

JSS-Start In UP Online Series

“The age of DRoid” series report

31-Mar-2022



Team JSSATE STEP Noida

C-20/1, Sector-62,
NOIDA, UP-201301

About Start In UP

Start in Uttar Pradesh (START-IN-UP)" is an initiative by the Department of IT & Electronics, Government of Uttar Pradesh to promote startup culture & entrepreneurship in Uttar Pradesh

The Uttar Pradesh Start-up Policy gives thrust to "START IN UP", to nurture startup culture using **INFUSE** model (**IN**cubators – **FU**nd of Funds – **S**tartup Entrepreneurs). Various incentives shall be provided by the Government to Incubators, Startups, and Investors funding UP-based startups.

Vision

To establish a world-class startup ecosystem in the state by developing a robust infrastructure and providing a conducive policy environment.

Mission

Promote the culture of innovation and entrepreneurship at the grassroots level leading to employment generation and introduction of emerging technologies in niche sectors thereby contributing to the state economy and empowerment of youth.

Goals

- To be among the top 3 states in the "States' Startup Ranking" conducted by, Gol
- Establish/support 100 incubators, a minimum of one in each district of the State
- Develop a minimum of one million square feet of incubation/acceleration space for startups
- Create the ecosystem for at least 10,000 startups in the state
- Establish 3 states of the art Center of Excellence (CoEs)
- Establish India's largest incubator in Lucknow

About JSSATE STEP, Noida

JSSATE STEP (Science & Technology Entrepreneurs Park), NOIDA is India's first TBI, started in 2000, (recognized by NSTEDB in 2004), with the aim of promoting entrepreneurship development of the knowledge-based and innovation-driven technology ventures that generate employment opportunities and assist in technological advancements. With more than 190 start-ups incubated till date, 98% of the startups that JSSATE STEP supported deployed Technology as its core.

JSSATE STEP nurtures post ideation stage ventures, in TRL 6 and above. The focus remains on trending technologies such as Electric Mobility, Smart City Tech, Clean-Tech, Health-Tech, Deep Tech (IoT, AI, ML, Computer Vision, Robotics, Drones, Blockchain, AR/VR, Quantum computing). Having such a focus has helped JSSATE STEP to engage with mentors, corporate, and investors in the same domain.

Key vision includes:

- Identify, engage and hand-hold potential ideas to convert into a formal business opportunity;
- Support founders in capacity and capability building;
- Build a knowledge pool of mentors, suitable for new ventures and provide them on demand;
- Engage with govt. departments and private investors to create a channel of their funds to reach deserving technology ventures;
- Understand challenges from founders and if a pattern emerges, take them to the Govt, for policy intervention;
- Enable local, national, and/or global market access through connections and partnerships and facilitate it to its incubated ventures.

Backed by formidable force

JSS Mahavidyapeetha (JSSMVP), Mysore, is an organization dedicated to the vision of "Education for all" and currently manages more than 370 institutions in the states of Karnataka, Tamil Nadu, Uttar Pradesh, and Kerala in India, Dubai, and Mauritius. Under its directorate of Technical Education, JSSMVP has established 4 engineering colleges in Mysore, Bangalore, Noida, and Mauritius. As part of the vision of value-added education, three 'Science and Technology Entrepreneurs Park' (STEP) have been established in the three colleges in India.

Overview

The Age of DRoID

The world is witnessing a rapidly changing technology landscape. The technology which was considered cutting edge a few years ago is now considered obsolete. In this era of Industry 4.0 led by automation, thinking machines servicing the gig economy, it is imperative for startups to keep a tab on this shifting paradigm and upgrade their tech stack to remain on top of their value chain.

To promote tech entrepreneurship in the state of UP to develop innovative solutions in Automation, Robotics, Drone, and IoT Technologies, JSSATE STEP Noida organized a series of 6 webinars with industry experts to sensitize aspiring entrepreneurs, innovators and researchers to develop market-fitted solutions to real-World challenges.

