7+ YEARS OF PROVEN IMPACT • 2019 – 2026

Happy Eco Diwali 8.0

Reimagining Sustainable Futures

CORPORATE SPONSORSHIP & PARTNERSHIP PROSPECTUS

HED 8.0
HAPPY ECO DIWALI
Reimagining Sustainable Futures

"Imagine · Innovate · Impact — India's Premier Youth Sustainability Movement"

FLAGSHIP INITIATIVE	INNOVATION SCOPE	PRESENTED BY
RE:IMAGINE Hackathon	5 Tracks • 20 Challenges	PGT Global Network

About Happy Eco Diwali (HED)

MOVEMENT GENESIS

A Seven-Year Legacy of Conscious Celebration

Established in 2019 under the stewardship of **PGT Global Network**, **Happy Eco Diwali (HED)** has evolved from a grassroots campus awareness drive into India's premier youth-driven environmental sustainability movement.

Celebrations should uplift human spirits without degrading the biosphere. Over seven continuous editions, HED has mobilized over 50,000 students across 50+ universities, transforming how festive culture intersects with ecological accountability, sustainable packaging, clean energy, and civic rejuvenation.

2019	50,000+	50+
ESTABLISHED GENESIS	STUDENTS MOBILIZED	UNIVERSITY CAMPUSES

01 • CULTURAL STEWARDSHIP

Conscious Festivity

Reframing India's largest festive window into a showcase of non-toxic artisanal crackers, clean earthen lighting, zero-waste packaging, and mindful consumption.

Focus: Zero-Waste & Eco Traditions

02 • TECHNOLOGICAL RIGOR

Engineering Solutions

Challenging multidisciplinary student teams through the RE:IMAGINE Hackathon to invent circular materials, clean micro-grids, and decentralized waste infrastructure.

Focus: Hardware, Circular Tech & IoT

03 • PAN-INDIA REACH

Civic Ecosystem

Uniting campus ambassadors, municipal governance bodies, CSR foundations, and corporate visionaries in a shared mission of tangible ecological regeneration.

Focus: Pan-India Civic Action

EDITION 8.0 FOCUS

Why HED 8.0 Represents an Unprecedented Milestone

HED 8.0 marks the national elevation of our flagship innovation hackathon, **RE:IMAGINE**. Supported by advanced digital infrastructure, our expanded 2026 footprint bridges tier-1 engineering institutions, design laboratories, and business incubators with forward-looking corporate sponsors, fostering actionable solutions for planetary resilience.

- ✓ Flagship Hackathon Elevation
- ✓ Tier-1 Incubator Synergies
- ✓ Actionable Corporate Impact

"Tradition should be an anchor of wisdom, not a shackle to unsustainable habits." — PGT GLOBAL NETWORK ETHOS

Vision, Mission & Purpose

> *"A sustainable future cannot be designed by a single discipline, nor can it be dictated from above. It is a collective creation born from empathy, engineering, and cultural resonance."*
>
> — Core Philosophy of PGT Global Network • EMPATHY · ENGINEERING · RESONANCE

PILLAR 01

Imagine

We believe that systemic transformation begins at the level of imagination. For generations, celebrations have accumulated linear, wasteful habits under the guise of tradition.

STRATEGIC ACTION VECTORS

- **Cultural Re-Imagination:** Reframing festival enthusiasm into proactive ecological stewardship.
- **Youth Empowerment:** Inspiring 50,000+ students to question disposable celebratory norms.
- **Narrative Leadership:** Developing green storytelling that resonates with heritage values.

Core Outcome: Mindset shift from consumerism to regenerative stewardship.

PILLAR 02

Innovate

Environmental intentions fail without technological rigor, economic viability, and user-centric design. We provide an innovation incubator where ideas are tested against constraints.

STRATEGIC ACTION VECTORS

- **Interdisciplinary Teams:** Uniting hardware engineers, designers, and business strategists.
- **20 Challenge Frontiers:** Practical briefs addressing urgent civic, water, and circular bottlenecks.
- **Prototyping Labs:** Providing hardware validation, mentorship, and unit-economic rigor.

Core Outcome: Technologically validated prototypes solving real-world frictions.

PILLAR 03

Impact

We reject performative environmentalism. Every initiative under HED 8.0 is tied to verifiable impact indicators: diverted waste, clean energy modeling, and community adoption.

