



E-Cell Report 2021-22

Faculty In-Charge – Dr. Tripti Dhote

Members

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Rishabh Roy	Abhilasha Rastogi
Sumukh Pote	Adarsh Keshari
Swati Rai	Sukriti Priya
Naina Sah	Vinayak Choudhary
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Mourya Pathapati	Shivam Singhal
Arnav Gupta	Dharini Pal
	Arul Mozhi
	Karthika Manasa
	Apoorva Bahkle

Report of Virtual Entrepreneurship Series-2021

Venue: Virtual Mode (Zoom Platform)

Date: 17th and 18th April, 2021

Schedule:

 In association with ETPrime.com		
ENTREPRENEURSHIP SERIES		
Event Schedule		
17th April 2021		
Session 1		
Time	Event	Speaker
09:45 AM - 10:00 AM	Virtual E-Series 2021 Introduction	
10:00 AM - 10:05 AM	Welcome address	Dr. Abhijit Chirpudkar, Director, SIDTM
10:05 AM - 10:10 AM	Collaboration with ET prime	Mr. Shishir Prasad, Editor, ET Prime
10:10 AM - 10:15 AM	E Series Purpose & the way forward	Dr. Tripti Dhote, Faculty in Charge, Entrepreneurship cell, SIDTM
10:15 AM - 10:20 AM	E Series Trailer (Video) & Guest Introduction	
10:20 AM - 10:50 AM	Key Note Session Mobile first world order and mobile marketing in a post pandemic world	Mr. Vasuta Agarwal, SVP and Managing Director for Asia Pacific at InMobi.
10:50 AM - 11:00 AM	Students Question & Answer Session	
11:00 AM - 11:05 AM	Vote of thanks	
Break		
Session 2		
Time	Event	Speaker
11:15 AM - 11:30 PM	Session Introduction & Guest Welcome	
11:30 AM - 12:15 PM	Fire-side Chat The Mass of Niches: Redefining content in the digital context Moderator - Dr. Tripti Dhote	Mr. Sameer Nair, CEO Applause Entertainment
12:15 PM - 12:30 PM	Students Question & Answer Session	
12:30 PM - 12:35 PM	Vote of thanks	

 In association with ETPrime.com		
ENTREPRENEURSHIP SERIES		
Event Schedule		
18th April 2021		
Session 3		
Time	Event	Speaker
09:45 AM - 10:00 AM	Welcome speech & Theme Introduction	
10:00 AM - 10:05 AM	Welcome address	Dr. Gini Hallur, Deputy Director, SIDTM
10:05 AM - 10:15 AM	Introduction for panelists & moderator	
10:15 AM - 11:00 AM	Thematic Discussion	Mr. Siddharth Nayar (Moderator) Co-Founder & Director - APX Gaming Mr. Rajat Ojha, CEO - Gemtronics Mr. Sadiq Merchant, Investment Associate - Luvikaal Funds Mr. Rishabh Anilkumar, COO & Co-Founder - Pacific Gaming
11:00 AM - 11:15 AM	Students Question & Answer Session	
11:15 AM - 11:20 AM	Vote of thanks	

About the Event:

E-cell SIDTM in collaboration with ET Prime hosted most awaited series of the year. The series aimed to define, delineate and discover inspiring lessons out of the stories, experiences trials and tribulations of leader's doers and influencers who have driven disruption and progress in diverse domains, by navigating through virtual dialogues thematic discussions, one on one interactions and key notes. This year E-Series 2021 was scheduled on 17th and 18th April 2021

consisting of two keynote speeches and one Thematic discussion. Theme of this great event was - Demystify.Disruption 2021: Unplug, Unsettle Unfold. The series was filled with diverse speakers from different domains. The event comprised of two keynote speeches, and a thematic discussion.

Greetings from Entrepreneurship Cell, SIDTM!!

The Entrepreneurship Cell (E-Cell) of **SIDTM**, takes great pride in extending an invitation at our Virtual Entrepreneurship series 2021. It is the annual flagship event of our Institute organized by Entrepreneurship Cell.

The Entrepreneurship Series: Given the challenges thrown by the COVID-19 pandemic and subsequent digital opportunities we are launching a new virtual series: **Demystify. Disruption 2021: Unplug, Unsettle Unfold**

The series aims to define, delineate and discover inspiring lessons out of the stories, experiences trials and tribulations of leader's doers and influencers who have driven disruption and progress in diverse domains, by navigating through virtual dialogues thematic discussions, one on one interactions and keynotes.