List of Webinars

1. **The Era of machine connectivity: IoT** - by Mr. Vinay Chaddha - Founder and CTO at GVC Systems Private Limited
2. **Rise of Unmanned Workforce: Drone & Robots** – by Mr. Sumant Parimal - Chief Analyst, '5 Jewels Research' at Innogres, And Muhammad Anas- Founder & CEO at ELIGHT-SPM Private Limited
3. **Dawn of Artificial Intelligence: AI, ML, NLP** - by Mr. Pallav Modi - Innovations Head at DXLAB by GHV
4. **Blockchain and Sustainability: Creating a transparent ecosystem** - by Mr. Ashish Banerjee - Blockchain and AI expert, Technology Evangelist and Founder at QZip.in
5. **Machines Have Eyes: Computer Vision + EDGE** - by Mr. Pallav Modi - Innovations Head at DXLAB by GHV
6. **Digital Twins shaping Industry 5.0** – by Mr. Rohit Sarabhai - Tech Entrepreneur, Founder & CEO at Sarabhai Information Technology

Schedule

S No	Title/Topic	Focus Tech	Event Type	Date	Speaker
1	The era of machine connectivity	Internet of Things	Webinar	7-Feb-2022	Mr. Vinay Chaddha - GVC Systems Private Limited
2	Rise of unmanned Workforce	Drone & Robotics	Webinar	25-Feb-2022	Mr. Sumant Parimal - '5 Jewels Research' at Innogres, And Muhammad Anas- ELIGHT-SPM Private Limited
3	Dawn of Artificial Intelligence	AI, ML, NLP	Webinar	4-Mar-2022	Mr. Pallav Modi - DXLAB by GHV
4	Blockchain and Sustainability: Creating a transparent ecosystem	Blockchain	Webinar	11-Mar-2022	Mr. Ashish Banerjee - Blockchain and AI expert, Technology Evangelist at QZip.in
5	Machines Have Eyes: Computer Vision + EDGE	Computer Vision	Webinar	25-Mar-2022	Mr. Pallav Modi - DXLAB by GHV
6	Digital Twins shaping Industry 5.0	Industry 4.0	Webinar	31-Mar-2022	Rohit Sarabhai - Tech Entrepreneur Founder & CEO @ Sarabhai Information Technology

Approach:

A key element & distinguishing approach of the series has been mentoring by sharing tacit knowledge — the accumulated experience of Speaker-cum-mentor — who provided knowledge, real-world experience, practical applications and use-cases, advice & guidance to the startups audience. In the context of a Startup, a mentor's role is to make the founder aware of the opportunities a technology or a sector beholds and to provide perspective on the direction that the venture may take. A good mentor can not only help a fledgling entrepreneur think through strategies, crunch numbers, and create a business or marketing plan but also may help a start-up develop ideas in practical ways beyond those experiences they can currently afford.

The series tried to bring such Speaker-cum-mentors who would not only spread the knowledge they have had acquired but also handhold the interested startups from the audience, and help them devise better strategies or develop a more cutting-edge product. Thus, leading toward building a better-informed startup community

The Age of DRoID Webinars:

A total of 6 webinars have been organized since the beginning of the series. Before organizing any webinar, a team meeting was conducted to understand the key areas that most of the venture founders would like to know about. It was also aligned with the stage of the ventures in the JSSATE Ecosystem and the ones from Start in UP, so that they (startup ventures) can absorb maximum from the renowned speakers in the respective fields as well as to sensitize the overall start-up ecosystem in the state of Uttar Pradesh on emerging technology sectors, investment opportunities and resource planning. The topics varied and were in the domain of practical application of the latest computer/machine technologies. The outline of the webinars chiefly covered: basic know-how of the tech under investigation, differentiating factors, hot opportunities, case studies, benchmark strategies to begin with, and other miscellaneous touch-points like regulatory compliance, marketing strategy, customer centricity, hardware-software integration options, avenues and best practices, among others. Once the webinar topic was finalized, industry experts for specific requirements were contacted & invited for a talk. Also, a separate mentoring time was requested from the speakers. The webinars so organized were then thrown open for all public whoever was interested in the topic. All the webinars were without any charges. Pre-registration of all attendees was coordinated online.

