# E-Summit'22

NOW & HEREAFTER:
Disruptive Dominions

Entreprenuership-Cell

# EVENT REPORT

- **Objective of the Event:** E-Summit aims to bolster the entrepreneurial ecosystem at the institute.  E-Summit is organized by the Entrepreneurship Cell of SIDTM and aims to bring together budding and established entrepreneurs to share their experiences and inspire students to take up enterprising endeavors. Every year E-Summit attempts to host speakers who have redefined boundaries of innovation in their respective fields.

- **Day, Date and Time:** Symbiosis Institute of Digital and Telecom Management (SIDTM) hosted the E-Summit 2022 on 17th December 2022, Saturday.

- **Description of the Event:**

The event began with the inspiring words of our respected director, CA Dr. Abhijit Chirputkar, who outlined Symbiosis International University's 7th Mission - "To nurture creativity and encourage entrepreneurship. The Entrepreneurship-Cell at SIDTM took this opportunity to offer recognition and award several successful star Alumni.

It also  launch its inaugural edition of 'Entre-Bytes', a one-of-a-kind E-Book for and about Entrepreneurs. The book is an accumulation of experiences of real world entrepreneurs like the institute's alumni and prominent figures like Parupalli Kashyap, the badminton player and Mithilesh Vazalwar, Founder of Corridor Seven. The E-book and the E-Summit both are an attempt to bolster the entrepreneurial ecosystem at the institute.



*Unveiling of the E-book by Mr. Rajiv Dingra, Mr. Raj Kapoor, CA Dr. Abhijit Chirputkar, Director (SIDTM) and E-Cell mentor Dr. Tripti Dhote    **Credits: Web-N-Tech***

**Keynote on MADTECH- The strides, the edge and the road ahead:**
Mr. Rajiv Dingra, founder of RD&X Network

He attempted to break down Madtech for students. As he highlighted the difference between Adtech and Martech, he brought the audience's attention to how the world is moving towards a cookie-less future. As cookies help track consumer behavior online, they do so in an anonymous manner. However, there is no consent taken for third party sharing hence making the issue deeply problematic from a privacy stand point. Mr Dingra also briefly touched upon Deep Tech, which paints a picture of where the industry is heading. This involves using AI and automation to do most of the operational work.



*Keynote Speaker- Mr. Rajiv Dingra* **Credits: Web-N-Tech**

**Tech Demo**:
Mr. Roshan Rawal, Founder and CEO at Exposit Immersive Solution Private Limited

He explained in detail the concepts of Virtual Reality, Augmented Reality and Mixed Reality. Through his learnings, he was able to pinpoint certain industry specific use cases in the healthcare sector, education sector and more importantly, the manufacturing/production sector. He introduced tech products like Oculus Quest and HoloLens to the audience, subsequently iterating that the next big challenge for AR/VR/MR headsets is to reduce the size of the devices.

## Fireside Chat

Sonal Dabral, former Chief Creative Officer of South East and South Asia, and Vice Chairman, India Ogilvy.

He spoke about Creativity, Advertising, Storytelling and his journey from a small town Pahadi boy to a global level advertising genius. Our mentor Dr. Tripti Dhote conducted it on an exhilarating note. He emphasized the importance of embracing opportunities and how to harness them in order to forge a successful career path, inspiring the audience in its wake. The paradigm shift from traditional to digital marketing was discussed and he attributed the current success of brands like MyGlam and Sugar to good storytelling. He suggested that tapping into emotions is the way to go.



*Fireside Chat with Mr. Sonal Dabral    Credits: Web-N-Tech*

## Entre-Talks: 'Uncovering a disruptive thought process'

Mr. Raj Kapoor - Founder at India Blockchain Alliance, Mr. Manoj Kothari - MD and Chief Strategist at Turian Labs and Technical Director at CyberSage, Mr. Anshuman Sen.

The speakers shared their life and career journey's with the audience and Mr. Kapoor encouraged students to pursue Entrepreneurship with determination and an aptitude for simplified problem solving by quoting examples from his life. Both the speakers shared invaluable insight in the field of tech-entrepreneurship breaching subjects like Web3.0 and crypto-currency. Mr. Kothari shed some light on Web 3.0, stating that the technology is based on semantic Web concepts and natural language processing to make user interaction more intuitive, it also has other features, such as widespread use of artificial intelligence (AI) and machine learning, and trustless or permissionless systems, such as blockchain.

*Entre-talks: Mr. Anshuman Sen, Mr. Manoj Kothari and Mr. Raj Kapoor    Credits: Web-N-Tech*

## Coffee Table Conversation on Gender Neutrality

Ms. Vaidehi Vaidya, Founder and MD at Women in Sport India; Dr. Divya Rathod, Founder at Silvery Nanos; and Mr. Vivek Nair, the moderator.

The discussion concluded by identifying the gaps and the need for the government to promote female athletes and make new policies to bring in not just women but decision-making women into action. The key takeaway was that gender neutrality is a goal we must meet in all industry-work environments to help create a more vibrant, positive and productive work culture and drive profitability. Attaining it is ambitious, but yes, we are moving in the right direction.



*Coffee table Conversation with Ms. Vaidehi Vaidya and Dr. Divya Rathod    Credits: Web-N-Tech*

- ## Name of Attendees

E-summit'22 Attendance.xlsx

- **<u>Budget Approval</u> : Yes**