We are certain that your esteemed presence will make a huge impact on the student community giving them a new perspective for thought and action.

Eagerly looking forward to hearing from you.

Speakers' Invitation:

Dear Ms Vasuta Agarwal,

Greetings from The Symbiosis Institute of Digital & Telecom management (SIDTM)!!!

The Entrepreneurship Cell (Ecell) of **SIDTM**, takes great pride in extending an invitation to you as the **Keynote Speaker** for our Entrepreneurship series 2021.

About the Institute

Symbiosis Institute of Digital & Telecom Management (**SIDTM**) - the one of its kind '**Digital first**' institute in the country, is entering into its silver Jubilee year in 2021.

Academics apart the institute has always believed in facilitating a collaboration with the outside world by hosting several events with a view to exchange a dialogue with influential leaders, influencers, Government officials and entrepreneurs to help gain knowledge about diverse issues and develop innovative solutions to challenging problems.

The Entrepreneurship Series:

Given the challenges thrown by the Covid 19 pandemic and subsequent digital opportunities we are launching a new virtual series:

Demystify. Disruption 2021: Unplug, Unsettle Unfold

The series aims to define, delineate and discover inspiring lessons out of the stories, experiences trials and tribulations of leader's doers and influencers who have driven disruption and progress in diverse domains, by navigating through virtual dialogues thematic discussions, one on one interactions and key notes.

We are certain that your esteemed presence will make a huge impact on the student community giving them a new perspective for thought and action.

Once you confirm we can then share more details or even connect on call for better clarity

Keenly awaiting a positive confirmation.

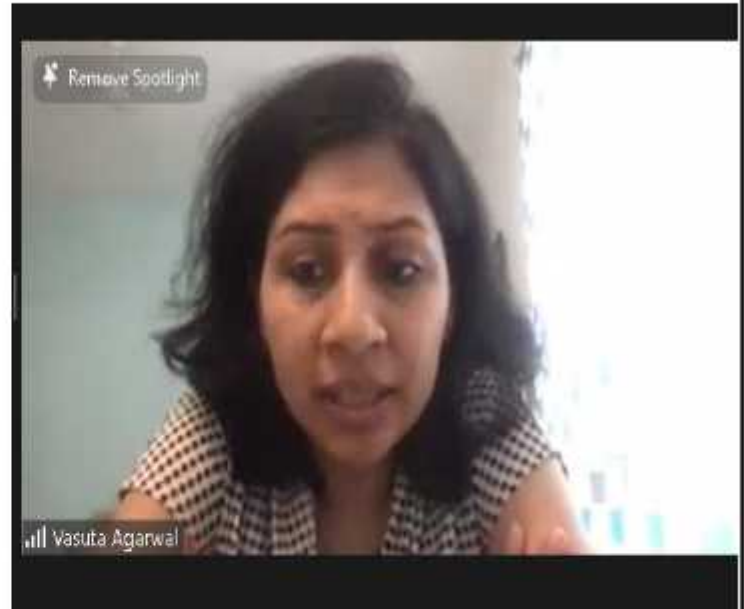
List of Speakers

Keynote : Mobile first world order and mobile marketing in a post pandemic world

Speaker: Ms Vasuta Agarwal

Managing Director, Asia Pacific at InMobi

Ms Vasuta Agarwal delivered the first key note. Ma'am is in charge of the India, Southeast Asia, Japan, Korea, and ANZ markets' profit and loss, sales, strategic alliances, and industry. She discussed why mobile marketing is so important today, as well as her thoughts on entrepreneurship during a pandemic. She also shared her thoughts on mobile marketing in the wake of the pandemic.



Fireside Chat: The Mass of Niches: Redefining Content in the digital Context!!!!

Speaker: Mr. Sameer Nair

CEO Applause Entertainment

Mr. Sameer Nair gave the next keynote address. It was a fireside talk with a question-and-answer session. His extensive background in advertisement, television, and, more recently, the OTT room spans more than two decades. Sir's observations were extremely impressive and out-of-the-box. He spoke about how content evolves as well as social norms and Importance of niche digital segment due to huge competition.



The event was followed by thematic discussion on “**Gaming point: Evolution avenues and the way forward**” that aimed to brainstorm some crucial potential solutions about why and how to invest in gaming and esports, the future reach of gaming and esports in India, and the challenges faced by gaming industry. The discussion consisted of three distinguished panellists and a moderator.