All the webinars were highly interactive, reflecting the high understanding and connection among the audience. After the program was conducted, founders were given contact details of the speakers enabling them to contact for further deliberations and clarifications. Some of the post-event discussions with the speakers were also arranged by the JSSATE STEP.

The webinars were promoted on social media channels (Linkedin, Facebook) and streamed live on JSS STEP Facebook page for maximum outreach and viewership during the weekends. More than 120 participants benefitted during the webinars.

Details of webinars & the speakers are given below.

1. The Era of Machine Connectivity: IoT

-by Mr. Vinay Chaddha

The banner features a central portrait of Mr. Vinay Chaddha, a man with grey hair and glasses, wearing a blue shirt. The background is a light blue and white geometric pattern with hexagonal shapes. On the left, there are logos for 'START INUP A Government of UP Initiative' and 'JSS STEP'. Below the logos, the text reads 'THE AGE OF DROID SERIES' and 'THE ERA OF MACHINE CONNECTIVITY: IOT'. Underneath, it says 'By VINAY CHADDHA CTO, GVC Systsems | IoT & Integrated Systems Expert'. To the right of the speaker's name, there is a calendar icon and the text 'Friday, February 11, 2022 Live starts at 4PM - 5PM'. At the bottom left, there is a call to action 'Register Now->' with a yellow button containing the link 'bit.ly/jssdroid1'. At the bottom right, there is a decorative grid of yellow dots.

Theme: IoT is becoming a highly misused word. A proper differentiation among the electronics and IoT needs to be made for the startups to understand and pivot their businesses. The aim of this webinar was to remove all the mystery behind IoT or IIoT or Industry 4,0 and explain in simple terms how a Micro/Small/Medium enterprise can make money and improve their productivity by using this new technology that too without spending good amount of money and hiring experts.

Connecting things to the internet yields many amazing benefits. We've all seen these benefits with our smartphones, laptops, and tablets, but this is true for everything else too. IoT simply means extending the power of the internet beyond computers and smartphones to a whole range of other things, processes, and environments.

Speaker: [Mr. Vinay Chaddha](#) - Founder and CTO at GVC Systems Private Limited

Outcomes: The speaker focused on a very interesting aspect of IoT which is converting the existing 'dumb' electronic products to IoT-enabled smart devices. The participants learnt about several used cases, such as converting a refrigerator to a UPI-enabled automatic and unmanned dispensing

machine or the time-monitored red light. IoT applications now appear across several industries and it is considered a smart way of bringing intelligence to stagnant products. The global IoT market is poised to grow at a 24.5% Annual CAGR in the current decade.

IOT

Era of Machine Connectivity

P285 - 98 mm X 60 mm - STM8 32KB Flash

RAW DC to 5V 5V to 3V	DOOR SENSOR	LOCK Buzzer ADC	I2C INTERFACE
MODBUS /RS485 HID READER	MCU STM8S005- 48PIN	BLUETOOTH / WIFI	HID READER
LCD DISPLAY 20*4	MDB INTERFACE	4 X Switch Input	AUDIO JACK 3 XLED

- Use in Vending for cashless Payments and Elevator Control Units
- Over 1000 units already sold
- Connects MDB, LCD, MODBUS, RTC, MEMORY, Door Lock, Audio Player and few extra IO pins.

Recording link: <https://www.facebook.com/100028547610370/videos/710510657042329/>

2. Rise of Unmanned Workforce: Drone & Robots

-by Mr. Sumant Parimal, and Muhammad Anas

The poster features a background of numerous small drones flying in a sky. At the top left, there is a logo for 'START IN UP' with the tagline 'A Government of UP Initiative'. To its right is the 'JSS STEP' logo, which includes a stylized human figure with a lightbulb above its head. Below these logos, the text 'THE AGE OF DROID SERIES' is centered. The main title 'RISE OF UNMANNED WORKFORCE: DRONES & ROBOTS' is prominently displayed in the center. Two hexagonal frames contain portraits of the speakers: Sumant Parimal on the left and Muhammad Anas on the right. Between them, the event date and time are listed: 'FRIDAY FEB 25TH 4PM-5PM'. At the bottom, a call to action 'Register Now->' is followed by a yellow button containing the URL 'bit.ly/jssdroid2'.

