



## E-Cell Report 2020-21

Faculty In-Charge – Dr. Tripti Dhote

### Members

SENIORS	JUNIORS
Sanchi Dhingra	Siddharth Mantraratnam
Shubham Kamble	Rajsee Sharma
Glory Johny	Rishabh Roy
Saurabh Vartak	Sumukh Pote
Armin Bodhanwala	Swati Rai
Shreya Singh	Naina Sah
Samiksha Chitranshi	Nikhilesh Kumar
Abhijit Majhi	Mourya Pathapati
	Arnav Gupta

## Report of Virtual Entrepreneurship Series-2021

**Venue:** Virtual Mode (Zoom Platform)

**Date:** 17<sup>th</sup> and 18<sup>th</sup> April, 2021

**Schedule:**

 		
<b>ENTREPRENEURSHIP SERIES</b>		
<b>Event Schedule</b>		
<b>17th April 2021</b>		
<b>Session 1</b>		
Time	Event	Speaker
09:45 AM - 10:00 AM	Virtual E-Series 2021 Introduction	
10:00 AM - 10:05 AM	Welcome address	Dr. Ashish Chirpurkar, 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 under 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	
<b>Break</b>		
<b>Session 2</b>		
Time	Event	Speaker
11:15 AM - 11:30 PM	Session Introduction & Guest Welcome	
11:30 AM - 12:15 PM	FireSide 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	

 		
<b>ENTREPRENEURSHIP SERIES</b>		
<b>Event Schedule</b>		
<b>18th April 2021</b>		
<b>Session 1</b>		
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 - AFX Gaming Mr. Rajat Ojha CEO - Gambleventra Mr. Selva Merchant Investment Associate - Lumikai funds Mr. Kshitij 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 17<sup>th</sup> and 18<sup>th</sup> 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

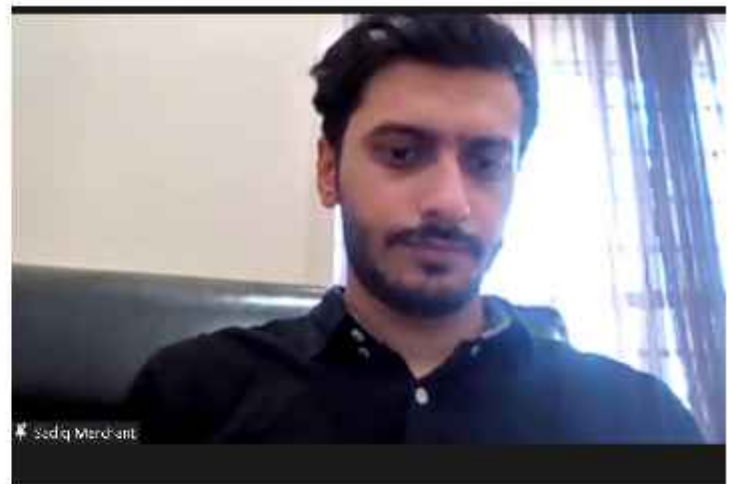
**Mr. Rajat Ojha**, who has over 25 years of experience in the gaming industry, talked about entrepreneurship and how to focus on the gaming industry early enough and how to begin taking steps ahead of time.



### 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>

Prepared By –

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Faculty In-Charge –

Dr.Tripti Dhote