



# 19<sup>TH</sup> FICCI HIGHER EDUCATION SUMMIT 2024

October 18-19, 2024, New Delhi

**PARTNERSHIP PROPOSAL**

## Federation of Indian Chambers of Commerce & Industry (FICCI)

Established in 1927, FICCI is the largest and oldest apex business organisation in India. Its history is closely interwoven with India's struggle for independence, its industrialization, and its emergence as one of the most rapidly growing global economies.

A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry. From influencing policy to encouraging debate, engaging with policy makers and civil society, FICCI articulates the views and concerns of industry. It serves its members from the Indian private and public corporate sectors and multinational companies, drawing its strength from diverse regional chambers of commerce and industry across states, reaching out to over 2,50,000 companies.

FICCI provides a platform for networking and consensus building within and across sectors and is the first port of call for Indian industry, policy makers and the international business community.

### FICCI Higher Education

For the last two decades, FICCI has been playing a proactive role in the Education sector and has been a platform for policy advocacy, creating sustainable industry—institute linkages, networking and knowledge-sharing and promoting collaborative ventures in academic exchanges, industry-oriented research, and value-added services. Moreover, the secretariat's adept interlinking of higher education institutions, businesses, and governmental bodies has paved the way for vibrant forums of critical discourse and knowledge exchange, propelling the sector's advancement.

The impact of FICCI's higher education committee's work also resonates prominently through its knowledge papers, some of which include '*Vision 2030 for Higher Education*', '*State-focused Roadmap to India's Vision 2030*', '*Future of Jobs and its Implications in Indian Higher Education*', and '*Leapfrogging to Education 4.0.*' Notably, FICCI's '*Higher Education Vision 2030*' paper has not only pushed for vital educational changes but has also had a big influence on how the National Education Policy 2020 was designed.

The FICCI EY Parthenon Report 2023 released during 18<sup>th</sup> FICCI Higher Education Summit 2023, titled '*Transformation of Indian Higher Education: Strategies to Leapfrog,*' looked at a thorough evaluation of advancements and transformations made within the Indian Higher Education in the key themes of quality education, industry alignment, research and innovation, and inclusivity.

A key part of FICCI's success is its impressive ability to bring together a diverse group of people. Noted leaders in Indian higher education, senior government officials from the Ministry of Education, and forward-thinking experts come together regularly at FICCI's events, conferences, and forums. This collaborative effort, filled with shared wisdom and expertise, has been crucial in moving the education sector forward in India.

## **Engagement in 19<sup>th</sup> FICCI Higher Education Summit 2024**

Since its inception, the FICCI Higher Education Summit has been at the forefront for contemporary deliberations surrounding the transformation and evolution of global higher education ecosystem. With more than 1000 delegates (national and international), the summit fosters an ethos of active engagement and collaboration from a diverse array of stakeholders, while serving as a beacon of innovation and change, catalysing a paradigm shift in the way we envision and approach higher education. With its enduring legacy, the HES summit has drawn thousands of participants, including education luminaries, policymakers, scholars, and experts, converging on a common platform to shape the future of higher education in India.

**The 19<sup>th</sup> edition of FICCI Higher Education Summit will be held in New Delhi on October 18-19, 2024.**

### **Event Highlights**

- **Conference:** The two-day global conference will provide participants the opportunity to gain deep insights from world-renowned scholars and industry experts on the rapidly evolving higher education landscape both in India and abroad.
- **Exhibition:** In addition to the conference, the forum provides a platform for exhibitors to present their offerings in higher education to a diverse global audience comprising of scholars, industry experts, students, and government officials. The forum also creates a conducive environment to explore potential partnerships and collaborations.
- **10<sup>th</sup> FICCI Higher Education Excellence Awards:** The summit will also host an awards ceremony, a highlight of the event, recognizing and celebrating excellence in Indian higher education. Through the esteemed Higher Education Excellence Awards, outstanding contributions to quality education are acknowledged and honoured.
- **Vice Chancellors'-CEOs' Roundtable:** The FICCI Higher Education Summit also facilitates a significant convergence of leaders from prestigious higher education institutions in India and industry. Together, they engage in insightful discussions, sharing valuable perspectives on critical facets of effective industry-academia engagement.
- **Masterclasses and Workshops:** Focused masterclasses or workshops are also organized during the summit, allowing partners to showcase their noteworthy initiatives, projects, and case studies. These sessions are usually led by subject matter specialists, and delve deeply into contemporary subjects and issues, offering comprehensive insights and innovative solutions.
- **B2B meetings and Networking opportunities:** There will be opportunity to have focussed business-to-business (B2B) meetings with representatives from academia (including chancellors, vice-chancellors, deans, directors, etc.), industry, and government.

