



MARKETING
BROCHURE
2019

TED^x XIE

x = independently organized TED event



**XAVIER INSTITUTE
OF
ENGINEERING**

TED^x XIE

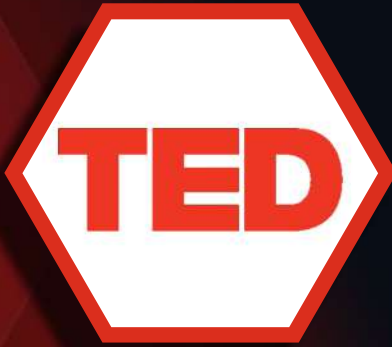
x = independently organized TED event

THEME-WINGS OF LIBERTY

VENUE-XIE MAHIM

TIME-15:00 - 19:30 HRS

DATE-23RD MARCH 2019



ABOUT TED

TED DESCRIPTION “TED IS A NON PROFIT ORGANISATION DEVOTED TO SPREADING IDEAS, USUALLY IN THE FORM OF SHORT, POWERFUL TALKS (18 MINUTES OR LESS). TED BEGAN IN 1984 AS A CONFERENCE WHERE TECHNOLOGY, ENTERTAINMENT AND DESIGN CONVERGED, AND TODAY COVERS ALMOST ALL TOPICS — FROM SCIENCE TO BUSINESS TO GLOBAL ISSUES — IN MORE THAN 100 LANGUAGES.



ABOUT TEDx

X= INDEPENDENTLY ORGANIZED EVENT

A TEDx EVENT IS A LOCAL GATHERING WHERE LIVE TED-LIKE TALKS AND VIDEOS PREVIOUSLY RECORDED AT TED CONFERENCES ARE SHARED WITH THE COMMUNITY. TEDx EVENTS ARE FULLY PLANNED AND COORDINATED INDEPENDENTLY, ON A COMMUNITY-BY-COMMUNITY BASIS. THE CONTENT AND DESIGN OF EACH TEDx EVENT IS UNIQUE AND DEVELOPED INDEPENDENTLY, BUT ALL OF THEM HAVE FEATURES IN COMMON.



ABOUT XIE

RANKED 3RD AMONGST THE PRIVATE ENGINEERING COLLEGES OF MUMBAI BY TIMES GROUP SURVEY, 2015
XAVIER INSTITUTE OF ENGINEERING IS PROUD TO BOAST OF THE HERITAGE OF THE JESUITS, AN INTERNATIONAL ACCLAIMED EDUCATIONAL INSTITUTION WORLD WIDE.



ABOUT TEDxXIE

TEDxXIE IS AN INDEPENDENTLY ORGANISED TED EVENT HOSTED AT XAVIER INSTITUTE OF ENGINEERING IN THE VOYAGE TO SPREAD OUT THE MESSAGE OF "IDEAS WORTH SPREADING".

XIE HAS ORGANIZED THREE TEDx EVENTS IN THE PAST WHERE EXCEPTIONAL INDIVIDUALS, WHO ARE TORCH-BEARERS IN THEIR RESPECTIVE FIELDS HAVE COME TOGETHER TO GRACE THE EVENT, TO SHARE THEIR IDEAS AND INNOVATIONS, IN THE HOPE OF MAKING THIS WORLD A BETTER PLACE TO LIVE IN.



THE UPCOMING FOURTH EDITION OF TEDxXIE WILL
BE CURATED ON 23RD MARCH, 2019 WITH THE THEME
“WINGS OF LIBERTY” BETOKENING WHEN AN
INDIVIDUAL IS FREE TO PURSUE HIS/HER AMBITIONS
OR IDEAS WITHOUT ANY RESTRAIN, HAVING THE
FREEDOM TO MAKE CHOICES FOR HIS/HER OWN
BENEFITS AND THAT OF THE SOCIETY

LIST OF TENTATIVE SPEAKERS FOR TED^x XIE

NGURANG REENA—HUMAN RIGHTS-FEMINIST ACTIVIST AND JOINT-SEC
CANDIDATE FOR JNUSU 2018.

RAJESHWARI SENGUPTA— POLICY RESEARCHER, PH.D. IN ECONOMICS
FROM UNIVERSITY OF CALIFORNIA

SANDEEP REDDY— BUSINESS UNIT HEAD AT ABBOTT HEALTHCARE
PVT LTD, INDIA.

PREM KRISHAN JAIN—IPS, FORMER ADDL. DIRECTOR GENERAL OF
POLICE & NOW MEMBER OF THE STATE
POLICE COMPLAINTS AUTHORITY,
MAHARASHTRA STATE.