STRATEGIC ACTION VECTORS

- **Verifiable Audits:** Documented kg of waste diverted, kWh saved, and emission offsets.
- **Commercial Pathways:** Connecting winning teams with corporate R&D and pilot programs.
- **Policy Blueprints:** Providing actionable student research to civic governance bodies.

Core Outcome: Scalable green enterprises & documented carbon abatement.

DIRECT ALIGNMENT WITH UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS (SDGS) — UN SDG FRAMEWORK

SDG 7	SDG 9	SDG 11	SDG 12	SDG 13
Affordable & Clean Energy	Industry & Innovation	Sustainable Cities	Responsible Consumption	Climate Action

Why Partner With HED 8.0?

Sponsoring HED 8.0 is not a passive philanthropic contribution; it is a high-return strategic investment in brand equity, corporate social responsibility, youth talent acquisition, and market leadership.

01 Authentic Brand Goodwill & Eco-Leadership

Diwali is India's most emotionally resonant festive season, representing over ₹1.5 Lakh Crore in consumer commerce. Aligning your enterprise with a genuine, 7-year proven environmental initiative establishes deep institutional trust.

CORPORATE VALUE DELIVERABLES:

- Demonstrates verified environmental stewardship during peak festive scrutiny.
- Cultivates high-integrity brand recall among educated, sustainability-conscious youth.
- Multi-channel logo integration across national web platforms and event collateral.
- Co-branded social media highlights showcasing your enterprise's green commitments.

02 Direct Youth & Student Demographic Reach

Engage directly with ambitious undergraduate and postgraduate students from premier engineering, technology, design, and management universities across national academic clusters.

CORPORATE VALUE DELIVERABLES:

- Engage decision-makers of tomorrow: Generation Z and young innovators (18–26 age group).
- Campus-wide poster dissemination and university digital circular distribution.
- Amplified LinkedIn and social media campaigns reaching thousands of student leaders.
- Direct brand exposure during hackathon submissions, workshops, and grand finale.

03 CSR & ESG Mandate Alignment with Auditable Metrics

For corporations navigating Section 135 CSR compliance and ESG investor scrutiny, HED 8.0 offers a structured, auditable mechanism to deploy environmental and educational allocations.

CORPORATE VALUE DELIVERABLES:

- Seamless alignment with Schedule VII guidelines (Environmental Sustainability & Education).
- Comprehensive post-campaign documentation, media proof, and partnership certificates.
- Tax-compliant accounting documentation and corporate recognition letters.
- Third-party validation of student innovation incubation and community outreach.

04 Scouting Premier Talent & Early-Stage Innovation

Traditional campus placement focuses narrowly on single-discipline coders. RE:IMAGINE uniquely demands multidisciplinary teams uniting hardware engineering, CAD, UX, and business modeling.

CORPORATE VALUE DELIVERABLES:

- Early-look access to top 5% student problem-solvers vetted through multiple rounds.
- Direct opportunities for keynote sessions, technical mentorship, and recruitment pipelines.
- Option to present customized corporate challenge statements for student co-innovation.
- Direct interaction with high-potential finalists during the Grand Finale showcase.

STRATEGIC PARTNER RETURN ON INVESTMENT (ROI)

Measurable Brand Lift • Direct Recruitment Access to Top Engineering Campuses • Full Statutory CSR Documentation

Proven Partnership Value

HED 8.0 at a Glance

7+
CONSECUTIVE YEARS
Continuous operational legacy since 2019.

50+
ACADEMIC PARTNERS
Engaging Tier 1 & Tier 2 universities.

20
CHALLENGE BRIEFS
Spanning 5 core planetary domains.

100K+
DIGITAL REACH
Targeted multi-channel impressions.

Multidisciplinary Participant Profile

TALENT COMPOSITION

RE:IMAGINE enforces a mandatory multidisciplinary team structure. Solutions are not isolated code scripts; each team represents a balanced microcosm of engineering, aesthetic design, environmental science, and business viability.

45%
Engineering & Tech
Computer Science, Mechanical, Civil, Electrical, IoT.

25%
Design & Architecture
Product Design, UI/UX, Spatial Planning, Biomaterials.

20%
Policy, MBA & Econ
Business modeling, ESG governance, public policy.

