



SYMBIOSIS INSTITUTE OF DIGITAL AND TELECOM MANAGEMENT
[Formerly SYMBIOSIS INSTITUTE OF TELECOM MANAGEMENT]
CONSTITUENT OF SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)
Established under section 3 of the UGC Act, 1956 | Re-accredited by NAAC with 'A' Grade (3.58/4) | Awarded Category - I by UGC

Guest Lecture: 14th January 2022

Pre GL

- **Name:** Mr. Shwetank Tamer
- **Organization:** Cooe®
- **Conducted By:** ACADS
- **Purpose of GL:** To teach students about the role of AR in enhancing customer experience and thereby increasing customer retention rate.
- **The request came from** ACADS
 - GL for Semester (1/2/3/4): 2
 - Topic: How augmented reality will reshape the digital experience
 - LinkedIn: [linkedin.com/in/shwetanktamer](https://www.linkedin.com/in/shwetanktamer)

Benefits to SIDTM:

Being a techno-managerial institute, SIDTM emphasizes educating the students about disruptive technologies in the business industry. In this regard, AR technologies are revolutionizing customer experiences on E-commerce websites. Through this GL, students learnt about the importance and need of creating AR experiences for the customers to meet their ever-evolving demands.

During GL:

- **Notes/Summary of Guest Lecture by:**
Name of Guest: Mr Shwetank Tamer
Designation: Founder & CEO at Cooe®
Date: 14th January 2022

Sir began the session by bringing to light the importance and ubiquity of E-commerce Websites globally, especially with the advent of COVID-pandemic. He pointed out that this has led to increased competition, causing e-commerce businesses to adopt disruptive technologies to stand out in the market and meet customer demand for personalized products. This is where the role of AR comes in.

Sir brought to light the role of AR in engaging and retaining the user. He explained how brands collect data and employ AR to personalize customer experiences and products. He supported this with the data that 94 percent of people are more likely to buy a product if offered an AR experience. He showed how AR creates immersive experiences by offering customers a 3D perspective of the products on their phones. He further explained that combined with AI, these AR experiences could be delivered in real-time, improving customer engagement and experience. He gave examples of various companies currently using AR to provide superior experiences and products to their consumers. He added that Cooe enables small and medium enterprises to develop AR experiences affordably through the saas platform. Sir

ended this discussion segment by highlighting the democratized nature and mass adoption of AR as it can be accessed right through everyone's mobile phones.

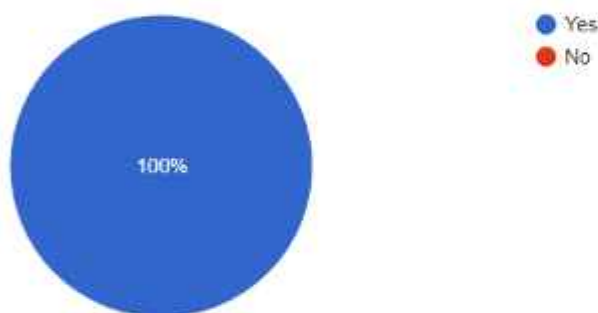
In the final segment of the discussion, Sir answered questions on a range of topics that included data security issues associated with the AR applications, the future of AR in the cinema, the effect of new and stringent data privacy policies on the personalization trend, the reluctance of the big e-commerce websites in adopting AR technologies, and the impact on the costs incurred by businesses as a consequence of adopting such technologies.

Attendance:

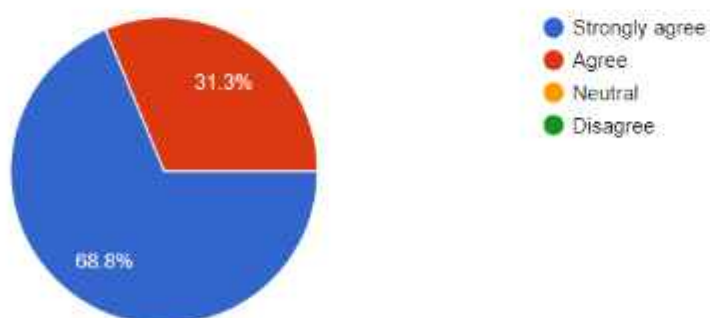

Attendance Guest
Lecture 14-01-2022.xls

Feedback from students:

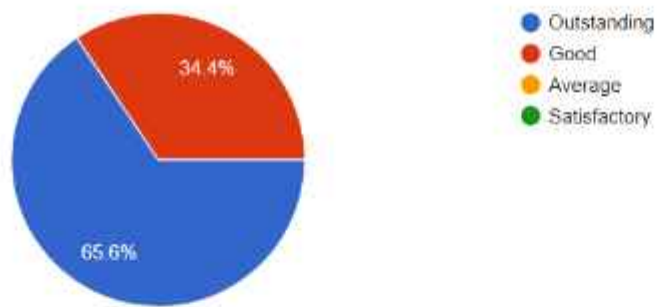
1. Was the guest lecture insightful?