START IN UP
A Government of UP Initiative

JSS STEP

THE AGE OF DROID SERIES

**RISE OF UNMANNED WORKFORCE:
DRONES & ROBOTS**

SUMANT PARIMAL
Chief Analyst, '5 Jewels
Research' at Innogres

MUHAMMAD ANAS
Founder & CEO of ELIGHT-
SPM Pvt Ltd

FRIDAY
FEB 25TH
4PM-5PM

Register Now-> bit.ly/jssdroid2

Theme: With the advent of technology the world is now witnessing the emergence of automation. This automation is brought by the programmable intelligence embedded into humanoids, robots and drones. This is helping industries serve with best quality product offerings, lightening fast speeds with lean manufacturing capabilities, reduced wastage, logistical improvements and connected last-mile delivery.

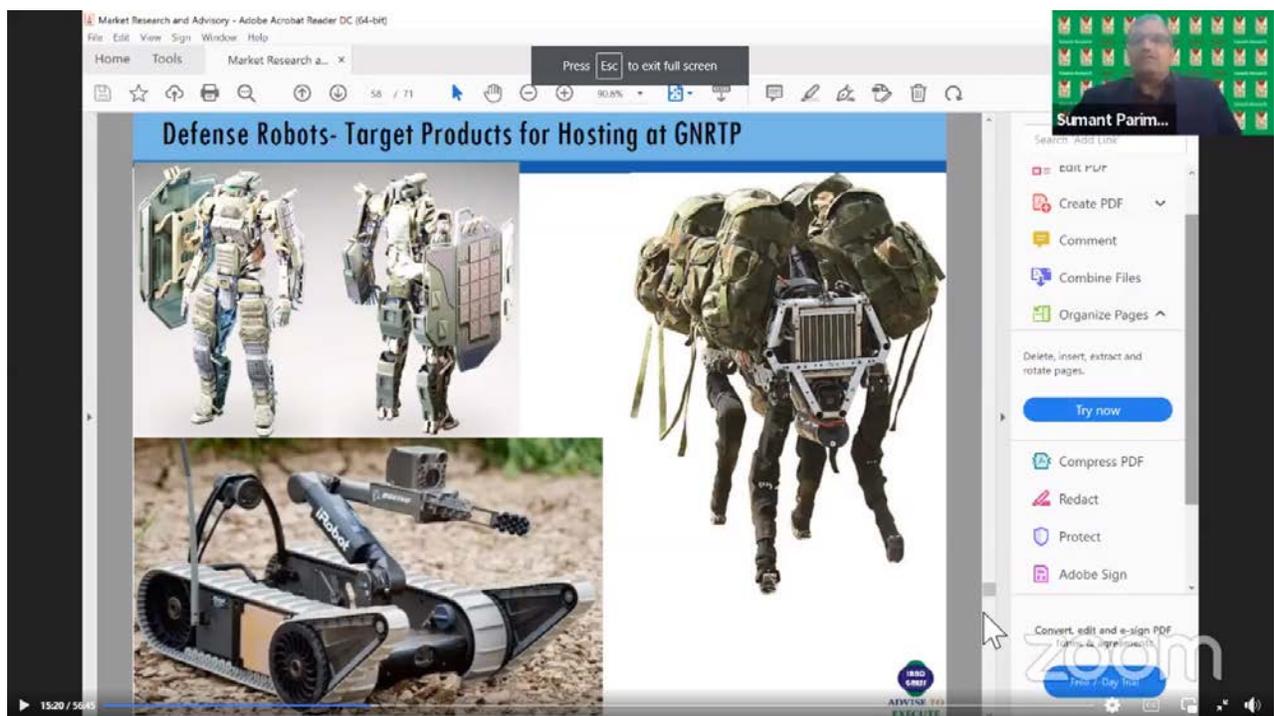
This workforce is everywhere now! be it the sky, be it land or even in water. The question to ponder is... Are humans going to be replaced? and the science-fiction of machines taking over the planet going to happen?

