SMC Central:
An Ode to Origins

27th – 28th January 2018, IIT Kanpur

Welcome

Schedule

Time	Main Stage (L20)	Workshop Track 1 (L19)	Workshop Track 2 (L18)
8:00 - 9:15	**Registration & Networking**		
9:15 - 9:30	**Welcome Note** Pradeep Bhargava (President, IITKAA) Manindra Agrawal (Deputy Director, IITK)		
9:30 - 9:55	**Chief Guest** Yogi Adityanath, CM		
9:55 - 10:20	**Keynote** Ravi Sakhuja (Indian American Forum, USA)		
10:20 - 10:45	**Talk: Secrets of Google Maps** Lalitesh Katragadda (Google India)		
10:45 - 11:15	**Tea**		
11:15 - 12:00	**Talk: Water Issues in India - Quantity, Quality, Measurement of Impurities, Clean Water, Distribution** Dr. Chintan Vaishnav (MIT Tata Center, USA)	**Workshop: Startup Fundamentals** Srikant Sastri (Crayon Data)	
12:00 - 12:30	**My Story** Saurabh Chandra (DIPP) Neil Bhaskar (NovaGroup, USA)	**Brief on Business Plan** Kamalesh Dwivedi (CIO, USA)	
12:30 - 13:30	**Panel Discussion: Investment** *Moderator:* Saurabh Srivastava (IAN) Subrata Mitra (Accel), Ashish Kumar (Fundamentum), Ajay Jindal (Wisdom Angels)	**Workshop: Bulletproofing Startups** Ravi Challu	
13:30 - 14:30	**Lunch**		
14:30 - 15:15	**Talk: Blockchain Technology** Kamalesh Dwivedi (CIO, USA)	**Workshop: Pitching it Right** Abhay Tandon (Target)	**Bode Training** Challenge to identify 4 members
15:15 - 16:15	**Panel Discussion: Waste Management** *Moderator:* Ravi Sakhuja Prof Sanjay Mahajani (IITB), Shekar Prabhakar (Hasirudala), Pankaj Agrawal, Dhivya Ravikumar (MIT Tata Center, USA)	**Workshop: Venture Catalysts** Vinayak Nath	
16:15 - 17:00	**My Story** Ambur Sur | Fintech Payment Marketplace Sachin Sharma | Event Management Scaling Vikas Choudhary | Logistics Marketplace	**Workshop: Innovation Framework** Sandeep Muju (PlutusKuber)	**Social Enterprise: Skill Development** Atul Bhatnagar (NSDC), Parmeet
17:00 - 18:00	**Panel Discussion: Startup Ecosystem** *Moderator:* Ravi Sakhuja Srikant Sastri (Crayon Data), Gopal Sutwala (TiE UP), Abhay Tandon (Target), Sanjiv Khosla (IITK Overseas Ambassador)	**Workshop: IP** Anand S Dayal (Koura & Co. Advocates)	
18:00 - 19:00	**Break**		

Schedule

SMC Central | IIT Kanpur 27th Jan 2018			
Time	**Main Stage (L20)**	**Workshop Track 1 (L19)**	**Workshop Track 2 (L18)**
19:00 - 20:00	**Sangeet Sandhya**		
20:00 - 20:45	**Special Talk: Project ECHO in India** Sanjeev Arora (University of New Mexico, USA)		
20:45 - 23:00	**Cultural Evening + Dinner**		

SMC Central | IIT Kanpur 28th Jan 2018			
Time	**Main Stage (L20)**	**Workshop Track 1 (L19)**	**Workshop Track 2 (L18)**
8:00 - 8:45	**SMC Challenge: Agritech** Dr Ragu Bharadwaj (Consultant to Sygenta, US Foods, Seed Genetics, Optimal Irrigation)		
8:45 - 9:10	**Talk: Rice Husk Incineration Emissions and Options** Santosh Shanbhogue (MIT Tata Center, USA)		
9:10 - 9:30	**Talk: Technology & Innovation** Ashutosh Saxena (IITK, Cornell, Stanford, AI and Home Energy Management)	**Workshop: Drones and Mobility** Brahm Awasthi & Hemant Sharma	**SMC Challenge: Corporate**
9:30 - 9:50	**Talk: Social Enterprise** Indrakant Jha (SWEEP Enviro / IITB)		
9:50 - 10:10	**Talk: Ash Bricks** Piyush Chaunsali (MIT Tata Center, USA)		
10:10 - 10:20	**Talk: Distributed Energy Systems** Ashok Das (Sunmoksha)		
10:20 - 10:40	**Tea**		
10:40 - 12:30	**SMC Select** (3.5 + 5 minutes per startup) *Judging Panel:* Abhay Tandon (Target) ++		
12:30 - 12:45	Govt Speaker		
12:45 - 13:15	**Closing Keynote** BVR Reddy (Chairman Nasscom, Scaling IT org globally)		
13:15 - 14:00	**Vote of Thanks + Photo Session**		
14:00 - 15:30	**Lunch + Networking**		