## Participants' Profile

- Leaders and Decision Makers from the Higher Education Sector
- Government Officials and Policy Makers
- Academicians, Researchers, and Scholars
- Corporate and Industry Representatives
- IT and EdTech Companies
- Bilateral and Multilateral Organizations & Associations
- Embassies, High Commissions & Consulates

## PARTNERSHIP OPPORTUNITIES

<b>Principal Partner</b> Rs 35,00,000 /- + GST	<b>Platinum Partner</b> Rs 30,00,000/- + GST
<b>Gold Partner</b> Rs 25,00,000 /- + GST	<b>Badge &amp; Lanyard Partner</b> Rs 25,00,000/- + GST
<b>University Partner</b> Rs 25,00,000/- + GST	<b>Silver Partner</b> 20,00,000/- +GST
<b>Conference Kit Partner</b> 20,00,000/- +GST	<b>Registration Desk Partner</b> 18,00,000/- +GST
<b>Technology Partner</b> 15,00,000/- +GST	<b>Conference Souvenir Partner</b> 12,00,000/- +GST
<b>Flash Drive/Pen Drive Partner</b> 8,00,000/- +GST	<b>Associate Partner</b> INR 7,00,000 /- +GST

## **PARTNERSHIP BENEFITS**

### **PRINCIPAL PARTNER: INR 35,00,000 + GST**

#### **BRANDING & PROMOTION OPPORTUNITIES**

- **20 complimentary delegate passes** for both days of convention
- Complimentary Bare Exhibition Space (Additional space can be booked on 10% discount payment)((9\*2 sq. m)
- Display of Company name and logo as “**Principal Partner**” on **Summit Website** and in all **promotional material** such as Souvenir, Flier, Flier, Backdrop, etc.
- Exclusive “**Partner Post**” on FICCI Education handle
- Display of Company Logo as “**Principal Partner**” on **Conference Partner’s panels** placed at various locations at the venue
- **Front Inside Advertisement** in the Conference Souvenir distributed to **more than 1000 delegates**
- **200 words Institution Profile** in the Conference Souvenir
- **Corporate Literature (Pen drive/Flier)** will be included in the Delegate Kit
- **Running of Partner company’s promotional film** at the pre-function area
- Focused **B2B Meetings**
- Acknowledgement with logo as Thank you partner in the Post Summit report

### **PLATINUM PARTNER: INR 30,00,000 + GST**

#### **BRANDING & PROMOTION OPPORTUNITIES**

- **18 complimentary delegate passes** for both days of convention.
- Complimentary Bare Exhibition Space (Additional space can be booked on 10% discount payment) (6\*2 sq. m)
- Display of Company name and logo as “**Platinum Partner**” on **Summit Website** and in all **promotional material** such as Souvenir, Flier, Backdrop, etc.
- Exclusive “**Partner Post**” on FICCI Education handle
- Display of Company Logo as “**Platinum Partner**” on **Conference Partner’s panels** placed at various locations at the venue
- **Back Cover Advertisement** in the Conference Souvenir distributed to **more than 1000 delegates**
- **200 words Institution Profile** in the Conference Souvenir
- **Corporate Literature (Pen drive/Flier)** will be included in the Delegate Kit
- **Running of Partner company’s promotional film** at the pre-function area
- Focused **B2B Meetings**
- Acknowledgement with logo as Thank you partner in the Post Summit report

### **GOLD PARTNER: INR 25,00,000 + GST**

#### **BRANDING & PROMOTION OPPORTUNITIES**

- **16 complimentary delegate passes** for both days of convention.
- Complimentary Bare Exhibition Space (Additional space can be booked on 10% discount payment)(3\*2 sq. m)
- Display of Company name and logo as “**Gold Partner**” on **Summit Website** and in all **promotional materials** such as Souvenir, Flier, Flier, Backdrop, etc.