10%
Ecological Sciences
Ecosystem resilience, botany, agronomy & hydrology.

Geographical Footprint

Rooted in western India's academic and industrial corridor (Pune, Mumbai, Maharashtra) with active outreach to premier engineering and innovation clusters across Bangalore, Delhi NCR, Hyderabad, Chennai, and tier-2 university towns.

`Academic Hubs: Western Corridor • NCR • Bangalore • Hyderabad`

Multi-Channel Digital Ecosystem

Direct digital engagement via PGT Global Network's institutional web portals, dedicated hackathon portal, active LinkedIn professional network, Instagram community broadcasts, YouTube livestreams, and regional WhatsApp campus hubs.

`Channels: Web Portals • LinkedIn • Instagram • YouTube • WhatsApp Hubs`

Campaign Evolution & Growth Trajectory (2019 — 2026)

7-YEAR TRACK RECORD

PHASE 1 • 2019-2021
Grassroots Inception
5 pilot colleges, local green drives, clean festivity workshops, and foundational youth awareness.

PHASE 2 • 2022-2024
Regional Expansion
Scaled across Maharashtra, 25+ colleges, 35,000+ students engaged, introducing prototype challenges.

PHASE 3 • 2025-2026
National Flagship Scale
Pan-India footprint, RE:IMAGINE Hackathon, 50+ premier universities, 20 national challenge briefs, 100K+ reach.

RE:IMAGINE Hackathon 2026

RE:IMAGINE is HED 8.0's premier innovation hackathon. Rather than generic app development, teams tackle twenty comprehensive challenge briefs across five critical sustainability frontiers, guided by an interdisciplinary jury panel.



TRACK 01

RE:SOURCE

Decentralized water recycling, smart irrigation, clean solar micro-grids, and soil health regeneration.



TRACK 02

RE:MAKE

Circular manufacturing, biodegradable festive packaging, upcycled textiles, and industrial waste valorization.



TRACK 03

RE:LIFE

Urban biodiversity preservation, pollinator corridors, localized clean nutrition, and traditional ecological wisdom.



TRACK 04

RE:CITY

Urban heat island mitigation, passive solar cooling, transit integration, and disaster-resilient informal habitats.



TRACK 05

RE:THINK

AI for environmental sensing, transparent ESG supply chain telemetry, and open-source civic sustainability software.

Three-Stage Progressive Evaluation Architecture

ROUND 01 • CONCEPT DOSSIER

Teams submit structured 6–slide executive decks formulating problem evidence, root causes, and multidisciplinary system architecture.

ROUND 02 • PROTOTYPE DEEP DIVE

Shortlisted teams build working physical prototypes, CAD schematics, simulation models, and unit economics with expert mentors.

ROUND 03 • GRAND FINALE JURY

Top finalist teams present live demonstrations before an esteemed jury of industry veterans, corporate heads, and venture evaluators.

Grand Finale, Jury & Incubation Ecosystem

15+ JURY CHAIRS

Industry & Academic Panel

Esteemed jury comprising corporate heads, environmental scientists, institutional chairs, and investors.

INCUBATION PATHWAYS

Pilot Acceleration

Top student prototypes receive fast-track mentorship, lab testing support, and corporate pilot opportunities.

AWARDS & PODIUM

Partner Trophy Presentation

Corporate partners take the stage to confer category honors, present seed grants, and recruit top innovators.

Sponsorship Packages — Overview

We offer four structured partnership tiers tailored to align with varied corporate social responsibility objectives, brand visibility requirements, and student engagement targets.

1. RE:SOURCE PARTNER — ₹8,000

ENTRY-LEVEL PARTNERSHIP

Includes: Foundational recognition for businesses supporting HED 8.0.

ENTITLEMENTS & BENEFITS:

- Formal recognition as an HED 8.0 supporting partner.
- Sponsor logo on designated sponsorship section of HED 8.0 website.
- Sponsor name and logo in selected digital sponsor-recognition creatives.
- Dedicated acknowledgment mention on PGT Global Network's social media or LinkedIn.
- Digital appreciation message from PGT Global Network.
- Eligibility for discussion about customized collaboration opportunities.

Foundational Tier — PGT Verified Partner

2. RE:MAKE PARTNER — ₹16,000

SUPPORTING PARTNERSHIP

Includes: All benefits of RE:SOURCE PARTNER, plus additional promotional features.

