

REPORT

TEDx JECRC

25 March 2017



JECRC Foundation

About TED- TED is a non-profit organization devoted to *Ideas Worth Spreading*. Started as a four-day conference in California 30 years ago, TED has grown to support its mission with multiple initiatives. The two annual TED Conferences invite the world's leading thinkers and doers to speak for 18 minutes or less. Many of these talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Sal Khan and Daniel Kahneman.

About TEDx- x = independently organized event In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TEDTalks video and live speakers combine to spark deep discussion and connection. These local, self-organized events are branded TEDx, where x = independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized.

About JECRC- JECRC Foundation is a 17 year old education group that comprises of 2 AICTE approved engineering colleges namely JECRC and JECRC UDML established in the year 2000 and 2007 respectively and a UGC approved autonomous university named JECRC University established in 2012. Through our establishments we have taken upon ourselves to impart quality education in the field of engineering, management, arts, commerce and pure & applied sciences. With more than 9000 students currently enrolled in our 3 campuses, we have cemented ourselves among the premium technical institutions of North India, testimony to which is our consistent ranking among the TOP 75 engineering colleges of the country by magazines like THE WEEK and OUTLOOK. In past years, the institute has been graced by the blissful presence of reverent personalities like Bharat Ratna awardee - Pt. Ravi Shankar; Ghazal maestro Late Mr. Jagjeet Singh; Classical singer Ms. Shubha Mudgal; her Excellency Dr. Pratibha Patil; dynamic screen artist Late Shri. Farooq Sheikh; prominent politician Dr. Murli Manohar Joshi; Honourable Chief Minister (Rajasthan) Ms. Vasundhara Raje; former Chief Minister (Rajasthan) Shri. Ashok Gehlot; Country Head, Outreach, Google Mr. Sunil Rao ; Country Head, TCS, Mr. GSS Gopal Krishna; Ranbir Kapoor (Bollywood actor) ; Dr. N. Ravichandran (Director, IIM Indore) ; the matchless Industry Expert Mr. Murthy (Global Head Academic, Microsoft); Grammy Award Winner Pt. Vishwa Mohan Bhatt ; Nobel Peace Prize 2014 awardee Shri Kailash Satyarthi, EDM producer-DJ Nucleya; DJ Anish Sood, Steel giant Mr. Anil Agarwal (Chairman, Vedanta PLC.), Mr. Abhishek Bachchan (Bollywood Actor)

About TEDxJECRC- TEDx JECRC was one of its kind event organized in JECRC by a team of engineering students that aimed to “DISCOVER SOCIETY” at its best. The event hosted speakers from peculiar verses of society that ranged from comedy to fashion to global issues. The aim was to bring the IDEAS WORTH SPREADING to the 100 intellectual students of JECRC who would take inspirations from those ideas and change the world for good. TEDx

JECRC is not just about speakers, but is also about the right audience who would be able to listen to and engage with content, so as the ideas will propagate with their conversations.

The theme 'Discovering Society'- Human is a social animal, humans live in a society. But the question that is left unanswered is, how much do we know about our own society. We are sceptical about our own neighbourhood, be it Nation's neighbourhood, or the neighbours who reside near our homes, but even then we claim to be social.

The society at par has too much to offer, but we are still stuck with the conventional paths. The truth is, there is a lot yet to be discovered about our society, and TEDx JECRC tried its best to leave no stones unturned.

The Sequence of Preparation for TEDxJECRC

Licence- TEDx licence can be availed for one year by filling the licence form at TED.com by first registering on the same. Mr Shubham Gupta, a student of IV year, Mechanical Engineering, applied for the licence of TEDx University event, in August 2016. (Being an enthusiastic follower of TED, he had also applied to volunteer for TEDxJAIPUR an year ago and was in touch with Indian Ambassador to TED, Mr Ajit Singh.) The application form was accepted and followed by an online personal interview which he successfully cleared, thereby availing a one year licence on 15th September 2016, to conduct TEDx event. In his application form he had chosen the theme for the event as "Discovering Society" and the interview was majorly based on the theme of the event and his organisational skills.

Presentation and permission- With the TEDx licence in hand Mr Gupta presented his idea to Mr Anshul Mittal, Student Development Office JECRC Foundation. Mr Mittal supported the idea of conducting TEDx event in the college, soon the idea was approved by the college management.