- Exclusive “**Partner Post**” on FICCI Education handle
- Display of Company Logo as “**Gold Partner**” on **Conference Partner’s panels** placed at various locations at the venue
- **2-page advertisement** in the Conference Souvenir distributed to **more than 1000 delegates**
- **200 words Institution Profile** in the Conference Souvenir
- **Corporate Literature (Pen drive/Flier)** will be included in the Delegate Kit
- Focused **B2B Meetings**
- Acknowledgement with logo as Thank you partner in the Post Summit report

## **BADGE & LANYARD PARTNER: INR 25,00,000 + GST**

### **BRANDING & PROMOTION OPPORTUNITIES**

- **16 complimentary delegate passes** for both days of convention.
- Complimentary Bare Exhibition Space (Additional space can be booked on 10% discount payment)(3\*2 sq. m)
- Display of Company name and logo as “**Badge & Lanyard Partner**” on **Summit Website** and in all **promotional material** such as Souvenir, Flier, Flier, Backdrop, etc.
- Exclusive “**Partner Post**” on FICCI Education handle
- Display of Company Logo as “**Badge & Lanyard Partner**” on **Conference Partner’s panels** placed at various locations at the venue
- **2-page advertisement** in the Conference Souvenir distributed to **more than 1000 delegates**
- **200 words Institution Profile** in the Conference Souvenir
- **Corporate Literature (Pen drive/Flier)** will be included in the Delegate Kit
- Focused **B2B Meetings**
- Acknowledgement with logo as Thank you partner in the Post Summit report

## **UNIVERSITY PARTNER: INR 25,00,000 + GST**

### **BRANDING & PROMOTION OPPORTUNITIES**

- **16 complimentary delegate passes** for both days of convention.
- Complimentary Bare Exhibition Space (Additional space can be booked on 10% discount payment)(3\*2 sq. m)
- Display of Company name and logo as “**University Partner**” on **Summit Website** and in all **promotional materials** such as Souvenir, Flier, Flier, Backdrop, etc.
- Exclusive “**Partner Post**” on FICCI Education handle
- Display of Company Logo as “**University Partner**” on **Conference Partner’s panels** placed at various locations at the venue
- **2-page advertisement** in the Conference Souvenir distributed to **more than 1000 delegates**
- **200 words Institution Profile** in the Conference Souvenir
- **Corporate Literature (Pen drive/Flier)** will be included in the Delegate Kit
- Focused **B2B Meetings**
- Acknowledgement with logo as Thank you partner in the Post Summit report

## **SILVER PARTNER: INR 20,00,000 + GST**

### **BRANDING & PROMOTION OPPORTUNITIES**

- **14 complimentary delegate passes** for both days of convention.
- Complimentary Bare Exhibition Space (Additional space can be booked on 10% discount payment)(3\*2 sq.m)
- Display of Company name and logo as “**Silver Partner**” on **Summit Website** and in all **promotional materials** such as Souvenir, Flier, Flier, Backdrop, etc.
- Exclusive “**Partner Post**” on FICCI Education handle

- Display of Company Logo as “**Silver Partner**” on **Conference Partner’s panels** placed at various locations at the venue
- **1 page advertisement** in the Conference Souvenir distributed to **more than 1000 delegates**
- **200 words Institution Profile** in the Conference Souvenir
- **Corporate Literature (Pen drive/Flier)** will be included in the Delegate Kit
- Focused **B2B Meetings**
- Acknowledgement with logo as Thank you partner in the Post Summit report

## **CONFERENCE KIT PARTNER: INR 20,00,000 + GST**

### **BRANDING & PROMOTION OPPORTUNITIES**

- **14 complimentary delegate passes** for both days of convention.
- Complimentary Bare Exhibition Space (Additional space can be booked on 10% discount payment)(3\*2 sq.m)
- Display of Company name and logo as “**Conference Kit Partner**” on **Summit Website** and in all **promotional materials** such as Souvenir, Flier, Flier, Backdrop, etc.
- Exclusive “**Partner Post**” on FICCI Education handle
- Display of Company Logo as “**Conference Kit Partner**” on **Conference Partner’s panels** placed at various locations at the venue
- **1 page advertisement** in the Conference Souvenir distributed to **more than 1000 delegates**
- **200 words Institution Profile** in the Conference Souvenir
- **Corporate Literature (Pen drive/Flier)** will be included in the Delegate Kit
- Focused **B2B Meetings**
- Acknowledgement with logo as Thank you partner in the Post Summit report

## **REGISTRATION DESK PARTNER: INR 18,00,000 + GST**

### **PROMOTION & BRANDING OPPORTUNITIES**

- **12 complimentary delegate passes** for both days of convention.
- Complimentary Bare Exhibition Space (Additional space can be booked on 10% discount payment)(3\*2 sq.m)
- Display of Company name and logo as “**Registration Desk Partner**” on **Summit Website** and in all **promotional materials** such as Souvenir, Flier, Flier, Backdrop, etc.
- Exclusive “**Partner Post**” on FICCI Education handle
- Display of Company Logo as “**Registration Desk Partner**” on **Conference Partner’s panels** placed at various locations at the venue
- **1 page advertisement** in the Conference Souvenir distributed to **more than 1000 delegates**
- **200 words Institution Profile** in the Conference Souvenir
- **Corporate Literature (Pen drive/Flier)** will be included in the Delegate Kit
- Focused **B2B Meetings**
- Acknowledgement with logo as Thank you partner in the Post Summit report

