

TEDx Pilani

...Unveiling India

Center for Entrepreneurial Leadership, BITS Pilani organized TEDxPilani (...unveiling India!) in association with APOGEE 2010 on the 13th of March 2010.

TED is an international community focusing on the motto of "ideas worth spreading". A TEDx is an independently organized TED event. TEDxPilani was one such event which was organized by the students at BITS Pilani. There were 8 speakers in all and the event was hosted by TED fellow Prathamesh Naik. The event was held in the Auditorium between 10 am to 5 pm and drew an audience of over 1000 students, corporate and faculty.

Dr. K.N. Ganeshiah started with a talk relating Lord Hanuman to the first botanist and discussed the real existence of the Sanjeevani herb. Harish Sivaramakrishnan, with infectious enthusiasm and entertaining style explained the importance of user-experience in software design. Kartick Satyanarayanan spoke about how wildlife SOS in India had worked in an ingenious way to convert poachers into protectors. Vishal Talreja, the co-founder of Dream-a-Dream provided startling facts and figures about the unprivileged children in India and how his foundation had worked to rehabilitate these children.

In the afternoon session, Cleo Paskal, the author of 'Global Warring' shared mind-boggling insights into the geopolitical and energy related repercussions of environmental change. Nitin Gokhale gave some serious thought to the threats posed to national security today. Rahul Roushan, the genius behind Faking News and the most awaited talk on campus spoke about a novel concept of revamping the TRP system. His anecdotes and spontaneity had the whole audience rolling with laughter. Nakul Shenoy, the mind-reader and former magician fulfilled the anticipation with a couple of tricks which left everyone utterly amazed and brought to an end an amazing TEDx conference.

The event also screened three TED talks. Each of them was well appreciated and Harsha Bhogle's TED Talk drew the maximum applause.

The event set new benchmarks for the TEDx conferences. It was a one of its kind event which not only complied with all the rules required for organizing a TEDx conference but also introduced new innovations like the fellowship program and videos introducing the speakers (presented by CDS Solutions)

TEDxPilani was the first TEDx event in India to offer live webcast all over the world which mustered peak viewership of over 300. The stage setup depicted a traditional Rajasthani household with an open fire-place, char pai and hukka set. Another highlight before the event was when the topic #TEDxPilani became a trending topic on twitter India alongside #IPL, #China, etc. (according to ookull.com).

The fact that this event was organized solely by students enrolled in undergraduate courses at BITS, Pilani and the innovations introduced were appreciated widely.

About TEDx: In the spirit of "ideas worth spreading," TED has created TEDx. TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. Our event is called TEDxPilani, where x = independently organized TED event. At TEDxPilani, TEDTalks video and live speakers will combine to spark deep discussion and connection in a small group. The TED Conference provides general guidance for the TEDx program, but individual TEDx events, including ours, are self-organized.

To know more about the event and organizers please contact the team.

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