Speakers

Yogi Adityanath
Chief Minister of Uttar Pradesh

Ravi Sakhuja
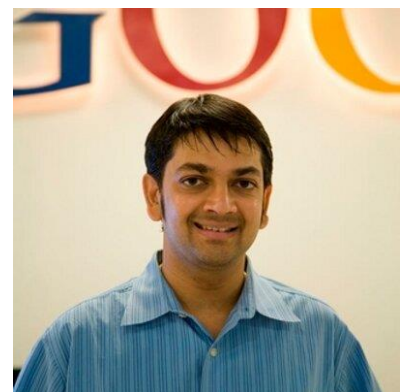National President, Indian American Forum, USA

He is the founder and former CEO of Tecogen, a ThermoElectron spinoff, in the area of commercial cogeneration and gas fired air-conditioning systems. He is also a Business Consultant at Apex Enterprises mentoring startups in energy efficiency or alternate energy sectors such as those focused on cogeneration, solar, wind, etc. helping them in the areas of general management, strategy, marketing and product development.

Lalitesh Katragadda
Former Country Head, Google India

An alumnus of IIT Bombay with a PhD in Robotics from Carnegie Mellon University, he is credited with developing Google Mapmaker, a tool that eventually led to the creation of Google Maps. He had joined Google in 2002, when the search giant acquired his San Francisco-based robotics start-up Sphereo. Subsequently, he moved to Bangalore to set up Google's India operations. He is currently building a national information platform on the 'next billion' people in India.

Dr. Chintan Vaishnav
Academic Director, MIT Tata Center, USA

Dr. Chintan Vaishnav is the Academic Director of MIT's Tata Center for Technology and Design and a Senior Lecturer at MIT's Sloan School of Management. He is a socio-technologist, an engineer trained to understand human as well as technological complexity in large socio-technical systems (eg. the internet). He is interested in creating such systems for improving lives in underserved communities, and in analyzing the implications of promoting and managing such technologies for policymakers, managers, and society at large.

Speakers

Neil Bhaskar

Saurabh Srivastava

Subrata Mitra

Ashish Kumar

Meet the Team

Pradeep Bhargava
Program Director, SMC

Sunil Gupta
Mentor

Jai Shankar Sharma
Mentor

Umesh Joshi
Lead-Sponsorship

Himesh Mishra
Outreach

Ajay Trivedi
Lead Sponsorship

Rohit Kakkar
Sponsorship

Vinay Garg
Program Manager

Himanshu Singh
Lead Program

Divija Rao
Lead SMC Select

Abhijit Sathe
SMC Select

Hemant Sharma
Lead Challenge

Ankit Surti
Lead One on One

Ramprasad V
Lead - Marketing and
Communication

Deeksha Awasthi
Outreach

IITK E-CELL

Shivam Rastogi
Overall-Coordinator

Mayank Chauhan
Overall-Coordinator

Mihikaa Jain
Head-Media and
Publicity

Shubham Jain
Head-Events

Siddharth Ganeriwala
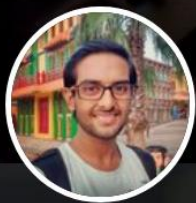Head-Web

Gourav Patidar
Head-Events

Akshay Agrawal
Head-Media and
Publicity

Kaustubh Mundra
Head - Startup
Development

Manasi Tripathi
Head-Events

Anutosh Nimesh
Head-Design

Meet the Team

Don't be shy! Let them know how great you are. This is the back cover of your booklet, so it's one of the first and last things the recipient sees.

It's a great place for your 'elevator pitch.' If you only had a few seconds to pitch your products or services to someone, what would you say?

- Consider including a couple of key takeaways on this back cover…

- Just remember that this is marketing—if you want to grab their attention, keep it brief, friendly, and readable.

Contact Us

If you have a physical location, provide brief directional information, such as highways or landmarks:

[Street Address]
[City, ST ZIP Code]

Phone: [Telephone]
Email: [Email address]
Web: [Web address]