**Sparkle 2015: National Level Design and Development Contest**

Dear Vice Chancellor/Director/Principal,

This letter is an open invitation to the students of your prestigious institution to participate in **SPARKLE 2015**, a first-of-its-kind, **National Level Design and Development Contest**. For the first time ever, an academic institution of high repute, College of Engineering Pune and a world-class technology company, KPIT Technologies, have come together to organize this mega event that will change the face of innovation in the country. The theme of the contest is, **‘Towards Better Mobility and Energy’**.

The idea behind the contest is to encourage engineering students from around the country to design and develop innovative solutions that will solve our mobility and energy problems. This is a great opportunity for the students and the colleges/universities in India to step forward and make a real difference in a matter that is of great concern presently, not just nationally, but internationally as well.

This contest is unique from many different angles. The contest does not restrict students to a specific problem statement. Students get to choose the problem within the specified theme. The field is wide open. Mobility (automotive and transportation) problems are many and one faces them every day. Energy is vital for mobility as well as in other areas.

Successful winning teams will not only win national acclaim, but they will also win awards up to INR 20 lakhs to further their dreams and aspirations. It goes without saying that the college they represent will also garner high visibility and attention in the national media and amongst potential students, who will see the respective institution as a school that produces world class innovators.

This letter is being sent to only a few select colleges across India based on their innovative teaching and mentoring practices, intellectual contribution of the faculty and high academic and research standing. We are glad to let you know that your college/institute is one of those chosen few, a matter of great pride for you.

As the head of the institute, your help and support will be of utmost importance in ensuring success of this contest and what it is trying to achieve. We will need your help in the following areas:

1. Requesting your staff to put up posters across the college
2. Encouraging all eligible students to participate.
3. Ensuring that professors help the students by giving proper direction and guidance.
4. Checking on the progress and encouraging students to give their best.
5. Ensuring that everyone is adhering to the deadlines.

We are happy to answer any questions that you might have regarding the contest. To know what your students need to do in order to participate in this fantastic, life-changing contest please go to any one of the following websites: [www.kpit.com/sparkle](http://www.kpit.com/sparkle), and [www.coep.org.in/sparkle](http://www.coep.org.in/sparkle).

We look forward to your enthusiastic participation.

**Ravi Pandit Professor Anil Sahasrabudhe**

Chairman & Group CEO, Director

KPIT Technologies Ltd. College of Engineering, Pune