2. The content of the Guest lecture was relevant.



3. How was the format of the session?



4. Was the session interactive?



Feedback from some Students:

It was a very engaging and interesting session on how AR technologies are changing the face of the e-commerce industry.

Ashley Tuscano

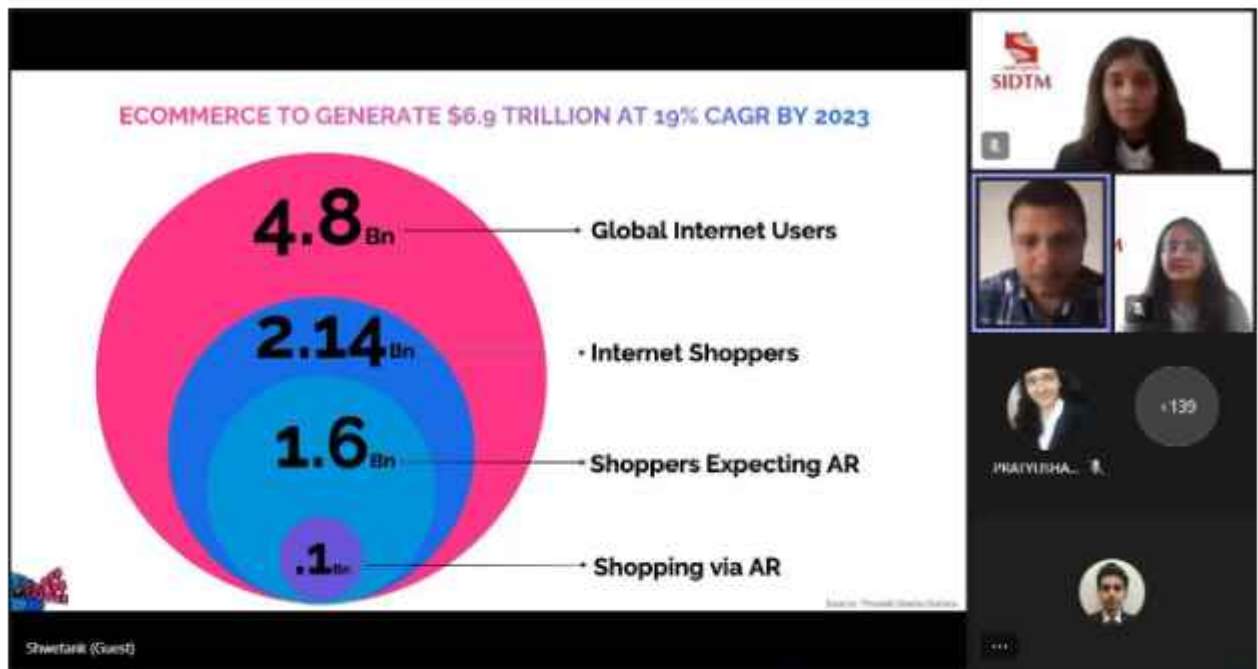
(Batch 2021-2023)

The best thing about the session was that sir gave examples of various real life use cases of AR and machine learning in enhancing customer's digital experience.

Jagrati Vijay

(Batch 2021-2023)

Session Images:



14 January 2022, 04:47:55 PM



14 January 2022, 05:10:45 PM

GL_Acads_DigitalExperience

14 January 2022, 05:28:55 PM

SIDTM

Batch 2021-23 GUEST LECTURE DATE: 26/11/2021

S.No.	Div.	PRN	Name	Attendance	
1	A	21020542001	AADESH GAIKWAD	P	TOTAL - PRESENT - ABSENT -
2	A	21020542002	ABDULLA SIDDIQUI	P	
3	A	21020542003	ABHIJEET PANDEY	A	
4	A	21020542004	ABHILASHA RASTOGI	P	
5	A	21020542005	ABHISHEK ANAND	P	
6	A	21020542006	ABHISHEK MAITRA	P	
7	A	21020542007	ADARSH KESHARI	P	
8	A	21020542008	ADITHYA RAJEEVAN	A	
9	A	21020542009	ADITI MARWAHA	P	
10	A	21020542010	AKASH RANA	P	
11	A	21020542011	AKSHATA DESAI	P	
12	A	21020542012	AKSHAY PAWAR	A	
13	A	21020542013	ALISHA FARZANA	A	
14	A	21020542014	AMARJIT SAHA	P	
15	A	21020542015	ANANYA SINGH	A	
16	A	21020542016	ANJALI SRIVASTAVA	P	