TEDx Team- In November 2016 began the search for the team members, who had their first meeting around mid of November, things were planned but not much action could be taken in immediate future due to the semester examinations in December'16.

Social Media Launched- On December 21 the Teaser for TEDx JECRC was launched on YouTube channel of TEDxJECRC and the official Facebook Page (<https://www.facebook.com/tedxjecrc/>) was created. On January 3 the logo of TEDxJECRC (as per the written instructions of TED) was posted on the Facebook Page.

Speaker Nomination Form- On 4th Jan the Speaker Nomination Form was released so that the speakers, who see in themselves the potential of presenting a TEDxTalk, can apply. The application forms were later scrutinised on 25th Feb and all applicants were replied to.

RCR Office- In the second week of January 2017 the college management allotted an official email ID (tedxjecrc@jecrc.ac.in), along with a desk and a PC for the TEDx team in the Renaissance Control Room where the team would be working under the guidance of Mr Anshul Mittal for the next three months. On 17 January 2017 the curation and communication team started to enlist the possible speakers and frame the documents on the official desk

provided. By the end of January documents like Speaker Guidelines, Content Guidelines and the Invitations were prepared and ready to be sent.

Registrations- As per the licence agreement only 100 students of the institute, were allowed to attend the event. The Registrations were accepted via Paytm and on the help desk in JECRC foundation and JECRC University with the fee being 800 INR per person. The registrations started on 17th March and closed on 24th March by 1:00PM. Each registered student was given a utility kit and an admit slip.

Promotional Campaign- The proximity of the event pushed the team to start in house promotions. The handmade decorative (which included five 5 feet 'x' structures representing each branch of engineering and one 8 feet long 'x' for the college entrance) were being created by the Operations team. On 16th march the Cheat Code of TEDxJECRC was launched on the Facebook page, it was a contest in which student could record a 2 minute video of themselves describing one burning idea to change the world and send it to the TEDxJECRC email ID. The winner of Cheat Code was promised the refund of registration amount. Registrations and awareness workshops started on the 17th march along with the first contest video being uploaded online. On 24th March Mr Harish Bharadwaj (Ist Yr., ECE) was announces as the winner for his video on 'Stop Food Wastage'. On 21st March the First speaker was released on the FB page. On March 24 the flexes, posters and the creatives were installed systematically in the JECRC Foundation College and JECRC University such that the aura and excitement for TED could be physically felt.

Finalising the Speakers and speaker mentoring- From 12th Jan 2017 the team started reaching out for possible TEDx Speakers. It is the most important responsibility of a TEDx team to look for ideas that are worth spreading and have a potential to change the world for betterment of all. TEDxJECRC team communicated with Mrs Sudha Murthy, Ms Romilla Thapar, Mr Brindeshwar Pathak, Mr Shashi Tharoor, and many more wonderful people. By 22nd Feb the curation had been closed and the communication team was now mentoring the confirmed speakers about the type of content delivered at TEDx, choosing a proper title, visual presentations and informing them about TEDx norms. Mr Raghvendra Singh Rathore, Mr Shashank Subramaniyam and Mr Raghu Raman were some of the names who were cancelled at last moment due to their highly demanding schedules. On 2nd of March the team of TEDxJECRC was delighted to receive last moment confirmations from Mr Bamezai and Ms Nayak.

TEDxJECRC Website- The website of TEDxJECRC was launched on 8th March 2017. All the speakers were asked to share their photographs and confirm their personal information in the speaker profiles.

Hospitality- The confirmation of speakers led to booking of flight, hotel and preparation of itinerary. Each invited speaker was being communicated promptly through phone calls, mails and WhatsApp and the hospitality team was prepared to pick up each speaker punctually. Some of the speakers also visited JECRC University along with student volunteers. A volunteer even sat close to the invited speaker Ms Venkatesan (who had suffered a hearing loss) to explain each ongoing talk by typing it on the laptop so that she could read and understand them.

