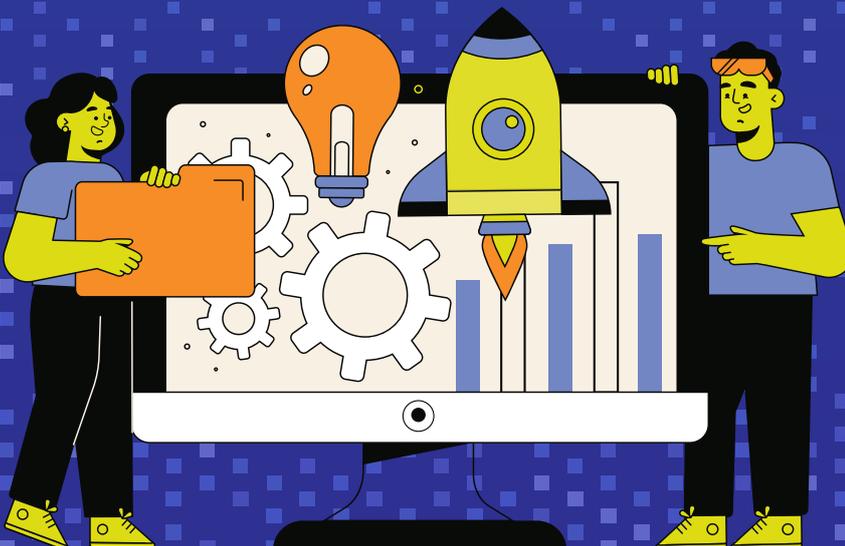
Technology Access: Free API access, cloud credits, or software licenses.

Hardware: Lending testing devices, IoT kits, or other relevant hardware.

Bounty Prizes: Offer a specific prize (e.g., "₹50,000 for Best Use of Your API") to drive adoption.

Swag & Kits: Branded t-shirts, swag, or goodies for finalists and winners.

Event Needs: Support for event experiences like the "Code-Fuel" (Wi-Fi, coffee) or "Relax Zone."



Additional Sponsorship Opportunities

Benefit	Bronze Partner	Silver Partner	Gold Partner
Contribution	₹1,00,000	₹2,50,000	₹4,00,000
Logo on Event Website	✓ Small	✓ Medium	✓ Large
On-Stage Recognition	✓	✓	✓
Press Release Mention	✓	✓	✓
Social Media Posts	1 Post	3 Posts	5 Posts
Mentor & Judge Slots	1 Slot	2 Slots	3 Slots
Recruitment Stall Space	Standard	Standard	Premium Location
Sponsored Tech Talk	✗	✓ 1 Slot	✓ 2 Slots
Logo on T-shirts & Goodies	✗	✗	✓
Access to Resume Database	✗	✓	✓
Keynote / Naming Rights	✗	✗	✓

P.S. Providing this is optional and Voluntary depending on individual firm's requirements.

Let's Partner

We are ready to build a custom package that achieves your specific goals for talent, innovation, and social impact.

To discuss this opportunity, please contact:

● **Mr. Harsh Vardhan Singh Rawat**

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