



INFOCOM 10-11, in its 9th edition paves the way forward

The ninth edition of INFOCOM, a Businessworld initiative was held in Calcutta between February 17-20, 2011. The event comprised of a three-day conference at the ITC Sonar and a four-day exhibition at the Salt Lake Stadium grounds. Initiated in 2002, INFOCOM over the years has evolved to be the single largest information, communication and technology exposition of its kind in the country, directed towards enabling businesses with the power of Information Technology.



The theme for INFOCOM 10-11 was "Moving towards Convergence".

The event was inaugurated by Mr. N R Narayana

Murthy, Founder-Chairman, Infosys Technologies Ltd along with Dr. Debesh Das, Hon'ble Minister for IT, Govt. of West Bengal.

WHAT WAS NEW THIS YEAR?

Leadership workshop on CRM Trends: An exclusive brigade of CIOs from **30 Indian Corporates** were featured in a leadership workshop on "CRM Trends" designed by Gartner.

CXO Roundtable: A special roundtable was held at INFOCOM with focus on "CIO: The Emerging Entrepreneur".

Global Universities Forum: A global universities forum was introduced at the conference this year. Educationists and industry watchers offered their insights on ways to bridge the global and domestic imbalance in education at this forum.

Mobile Expo: The Mobile Expo was a special section that was introduced at the INFOCOM exhibition this year bringing

together mobile handset and equipment manufacturers, service providers and mobile accessory specialists. The Mobile Expo also hosted a **Mobile Application Developers Meet** along with a **Calcutta Bloggers Meet**.

Toast to innovation: In what is INFOCOM's ode to talent, 10 SME innovators including three from Nepal, Bangladesh and Sri Lanka showcased their innovations at the exhibition. Some of them also presented their case studies in a segment on 'Digital Inclusion: Learnings from Asia' at the conference.

INFOCOM-ASSOCHAM Media & Entertainment Forum: The conference hosted a dedicated day to the Media & Entertainment Industry with the theme "Convergence and Entertainment". This forum was jointly organized by INFOCOM and ASSOCHAM. The forum had focus sessions on technology impacting the fulfillment of consumer expectations, a panel discussion on Animation & Gaming and Spotlight sessions on content being the key driver for the entertainment business. Celebrities and eminent personalities in the spotlight were: Mr. Madhur Bhandarkar, renowned film maker; Ms. Selvaggia Velo, Jury member of International Film festivals and Mr. S M Khan, Director General, Directorate of Film Festivals, Ministry of Information & Broadcasting, Govt. of India.

Two **industry review reports** were released at the M&E Forum. A report on "**Animation.Broadcasting. Gaming**" was released in association with Deloitte and a report on "**Intellectual Property in the Animation & Gaming Industry**" was released in association with **Symbiosis Law School, Noida.**

EME Awards: The first edition of the INFOCOM-ASSOCHAM EME Awards was introduced this year. The Award recognized excellence in media and entertainment. The focus this year was on Animation and VFX. Awards were given out in various categories in 2D and 3D films. A special award was also given to the technical team for restoration of Mr. Mrinal Sen's film "Khandahar". The original print of Shabana Azmi-



Naseeruddin Shah starrer had got damaged but after restoration, it was screened at Cannes International Film Festival in 2010. At INFOCOM a special screening of this film took place showing pre and post restoration versions.



Innovative topics at the conference included Media Convergence, CIO-CFO Panel Discussion, Combating urbanization challenges with ICT, Inclusive growth in Rural India using ICT, Social Networking and many more.

The event witnessed **participation** from over **1000 delegates, 100 speakers, 150 exhibitors, 60,000 visitor footfalls and over 52 sponsors from IT and business.**

Extensive sessions on **ICT enabled Healthcare** was also held which focused on Cosmetic Surgery, Neuro Surgery, Gynaecology, Homeopathy etc.

Apart from the new initiatives at INFOCOM 10-11 the ever popular special events like the INFOCOM CXO Golf; INFOCOM Quizzit, The Telegraph Knowhow Innovation Hub, The Telegraph IT Edufair and TTIS Knowledge Workshop set new records in terms of participation and popularity.

The fifth edition of **INFOCOM FUTURE LEADERSHIP AWARDS** was also a part of the conference where the top 6 winners from B-Schools were awarded.



Quizzit was held across 7 locations in Eastern India and culminated into the Grand Finale at Calcutta. Giri Balasubramaniam is the quiz master for the Grand Finale



The CXO Golf Tournament was held at RCGC in Calcutta. The Tournament brought together over 70 CXOs from across the country



The INFOCOM Future Leadership Awards had more than 150 entries out of which 6 top winners



The INFOCOM TTIS Knowledge workshop reached out to 10 locations in rural Bengal to generate IT awareness and promote inclusive growth through use of ICT



The Innovation Hub displayed 30 top projects by engineering students. A CSR initiative to promote young innovators



M & E Industry Reports by Deloitte and Symbiosis Law School being released at the INFOCOM- ASSOCHAM Media & Entertainment Forum



INFOCOM 10-11 introduces the CXO Workshop Focus: A special workshop for CXOs on “Enhancing your happiness quotient”

INFOCOM introduced a special workshop for the CXOs this year. The theme for the workshop was “Enhancing your happiness quotient”. The event was held on the 9th July, 2010 at The Park Hotel in Bangalore. The workshop was conducted by Dr. Srikumar S Rao, the happiness guru and the author of ‘**Happiness at work**’.