BP DAKSHAYANI—ISRO SCIENTIST (TENTATIVE)

NICOLE CONESSAO—CHOREOGRAPHER AT TEAM NAACH.
(TENTATIVE)

DR. AADIL CHAGLA



SUMAIRA



ABDULALI

2016

VAKKALANKA



VENKATA

NUSH LEWIS



ABHINAV AGGARWAL



SARITA



RAGHUVANSHI

SPEAKERS OF 2018



PRATHEEK SUDAHAKARAN IS AN ARCHITECT, AN EDUCATOR AND A LIFELONG LEARNER. HE IS PRESENTLY PURSUING HIS DOCTORAL RESEARCH IN ARCHITECTURE FOR CLIMATE CHANGE. HIS TALK "A SCHOOL OF THOUGHT" WAS BASED ON HIS JOURNEY TOWARDS BECOMING A TEACHER FOR A CHANGE AND HELPING CREATE MILESTONES FOR HIS STUDENTS.



SAMENTHA FERNANDES, IS A FAMOUS TELEVISION ACTRESS AND DANCER OF THE TV SHOW DIL DOSTI DANCE. SHE BLEW THE AUDIENCE AWAY WITH HER TALK AND IDEA ON "ARE YOU A PROFESSIONAL BUTTERFLY?"



RISHIKESH POTDAR, IS A SPEED PAPER-CUTTING ARTIST, WHO PERFORMED ON INDIA GOT TALENT (SEASON 5). HIS TALK WAS BASED ON THE LIVE PERFORMANCE OF HIS MIND-BLOWING TALENT.

SPEAKERS OF 2018



R VIMLALA, IAS OFFICER AND CEO AT MAHARASHTRA STATE RURAL LIVELIHOODS MISSION. SHE IS A STRONG INDEPENDENT WOMEN WHO MADE VISIONS COME TRUE FOR YOUNG RURAL WOMEN OF MAHARASHTRA BY TRAINING THEM TO BE ENTREPRENEURS WITH WORLD-WIDE RECOGNITION. HER TALK WAS BASED ON, "MY LIFE BEFORE AND AFTER IAS"



WYOMIA GOVEYA, IS A SIMPLE WOMEN WITH A BEAUTIFUL VOICE. A PROFESSIONALLY TRAINED MUSIC THERAPIST FROM NORDOFF-ROBBINS, LONDON. IN HER TALK, SHE SPEAKS ON HOW MUSIC THERAPY CAN HELP US TO COMMUNICATE AND HOW IT CAN ALSO BE A MEDIUM OF LOVE.



SHRAY RAI TIWARI, IS AN ACTOR, MODEL, NATIONAL LEVEL SWIMMER AND IN-HOUSE DIRECTOR AT CAFE COUNSEL. HE IS A FIRM BELIEVER OF MENTAL HEALTH. HIS TALK HIGHLIGHTED "THE MENTAL ILLNESS FACED BY ACTORS IN THE FILM INDUSTRY".

SPEAKERS OF 2017



DR KAVI ARYA IS AN ASSOC. PROFESSOR OF THE COMPUTER SCIENCE DEPARTMENT IN IIT, BOMBAY. HE IS THE CONVENER OF THE EMBEDDED & REAL TIME SYSTEMS LAB (ERTS) AND THE PRINCIPAL INVESTIGATOR OF E-YANTRA A ROBOTICS OUT-REACH PROJECT.



MISS HARNIDH KAUR, SHE IS AN ASPIRING CIVIL SERVANT AND AN ACCOMPLISHED POET, WRITER AND BLOGGER; THE AUTHOR OF TWO COLLECTIONS OF POETRY - 'THE INABILITY OF WORDS' AND 'THE EASE OF FORGETTING'. HER FIRST BOOK, 'THE INABILITY OF WORDS' WAS THE AMAZON POETRY BESTSELLER ON THE FIRST DAY OF ITS LAUNCH.



DR ABHAS MITRA, SUPERANNUATED AS THE HEAD, OF THE THEORETICAL ASTROPHYSICS SECTION, AT BHABHA ATOMIC RESEARCH CENTER. HE IS A NOTED THEORETICAL ASTROPHYSICIST AND HAS MADE IMPORTANT CONTRIBUTIONS IN SEVERAL AREAS. HE IS THE MOST MENTIONED, "LIVING INDIAN PHYSICIST" WORLDWIDE THE LABEL MAGAZINE

SPEAKERS OF 2017



MR. BASESH GALA, IS A SUCCESS COACH, THOUGHT LEADER, MANAGEMENT BRAND EXPERT, THE FOUNDER AND M.D. OF 39 SOLUTIONS (STRATEGY AND BRAND INSIGHTS FIRM). HE WON THE "LEADERSHIP AWARD" FROM THE THEN PRESIDENT DR. APJ ABDUL KALAM.