The Talks at TEDxJECRC- All the 10 Speakers presented their talks in the auditorium, A Block of JECRC Foundation. The sequence of their talk was Ms Reena Puri, Mrs Ajaita Shah, Mr Paresh Gupta, Ms Nandita Venkatesan, Mr Bamezai in first half (10:AM to 1:00PM) and Mr Nitin Mirani, Mrs Anuja Kapur, Mrs Nina Nayak, Ms Ritu, Mrs Gulyani, in second half (3:00PM to 6:00PM). The lunch took place in A block, JECRC Foundation between (1:30PM to 2:30PM). Mr Ajit Singh, the Indian Ambassador to TED also visited the event along with a companion.

The Speakers at TEDxJECRC

Link of TEDxTalk, 'One LAUGH at a TIME' on YouTube:

<https://youtu.be/jzpsG2GJlcg>

Nitin Mirani, World Renowned Comedian and Host

Hailing from DUBAI, Mr Mirani has entertained packed houses in over 1500 shows around the globe. He has also represented India and UAE in "Funniest Person in the World 2015" held in Los Angles and Las Vegas. Has shared stage with Bollywood biggies such as Mr. Shahrukh Khan, Kapil Sharma as well as Hollywood Comedy Legends such as Eddie Griffin, Marlon Wayans & The Now host of "The Daily Show" - Trevor Noah to name a few. With his Brand "Komic Sutra" and "Laugh your assets off" he has earned the title of "The one to book" from Corporate giants locally and internationally.

About His Talk at JECRC-

One LAUGH at a TIME - Mr. Nitin Mirani has been a full time stand up comedian for last 10 years, however, his father would insist on calling him a stand-by-comedian. He says that humour can be used as a tool to change the worlds, for good.

Link of TEDxTalk, 'Communicating social responsibility through Comics' on YouTube

<https://youtu.be/xHhum12No5c>

Mrs Reena Puri, Executive Editor at AMAR CHITRA KATHA

Mrs Puri is from the world of comics and imagination. EXECUTIVE EDITOR of India's number #1 graphic comic's series, 'Amar Chitra Katha'. Associate Editor of Tinkle. Her work has been moulding our children's mind for the good, for the idealism that our society should possess. She is one of the very few women comics writers. Credited titles like Param Vir Chakra, Saptarshi, Tenzing Norgay and the Ramayana among others. She is a natural story teller, who was blessed to work with the FOUNDER of The Amar Chitra Katha Studio , Mr Anant Pai.

About Her Talk at JECRC-

Communicating social responsibility through Comics- Mrs. Reena Puri explains through her talk, how the stories work. The comics are a medium of storytelling in a simple way, such that it attracts and sends a message to all age groups. She shares the four broad categories that stories fall into and how the meaningful stories can help in strengthening once conscious.

Link of TEDxTalk, 'Breaking Barriers of Society in Rural India', on YouTube

<https://youtu.be/0OcsMCQqC1c>

Mrs Ajaita Shah, CEO Frontier Market

Mrs Shah is a Forbes Magazines Top 30 under 30's Social Entrepreneur of the year, a Clinton Service Corp Fellow, #3 in India's List of Top Women Entrepreneur. She is the winner of L'Oréal's Women of Worth 2016, CNBC Young Businesswoman of the Year 2016. She currently serves in the Board of Frontier Innovations Foundation, a non-profit organization focused on last-mile distribution support for clean energy companies. A member of UN Practitioner's Network, Asian Development Bank's Energy For All Partnership.

Breaking Barriers of Society in Rural India: Women Empowerment through Enterprise. Ms Ajaita Shah, the gentlewoman brought up under the influence of New York and Jaipur society tell us in her talk, how the society tries to dictate the choices that a girl child makes, while she is fighting to grow up. However, this same society accepts and appreciates her when she achieves a visible amount of success. After interaction with people from 5000 villages across India, she explains how women of rural Rajasthan actually see themselves despite the social barriers they face

Link of TEDxTalk, 'The Changing Modus Operand of Crime' on YouTube:

<https://youtu.be/DyFDspciWA0>

Mrs Anuja Kapur, Criminal Psychologist

Mrs Kapur is a criminal psychologist from Delhi University an advocate from CCS University, a victimologist from Japan Tokiwa International Victimology Institute and as a social activist she is the founder of an NGO named "Nirbhaya Ek Shakti." Awarded best Social Activist in Youth Icon Awards and best Criminal Psychologist in Women Excellence Achiever Award. She was appointed as a social police officer for North West district police to help Delhi police. She has also walked on the ramp as a show stopper to celebrate new series launch of Titan "Garden of Eden" in Delhi.