17	A	21020542017	ANKIT ANAND	P
18	A	21020542018	ANKITA DUTTAGUPTA	A
19	A	21020542021	ARNAB CHATTERJEE	A
20	A	21020542022	ARNAV GUPTA	P
21	A	21020542023	ARULMOZHI	P
22	A	21020542024	ASHLEY FELIX TUSCANO	P
23	A	21020542025	ASHUTOSH MEHRA	P
24	A	21020542026	ASTHA JAIN	P
25	A	21020542027	AZBANA VELATI	P
26	A	21020542028	BAKHLE APOORVA NILESH	P
27	A	21020542029	BANSOD AJAY VISHNU	P
28	A	21020542030	BHANU BHATIA	P
29	A	21020542031	BISWAJIT DAS	A
30	A	21020542032	CHARISHA SHYAM SUKHA	P
31	A	21020542033	CHAUDHARI VIPUL VIJAY	P
32	A	21020542034	CHELLVAMATHI R S	P
33	A	21020542035	CHINMAY SHEOREY	P
34	A	21020542036	CHIRANJEET BARKAKOTI	A
35	A	21020542037	DAKHARE MAHESH DIWAKAR	P
36	A	21020542038	DAMLE MOHINI JITENDRA	P
37	A	21020542039	DEBAPRIYA CHOWDHURY	P
38	A	21020542040	DEBAYAN MAJUMDAR	P
39	A	21020542041	DEDE ANIKET RAGHUNATH	A
40	A	21020542042	DEEPSIKHA HOTA	P
41	A	21020542043	DEV DARSHAN	P
42	A	21020542044	DEVARASETTI HARISH	P
43	A	21020542045	DHARINI PAL	A
44	A	21020542046	DHAS KASHMIRA KIRAN	P
45	A	21020542047	PARTH TYAGI	P
46	A	21020542048	GANUGAPATI SAI ALEKHYA	P
47	A	21020542049	GAYATHRI BALARAM	P
48	A	21020542050	GUPTA DIVYANSH NAGENDRA	P
49	A	21020542051	HARSH TRIVEDI	P
50	A	21020542052	HARSHIT VERMA	P
51	A	21020542053	HEMANT BHATT	P
52	A	21020542054	HUDLI VIRAJ MOHAN	P
53	A	21020542055	INDER RAJ SINGH	P
54	A	21020542056	INDUJA V	A
55	A	21020542057	INDURKAR KETAN MILIND	A
56	A	21020542058	JAGGESH S R	P
57	A	21020542059	JAGRATI VIJAY	P
58	A	21020542060	JASMEET SINGH	P
59	A	21020542061	JEJURKAR AJAY ASHOK	P
60	A	21020542062	JOSHI PRASANNA PRAKASH	P
61	A	21020542063	JOY CHATTERJEE	P
62	A	21020542064	KAJAL MISHRA	P

63	A	21020542065	KARTHIKA HEMA MANASA M	P
64	A	21020542066	KARTIKE BHUSHAN	P
65	A	21020542067	KEERTHANA P	P
66	A	21020542068	KESHAV BAJAJ	P
67	A	21020542069	KISHOR BASAVARAJ ALEGAON	P
68	A	21020542070	KSHITIJ RAWAT	P
69	A	21020542071	M POOJA	P
70	A	21020542072	MAGAR ABHISHEK TREMBAK	P
71	A	21020542073	MAHALE ASMITA MILIND	P
72	A	21020542074	MANIKA DARUKA	P
73	A	21020542075	MAYURI DIWAKAR PURI	A
74	A	21020542076	MEGHNA PILLALA	P
75	A	21020542077	MEMANAMURUPEL DHEERAJ PURUSHOTHAMAN	A
76	A	21020542078	MIDATHADA LEELU GOWRI SHANKAR SAI RAM	P
77	A	21020542079	MODI TRISA SHAILESHKUMAR	P
78	A	21020542080	MUSKAN SHRIVASTAVA	P
79	A	21020542081	GAIKWAD AJINKYA ANIL	A
80	B	21020542091	NAKUL NAYAN MEHTA	P
81	B	21020542092	NALIN VERMA	P
82	B	21020542093	NIKHIL TUKARAM SALUNKE	P
83	B	21020542094	NIMISHA	P
84	B	21020542095	NIRUPAM BISWAS	P
85	B	21020542096	SHAN SHANE VARIKKATTU	A
86	B	21020542097	PADEWAR ANIKET PRADEEP	A
87	B	21020542098	PARAB YOGESH NARAYAN	A
88	B	21020542099	PARIDHI ARORA	P
89	B	21020542100	PARIKSHIT ANAND	A
90	B	21020542101	PARV ARORA	A
91	B	21020542102	PATIL HARISH KISHOR	A
92	B	21020542103	PIYUSH BODWAL	P
93	B	21020542104	POOJA KALRA	P
94	B	21020542105	POULAMI NANDI	P
95	B	21020542106	PRADUMN SAXENA	P
96	B	21020542107	PRAGYA SRIVASTAVA	P
97	B	21020542108	PRATYUSHAW PRATA	P
98	B	21020542109	PRINSON PHILIP	P
99	B	21020542110	PRIYANKA BHANDARI	P
100	B	21020542111	PULKITA CHAWLA	P
101	B	21020542112	RAHUL BARDHAN	A
102	B	21020542113	RAJAT CHANDA	P
103	B	21020542114	RATHOD FORUM RAJESH	P
104	B	21020542115	RATNAKAR RAJASI AJIT	P
105	B	21020542116	RIA HIMANSHU BHATTACHARJEE	P
106	B	21020542117	RITU PARNA GHOSH	A
107	B	21020542118	RODRICKS AARON VIVIAN	P