ADDITIONAL BENEFITS:

- Logo placement on selected HED 8.0 promotional posters and digital creatives.
- Inclusion in the sponsor appreciation section of selected campaign communications.
- Digital Certificate of Partnership from PGT Global Network.
- Additional sponsor acknowledgment on an HED 8.0 social media or LinkedIn post.
- Short digital spotlight feature highlighting the sponsor's support or relevant work.
- Direct invitation to attend virtual keynote sessions & showcases.

Supporting Tier — PGT Verified Partner

3. RE:IMAGINE PARTNER — ₹24,000

★ POPULAR CHOICE

PROMINENT INNOVATION PARTNERSHIP

Includes: All benefits of RE:MAKE PARTNER, plus prominent visibility across channels.

ADDITIONAL BENEFITS:

- Prominent logo placement on selected promotional posters and campaign materials.
- Recognition as an Innovation Partner of HED 8.0 in selected campaign communications.
- Opportunity to share an educational or impact-related message or case study.
- Dedicated social media spotlight post focusing on sponsor's brand, vision, or impact.
- Enhanced logo visibility on HED 8.0 website and digital documentation.
- Formal Letter of Appreciation & Partnership Recognition from PGT Global Network.

Innovation Tier — Prominent Brand Lift

4. FUTURE PARTNER — ₹32,000

PREMIER PRINCIPAL PARTNERSHIP

Includes: All benefits of RE:IMAGINE PARTNER, plus premier executive branding.

ADDITIONAL BENEFITS:

- Highest standard level of sponsor visibility across selected HED 8.0 materials.
- Exclusive sponsor feature or interview-style spotlight shared across digital channels.
- Opportunity to engage with selected high-performing participants or projects.
- Hero-level logo placement on promotional posters, website, and digital communications.
- Opportunity to conduct or co-host an online knowledge session, workshop, or address.
- Priority consideration for future initiatives and institutional collaborations.

Principal Tier — Executive Entitlements

Detailed Benefits Comparison

Compare all sponsor privileges, deliverables, and visibility touchpoints across our four structured packages:

DELIVERABLE / CORPORATE ENTITLEMENT	RE:SOURCE ₹8,000	RE:MAKE ₹16,000	RE:IMAGINE ₹24,000	FUTURE ₹32,000
Partner Designation Tier Level	Supporting Partner	Supporting Partner	Innovation Partner	**Principal Partner**
Website Recognition (Designated Sponsors Section)	✓ Standard	✓ Standard	✓ Enhanced	✓ Hero Placement
Name & Logo in Digital Creatives	✓	✓	✓	✓
Social Media & LinkedIn Recognition	1 Acknowledgment	Additional Post	Dedicated Feature	**Custom Campaign Feature**
Digital Partnership Certificate / Appreciation Letter	✓	✓	✓	✓
Logo on Selected Promotional Campaign Posters	—	✓ Selected	✓ Prominent	✓ Major Campaign Posters
Partner Spotlight Feature (Work, Vision & Impact)	—	Short Spotlight	Dedicated Spotlight	**In-Depth Executive Feature**
Expert Knowledge Session / Workshop Slot	—	—	Subject to Fit	✓ Priority Keynote / Session
Engagement with Exceptional Participants & Talent	—	—	Talent Discussion	**Priority Networking Access**
Collaboration Discussion with PGT Global Network	Initial Discussion	Strategic Discussion	Program Alignment	**Customized Partnership**
Stage Acknowledgment at Grand Finale Ceremony	—	—	Formal Mention	✓ **Podium Stage Presentation**
Comprehensive Post-Campaign Impact Dossier	Summary Report	Full Analytics	Full Analytics & Media Proof	**Complete Executive Dossier**

Tier Progression Principle: Upgrading between tiers unlocks all preceding entitlements seamlessly. Promotional creatives are released on a structured calendar synchronized with the hackathon milestones and festive peak.

Deliverable Management & SLA: Every corporate partner is assigned a dedicated liaison officer ensuring timely brand asset onboarding, high-resolution vector verification, and deliverable execution tracking.

CO-CREATION MODELS

Specialized Corporate & Institutional Collaboration

While our four standard packages provide a structured starting point, we engineer bespoke partnership frameworks for corporations, CSR foundations, academic trusts, and industry bodies with specialized strategic objectives.

