



BURD DST/EPSRC WORKSHOP

(Organized by IIIT Allahabad, India and University of Strathclyde (UoS), Scotland, UK)



Invitation to Sponsor - Workshop

“Creating Sustainable Rural Employment through Industrial Process Outsourcing”

July 11, 2015, at IEEE TIAR2015 International conference, Easwari Engineering College, BharathiSalai, Ramapuram, Chennai-89, India, <https://burd.iiita.ac.in/workshop2015/index.php>

▪ Prof Jonathan Corney, UoS, Scotland, UK ▪ Prof Anupam Agrawal, IIIT Allahabad, India

Workshop Overview. : The Workshop is related to the BURD (Bridging the Urban and Rural Divide) Project supported by the DST, India and the EPSRC, UK, is being jointly organized by IIIT Allahabad, India and University of Strathclyde (UoS), Scotland, UK. This workshop will explore both the emerging infrastructure (e.g. Rural IT , BPO centers and Crowdsourcing platforms) and research into novel forms of industrial work (e.g. CAD/CAM optimization) that exploit human computational abilities to understand the skills and motivations of the people who form this new online labor force. Speakers from business and academia will share their work and experiences of this emerging area both in India and elsewhere.

The half day workshop is attracting eminent delegates from across the globe. Approximately 50 – 70/or more delegates/ participants are expected to attend the workshop. It is a good opportunity for brands to make their presence felt by becoming a sponsor for the event. The workshop team has identified some ways in which a sponsoring agency can mark its presence.

Why sponsor? A sponsorship positions in your organization within this targeted subject content and audience while supporting the workshop’s communication of the latest research for this important work. It will also be your contribution for the benefit of Social economic upliftment of rural population.

Sponsor Levels and Benefits

Name of sponsorship(Category)	Amount in INR	No. of Sponsors	Benefits to Sponsors
Tea Break (C)	INR 15,000	1	Display of brand logo on workshop website, banners, brochures, delegate kit etc. 2 free registration.
Lunch for Guests (B)	INR 20,000	1	Display of brand logo on workshop website, banners, brochures, delegate kit etc. 3 free registration.
Hospitality* (A)	INR 75,000	2	Display of brand logo on workshop website, banners, brochures, delegate kit etc. Video display of company promotion during tea-break. 5 free registration.
Transportation (B)	INR 20,000	1	Display of brand logo on workshop website, banners, brochures, delegate kit etc. 3 free registration.
Delegate Kit/ stationary (B)	INR 20,000	1	Display of brand logo on workshop website, banners, brochures, delegate kit etc. 3 free registration.

**Alternatively, instead of two ‘A’ category sponsors: it may be (6B+2C) or (3B+6C) category sponsors to meet the expenses on hospitality.*

To reserve your sponsorship, complete the sponsorship form or contact workshop organizers

<https://burd.iiita.ac.in/workshop2015/index.php>

Thank you for your support of this workshop event



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Sponsorship form

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Sponsoring Company Information

Company Name _____
Exactly as it should appear in print, using upper- and lowercase letters

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Name of desired sponsorship Category/event _____

Submission of Demand Draft drawn from any nationalized Banks in India (for details visit workshop website)

DD No _____ Date _____ Amount _____

Bank _____ Branch _____

Online Money Transfer (for details visit workshop website)

RTGS/NEFT/SWIFT transfer Reference No. _____ Amount _____

Bank _____ Date of Transfer _____

Date:

(Signature)

Note: Completed Sponsorship Form should be sent by Speed Post or courier (must for DD) / E-Mail to:
Prof. Anupam Agrawal, PI (DST "BURD" Project), Indian Institute of Information Technology, Allahabad, Deoghat, Jhalwa,
Allahabad (UP) – 211012 OR burd.workshop@gmail.com, Phone: + 91 - 532 - 2922216, 2922249,
DD drawn in the favour of **INDO UK BURD PROJECT** payable at Allahabad, Uttar Pradesh, India,
Kindly enclose receipt of online/other mode of payment.