## **TECHNOLOGY PARTNER: INR 15,00,000 + GST**

### **PROMOTION & BRANDING OPPORTUNITIES**

- **10 complimentary delegate passes** for both days of convention.
- Complimentary Bare Exhibition Space (Additional space can be booked on 10% discount payment)(3\*2 sq.m)
- Display of Company name and logo as “**Technology Partner**” on **Summit Website** and in all **promotional material** such as Souvenir, Flier, Flier, Backdrop, etc.
- Exclusive “**Partner Post**” on FICCI Education handle

- Display of Company Logo as “**Technology Partner**” on **Conference Partner’s panels** placed at various locations at the venue
- **1 page advertisement** in the Conference Souvenir distributed to **more than 1000 delegates**
- **200 words Institution Profile** in the Conference Souvenir
- **Corporate Literature (Pen drive/Flier)** will be included in the Delegate Kit
- Focused **B2B Meetings**
- Acknowledgement with logo as Thank you partner in the Post Summit report

## **CONFERENCE SOUVENIR PARTNER: INR 12,00,000 + GST**

### **PROMOTION & BRANDING OPPORTUNITIES**

- **8 complimentary delegate passes** for both days of convention.
- Complimentary Bare Exhibition Space (Additional space can be booked on 10% discount payment)(3\*2 sq.m)
- Display of Company name and logo as “**Conference Souvenir Partner**” on **Summit Website** and in all **promotional materials** such as Souvenir, Flier, Flier, Backdrop, etc.
- Exclusive “**Partner Post**” on FICCI Education handle
- Display of Company Logo as “**Conference Souvenir Partner**” on **Conference Partner’s panels** placed at various locations at the venue
- **1 page advertisement** in the Conference Souvenir distributed to **more than 1000 delegates**
- **200 words Institution Profile** in the Conference Souvenir
- **Corporate Literature (Pen drive/Flier)** will be included in the Delegate Kit
- Focused **B2B Meetings**
- Acknowledgement with logo as Thank you partner in the Post Summit report

## **FLASH DRIVE/ PEN DRIVE PARTNER: INR 8,00,000 + GST**

### **PROMOTION & BRANDING OPPORTUNITIES**

- **6 complimentary delegate passes** for both days of convention.
- Complimentary Bare Exhibition Space (Additional space can be booked on 10% discount payment)(3\*2 sq.m)
- Display of Company name and logo as “**Flash Drive/Pen Drive Partner**” on **Summit Website** and in all **promotional materials** such as Souvenir, Flier, Flier, Backdrop, etc.
- Exclusive “**Partner Post**” on FICCI Education handle
- Display of Company Logo as “**Flash Drive/Pen Drive Partner**” on **Conference Partner’s panels** placed at various locations at the venue
- **1 page advertisement** in the Conference Souvenir distributed to **more than 1000 delegates**
- **200 words Institution Profile** in the Conference Souvenir
- **Corporate Literature (Pen drive/Flier)** will be included in the Delegate Kit
- Focused **B2B Meetings**
- Acknowledgement with logo as Thank you partner in the Post Summit report

## **ASSOCIATE PARTNER: INR 7,00,000 + GST**

- **4 complimentary delegate passes** for both days of convention.
- Complimentary Bare Exhibition Space (Additional space can be booked on 10% discount payment)(3\*2 sq.m)
- Display of Company name and logo as “**Associate Partner**” on **Summit Website** and in all **promotional materials** such as Souvenir, Flier, Flier, Backdrop, etc.
- Exclusive “**Partner Post**” on FICCI Education handle





सत्यमेव जयते  
Ministry of Education  
Government of India



- Display of Company Logo as “**Associate Partner**” on **Conference Partner’s panels** placed at various locations at the venue
- **1 page advertisement** in the Conference Souvenir distributed to **more than 1000 delegates**
- **200 words Institution Profile** in the Conference Souvenir
- **Corporate Literature (Pen drive/Flier)** will be included in the Delegate Kit
- Focused **B2B Meetings**
- Acknowledgement with logo as Thank you partner in the Post Summit report