

**VARINDIA**



**14<sup>th</sup> ODISHA INFORMATION  
TECHNOLOGY FAIR 2023**

Theme

**Redefining Digital Workplace & Roadmap of 2023**

18th (Wednesday), January 2023 | Hotel Vivanta, Bhubaneswar (Odisha)

# The next Destination For India's Electronics and Information Technology Investments

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Odisha is on the cusp of an information & communication technology revolution. With the changing times, Odisha has become a preferred destination for the Electronics and Information Technology industry in the country. It is possible because of the investor friendly policies and a proactive government machinery that have become the main propellers for attracting investments to the state.

Under the leadership of the Chief Minister Shri. Naveen Patnaik, Government of Odisha has created an environment where there is only a win-win proposition for all. We are witnessing huge transformation in Odisha and Top Indian IT companies have established their centres in Bhubaneswar. It has attracted investments in mineral, metallurgy, chemicals, petrochemicals, textiles, apparel, food processing, IT and ITeS sectors.

VARINDIA brings to you The 14th edition of Odisha Information and Technology Fair (OITF) 2023, where well-known IT Corporates will interact with the SMEs and VARs under one roof to understand how to reshape IT and power innovation by knowing the fact that it is difficult to escape from the hype around cloud computing.

# Odisha is marching ahead with technology

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The Odisha IT Policy 2022 will transform Odisha into a leading destination for IT investments in India in the coming days. With an aim to create employment opportunities for the state's talent pool and bringing in inclusive economic growth, the policy aims to transform Odisha into the next destination for new age technologies.

Top Indian IT companies have preferred destination Odisha to established their centres. The Government is also providing continuous support to the startup ecosystem in the city.

Odisha provides First-of-its kind Single Window Portal GO SWIFT in India to Ensure Investors Delight – a Single Window for Investor Facilitation and Tracking, to transform the B2G interface through the entire investment lifecycle.

Odisha is fast becoming a hub for a variety of industries such as Food Processing, ESDM, Textiles, Chemicals, Plastics & Petrochemicals, Information & Technology, Ancillary and Downstream Industries.

# Panel discussion

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## Redefining Digital Workplace & Roadmap of 2023

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Organizations must redefine culture, connection, and creativity to thrive in a world of hybrid and flexible work. The future of work requires radical transformation and advancement of your digital employee experience to optimize the impact of your technology and talent.

Evolving the right channel marketing strategy is to engage and empower channel partners which is integral to your growth and continued success.

**It is a unique event in Odisha to connect and plan the roadmap to drive the growth**

### **Key take-aways from the panel discussion session:**

The panel discussion session is going to explore on how digital workplace leaders plan, organize and communicate a vision to achieve enterprise goals while actively advancing how work gets done through design, enablement and contextual change management.

# Target Audience

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Odisha is the most focused state in the Eastern part of India in terms of implementation of ICT in the state with quality of enablers with high spirit. VARs and channel partners are going to play the key role in terms of last mile delivery for driving technology in and around the state with affordable cost.

The number of SMEs is increasing day by day where about 1000+ Software companies are scattered across Bhubaneswar, Cuttack, Rourkela and Berhampur. There is a huge opportunity for the growth in the sectors of Education, Hospitality, BFSI, Manufacturing/Mining sectors.

VARINDIA events are uniquely designed with a combination of actionable, objective insights and consultation, peer networking etc.

**We are inviting around 100 delegates ( CEO/CXO) from SMEs and MSMEs to explore on**

- 1) ICT Policy of Odisha helping the growth of SMEs in Odisha*
- 2) Priority of the Government for promotion of IT & ITES sector*
- 3) Investment Opportunities and incentives by the Government*

# OITF to recognise the winner of 13th VARINDIA IT Cup

**VARINDIA**

The 13th VARINDIA IT CUP Cricket tournament is scheduled to be held in January from 7th, in Bhubaneswar.

Being a popular sports event among ITians for nearly 13 years now, IT Cricket enthusiasts from over 25 different organizations look forward for this opportunity every year.

VARINDIA Sports & Events, an initiative of Kalinga Digital Media Pvt. Ltd, a leading Sportive event organising entity, brings different major IT, ITes & other IT fraternity together with a small effort in arranging a Cricket Tournament in Bhubaneswar.