This webinar was designed for startups to understand the practical reality over pseudo fiction. Also, to understand the opportunities this unmanned workforce holds for making a career or a business

Speakers:

1. [Mr. Sumant Parimal](#) - Chief Analyst, '5 Jewels Research' at Innogres
2. [Muhammad Anas](#)- Founder & CEO of ELIGHT-SPM Pvt. Ltd.

Outcomes: The speaker shared insights on the growth of robo-preneurs and how India could achieve automation in industries that demand greater monitoring, disaster handling, and perform tedious tasks to free up time for humans to focus on more productive things. The pandemic has led businesses to adopt robotic and drone technologies so as to overcome economic losses by way of automation and had led to increased collaboration, increased autonomous mobility and increased intelligence. The sector is likely to grow at a 17.5% CAGR.



Recording link: <https://www.facebook.com/100028547610370/videos/1341569422923138/>

3. Dawn of Artificial Intelligence: AI, ML, NLP

-by Mr. Pallav Modi

The banner features a central portrait of Mr. Pallav Modi, a man with glasses and a red shirt, framed by a yellow and blue hexagonal border. To the left, the text reads: 'START INUP A Government of UP Initiative' and 'JSS STEP'. Below this, it says 'THE AGE OF DROID SERIES' and 'DAWN OF ARTIFICIAL INTELLIGENCE: AI-ML-NLP'. The speaker's name 'By PALLAV MODI' is listed, along with the date 'Friday, March 04, 2022' and the time 'Live starts at 4PM - 5PM'. A small icon of a calendar with a checkmark is next to the date. A short paragraph of text describes the webinar's theme: 'Artificial Intelligence has gone from being a figment of fiction to reality in a matter of years. Machines could now think, make decisions and understand their environment better. Is this evolution good? Find out in this webinar and learn the opportunities it brings'. At the bottom left, it says 'Register Now->' followed by a yellow button with the link 'bit.ly/jssdroid3'. The background is a light blue and white geometric pattern with a blue hexagon in the top left and a grid of yellow dots in the bottom right.

Theme: Artificial Intelligence has gone from being a figment of fiction to reality in a matter of years. Machines that could think like humans were an excellent plot for a thrilling storyline. However, in recent times, it has transitioned from fiction to reality- we are living that Artificial Intelligence future. People are using AI technologies in their everyday lives, and somehow it has become an integral part of their daily rituals. "From asking Alexa/Siri to tell you the time to get them to plan your next grocery delivery, you are carrying AI into your daily routine."

The evolution of Artificial Intelligence, however, is not as smooth and straightforward as it sounds. This webinar was designed to take startups through the transitional journey of how AI was realized to be integrated into daily life

Speaker: [Mr. Pallav Modi](#) - Innovations Head at DXLAB by GHV

Outcomes: The speaker shared insights on AI/ ML and deep tech space including the applications of AI and ML to analyze data and provide business intelligence. The webinar discussion provided inputs to the participants on how data analysis based on AI algorithms differ from statistical data analysis. The IT sector is poised to grow 21.3% annually due to AI/ ML adoption.



Dawn of Artificial Intelligence: AI-ML-NLP

By : Pallav Modi
Innovations - DXLab

JSS STEP NOIDA

In middle 2010- 2020 - Machine Learning



CPU



GPU



TPU

Recording link: <https://www.facebook.com/100028547610370/videos/990039991608610/>

4. Blockchain and Sustainability: Creating a transparent ecosystem

-by Mr. Ashish Banerjee

The poster features a dark blue background with a glowing Bitcoin symbol in the center, surrounded by concentric circles and gear-like patterns. At the top left, there are two logos: 'START INUP A Government of UP Initiative' and 'JSS STEP'. Below the logos, the text reads 'THE AGE OF DROID SERIES' followed by the main title 'BLOCKCHAIN AND SUSTAINABILITY: CREATING A TRANSPARENT ECOSYSTEM'. The speaker's name 'ASHISH BANERJEE' is listed, along with his credentials: '(Blockchain and AI expert, Technology Evangelist and Founder at QZip.in)'. A circular portrait of Mr. Ashish Banerjee is shown to the right of the text. Below the portrait, the event date and time are given: 'Friday, March 11, 2022' and 'Live starts at 4PM - 5PM'. At the bottom, there is a call to action 'Register Now->' and a registration link 'bit.ly/jssdroid4'.