Dr. Srikumar S Rao is a Ph.D. in Marketing from the Graduate School of Business, Columbia University. He has an M. Phil. in Marketing from the same school in addition to an M.B.A. from the Indian Institute of Management, Ahmedabad. He has conceived the pioneering course Creativity and Personal Mastery which has been extensively covered in the media including the *New York Times*, the *Wall Street Journal*, the *London Times*, the *Independent*, *Time*, the *Financial*

Times, *Fortune*, the *Guardian*, *Business Week* and dozens of other publications. Dr. Rao authored several international best sellers including "Are You Ready to Succeed: Unconventional Strategies for Achieving Personal Mastery in Business and Life". His latest book, "Happiness at Work: Be Resilient, Motivated and Successful - No Matter What" was released recently and is also a business bestseller.

The event was attended by over 50 CXOs from various organizations like IBM, Intel, Motorola, Amazon, Apple, OnMobile, Subex, NetApp and many more.

The workshop focused on finding happiness at work and increasing the efficiency of top management in this process.



NICT 2010, the Northeast Information & Communication Technology Conference, in its sixth year was held at the Vishwaratna Hotel in Guwahati Assam between September 2nd and 3rd. The event comprised of a two-day conference and over the years has been an initiative directed towards enabling the Northeast business community with the power of Information Technology.

The theme for the event is “Enabling the Northeast”.

HIGHLIGHTS OF NICT 2010, GUWAHATI:

- NICT 2010 was supported by **Amtron, Dept. of IT, Govt. of Assam** and **NEITA** (North East Information Technology Association)
- The event was inaugurated by **Md. Mohibul Haque**, Chairman, AEDC Ltd. (Amtron) and **Mr. Pradyut Bordoloi**, Hon’ble Minister for Power, Industry & Commerce and Public Enterprises, Govt. of Assam.
- The keynote address for the event was given by **Dr. Ganesh Natarajan**, Vice Chairman & CEO, Zensar Technologies
- **Dr. Himanta Biswa Sarma**, Hon’ble Minister for IT, Science & Technology, Health & FW, Govt. of Assam delivered an address on the execution of the IT policy of Assam which was unveiled at NICT last year.
- Focus areas at the conference were Revamping NER with ICT, IT for transforming governance in Rural India, E-Learning – the next in IT enabled education, SME Case Studies, IT enabled Green Economy and IT saving the heritage of Northeast.
- The conference had participation from over **300 delegates** over the two days, **over 25 speakers** and **19 sponsors**.



The Agartala chapter of NICT, in its third edition comprised a daylong conference held at the Pragna Bhaban on September 17, 2010. This event has been an initiative directed towards enabling the State of Tripura's business community with the power of Information Technology.

With active involvement and special initiative of Mr. Manik Sarkar, Hon'ble Chief Minister of Tripura, NICT was extended from Guwahati to Agartala in 2008, all in this quest to drive IT even deeper into this region and lay greater focus on the State of Tripura. NICT Agartala is held in association with the Govt. of Tripura. The theme for the event is "Enabling the Northeast".

HIGHLIGHTS OF NICT 2010, AGARTALA:

- The event was inaugurated by **Mr. Joy Gobinda Debroy**, Hon'ble Minister for Science & Technology, Environment, Home and GA, Govt. of Tripura; **Mr. Manik Dey**, Hon'ble Minister for Power, Transport, Panchayat, Urban Development, Labour and Food, Govt. of Tripura; **Mr. Jitendra Choudhury**, Hon'ble Minister for Industries & Commerce, Forest and Rural Development, Govt. of Tripura and **Mr. L K Gupta**, Principal Secretary – IT & Industry, Govt. of Tripura
- Focus areas at the conference were ICT for Sustainable Development, Enhancing employability by gearing up competencies, Innovation by SMEs, IT innovations in the field of Healthcare.
- A special interactive session with **Shri Manik Sarkar, Hon'ble Chief Minister of Tripura** was held to provide an opportunity for the business community of Tripura and beyond to involve in a beneficial dialogue with the Chief Minister while he elaborated on the developmental plans for the State.
- The conference had participation from over **300 delegates, 15 speakers and 11 sponsors**.





The **second edition of the INFOCOM-CMAI National Telecom Awards 2010** was held in New Delhi at The Lalit on 20th May, 2010.

The objective behind this initiative has been to recognize and provide greater encouragement and impetus to the telecom players for their contribution in building the nation through a robust National Telecom Network and thus providing an effective means of communications.

HIGHLIGHTS:

- The Awards were presented by Mr. Kariya Munda, Hon'ble Deputy Speaker, Lok Sabha, Dr J S Sarma, Chairman, TRAI and Mr. P J Thomas, Secretary DoT and Chairman, Telecom Commission and Mr. Vincent Pala, Hon'ble Minister of State for Water Resources.
- The Awards received overwhelming response from the industry with over 150 nominations being filed for over 24 award categories covering all segments of Telecom and ICT industry
- A special Panel discussion was held on "Broadband touching billion lives".



- The event was attended by over 600 top executives & decision makers of Telecom, ICT and user industry as well as bureaucrats
- The event was supported by apex Telecom, ICT Hardware, Internet and Operators Association in India and international associations.
- Various dignitaries who were part of the event included names like:
 - **Dr. Mukul Sangma**, Hon'ble Chief Minister of Meghalaya
 - **Mr. Wen Chyi Ong**, Representative, Taipei Economic & Cultural Center
 - **Mr. Ravi Saxena**, IAS, Principal Secretary, Department of S&T and IT, Govt. of Gujarat
 - **Mr. Savitur Prasad**, IAS, Secretary IT, Govt. of Delhi
 - **Mr. DK Bhalla**, Resident Commissioner, Govt. of Nagaland
 - **Arnon Sorek Sharabi**, Regional Vice President-APAC, Amdocs