**SUPPORTED BY**

**STPI, E&IT Dept., Govt. of Odisha,**

**OCAC**

**&**

**ITAO (IT Association of Odisha)**

# 13th VARINDIA IT-CUP

Among IT/ITES sectors...



**A TENNIS BALL CRICKET TOURNAMENT**

**7,8,14&15 JANUARY, 2023, BHUBANESWAR**

**Organised By: VARINDIA SPORTS & EVENTS**

**KALINGA DIGITAL MEDIA PVT LTD**





# Previous Year event 2022

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**13<sup>th</sup> OITF Odisha Information Technology Fair 2022**  
VIRTUAL EVENT | 24TH JAN 2022 | 13:30 - 18:00 IST

**CHIEF GUEST**  
**DR. SURJYA NARAYAN PATRO**  
Speaker, Odisha Legislative Assembly



**13<sup>th</sup> OITF Odisha Information Technology Fair 2022**  
VIRTUAL EVENT | 24TH JAN 2022 | 13:30 - 18:00 IST

**KEY NOTE ADDRESS**  
**TUSHARKANTI BEHERA**  
Minister of State (In Charge) E & IT, Sports & Youth Services - Government of Odisha



**13<sup>th</sup> OITF Odisha Information Technology Fair 2022**  
VIRTUAL EVENT | 24TH JAN 2022 | 13:30 - 18:00 IST

**PRESENTATION BY**  
**ARUBA, HPE ENTERPRISE**



**Suryanarayan CS**  
Country Category Manager  
Aruba India

**13<sup>th</sup> OITF Odisha Information Technology Fair 2022**  
VIRTUAL EVENT | 24TH JAN 2022 | 13:30 - 18:00 IST

**GUEST SPEAKER**  
**MANAS PANDA**  
Director- STPI, Bhubaneswar



**13<sup>th</sup> OITF Odisha Information Technology Fair 2022**  
VIRTUAL EVENT | 24TH JAN 2022 | 13:30 - 18:00 IST

**GUEST SPEAKER**  
**MANOJ KUMAR PATNAIK**  
CEO- OCAC, Government of Odisha



**13<sup>th</sup> OITF ODISHA INFORMATION TECHNOLOGY FAIR 2022**  
VIRTUAL EVENT | 24TH JAN 2022 | 15:20 - 15:40 IST

**FIRESIDE CHAT With**




**Dr. Deepak Kumar Sahu**  
Editor-in-Chief - VARINDIA

**Bishwajit Sutradhar**  
National Sales Head, Passive Networking Business  
POLYCAB

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#OITF2022 #VARINDIAOITF

Monday, January 24 @ 16:25 PM IST

**FIRESIDE CHAT**  
with Umar Ali Shaikh & Dr. Deepak K. Sahu




**Mr. Umar Ali Shaikh**  
CEO- Atos India Pvt. Ltd.

**Dr. Deepak Kumar Sahu**  
Editor-in-Chief- VARINDIA

**13<sup>th</sup> OITF ODISHA INFORMATION TECHNOLOGY FAIR 2022**

PANEL DISCUSSION WITH CIO

**EMERGING TECHNOLOGIES TO IMPROVE THE DELIVERY OF SERVICES**

LIVESTREAM | 24TH JAN 2022 | 15:25 - 16:25 IST

**MODERATED BY**








**DR. DEEPAK KUMAR SAHU**  
Editor-in-Chief  
VARINDIA

**BISWAJIT MOHAPATRA**  
Partner - IBM

**DEEPAK PANDA**  
Head IT-UMSL

**DR. S K MEHER**  
CIO- AIIMS- Delhi

**SUBRAT K PANDA**  
CIO & CTO  
Anand & Anand

**UPKAR SINGH**  
Vice President-IT  
RMSI

**13<sup>th</sup> OITF Odisha Information Technology Fair 2022**  
VIRTUAL EVENT | 24TH JAN 2022 | 17:00 - 18:00 IST

**MODERATED BY**







**Priyadarshi Nanu Pany**  
Founder & CEO - CSM  
Technologies

**Priyadarshi Mohapatra**  
Founder & CEO  
CureBay

**Chandrabas Panigrahi**  
Co-Founder & CEO  
Edukemy

**A.K. Mohanty**  
MD  
Tatwa Technologies

**Dhiru Khandelwal**  
MD- Esquare System &  
Technologies

**Panel Discussion**  
**EMERGING TECHNOLOGIES TO IMPROVE THE DELIVERY OF SERVICES**



# Flash back on previous year event 2021 **VARINDIA**

PHYSICAL