Theme: We are at a unique moment in history: our society is in transition from an industrial economy to one defined by a new set of technologies, ranging from digitization to nanotechnology. Among the latest waves of digitalization is blockchain—a technology that many say promises to redefine trust, transparency, and inclusion across the world. Blockchain, however, is a relatively immature technology and can create as many problems as it solves.

Blockchain is potentially a key technology in a new technological paradigm of increasing automation and the integration of physical and virtual worlds. Its impact goes beyond the economy, as it can transform social interaction, public institutions and our relationship with the environment, and affect countries' options for pursuing sustainable development.

Speaker: [Mr. Ashish Banerjee](#) - Blockchain and AI expert, Technology Evangelist and Founder at QZip.in

Outcomes: The webinar was attended maximum by corporate professionals working in the sustainability sector who interacted with the speaker on the adoption of blockchain technologies for increasing transparency, new emerging standards, and impact on ethical supply chains. The participants learnt that Blockchain is an integration of physical and virtual worlds, and its impact goes beyond the economy to enhance social interactions, improved institution-building by way of technology adoption. The industry is predicted to grow at a CAGR of 85.9% in the current decade.

Ashish Banerj...

Blockchain & Sustainability

Creating a Transparent Ecosystem

Note: Please refer the speaker's notes for reference links

Blockchain & Distributed Ledger Technology (DLT)

- Blockchain: Transactions are collected, sequenced then batched (blocks) and blocks are chained together and secured cryptographically
- Blockchain & cryptocurrency evolved together thus there is a tendency to mix up
- The Block sequenced transactions are called ledger
- Distributed Ledgers, as the name suggests, are ledgers that are replicated across multiple nodes (entities)
- Blockchains need not be distributed, example, Amazon Quantum Ledger Database (QLDB)
- DLT need not be blockchains, example, R3 Corda
- However, most of the times Blockchain Network is meant to be Blockchain DLT (we will go with this flow)

Recording link: <https://www.facebook.com/100028547610370/videos/639445463792232/>

5. Machines Have Eyes: Computer Vision + EDGE

-by Mr. Pallav Modi



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THE AGE OF DROID SERIES

MACHINES HAVE EYES: COMPUTER VISION + EDGE

By **PALLAV MODI**  **Friday, March 25, 2022**
(Innovations @ DXLAB by GHV) **Live starts at 4PM - 5PM**

Computer Vision gives the machines the sense of sight—it allows them to “see” and explore the world thanks to Machine Learning and Deep Learning algorithms.

This powerful technology has quickly found applications across multiple industries, becoming an indispensable part of technological development and digital transformation.

*But how exactly do businesses benefit from the use of Computer Vision?
Find out in this webinar*

Register Now-> bit.ly/jssdroid5

Theme: Computer Vision gives the machines the sense of sight—it allows them to “see” and explore the world thanks to Machine Learning and Deep Learning algorithms. This powerful technology has quickly found applications across multiple industries, becoming an indispensable part of technological development and digital transformation.

But how exactly do businesses benefit from the use of Computer Vision?

For any deep tech startup or professional, it is imperative to understand the capabilities and opportunities this new technology stack brings along. This webinar was to equip startups with the knowledge and scope of computer vision and Edge computing that shall help in creating a sustainable and better world around us

Speaker: [Mr. Pallav Modi](#) - Innovations Head at DXLAB by GHV

Outcomes: The speaker shared insights on how Computer Vision is building smart platforms which can monitor human safety and security, including resolving complex monitoring issues where economical loss is higher if left unmonitored. The webinar discussion gave inputs on used cases in

healthcare, manufacturing, and project management. The industry is poised to grow at a CAGR of 7.8% during the current decade.

The screenshot shows a Zoom meeting interface. The main content is a presentation slide with the following text: **Computer Vision + Edge Computing**, **By : Pallav Modi**, **Innovations - DXLab**, and **JSS STEP NOIDA**. The slide features a background image of a person in a blue suit holding a tablet with various icons representing different technologies. The Zoom interface includes a top bar with participant names (Utkarsh, vijay dr, Anuj Agarwal, Manav), a 'LIVE on Facebook' indicator, and a bottom toolbar with options like Audio, Start Video, Security, Participants (23), Polls, Chat, Share Screen, Record, Breakout Rooms, Reactions, Apps, and More. A 'Participants (23)' list is visible on the right side of the screen.