The Changing Modus Operand of Crime- Mrs. Anuja Kapoor, a criminal psychologist in her talk asks to rediscover the society by not letting the gender of kids make a difference in the way they are nurtured. She says crime has evolved in the society with time and the criminals are not born criminals but learned criminals.

The link of TEDxTalk, 'Acid Attack-The Prevailing Devil in our Society', on YouTube;

<https://youtu.be/DGfL8FhYm2Y>

Acid Attack Fighter Ritu, Awareness Activist

When Ms Ritu giggles, she gives no indication of the ordeal she's gone through in the year 2012. One look at her face, though, tells the horror story. An acid attack last year changed Ritu's life overnight. She dropped out of school, left state-level volleyball practice, and has confined herself to her Rohtak home. Haryana, with its skewed sex ratio, isn't the best of places for a girl to grow up. Ritu, like any other girls in State, has also sensed the male supremacy and retrogressive mindset at every step. After joining Stop Acid Attacks, Ritu's life is slowly getting back on track.

Acid Attack-The Prevailing Devil in our Society- Ms. Ritu, an acid attack survivor narrates her story of surviving an acid attack for which her own cousin was responsible. After fighting for the life she also fought for justice. She also tells about the SHEROES organization that works for acid attack victims.

Link of TEDxTalk,
'Discovering Society
through Dance', on
YouTube:

<https://youtu.be/BObuAnn84cE>

Mrs Manisha Gulyani, Kathak Danseuse

Mrs Gulyani is a kathak dancer well known for her refine movements, expressions and dexterity over rhythm. Trained in modern dance, T'ai Chi and Kalarippayattu. She took the Indian flavours to more than 15 countries. Founder of the 'Thirak India Cultural Society' with a mission to celebrate and share Indian cultural traditions, heritage and innovations and maker of the 'Thirak Utsav- Jaipur Dance Festival.' Being trained by Pt. Girdhari Maharaj, she has given training in USA, Poland and Netherlands to name a few. She has earned awards like Eklavya Samman, Women's Achiever Award, Padmini Nari Gaurav, Youth Icon Award and the list goes on and on.

Discovering Society through Dance- Mrs. Gulyani, a professional Kathak dancer who started learning at an early age of seven, tells how one can explore themselves through dance. She helps us elevate our understanding of Kathak through her beautiful performance.

Link of TEDxTalk, 'Help me!
I want to DIE!' on YouTube:

<https://youtu.be/iPh6rYA2gtQ>

Mr Paresh Gupta, CEO at MyCareerArchitects

Hailing from our very own Pink City, Jaipur. Mr Gupta has been a guide to the team of TEDx JECRC and has given his valuable inputs. Founder of three times national award-winning company SHARP Edge Learning and Neos Angel. He is CEO of my career architect and country head for Headstart network. He his not new to TEDx stage and has spoken at TEDx JUIT and TEDx SRCC. Done his MBA from London school of business and finance and is a trained financial modeller from Operis UK. Rated among Top 20 credit research analysts team in Europe. His name is Paresh Gupta.

Help me! I want to DIE! - Mr. Paresh Gupta, an entrepreneur & motivational speaker told us how society and parents force a child from his early childhood for studies and career. Both children and parents are suffering from this mental stress. Sometimes it ends into committing suicide.

Link of TEDx Talk,
'Socio-economic Crisis and
Sheer Poverty', on
YouTube:

<https://youtu.be/-mivmTBN77s>

Mrs Nina Nayak, Child rights and Human Rights Activist

Mrs Nayak has dedicated her entire life to the promotion and protection of child rights. Having served as a consultant in UNICEF, as the Chairperson of Karnataka State Commission for Protection of Child Rights, as the Honorary Vice President of Indian Council for Child Welfare, as the Honorary Working President Karnataka State Council for Child Welfare and numerous other influential positions, she has gathered a highly valuable experience of 30 years in the field of child development and protection which was efficiently reproduced at TEDx Bangalore. An AAP candidate from Bangalore South constituency and a social worker who has been praised with the Sadguru Gnanananda National Award for social entrepreneurship and from Bolar Education Trust for Dedication to Social Work, she has been a driving force in the implementation of 'Juvenile Justice Act' and the 'Protection of Children Against Sexual Offenses Act'.

