

TEDxSIULavale'18

Venue: Convention Center

Date: 24th February 2018

About the event:

With a strong desire to spread the power of ideas by inviting curious souls from various disciplines, SITM joined the TEDx journey in 2012, in the name TEDxSIULavale. Continuing the legacy for the sixth time, this year, the prestigious event was organized on 24th February, 2018. The event consisted of seven talks from the most fascinating souls, each from distinct backgrounds.

Schedule:

TEDxSIULavale - 24th February 2018	
Event Schedule	
Session 1	
09:30 Hrs - 09:40 Hrs	Event Opening - Unveiling of #Ideacracy by Curator
09:45 Hrs - 09:50 Hrs	TEDx Video
09:50 Hrs - 09:55 Hrs	Welcome address by Prof. Abhijit Chirputkar, Director, SITM
09:55 Hrs - 10:00 Hrs	Address by Dr. Rajani Gupte, Hon'ble Vice Chancellor, SIU
10:05 Hrs - 10:30 Hrs	Ms. Mitali Mukherjee (Co-Founder and Editor at The MoneyMile)
10:35 Hrs - 11:00 Hrs	Mr. Prashant Mali (Cyber Law & Cyber Security Expert)
Networking Break	
Session 2	
11:35 Hrs - 12:00 Hrs	Mr. Manoor Sachdev (Animal Behaviorist)
12:05 Hrs - 12:30 Hrs	Ms. Sonam Nair (Film Maker, Writer and Director)
12:35 Hrs - 13:00 Hrs	Mr. Mahesh Chauhan (Founder- SALT Brand Solutions)
Corporate Lunch	
Session 3	
14:05 Hrs - 14:30 Hrs	TEDx Making video
14:35 Hrs - 15:00 Hrs	Mr. Mithilesh Vazalwar (Coffee Q-Grader)
15:05 Hrs - 15:30 Hrs	Ms. Aneesha Dalal (Ballet Dancer & Zumba Instructor)
15:35 Hrs - 16:00 Hrs	Ms. Punya Arora (Stand-up Comedian)
16:05 Hrs - 16:30 Hrs	Closing Ceremony

Speakers:

Mitali Mukherjee

The event started with the first talk by Ms. Mitali Mukherjee, one of the most well-known faces in the world of business journalism in India. With over 15 years of experience in the television industry, she has handled a wide range of issues — from politics to global & local economics. She was previously News & Markets Editor at CNBC TV18 for over a decade.

Her talk on “The Evolving Assets” was informative and educative. The famous business journalist explaining about money investment became the iconic moment for the event. “Technology is our best friend” Investing is giving yourself a voice and your voice matters, so give yourself a chance.



Manoor Sachdev

The next talk was followed by “The most unique” Manoor Sachdev who is a chief canine student at Canines Solution private limited. His foremost responsibility being attracting, engaging, developing and finding life’s purpose for CSPL’s most important assets – Animals, his main vision is to unlock the potential and bridge the gap between human and animal. He has been featured on many international news networks, Magazines and actuality programs including

Discovery’s “India’s best job” and NDTV’s “Heavy Petting” for his ground breaking approach.

Our intention in making great ideas accessible was successfully portrayed by our speaker. The best part of his talk was ‘Seva’ ‘his cute little dog’ which has featured for the first time on Indian TEDx talk.



Sonam Nair



Sonam Nair is a writer and director currently working in the Indian entertainment industry. After working as an assistant director with Ayan Mukherji and Vishal Bharadwaj, she wrote and directed her own feature film "Gippi" produced by Dharma Productions. Since then she has directed web series, television commercials and short films. Her short film "Khuji" received much acclaim, including a best actor filmfare award in short films category for its leading actor Jackie Shroff.

Her talk on "Big stories, Small Packages" reflecting the rise of short films era, was impressive and informative. Her talk included much about the massive changes happening in media, television and cinema whose concluding lines say "Don't limit your dreams" making it an interesting talk on cinema.

Mahesh Chauhan

An empathetic, resilient and inspiring personality Mr. Mahesh Chauhan was the next to come on stage. He has been rated amongst the most influential people in advertising every year from 2006 by ET- Brand Equity till 2011. With over 25 years of experience in hands-on Advertising, Brand Management and General Management,

Mahesh is the Founder of SALT BRAND SOLUTIONS. His career involves working across both MNCs and Indian Companies and with large global networks in India like Ogilvy, Young & Rubicam and Leo Burnett to name a few.



His talk revolved around how brands have changed the way people think. In his talk he emphasized upon the real and ideal self of a person through which he wanted to convey an interesting message that "between the real and ideal self there is another thing that is called DESIRE". He continued with the talk by explaining what is desire? And what are the types of desires? Later in his talk he explained how desires are portrayed into advertisement and how marketers leverage desires of a person and convert them into his needs. He also explained how people 'wants' have changed throughout the course of history, from having only two television channels there are many channels for entertainment. He also put some light on how spirituality related businesses are doing so great in today's era. Concluding his talk by showing how we are moving back to nature and how certain ads now have alternate or hidden meaning in them tempting people and leveraging their desire.

Mithilesh Vazalwar

Our next speaker for the day was Mr. Mithilesh Vazalwar, a Coffee Q-Grader; one among the only 20-odd in India, a Coffee Roaster, Taster and Trainer, a Consultant to cafes & Roasters with several ongoing National and International Projects. He was also a keynote speaker at the India International festival, that was recently held in Bengaluru and his talk on “Global Brewing Trends” was well received by top Industry experts. Mithilesh has undergone intensive trainings reiterating his belief that it takes uncompromising hours, working even 18 hours a day to back all those childhood dreams.

Aneesha Dala

Ms. Aneesha Dala a master instructor and principal dancer. She studied ballet for six years and has undergone training at international dance institutes like the Debbie Allen Dance Academy, Harbor Dance Center and Pineapple Dance Studio. She also received IBN 7 Guru Shishya Award with Shiamak Davar. She has modeled for Coke, Close Up, Reliance, Samsung washing Machine, Liril, Elle 18 and Adidas. Although a much sought after model,

She has dedicated her life to dance. She is a certified Zumba instructors, Reebok trainer and received a distinction in her examination at The Royal Academy of Dance, London. She is currently the National Head for Instructors. She is a part of of Shiamak’s contemporary dance show Selcouth.



Punya Arora

For the last talk of the day we had Ms. Punya Arora, a Punjabi by nature and South-Indian at heart and a self-proclaimed Biryani connoisseur! Her style of comedy is observational, light- hearted and may involve more than one accent. Punya has been featured on every major stand-up stage across India and her work has been covered by print, radio, Buzzfeed and Huffingtonpost India.

She is in love with underwater photography, travelling and life in general. She is also a professional photographer and a visiting faculty at Light and Life Academy, Ooty.