VINAY KUMAR IS THE COFOUNDER CEO OF INVENZONE AND ARYA.AI, THE FIRST INDIAN START-UP TO MAKE IT TO INTERNATIONAL INNOVATORS LIST. HE HAS BEEN FEATURED ON THE FORBES 30 UNDER 30 ASIA LIST. HE GRADUATED FROM IIT, BOMBAY AND IS AN AUTHOR, RESEARCHER, AND MARKETING MANAGER. IN JUNE 2015, HIS STARTUP RECEIVED SECOND GLOBAL RECOGNITION; WHERE IT WAS NAMED AS THE TOP 4 NEXT GENERATION TECHNOLOGY START-UP AT SILICON VALLEY FORUM HELD AT MICROSOFT US CAMPUS.



THE FIRST PROFESSIONAL FEMALE TABLA VIRTUOSO IN THE WORLD (ACCORDING TO ENCYCLOPEDIA BRITANNICA LIMCA BOOK OF RECORDS), PANDITA ANURADHA PAL HAS BEEN HAILED AS A YOUTH ICON & WOMAN OF SUBSTANCE AT THE WOODSTOCK FESTIVAL IN VARIOUS CORPORATE LAUNCHES.

SPONSORSHIP PACKAGES

PLATINUM PARTNER : RS.40,000

RECOGNITION AS A PREMIUM SPONSOR OF **TED^xXIE** 2019.
ATTENDEE AS WELL AS SPEAKER SEATS TO BE RENAMED
AFTER THE SPONSOR.

FRONTFACE BRANDING ON **TED^xXIE** APPARELS

STAND ALONE BRANDING ON OFFICIAL **TED^xXIE** 2019 WEB-
SITE.

LARGE SIZE BRANDING ON **TED^xXIE** 2019 POSTERS

LARGE SIZE BRANDING ON **TED^xXIE** ATTENDEE BOOKLET.

LARGE SIZE BRANDING ON **TED^xXIE** STANDEE.

SPECIAL RECOGNITION OF THE SPONSOR BY THE HOST.

LARGE SIZE BRANDING ON **TED^xXIE** MERCHANDISES.

LARGE SIZE BRANDING ON ATTENDEE GIVEAWAYS.

LARGE SIZE BRANDING ON SPEAKER GIVEAWAYS.

SPECIAL ADVERTISEMENT OF THE SPONSOR BEFORE AND
AFTER THE EVENT.

ONE FREE **TED^xXIE** 2019 PASS.

BRANDING ON OFFICIAL **TED^xXIE** VIDEOS ON OFFICIAL
TED^x YOUTUBE CHANNEL.

SPACE ALLOTMENT FOR STALL SETUP ON THE EVENT DAY.

SPONSORSHIP PACKAGES

GOLD PARTNER : RS. 30,000

RECOGNITION AS A CO-SPONSOR OF **TED^xXIE** 2019.

ATTENDEE SEATS TO BE RENAMED AFTER THE SPONSOR.

LARGE SIZE BRANDING ON **TED^xXIE** ATTENDEE BOOKLET.

BRANDING ON OFFICIAL **TED^xXIE** 2019 WEBSITE.

LARGE SIZE BRANDING ON **TED^xXIE** 2019 POSTERS

LARGE SIZE BRANDING ON **TED^xXIE** STANDEE.

SPECIAL RECOGNITION OF THE SPONSOR BY THE HOST.

LARGE SIZE BRANDING ON **TED^xXIE** MERCHANDISES.

MEDIUM SIZE BRANDING ON ATTENDEE GIVEAWAYS.

MEDIUM SIZE BRANDING ON SPEAKER GIVEAWAYS.

SPECIAL ADVERTISEMENT OF THE SPONSOR BEFORE AND AFTER THE EVENT.

ONE FREE **TED^xXIE** 2019 PASS.

BRANDING ON OFFICIAL **TED^xXIE** VIDEOS ON OFFICIAL **TED^x** YOUTUBE CHANNEL.

SPACE ALLOTMENT FOR STALL SETUP ON THE EVENT DAY.

SPONSORSHIP PACKAGES

SILVER PARTNER : RS. 20,000

RECOGNITION AS A ASSOCIATE PARTNER OF **TED^xXIE** 2019.

BRANDING ON OFFICIAL **TED^xXIE** 2019 WEBSITE.

MEDIUM SIZE BRANDING ON **TED^xXIE** 2019 POSTERS

MEDIUM SIZE BRANDING ON **TED^xXIE** STANDEE.

SPECIAL RECOGNITION OF THE SPONSOR BY THE HOST.

SMALL SIZE BRANDING ON ATTENDEE GIVEAWAYS.

SMALL SIZE BRANDING ON SPEAKER GIVEAWAYS.

ONE FREE **TED^xXIE** 2019 PASS.

BRANDING ON OFFICIAL **TED^xXIE** VIDEOS ON OFFICIAL **TED^x**

YOUTUBE CHANNEL.

