



## E-Cell Report 2020-21

Faculty In-Charge – Dr. Tripti Dhote

### Members

SENIORS	JUNIORS
Sanchi Dhingra	Siddharth Mantraratnam
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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

## 1. TEDxSIULavale 2021 REPORT

Venue: Virtual Mode (Zoom Platform)

Date: 3rd April, 2021

Schedule:

**Event  
schedule**

**TED<sup>x</sup>SIULavale**  
#independently organized TED event

**03 APRIL 2021**

Time	Session 1	Speaker
10:00 AM - 10:10 AM	Event Opening by Curator	
10:10 AM - 10:15 AM	Welcome address by Prof. Abhijit Chirputkar, Director, SIDTM	
10:15 AM - 10:25 AM	TEDx intro video	
10:30 AM - 10:50 AM	The MOMENT of truth!	Sahil Shah
10:55 AM - 11:15 AM	Invisible Waves !! Visible effect !	Julius Packiam
11:15 AM - 11:25 AM	Networking Break	
Time	Session 2	Speaker
11:30 AM - 11:50 AM	Re-kindle the bookworm	Rochelle Potkar
11:55 AM - 12:15 PM	Does your data tell a story?	Indranil Chakraborty
12:20 PM - 12:40 PM	Mind over Scribble	Santanu Hazarika
12:40 PM - 12:50 PM	Closing Ceremony	

**BREAK  
FREE**

### About the Event:

**TEDxSIULavale 2021**, an independently organized TED event aimed at sharing multi topical ideas of vision, spark, change and deliver "Ideas worth spreading". Having a credible legacy of celebrating unique themes and extraordinary ideas over the past eight years, SIDTM proudly entered into the 9<sup>th</sup> year virtually, with yet another ground-breaking theme – **"Break Free"**.

The core essence of which was to Think out 'o' (c)loud: where the cloud symbolizes life itself in real time with multiple hues. Sometimes gloomy somber melancholic draped in darkness and at others tearing apart with a bright, frothy silver lining of ideas designed in hope and whipped with an imaginative flavor. The Theme - Break free reflects the bright happy side of the cloud literally and figuratively depicting ideas that break-free from an existing doom ready to be served on a diverse canvas in the new normal. The event witnessed five theme- based engaging talks by eminent speakers from diverse domains.

### ***GREETINGS FROM TEAM **TEDxSIULavale 2021** !!***

With a legacy of 8 amazing years of ideas worth spreading, **Symbiosis Institute of Digital and Telecom Management** is proud to unfold the 9th edition of TEDxSIULavale by diving deep into the music, branding and lot more creativity , **TEDxSIULavale 2021**

In the spirit of ideas worth spreading, TEDx, where x = independently organized TED event, is a program of local, self-organized events that bring people together to share a **TED**-like experience. At a **TEDx** event, **TED** Talks video and live speakers combine to spark deep discussion and connection in a small group.

**SIDTM** shares the same passion as **TED** does, that is, to become an evangelist of Ideas that can drive our future. **TEDxSIULavale**, an independently organized **TED** Event brings people together to share a **TED**-like experience. The main aim of organizing such an event is to foster the love of learning and motivate the audience to transgress into unexplored fields.

We cordially invite you to **TEDxSIULavale 2021**.

### Speakers' Invitation

Dear Mr. Sahil ,

Greetings from Team **TEDxSIULavale 2021** !

Hope this mail finds you in good health!

Symbiosis Institute of Digital and Telecom Management (SIDTM), takes immense pleasure in inviting you as our esteemed speaker for the most exciting event on the campus - TEDxSIULavale 2021, an independently organized TED event with a purpose of sharing unique, innovative, powerful and purposeful, "Ideas worth spreading". The event caters to multidisciplinary topics that can affect lives at micro level and holds a chance to change the world.

### **TEDxSIULavale**

With a legacy of 8 amazing years of ideas worth spreading, the Team at SIDTM is ready to unfold the 9th edition of TEDxSIULavale with yet another intriguing theme - Break Free!!! on 3rd April 2021.

### **Track, Idea and Relevance:**

#### **The MOMENT of truth!**

As per a study, nearly 70 % of online customers believe that the quality, timing or relevance of a brand's message influences their perception about it. So while customers today are consistently engaged in a 24/7 visibility & interaction cycle , Brands are all out to get themselves immersed into the routine conversations and events of their TG by designing their content around trends for driving relevance.

The idea is to depict how breaking away from a predictable campaign with a generic message by leveraging trending moments can add a layer of creativity to a brand's communication. We would be open to discuss your ideas on the theme for making it engaging and insightful for the audience.



**Track:** Brand communication and Design

**Speaker:** Sahil Shah

Chief Business Officer at WATConsult, Dentsu International India

**Talk Theme:** The MOMENT of truth!

Sahil enlightened on how brands communicate by breaking away from predictable campaign by leveraging the trending moments that can add a layer of creativity to brand's communication.



**Track:** Entertainment & Technology

**Speaker:** Julius Packiam

Music Director

**Talk Theme:** Invisible waves!!Visible effect!!

Julius demonstrated on how background score, which is subtle, can bring the content to life and how it elevates the content and how its invisible importance is visible everywhere by showcasing the prominence of it with different variations.





**Track:** Books and Entertainment

**Speaker:** Rochelle Potkar

Indian Fiction Writer and poet.

**Talk Theme:** Re-kindle the bookworm

Rochelle took back to the nostalgic part of book reading, and recreated the magic of book reading in its original form by quoting realistic examples of the healthy impact of reading a book.

**Track:** Data and Storytelling

**Speaker:** Indranil Chakraborty

Author | Founder of StoryWorks

**Talk Theme:** Does your data tell a story?

Indranil emphasized the importance of an effective story telling with the data through few anecdotes and compared the data with and without a story. He also explained how the story telling along with data can bring the impact.





**Track:** Arts & Expression

**Speaker:** Santanu Hazarika

Illustrator-Painter-Contemporary artist

**Talk Theme:** Mind over Scribble

Santanu reminisced his journey of becoming a doodle artist and what it takes for anyone to become one. He shared his experiences and how the dedication and consistency can make someone fulfill one's passion.

## EVENT BRANDING & PROMOTION:

We had "Campus Times Pune" as Digital media partner & "Know a Fest" as youth partner.



Symbiosis International University (SIU), Lavale Campus is all pumped up to organise the 9th edition of TEDxSIULavale on April 3, 2021, with yet another thought-provoking theme for the event – 'Break Free' – to share ideas about how to liberate our minds while physically staying confined and how can our conscious efforts force us to swell out of cages and set ourselves free!!

## Why To Attend The TEDxSIULavale on 3rd April, 2021!

Posted by Anurag Jadhav on Colleges in Pune, Symbiosis Institute 6 days ago

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For full article, <https://www.campustimespune.com/tedxsiulavale-2021/>

### Social media Links

**Facebook:** <https://www.facebook.com/TEDxSIULavale/>

**Instagram:** <https://www.instagram.com/tedxsiulavale/>

**Twitter:** <https://twitter.com/TEDxSIULavale>

**Website:** <https://tedxsiulavale.sidtm.edu.in/>