Socio-economic Crisis and Sheer Poverty - Ms. Nina Nayak puts light on the socio-economic crisis that people live in. She talks about the joy of helping others and the pleasure of giving. She uses some real-life examples to explain to us that there is a big difference in which poverty exist in literature and in reality.

Link of TEDxTalk, 'From Sound to Silence', on YouTube:

<https://youtu.be/mdrYZ3mXxtI>

Ms Nandita Venkatesan, Tuberculosis AWARENESS Advocate

A communication professional and a public speaker, Ms. Nandita who was awarded for her courage by Zee Network, Franklin Templeton Investment, Rotary Award and Your Story, after getting severely infected by Tuberculosis twice in her lifetime in a quick succession lost 24kg, and suffered from complete hearing loss. But none of these obstacles could hinder her work. Even after suffering all that, she never let them come in her path and today, she is a journalist at The Economic Times, a Bharat Natyam dancer, now a TB awareness advocate and the only Indian selected to attend the Washington based ACTION.org public health advocacy training in Paris.

From Sound to Silence - Lessons from my journey into hearing loss - Ms. Venkatesan narrates her story of fighting tuberculosis but falling prey to the side effects of its drug thereby becoming impaired of hearing. She tells us about her world of silence, her choice to not give up, learning to lip read and using dance for healing.

Link of TEDx Talk, 'A PATHWAY TO HEALTHY SOCIETIES', on YouTube:

<https://youtu.be/LoYFgaF0PXM>

Mr Rameshwar Nath Kaul Bamezai, Professor, Human Genome

Mr Bamezai is a scientist, a researcher, a professor and a Padma Shree. He served as a faculty at IMS, BHU and now JNU. He was the DEAN of Life sciences and school of Computational and Integrative Sciences. With more than 37 years of experience in teaching and guiding, he has published 135 papers in Journals like CELL, JBC etc. Under his guidance, more than 40 students have done PhD and advanced researches related to Human Genetics were created in many universities. His field of research is focused on the nucleus of cell, where the information of the entire society resides.

A PATHWAY TO HEALTHY SOCIETIES - Mr. Bamezai, explained us through his talk, the innermost facts of our body; from the effect of fast economic development and change in lifestyle on our bodies to the functioning of tiny little cells. The gentleman used a very simple language to make the engineers, who had very little knowledge of biology, understand the biological complexities that constantly run in the background.

Post Event-

Speaker Dinner- The Organising Committee of TEDx JECRC along with the speakers was invited to the dinner by the college management. It was sheer pleasure for the team that had been working for three long months on the event and fantasizing about meeting their invited speakers in reality. The one to one interaction of the students with such renowned individualities was highly inspiring. The dinner took place on 25th March at Barbeque Nation, Jaipur between 8:00 PM to 10:00 PM.

Certification- In the second week of April the certificates were distributed to the team members and volunteers for their contribution in making the event a success; and to the attendees as a souvenir.

YouTube Videos- The recorded and edited video of each talk was sent to TED.com in June 1st week. The delay was caused due to the semester exams. On June 21 2017 all the talks were accepted by TED and posted as it is on their official YouTube channel TEDxTalk.

Online Presence-

The website; <http://tedxjecrc.com>

The TED.com Web page <https://www.ted.com/tedx/events/21015>

'TEDx Talks' YouTube Channel

Facebook Page (<https://www.facebook.com/tedxjecrc/>).

Twitter handle 'TEDxJECRC'

Organising Committee of TEDxJECRC 2017

- Shubham Gupta, IV year ME (Organiser)
- Kapil Bindal, III year EE (*Marketing/Communications*)
- Simran Bhatia, III year ECE (Hospitality)
- Hemant Khandelwal, II year CSE (*Marketing/Communications/Moderator*)
- Charu Upadhyay, II year ECE (*Curation*)
- Hanu Rohit, II year EC (*Operations/Logistics*)
- Vidushi Gaur II year ECE (*Marketing/Communications*)

Glimpse of TEDxJECRC