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BRONZE PARTNER : RS. 10,000

RECOGNITION AS PARTNER FOR TED^xXIE 2019.

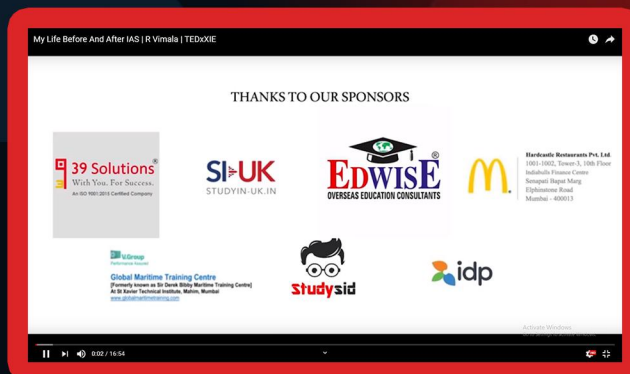
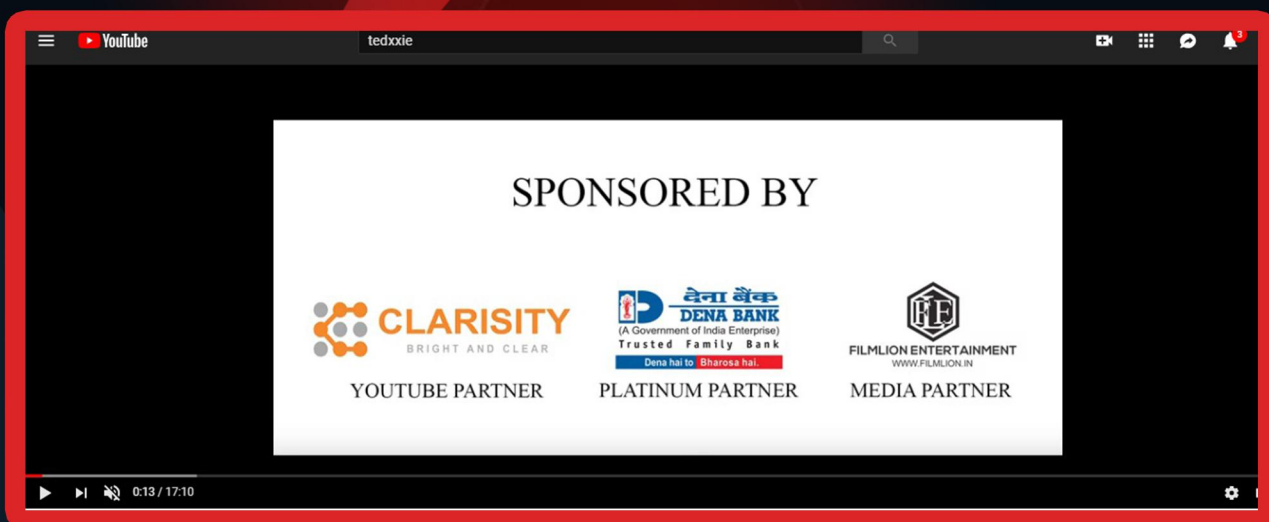
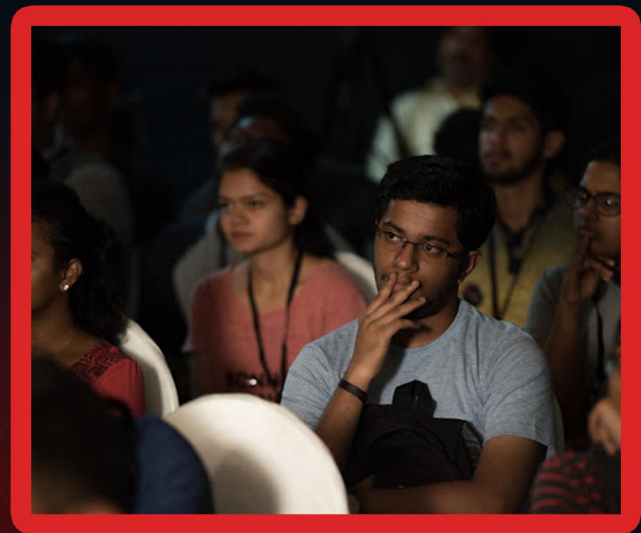
BRANDING ON OFFICIAL TED^xXIE 2019 WEBSITE .

SMALL SIZE BRANDING ON TED^xXIE 2019 POSTERS

SMALL SIZE BRANDING ON TED^xXIE STANDEE.

SPECIAL RECOGNITION OF THE SPONSOR BY THE HOST.

BRANDING ON OFFICIAL TED^xXIE VIDEOS ON OFFICIAL TED^x
YOUTUBE CHANNEL.



For any other queries,
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