The screenshot shows a Zoom meeting interface. The main content is a presentation slide titled **Application**. The slide features a video player showing a person using a smartphone to scan a document. The text on the slide reads: **Customer on-boarding made easy with Video KYC**. The Zoom interface includes a top bar with participant names (Utkarsh, Anuj Agarwal, Manav, Ashmi Rajput), a 'LIVE on Facebook' indicator, and a bottom toolbar with options like Audio, Start Video, Security, Participants (26), Polls, Chat, Share Screen, Record, Breakout Rooms, Reactions, Apps, and More. A 'Participants (26)' list is visible on the right side of the screen.

Recording link: <https://www.facebook.com/100028547610370/videos/372147538096828/>

6. Digital Twins shaping Industry 5.0

-by Mr. Rohit Sarabhai

The banner features a futuristic background with glowing blue lines and a central portrait of Mr. Rohit Sarabhai in a hexagonal frame. Logos for 'START INUP' (A Government of UP Initiative) and 'JSS STEP' are in the top left. The main title 'DIGITAL TWINS: SHAPING INDUSTRY 5.0' is prominently displayed. Below it, the speaker's name 'ROHIT SARABHAI' is listed with his title: '(Tech Entrepreneur | Founder & CEO @ Sarabhai Information Technology)'. The event date 'Thursday, March 31, 2022' and time 'Live starts at 4PM - 5PM' are also provided. A registration link 'bit.ly/jssdroid6' is highlighted in an orange button. A small text block describes digital twins: 'Digital Twins enables you to create a digital representation of real-world things, places, business processes, and people. Gain insights that help you drive better products, optimize operations and costs and create breakthrough customer experiences.'

Theme: A digital twin is a dynamic, up-to-date representation of a physical object or system. With a complete collection of all data in one place, a digital twin evolves with the flow of real-time input from sensors and more. This connection between the digital and physical worlds offers enhanced lifecycles, informed decision-making, and predictive capabilities.

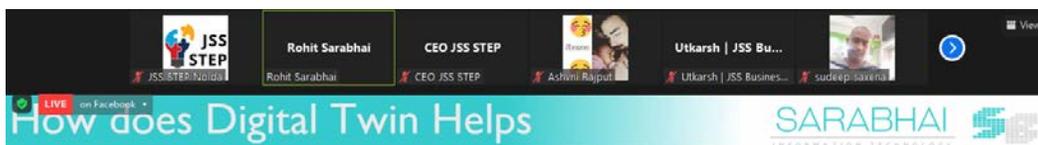
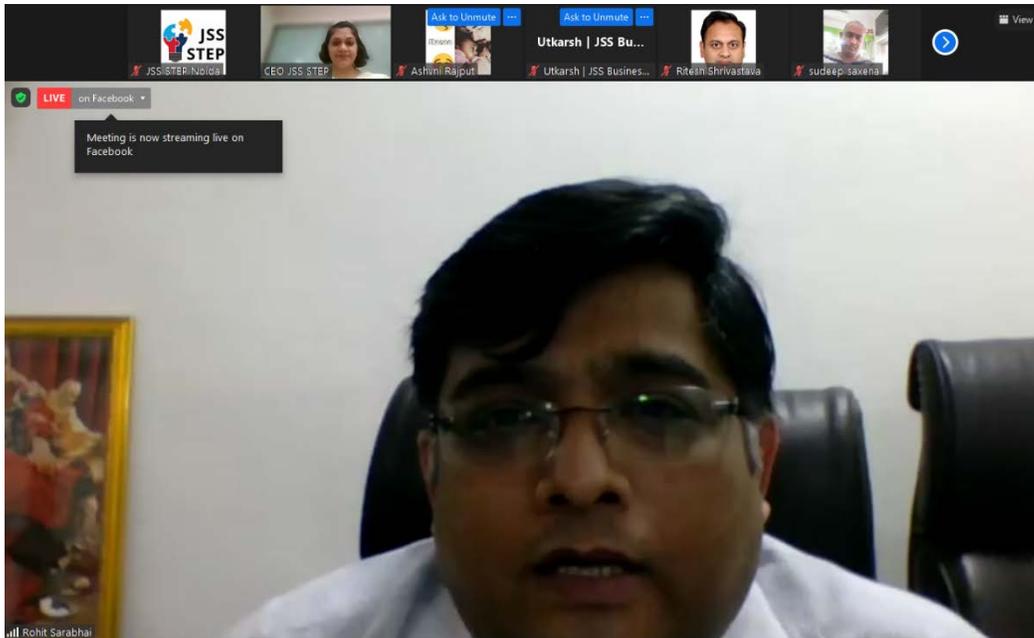
The opportunities it brings are endless, subject to one's imagination. And, this technology is going to shape Industry 5.0 where robots and humans will work in tandem.