Moderator of the session: Mr. Umesh Kriplani

Broadcast and Talent Manager

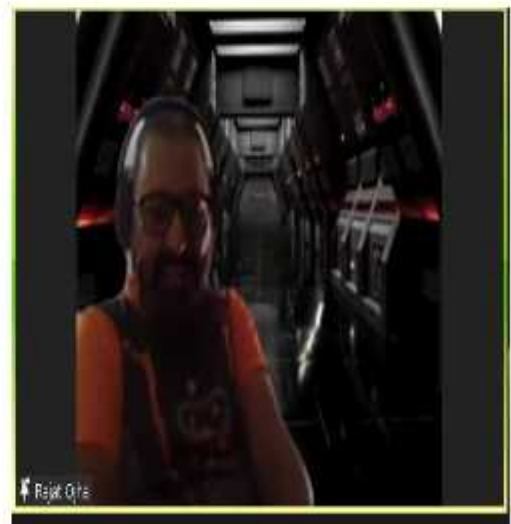
Mr. Umesh is a caster and analyst who has provided commentary for a number of national and international esports competitions. He did an excellent job moderating the case, and the session was well-organized. He initiated the discussion about gaming's evolution.



Panellist 1: Mr. Rajat Ojha

Co-founder and CEO of Gamitronics

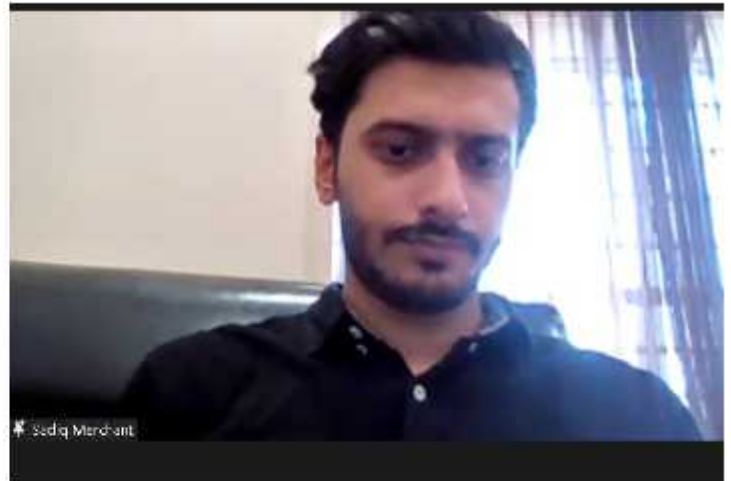
Mr. Rajat Ojha, who has over 25 years of experience in the gaming industry, talked about entrepreneurship and how to focus on the gaming industry early enough and how to begin taking steps ahead of time.



Panellist 2: Mr. Sadiq Merchant

Investment Associate – Lumikai Investment

Mr. Sadiq Merchant shared his knowledge of the investment process and when a venture capitalist is willing to invest in a start-up. He also advised the audience on the precautions they should take before entering the gaming industry.



Panellist 3: Mr. Kshitij Anilkumar

Founder & COO- Pacific Gaming Pvt Ltd

Mr. Kshitij Anilkumar reflected on his journey into the gaming industry and what it takes to succeed in it. He shared his personal experiences, emphasizing the importance of commitment and persistence in achieving one's goals.



EVENT BRANDING & PROMOTION:

We did internal branding on Instagram, LinkedIn & twitter.



The following are some of the posts that our speakers have shared on social media:



Event Coverage - ET Prime Advertorial

<https://economictimes.indiatimes.com/small-biz/entrepreneurship/demystify-disruption-unplug-unsettle-unfold/articleshow/82258682.cms>

3. Report of Virtual Entrepreneurship Series- September-2021

Venue: Virtual Mode (Zoom Platform)

Date: 26th September, 2021

Schedule:

Time	Event	Speaker
09:30 AM - 09:35 AM	Event Opening	Nikhilesh Kumar & Richa Anandwar
09:40 AM - 09:50 AM	Welcome address	Dr. Gini Hallar, Deputy Director SIDTM
09:55 AM - 10:00 AM	Guest Introduction	
10:05 AM - 11:05 AM	Reimagining the Future of Mobility	Panelists Mr. Ravi Divadi CEO, Shareholder, Board member PRAVAIG Mr. Sumanta Bhattacharya Baruah Former Executive Editor, Haymarket SAC Publishing (India) Pvt Ltd Author, Professional Mr. Bernard D'Souza Editor-in-chief OVERDRIVE Moderation Dr. Trishit Dhotre Faculty (Marketing) Mentor, E-CELL, Head Corporate Communication
11:10 AM - 11:25 AM	Students Question & Answer Session	
11:30 AM - 11:35 AM	Vote of thanks	

