



VARINDIA

# 16<sup>TH</sup> ODISHA INFORMATION TECHNOLOGY FAIR 2025

## THEME

Accelerating From Ideas to Innovation

## VENUE

HOTEL Mayfair, Bhubaneswar

FRIDAY 17<sup>th</sup>  
JANUARY  
2025

TIME:  
6:00 PM  
ONWARDS

# ABOUT THE OITF

VARINDIA brings you the 16th edition of Odisha Information and Technology Fair (OITF) 2025. The conference aims to provide a platform for small and medium enterprises (SMEs) and value-added resellers (VARs) to showcase their work and exchange ideas.

**Focus on Agile Business Modeling:** OITF will analyze the challenges and opportunities of managing agile business modeling, emphasizing corporate experiences, stakeholder value, competitiveness, and policy frameworks.

**Odisha's Technology Revolution:** The state of Odisha has made significant strides in IT infrastructure, digital literacy, and startup ecosystem development, leading to a surge in IT-related businesses and job creation.

**Potential for Growth:** Odisha is still in the early stages of its technology revolution but has the potential to become a major IT hub in India. The state government's commitment to IT development and the presence of talented young entrepreneurs are driving this growth.

Overall, OITF 2025 is an important event for the IT community in Odisha, providing a platform for knowledge sharing, networking, and showcasing the latest advancements in the field.

# THE NEXT DESTINATION FOR INDIA'S E & IT INVESTMENTS IN ODISHA

The Odisha government has approved industrial projects worth ₹1.36 lakh crore, which is a significant boost to the state's economy.

These projects are expected to create over 74,000 jobs and span nine key sectors, including steel, green energy, chemicals, textiles, and aviation fuel.<sup>2</sup> This move highlights Odisha's growing importance as an investment destination and its commitment to promoting industrial growth and job creation.

The High-Level Clearance Authority (HLCA) headed by Chief Minister Mohan Charan Majhi has approved the projects, poised to generate employment for over 74,350 individuals and significantly bolster the state's economic growth, it said. The approved projects span nine sectors including steel, chemicals, aluminium, aviation fuel, green energy and equipment, apparel and textiles, power and renewable energy and cement.

These projects will be set up in 10 districts of Odisha such as Jajpur, Jharsuguda, Khurda, Sambalpur, Ganjam, Kalahandi, Malkangiri, Dhenkanal, Bhadrak and Jagatsinghpur.

In the last six months, Odisha has attracted investments exceeding Rs 1.80 lakh crore through 73 industrial projects, which would create employment for over 1.1 lakh individuals

# INVESTMENT IS MULTIPLYING INTO IT

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 .

## PANEL DISCUSSION

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# Accelerating From Ideas to Innovation

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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

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 15TH VARINDIA IT CUP

The 15th VARINDIA IT CUP Cricket tournament is scheduled to be held in January from 4th and 5th and 11th and 12th on these Four days of January 2025 in Jaydev College Ground, Naharkanta, Bhubaneswar.

Being a popular sports event among ITians for nearly 14 years now, IT Cricket enthusiasts from over 16 different organizations look forward for this opportunity every year.

VARINDIA Sports & Events, a Kalinga Digital Media Pvt. Ltd. initiative, organizes cricket tournaments in Bhubaneswar, bringing together professionals from the IT, ITeS, and other IT sectors.



**SUPPORTED BY**  
**STPI, E&IT Dept., OCAC**  
**&**  
**ITAO (IT Association of Odisha)**

# 15th VARINDIA IT-CUP

Among IT/ITES Sectors....



**A TENNIS BALL CRICKET TOURNAMENT**

**4th, 5th, 11th & 12th JANUARY, 2025, BHUBANESWAR**  
**Venue: Jaydev College Ground, Naharkanta,**  
**Bhubaneswar**  
**Organised By: VARINDIA SPORTS & EVENTS**  
**KALINGA DIGITAL MEDIA PVT LTD**





3<sup>rd</sup> Edition



**Jewels of Odisha**  
2025

## JEWELS OF ODISHA-3<sup>rd</sup> EDITION

"Jewels of Odisha" is more than a coffee table book—it's a tribute to excellence, resilience, and innovation. The publication showcases 50 luminaries whose inspiring journeys resonate with the vision of a **"Vikshit Odisha"** (Developed Odisha). Over the years, we have honored exceptional individuals such as:

- **Padmashree Prof. Debi Prasanna Pattanayak** – Renowned linguist and educationist.
- **Shri Prashanta Nanda** – Eminent film personality and Member of Parliament (Rajya Sabha).
- **Tansen Singh** – Celebrated Odia singer and cultural icon.
- **Padma Shri Dr. Haldhar Nag**- Renowned Sambalpuri poet and writer, affectionately known as "Lok Kabi Ratna."
- **Padma Bhushan Jatin Das** - Eminent Indian painter, sculptor, and muralist.
- **Subroto Bagchi**- Esteemed Indian entrepreneur and philanthropist.
- **Prof. Mohini Mohana Pattanaik** - Internationally celebrated flute maestro, distinguished composer, and music director.
- **T. Krishna Mohan Reddy** - Founder of the Renowned Prince Dance Group, Celebrated for Their Energetic and Graceful Performances
- **Padma Shri Jitendra Haripal** - Acclaimed singer, best known for his iconic voice in the superhit Rangabati song, sung in the Sambalpuri language of Odisha.

The **3<sup>rd</sup> Edition of "Jewels of Odisha"**, a flagship initiative celebrating the individuals and organizations whose contributions have profoundly shaped the identity and future of this vibrant state on the national and global stage.



The launch event will bring together over 150 distinguished personalities, including industry leaders, film personalities, healthcare professionals, policymakers, government dignitaries, and thought leaders. It's a unique platform to celebrate Odisha's excellence and foster dialogue on progress, innovation, and collaboration.

## Sponsorship Opportunities

We invite you to align your organization with this prestigious initiative and gain unparalleled visibility and engagement. As a sponsor, your benefits include:

- **Brand Amplification:** Prominent logo placement across all event promotions, digital and print materials, and the Jewels of Odisha book.
- **Speaking Opportunity:** Showcase your vision and insights to an influential audience.
- **Dedicated Display Space:** Highlight your innovations and engage directly with decision-makers.
- **Extensive Media Coverage:** Gain special mentions and features across VAR India's platforms, reaching a vast audience.
- **Networking Privileges:** Complimentary passes for you and your team to participate and connect at the event.

**Publication-Coffee TableBook**  
**Circulation-3000**  
**Total Pages 110**



# WHY TO PARTICIPATE IN OITF 2025

# 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 “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( IN CM)	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
DOUBLE SPREED	23.50 HEIGHT X 66.00 WIDTH	Rs. 8.00 LAKH
NOTE: All cost mentioned to get benefit for one Full year of branding		
* Format of advtg. material to provide- High resolution PDF		
All the above size mentioned is Bleed and the cut mark size		



# FLASH BACK ON PREVIOUS YEAR EVENT 2024

VARINDIA



Lamp Lighting Ceremony



Inaugural Session



Fire-side chat session

A K Mohanty- Tata Technologies, Sandip Panda- Instasafe, Bhanu Uday- Protelion India, Dr. Deepak Kumar Sahu- VARINDIA



**Shri. Prashanta Nanda**  
Member of Rajya Sabha  
Govt. Of India



**Prof. Arun Kumar Rath**  
IAS (Retd), former Union Secretary Ministry of  
HRD and Adjunct Professor, IIM Nagpur



**Dr. Subas Pani**  
Ex- Chief Secretary Odisha and  
Secretary to the Government of  
India



# FLASH BACK ON PREVIOUS YEAR EVENT 2024

VARINDIA



Unveil 2<sup>nd</sup> Edition of the Jewels of Odisha



Winners of the 14th VARINDIA IT Cup 2024



14th VARINDIA IT Cup 2024 : Man of the Tournament - Mr. Bikash Panda of CSM Technologies Pvt Ltd



Tournament Officials: Sarat Sahoo & Sushant Dash



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The Most Disciplined Team of 14th VARINDIA IT Cup 2024 was : E Square Tech. Pvt. Ltd.



Runner Up Team and the Runner Up winning team BPO Convergence



**Prashant Nanda**



**Dr. Debi Prasanna Patanaik**



**Honourable recipients of the  
"Jewels Of Odisha"**



**Dr. Subas Pani**



**Dr. Arun Kumar Rath**



**Audience**

# FLASH BACK ON PREVIOUS YEAR EVENT 2024



Audience



Audience



Audience



BPE stall



Canon Stall



CP-Plus Stall



Networking

# LAST YEAR SPONSORS

SUPPORTED BY STPI, E & IT Dept., Govt. of Odisha,  
OCF, OCAC & ITAO (IT Association of Odisha)

## Supporting Partners



## Principal Partner



## Gold Partners



## Networking Partners



## Ecosystem Partners



## Media Partners





# VARINDIA

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