# Crown Jewels Of Odisha



Odisha is growing and transforming by leaps and bounds, moving beyond the conventional steel and petrochemicals sectors. With growing focus on textiles and apparel, education, IT/ITeS, agriculture, aerospace, and many more with human resource is the key advantage. With inclusivity and diversity taking centre-stage, the state is re-charting its growth trajectory towards a trillion-dollar economy.

The State is home to a large and highly skilled workforce and Odisha is one of the fastest growing states of India and it has more than 1,300 startups, out of which nearly 500 are run by women and has a large network of public and private entrepreneur supporters, accelerators and incubators. Odisha's human resource advantage; the state's use of enabling technology in delivering efficient and effective investment facilitation and Odisha's progressive policy and governance advantage.

'Crown Jewels Of Odisha' is an initiative by VARINDIA in publishing an exclusive book to recognise the personalities who are born in odisha and are successful men and women not only in India but also have spread their wings abroad, without whom the State would not be where it is today. These personalities are the achievers from different walks of life who have placed Odisha on a global platform to co-curate a calendar of enriching events and engagement activities.

This special edition covers the personalities contributed from Five different sectors including Science /Technology, Art /Culture, BFSI/Trading, Mining/Manufacturing and Entertainment industries as an Odiya. The circulation of the book is targeted to reach odiya personalities staying across the country and abroad.

**Kalinga Digital Media**, pioneered in Indian Media and publishing Industry since 1999. It is the mouthpiece and powerful media vehicle for organisations in the ICT space to promote and market their products, services and solutions and has been treated as the most credible resource on the technology companies and technocrats.



# Crown Jewels Of Odisha



Today, Odisha has been recognised as the most progressive and talent-rich state in the country. Stable governance is the cornerstone of peace, prosperity and progress. The citizen centric governance model has set global benchmarks and brings huge mandate to the Government ruled by Chief Minister Shri. Naveen Patnaik .

Kalinga Digital Media has a strong mandate to support all the Government initiatives on Make in India, make in Odisha and CSR initiatives through all the publications we bring. It has been an amazing journey for being a part of this Information and digital age. This special by-lingual edition “**Crown Jewels Odisha**” is going to be unveiled on 18<sup>th</sup> (Wednesday), January 2023, in hotel Vivanta, Bhubaneswar.

There is an opportunity to position your organisations leadership/branding in this unique book, to reach the elite audience in the society. The same issue to be available over Print/On-line/Digital and Social media.

Odisha is a land of world famous Architecture, temples, craft works and many other talents. The book will feature 50 famous people from Odisha who have made significant contributions towards making India of today and how Top organisations in Odisha are focusing towards Sustainability. Working towards achieving the goal of Sustainability.