About the Event:

E-Series, the flagship entrepreneurship series, was organized by the Entrepreneurship Cell of Symbiosis Institute of Digital and Telecom Management (SIDTM) on 26th September 2021. Disruptive trends like vehicle autonomy and electrification are catching the attention of investors and accelerating the transformation of the automotive sector. The emerging new trends represent the face of cutting-edge mobility that decides global connectivity. The automotive industry is racing toward a new world, driven by sustainability, and changing consumer behavior, encompassing electric vehicles, connected cars, mobility fleet sharing, onboard sensors, new business models, and always-on connectedness. This formed the premise for E-Series 2021, reflecting the theme- 'Demystify. Disruption: Unplug, Unsettle, Unfold'.

Greetings from Entrepreneurship Cell, SIDTM!!!

Given the difficulties tossed by the Covid-19 pandemic and subsequent digital opportunities, we are indeed back with the third episode of the **Virtual Entrepreneurship Series**, **Demystify. Disruption 2021: Unplug, Unsettle Unfold** on **26th September 2021**.

The series intends to delineate, outline and discover inspiring lessons from the tales, encounters, and tribulations faced by the pioneers who have driven disruption and progressed in different areas. Hear it from the visionaries themselves through virtual dialogues, keynotes and fireside chats.

The previous episodes of E-series were enlightened by the presence of **Mr. Nikhil Kamath** (Co-Founder, Zerodha), **Mr. Gaurav Rastogi** (Founder, Kuvera), **Ms. Vasuta Agarwal** (AVP, InMobi), **Mr. Sameer Nair** (CEO, Applause Entertainment) amongst many others, where we discussed technology gaming and entertainment and Unicorn masterclass on Cultivating the culture for billion-dollar clubs.

The Automotive industry has long been a place where the industrial and tech sector disrupts to make innovative solutions. Auto-parts manufacturers, OEM, car-rentals, and shared mobility have a tremendous amount of scope using the digital technology trends in the automotive industry.

Gear up for the upcoming episode for an awe-inspiring array of discussions.

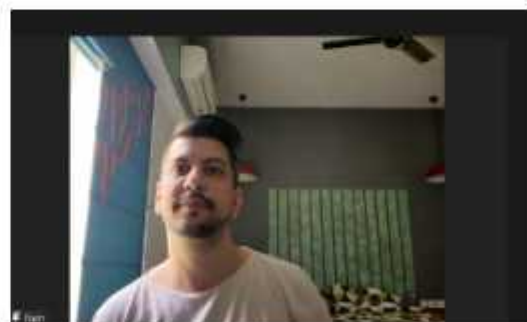
List of Speakers

Keynote : Reimagining the future of mobility

Panelist 1: RAM DIVEDI

CXO, Shareholder& Board Member | PRAVAIG

Ram Divedi is the CXO of Pravaig Dynamics, an Indian EV startup building one of the country's first premium high-performance electric cars – Extinction MK I. He is also an investor and a professor of Economic Warfare and holds vast experience in International Relations and PR. He believes in innovation and wishes to incarnate the new direction of India making it a self-resilient civilization, with Jugaad free minds, building high-end solutions tailored for the local needs.



Panelist 2: BERTRAND D'SOUZA

Editor-in-chief | OVERDRIVE

Mr. Bertrand D'souza is the Editor in Chief of Overdrive, one of India's leading Media in India media platforms that provides information and analysis on Cars & Bikes in the Indian market. He is also the founder of The Overland Experience, India's premier road trip and self-drive adventure travel company.

Bertrand is also an automobile engineer by profession, and a media and communication professional with 20 years of experience in broadcasting, storytelling, news writing and developing marketing strategies in the automotive sector.



Panelist 3: SUMANTA BAROOAH

Former Executive Editor, Haymarket SAC Publishing(India) Private Limited- Autocar Professional



Moderator of the session: Dr. Tripti Dhoti, PhD.