This webinar will help startups in understanding and creating an intelligent, digital replica to optimize performance, gain insights, and reduce costs. Take the next step with digital twin and benefit from a digital transformation now happening across industries.

Speaker: [Mr. Rohit Sarabhai](#) - Tech Entrepreneur, Founder & CEO at Sarabhai Information Technology

Outcomes: The speaker shared industry's outlook on adopting digital twins as means to reduce the carbon footprint, bringing process improvement and validating the digital simulation of a heavy

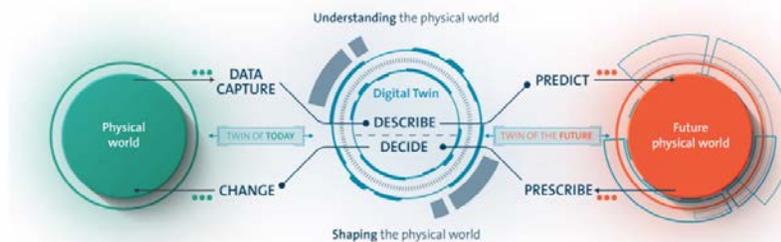
industry product before the final product is developed. He also shared a used case on healthcare applications of digital twins. The webinar discussion provided insights on transition to industry 5.0. The sector is poised to grow at CAGR of 58% during the current decade.



Digital twins let us understand the present and predict the future

What this means is that a digital twin is a vital tool to help engineers and operators understand not only

- *how products are performing*
- *how they will perform in the future.*
- *Analysis of the data from the connected sensors*
- *combined with other sources of information*



Recording link: <https://www.facebook.com/100028547610370/videos/379591367139327/>

Outreach

- The webinar was circulated through start-up community email database that JSS Business Incubator maintains. It reaches 10000+ emails.
- The event was promoted through LinkedIn through a combined follower of 4000+ of JSS STEP Incubator.
- The events promos were circulated in multiple WhatsApp groups of all the organizing group members and their circles.
- The event was also circulated to Start In UP incubators and their start-ups
- The webinar was made delivered live on Facebook as well and the recorded repository link has been shared in the ecosystem for any interested start-up to access and learn from it.

Budget

The following is a breakup of the expenditure made to organize each of the 6 webinars:

"The Age of Droid" Webinar Series					
S N	Expense Category	Description	Quantity	Cost (Rs)/qty	Total
A	Events' Creatives/Collaterals				
1	Digital Poster/Flyer	Graphics Designer Fee	2 set for each event	2000	4000
2	Printed Posters/Flyers	Printer Service (Colored)	50 units	30	1500
B	Promotion				
3	Social Media Marketing	Paid promotion	-	-	5000
4	Landing page creation	HTML-CSS landing page	6	500	3000
5	Email Marketing-bulk mailing	Mailchimp and Sendinblue	20000	0.10	2000

6	SMS Campaigns	MSG91	2500	0.2	500
C	Speakers				
7	Honorarium	Speaker/Subject matter Expert Charges	2 hours	2500/hr	5000
8	Program Hosting	Moderation and Online platform	2 hours	2000/hr	4000
				Net total	25000

Total expenses done: 25k X 6 = INR 1,50,000/-

For any details contact:

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