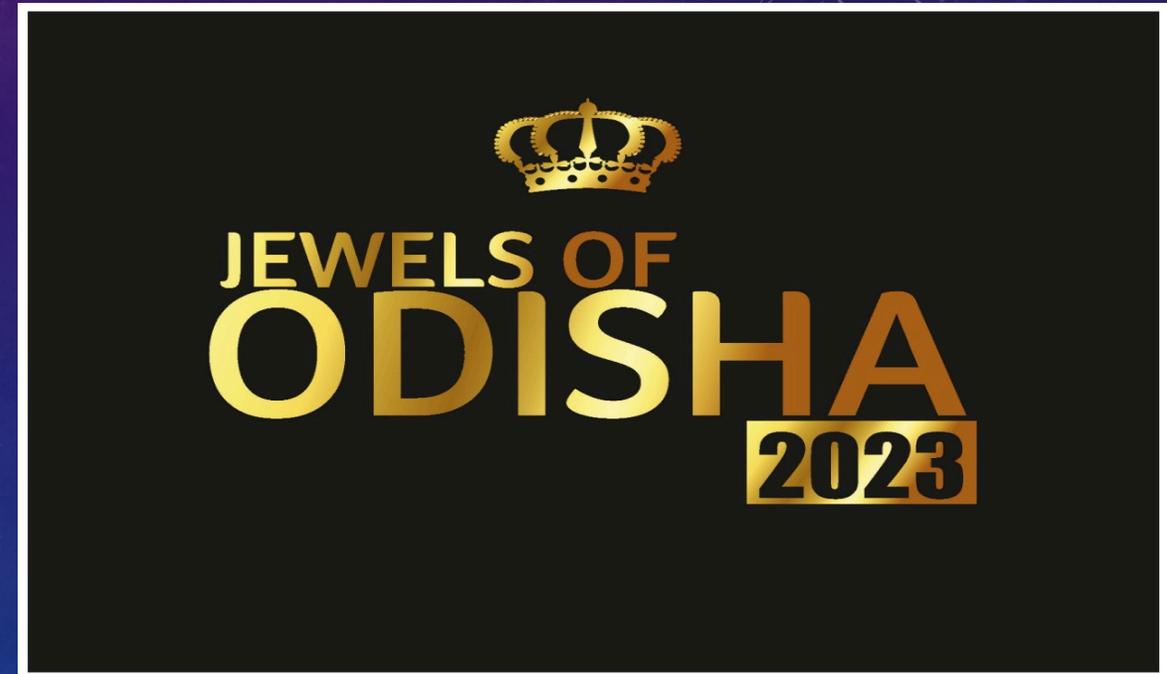


# The Content will Comprise:

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- Background research on choosing Crown Jewels Of Odisha
- 50 personalities contribution as an Odiya who made the state proud
- Initiatives into Sustainability - by various organisations in Odisha
- The book to be unveiled over a large event in Bhubaneswar
- A Short coverage of award winners and their unique achievements'

**Publication - Coffee Table Book**  
**Circulation -2500**  
**Total Pages 110**





# Why to Participate In OITF 2023

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# A Unique event in Odisha to target Odisha as the region of investment (Government, Partners and Customers at one place)

# As we are conducting the Cricket Tournament, where we are inviting about 20 large corporates in Odisha along with the Government team, it is a unique event not to be missed, in terms of Brand Visibility

# Unveiling a book “Crown Jewells of Odisha” that will talk about the Icons who have contributed for the state, in terms of growth, development and recognition in India and the global map

# VARs and Partners are the real movers and shakers in the industry in terms of last mile delivery, where the RoI can be measured

# 150 delegates (100 partners and 50 customers to attend the event), it is the most cost effective event to address your target audiences. Hence, it is an event not to be missed

## Advertisement Tariff

SIZE	MECHANICAL SPECIFICATION	COST
FULL PAGE	23.50 HEIGHT X 33.00 WIDTH	RS. 3.00 LAKH
INSIDE FRONT COVER	23.50 HEIGHT X 33.00 WIDTH	RS. 4.00 LAKH
INSIDE BACK COVER	23.50 HEIGHT X 33.00 WIDTH	RS. 4.00 LAKH
BACK COVER	23.50 HEIGHT X 33.00 WIDTH	RS. 5.00 LAKH
NOTE: FIRST edition		
* Format of advtg. material to provide- High resolution PDF		
All the above size mentioned is Bleed and the cut mark size		



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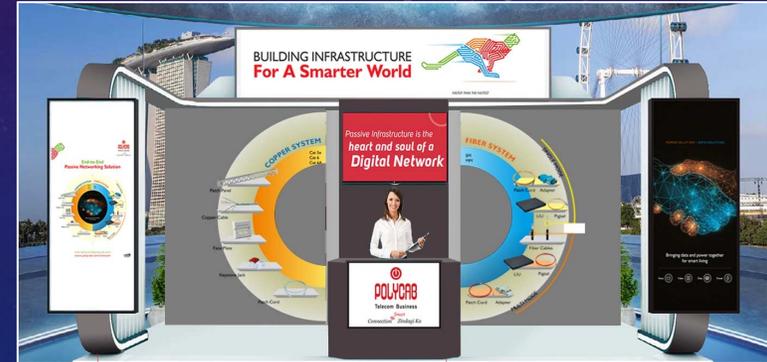
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### SUPPORTED BY



# CONTACT US



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