Assistant Professor (Marketing)

Head Corporate communication

In charge - Entrepreneurship Cell & Student welfare and Fest Committee

Mentor TEDxSIULavale

EVENT BRANDING & PROMOTION:

We did internal branding on Instagram, LinkedIn & Twitter



4. Report of Virtual Entrepreneurship Series- December-2021

Venue: Virtual Mode (Zoom Platform)

Date: 18th December, 2021

Schedule:



Time	Event	Speakers
09:40 AM - 09:45 AM	Event Opening	Tarun Dand & Ishika V
09:45 AM - 09:50 AM	Welcome Address	Dr. Abhijit Chirguthar Director (SIDTM)
09:55 AM - 10:00 AM	Guest Introduction	
10:05 AM - 10:50 AM	Digital Innovations: Leading the way to a Cohesive Healthcare Ecosystem	Panelists Mr. Vaishav Taseri Co-Founder and CEO (Perion Medical) Mr. Gourav Pandey Co-Founder and CEO (Oxyon) Moderation Dr. Tripti Bhaskar Faculty (Marketing) Monitor, E-CELL Head Corporate Communication
10:50 AM - 11:10 AM	Students Question & Answer Session	
11:10 AM - 11:15 AM	Vote of Thanks	

About the Event:

E-Series, the flagship entrepreneurship series, in association with **Business Standard** was organized by the Entrepreneurship Cell of Symbiosis Institute of Digital and Telecom Management (SIDTM) on 18th December 2021.

The healthcare industry is ever-evolving, and we are seeing a steady stream of innovations expanding the healthcare space for the better. Healthcare technology is rapidly advancing in India and is expected to improve the connection between the patients and medical organizations and the efficiency of patient care. It is a golden opportunity for health-tech start-ups to begin serving the nation at a large scale and help millions get the right diagnosis and better treatment in the digital era. This formed the premise for E-Series 2021, reflecting the theme- 'Demystify. Disruption: Unplug, Unsettle, Unfold'.

Greetings from Entrepreneurship Cell, SIDTM!!!

Given the challenges thrown by the Covid-19 pandemic and subsequent digital opportunities, we are indeed back with the fourth episode of the **Virtual Entrepreneurship Series**, **Demystify. Disruption 2021: Unplug, Unsettle, Unfold** on 18th December 2021.

The series intends to delineate, outline and discover inspiring lessons from the tales,

encounters, and tribulations faced by the pioneers who have driven disruption and progressed in different areas. Hear it from the visionaries themselves through virtual dialogues, keynotes, and fireside chats.

The previous episodes of the E-series were enlightened by the presence of **Mr. Nikhil Kamath** (Co-Founder, Zerodha), **Mr. Gaurav Rastogi** (Founder, Kuvera), **Ms. Vasuta Agarwal** (AVP, InMobi), **Mr. Sameer Nair** (CEO, Applause Entertainment) amongst many others, where we discussed technology, gaming and entertainment and Unicorn masterclass on Cultivating the culture for billion-dollar clubs.

After successfully hosting two episodes, we are coming up with the **4th episode of our E-series** which will be focused on **Health-Tech**, reflecting the core theme - **Digital Innovation : Leading the way to a Cohesive Healthcare Ecosystem**.

The COVID-19 pandemic has ushered in an unprecedented digital transformation in India's Healthcare ecosystem. The adoption of advanced technology and innovation had been low prior to the outbreak. Today Healthtech startups have witnessed a huge surge in demand for telemedicine, video consultation, and remote patient monitoring services. The number of patients and doctors opting for virtual consultations over physical visits has grown higher and higher. Healthtech as an industry currently in an enviable position as its financial and consumer backing promises and continued growth chart over the years has created an ecosystem where young innovative minds who have a passion can thrive on and carve a niche for themselves.

This is definitely a sector where the young innovative minds can think from a business point of view and reap the benefits from their unique ideas.

List of Speakers

Keynote : Digital Innovation: Leading the way to a Cohesive Healthcare Ecosystem

Panelist 1: Mr. Vaibhav Tewari

Co-Founder and CEO, PORTEA Medical

Mr. Vaibhav Tewari is the Co-Founder and CEO of Portea Medical. Portea is India's largest outside the hospital healthcare services company with presence in over 30 cities. He has a strong entrepreneurial approach mixed with a strong focus on people. He is actively involved in Coaching and Mentoring Entrepreneurs and senior executives and also serves as a Board of Director, Adviser and Mentor for many fast growing companies across Internet, Retail Consumer and Technology verticals. He has also published numerous papers and articles with many leading publications over the years. His specialities include: Building and scaling businesses, Strategy, Business Management, Marketing and Mentoring.