108	B	21020542119	ROHAN NAIK	P
109	B	21020542120	RONAK ASODIYA	P
110	B	21020542121	S ASMITHA	P
111	B	21020542122	S.PL.SUBRAMANIYAN	P
112	B	21020542123	SAAHIL REHANI	P
113	B	21020542124	SACHIN KUMAR YADAV	A
114	B	21020542125	SAHIL SAINI	P
115	B	21020542127	SANCHIT SAXENA	P
116	B	21020542128	SANTOSH KUMAR SINGH	P
117	B	21020542129	SATYAM JHA	A
118	B	21020542131	SAYAN ROY CHOUDHURY	P
119	B	21020542132	SHARMA VIVEK VINAY	P
120	B	21020542133	SHASHWAT KRISHNA	P
121	B	21020542134	SHASHWAT PARASHAR	P
122	B	21020542135	SHINY BHATTACHARJEE	P
123	B	21020542136	SHIVAM SINGHAL	A
124	B	21020542137	SHIVANGI SHARMA	P
125	B	21020542138	SHREYA ASHOK KAMBLE	P
126	B	21020542139	SHUBHAM PATHAK	P
127	B	21020542140	SHWETA MISHRA	P
128	B	21020542141	SIDDHANT PADAVE	P
129	B	21020542142	SINGH VARTIKA KRISHNAMURARI	P
130	B	21020542143	SOUMYADIP DAS	A
131	B	21020542145	SOURABH PURKAIT	A
132	B	21020542146	SOURAV SONOWAL	P
133	B	21020542148	SRIJIT JAGADEESAN NAIR	P
134	B	21020542149	SRISHTI SWAIN	P
135	B	21020542150	SRIYA MITRA	P
136	B	21020542151	SUDEEP KHAWAS	A
137	B	21020542152	SUGANDHA AGGARWAL	P
138	B	21020542153	SUKRITI PRIYA	P
139	B	21020542154	SURYASISH MAJUMDAR	A
140	B	21020542155	SWETA DASGUPTA	P
141	B	21020542156	TANMAY SIDDHARTH	P
142	B	21020542157	TARUSH SOOD	P
143	B	21020542158	TAYADE RUSHIKESH BHANUDAS	P
144	B	21020542159	TUHIN KANTI DEB	A
145	B	21020542160	VAGMITA CHAUDHARY	P
146	B	21020542161	VIKRANT NANDKISHOR PUSDEKAR	A
147	B	21020542162	VINAYAK GHANSHYAM CHAUDHARI	P
148	B	21020542163	YADAV SANCHIT ASHOK	A
149	B	21020542164	JASH MINESH SHAH	P
150	B	21020542165	ZAINAB KHAN	A
151	B	21020542166	SAWANT AKSHAY SUDHAKAR	P
152	B	21020542167	AKASH DEEP	P
153	B	21020542168	ROUNAK SAHA	P

154	B	21020542169	SANDEEP SAINI	P
155	B	21020542170	TANIKA SHARMA	A
156	B	21020542171	TAK SACHIN RAMDAS	P
157	B	21020542172	RISHABH MISHRA	P
158	B	21020542173	JHAVERI MIIT YASHESH	A
159	B	21020542174	VAISHNAVI BAJPAI	A
160	B	21020542175	VIBHUTI SHANKER	P