



VARINDIA

15TH ODISHA INFORMATION TECHNOLOGY FAIR 2024

THEME

DIGITAL WORKPLACE INSIGHTS FOR 2024

VENUE

HOTEL THE CROWN, BHUBANESWAR

FRIDAY 19th
JANUARY
2024

TIME:
6:00 PM
ONWARDS

ABOUT THE OITF

VARINDIA brings you the 15th edition of Odisha Information and Technology Fair (OITF) 2024, The conference aims to provide a platform for the SME's and VARs under one roof to present their work and share ideas to understand how to reshape IT and power innovation.

OITF aims to analyze the challenges and potential solutions for managing agile business modeling as an emerging tool, focusing on corporate experiences, stakeholder value, competitiveness, and policy frameworks across industries.

Odisha is on a high growth path when it comes to technology revolution. The state has made significant strides in recent years in terms of IT infrastructure, digital literacy, and start-up ecosystem development. This has led to a surge in IT-related businesses and job creation in the state.

The technology revolution in Odisha is still in its early stages, but it has the potential to transform the state into a major IT hub in India. The state government is committed to continuing to promote IT development, and there is a strong pipeline of talented young entrepreneurs who are eager to make their mark in the tech world.

THE NEXT DESTINATION FOR INDIA'S E & IT 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.

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.

As a result of these factors, Odisha has witnessed a significant growth in IT-related businesses in recent years. The number of IT companies in the state has increased from just a few dozen a decade ago to over 2,000 today. The IT industry in Odisha is now worth over Rs 10,000 crore and employs over 50,000 people.

The technology revolution in Odisha is having a positive impact on the state's economy. IT companies are contributing to the state's GDP and creating new jobs. IT is also helping to improve the efficiency of government services and make them more accessible to citizens.

INVESTMENT IS MULTIPLYING INTO IT

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Affordable manpower and a conducive political environment are two of the key factors that have attracted technology companies to invest in Odisha. The Odisha government has been proactive in creating a conducive environment for IT investment. The state has introduced several policies that make it easy for IT companies to set up and operate in Odisha.

Government initiatives: The Odisha government has been proactive in promoting IT development in the state. It has launched several initiatives to boost IT infrastructure, including the Odisha Fiber Grid project, which aims to connect all gram panchayats in the state with high-speed broadband internet.

Digital literacy: The Odisha government has also been focusing on improving digital literacy among its citizens. It has launched several programs to train people in digital skills, such as computer literacy, internet usage, and e-commerce.

Startup ecosystem: Odisha has a vibrant startup ecosystem, with several incubators and accelerators supporting young entrepreneurs. The state government has also launched several schemes to provide funding and mentorship to startups .

DIGITAL WORKPLACE INSIGHTS FOR 2024

Organizations are increasingly recognizing the importance of digital inclusion, which is the practice of ensuring that everyone has equal access to and can fully participate in the digital world. This goes beyond simply making sure that digital tools and resources are accessible to people with disabilities. It also includes ensuring that people from all backgrounds and cultures feel comfortable and empowered to use technology.

It is an 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 to bring insights into the latest trends and best practices in digital workplace design, enablement, and contextual change management. Discuss the role of technology in empowering employees and driving productivity.

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 sprit. 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.

Odisha has emerged as a hub for IT companies, with over 100 major IT corporates establishing their offices in the state. This growth is attributed to several factors, including the state's strong IT infrastructure, skilled workforce, and supportive government policies.

At the same time, the number of SMEs is increasing day by day where about 2000+ 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 14TH VARINDIA IT CUP

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The 14th VARINDIA IT CUP Cricket tournament is scheduled to be held in January from 6th to 14 January 2024 in CSIR- IMMT Cricket ground, Acharya Vihar, Bhubaneswar.

Being a popular sports event among ITians for nearly 14 years now, IT Cricket enthusiasts from over 20 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., OCAC
&
ITAO (IT Association of Odisha)

14th VARINDIA IT-CUP

Among IT/ITES sectors...



A TENNIS BALL CRICKET TOURNAMENT

6,7,13&14 JANUARY, 2024, BHUBANESWAR

Venue: CSIR-IMMT Cricket Ground

Organised By: VARINDIA SPORTS & EVENTS

KALINGA DIGITAL MEDIA PVT LTD





JEWELS OF ODISHA-2ND EDITION



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.

‘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.

The 2nd edition covers the personalities contributed from Five different sectors including , Public Adminstartion /Services, 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.



JEWELS OF ODISHA



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 .

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.

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. The 2nd edition “**Jewels Odisha**” is going to be unveiled over a large event on **19th (Friday), January 2024, in Hotel The Crown, 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.

THE CONTENT WILL COMPRISE

- 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 -2000
Total Pages 110





WHY TO PARTICIPATE IN OITF 2024

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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 “Jewels 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(IN CM)	COST
FULL PAGE	23.50 HEIGHT X 33.00 WIDTH	RS. 3.00 LAKH
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FLASH BACK ON PREVIOUS YEAR EVENT 2023

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Member of Parliament
Rajya Sabha



Dr. Arun Kumar Rath
IAS- Chairman Centre of Corporate
Governance & CSR - IIM Nagpur



Padma Bhushan Awardee
Jaitin Das
Artist & Chairman
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Lamp Lighting Ceremony



Dr. Amar Patnaik
Member of Parliament
Rajya Sabha



Dr. Arun Kumar Rath
IAS- Chairman Centre of Corporate
Governance & CSR - IIM Nagpur



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Mr. Suryanarayan CS
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Aruba India



Mr. Priyadarshi Nanu Pany
CEO-CSM Technologies and
Dr. Deepak Kumar Sahu
Editor-in-chief- VARINDIA



FLASH BACK ON PREVIOUS YEAR EVENT 2023 VARINDIA



Unveil of JEWELS OF ODISHA Book



IT Cup winner



Audience



Audience



Corporate Cricket League
VARINDIA Cup : 13th Cricket
Tournament 2023



Stall
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