Title / Presenting Partnership — MODEL 01

Available upon request for complete category exclusivity. Encompasses prime co-branding across all national broadcasts, press releases, stage backdrops, and the hackathon digital portal banner.

Key Scope: Category Exclusivity • National Broadcasts • Stage Branding

Track-Exclusive Innovation Sponsorship — MODEL 02

Sponsor an entire hackathon track (e.g., "RE:SOURCE Powered by [Brand]"), co-author a targeted sustainability challenge brief, and appoint a senior corporate executive to the national track jury panel.

Key Scope: Track Naming Rights • Custom Challenge Brief • Jury Seat

Technology & Infrastructure Partner — MODEL 03

Provide hardware developer kits, IoT sensors, cloud computing credits, or CAD/simulation software tools directly to student teams, alongside a dedicated technical workshop and demo slot.

Key Scope: Developer Kits • Cloud Credits • Technical Workshop

Student Fellowship & Prototyping Grant — MODEL 04

Directly sponsor prototype fabrication seed capital or travel and lodging fellowships for shortlisted student teams traveling from remote universities for the Grand Finale showcase.

Key Scope: Seed Capital • Student Travel Grants • Finale Showcase

IMPORTANT TERMS FOR THE SPONSORSHIP BROCHURE

GOVERNANCE & GUIDELINES

01 • BENEFIT PROGRESSION

Each sponsorship package includes the benefits of all preceding packages, together with additional benefits specified for that level.

02 • FLEXIBLE PARTNERSHIPS

The four packages provide a structured starting point. Selected benefits, contribution formats, and engagement opportunities may be customized based on sponsor objectives, resources, and mutual agreement.

03 • RECOGNITION & DELIVERABLES

Logo placement, promotional mentions, features, and participation opportunities are subject to agreed partnership scope, content approval, scheduling, and applicable event requirements.

04 • INTERNSHIP & ENGAGEMENT

Any internship, selection, or professional engagement opportunity is subject to eligibility, availability, evaluation, and separate terms. Sponsorship does not guarantee selection, placement, or employment.

Institutional Governance Statement: PGT Global Network upholds absolute meritocracy in student judging and evaluations. Corporate sponsorship contributes directly to youth enablement, event execution, and participant awards.

Partnership Process

We respect our corporate partners' time and schedules. PGT Global Network operates an efficient, transparent four-stage onboarding pipeline supported by dedicated partnership coordinators.

01

Step 1 • Package Selection & Consultation

The organization reviews the sponsorship prospectus and identifies the preferred partnership level (RE:SOURCE, RE:MAKE, RE:IMAGINE, or FUTURE), or initiates a consultation for custom category deliverables and specific branding objectives.

02

Step 2 • Formal Confirmation & Letter of Engagement

PGT Global Network issues a formal Letter of Engagement / Memorandum of Understanding (MoU) detailing agreed deliverables, alongside a tax-compliant corporate invoice formatted for internal finance and statutory CSR allocations.

03

Step 3 • Brand Collateral & Creative Onboarding

The sponsor provides high-resolution vectors (SVG/EPS/PNG), organization profile, brand guidelines, and designated spokesperson profiles. Assets are immediately ingested into our digital deployment matrix and portal footer.

04

Step 4 • Campaign Rollout & Comprehensive Impact Dossier

Scheduled release of social features, web logo placement, and event promotions. Following the Grand Finale, the sponsor receives a Comprehensive Impact Report with analytics, certificates, and student engagement metrics.

48-HOUR RAPID INTEGRATION PROTOCOL

From receipt of high-resolution brand vectors to deployment across portal hero sections and digital communications within two business days.

DEDICATED CORPORATE PARTNERSHIP LIAISON

Every sponsoring organization is assigned an individual partnership manager to guarantee seamless deliverable execution and live coordination.

"From initial consultation to campaign integration within 48 business hours."



Let's Build the Future Together

"The future is not something we simply reach. It is something we redesign."

We warmly invite forward-thinking businesses, foundations, academic champions, and industry pioneers to partner with Happy Eco Diwali 8.0. Join us in cultivating an enduring culture of conscious celebration, technological breakthrough, and youth empowerment.

PARTNERSHIP SECRETARIAT

PGT Global Network Leadership Office

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