Panelist 1: Mr. Gaurav Parchani

Co-Founder and CEO, PORTEA Medical

Gaurav Parchani is the co-founder and CTO of Dozee (Turtle Shell Technologies Private Limited) which is on a mission to simplify and transform healthcare for millions in India and beyond. A mechanical engineer by education, Gaurav graduated from the Indian Institute of Technology, Indore in 2013. Before starting Dozee, he worked as a vehicle dynamics expert at Altair Technologies. In 2015 he co-founded Dozee with Mudit Dandwate, an IIT Mumbai alumnus.



Moderator of the session: Dr. Tripti Dhoti, PhD.

Assistant Professor (Marketing)

Head Corporate communication

In charge - Entrepreneurship Cell & Student welfare and Fest Committee

Mentor TEDxSIULavale

EVENT BRANDING & PROMOTION:

We did internal branding on Instagram, LinkedIn & Twitter



5.



Reimagining Marketing in the Technology space: SIDTM concludes its virtual Entrepreneurship series with the Martech theme

Technology today is all-pervasive. It has impacted almost every single sphere, and the marketing space is no different. Martech is the buzzword in the current context, and if enterprises do not have their tools and stack ready and are not adept with technology, they are likely to be out of the game! With a view to discover how technologies can assist in connecting the dots between marketing customers channels and operational efforts, the ever-evolving ecosystem, and avenues, and how entrepreneurs can lead the pack with Martech, the Entrepreneurship Cell at Symbiosis Institute of Digital and Telecom Management hosted the fifth and concluding episode of their virtual E-Series - Demystify. Disruption Unplug! Unsettle! Unfold! 2021.

Director's Address

The concluding episode opened with a welcome address by Prof. Dr. Abhijit Chirputkar, Director SIDTM, where he very adeptly brought to light the ever-increasing pace and the growing culture of entrepreneurship and innovation in the country while emphasizing how educational institutes will soon become a hub for entrepreneurial ventures. He further added that SIDTM, from its inception, has always encouraged entrepreneurship and has contributed some splendid work in the domain of Telecom, Technology and Management. It has further imbibed future minds to address today's challenges and outlook on the future business paradigm. Prof. Dr. Tripti Dhote, faculty-in-charge of the Entrepreneurship Cell, also reinforced the need for more entrepreneurial initiatives and welcomed all the guests.

Keynote Session

The keynote session, Reimagining Marketing in the Technology Space, was delivered by Mr. Rajesh Jain, Founder and MD, Netcore Cloud. Mr. Jain, in his address, advocated that marketing and product innovation are the two pillars of any business. He further elaborated that marketing is all about making the customers' lives easier and gaining profitable exponential growth from it at the seller's end. He focused on getting the best customers from the crowd and how the lifetime spend must be monopolized to retain them after the acquisition. Mr. Jain opined that the primary concern faced by developed markets was the spend patterns of 90% on AdTech and only 10% on Martech. While the focus of AdTech has been on Customer Acquisition, Martech is more Customer Retention and Value-based. Once the market hits saturation and customers churn, a lot of investment goes into re-acquiring the customers. This scenario can easily be solved if a major chunk of focus initially gets shifted towards Martech. He concluded his insightful keynote with a glimpse of the 3 Rs of Martech, namely Retention, Reactivation, and Referrals.

Talk Verse: Deciphering entrepreneurial avenues with Martech

Taking the episode further was the talk verse, a very engaging panel discussion that comprised of a bright panel of experts including Mr. Sohil Karia, co-founder at Schbang, Mr. Ankur Gattani, VP of Growth and Marketing at WebEngage, and Mr. Shrey Mishra, co-founder at XR Central and Gaming Central. While sharing experiences from their entrepreneurial journey, the panellists also highlighted the need for developing an entrepreneurial mindset among students. They gave their perspectives with interesting case studies from their areas of expertise that really added to the overall effectiveness of the talk verse. The discussion was very efficiently moderated by Mr. Sumit Verma, Principal Search Specialist at Google and a proud alumnus of SIDTM. The intriguing discussion ended on a very relevant question posed by Mr. Karia, which every entrepreneur must ask themselves, "Before taking up a step,

do you know why you are doing it?" With this, most of our efforts will focus on whether or not the plan is put in an orderly manner.

Both the keynote and the talk verse were followed by curious questions by the highly motivated students of SIDTM.

Vote of Thanks

Arnav Gupta, the Chief Coordinator of the Entrepreneurship Cell, proposed the formal vote of thanks. The students gathered valuable insights from this entire series, which was especially a great learning for aspiring entrepreneurs, for converting their vision into reality.