



PROGRESS REPORT

TED^xDTU

x = independently organized TED event

1. The Organization

TED

TED is a global platform with an annual conference that brings together the world's leading thinkers, social entrepreneurs and changemakers to share ideas that matter in any discipline—technology, entertainment, design, science, environment, business. The talks at the conference, “TED Talks,” are then made available for free online at TED.com. Over 100 million people view TED videos annually.

TEDx

In the spirit of “ideas worth spreading,” TED created TEDx, a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TED Talk videos and live speakers combine to spark deep discussion and connections. In 2014, more than 10,000 TEDx events were hosted worldwide.

2. The Past Event

- Re-established in 2015, team TEDxDTU has worked endlessly to deliver one of the highest quality TEDx events in India.
- Our previous event held in March 2017 was witnessed by an audience of 100 consisting of designers, professionals, and motivated students alike; top faculty of DTU and representatives from various media organizations.
- The organizing team put together a line-up of speakers consisting of artists, celebrities, industrialists, visionaries and motivators who inspired thousands of people with their words of change.
- TEDxDTU had the privilege of being covered by 11 Media Partners catering to an audience of over 4 Million.
- The conference was featured on various television channels, magazines and media websites including NDTV (The Buck Stops Here), Forbes Magazine, The Statesman, Vogue Magazine, Youth ki Awaaz, Daily O and many more.

3. **Our Mission**

- Spread awareness about various socio-economic issues and provide the needed help to make the world better.
- Deliver a top quality TEDx event reaching out to audience around the globe.
- Entertain the audience with extraordinary performances and groundbreaking ideas from any and all fields possible.
- Bring the world up to speed with some of the greatest and revolutionary breakthroughs and innovations of the Century.
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4. **Past Dignitaries**

- **Mr. Dilip Chhabria** - Renowned style guru when it comes to remodelling cars and the Founder of DC Design, an Indian design firm which designs and builds concept cars and prototypes.
- **Dr. Ashok Seth** - Recipient of numerous prestigious awards, including 'Padma Bhushan', he is the Chairman of Fortis Escorts Heart Institute and Head of Cardiology Council of Fortis Group of Hospitals.
- **Ms. Richa Chadda** - A powerful actress who is known for her unconventional characters. She was awarded the 'Filmfare Critics Award for Best Actress' in 2013 and 'Stardust Award for Performer of the Year' in 2015.
- **Mr. Aaron Friedland** - Founder and Executive Director of The Walking School Bus, an organization which aims to help students worldwide access education. He has also worked as an Economic Analyst at UN Watch.
- **Mr. Taru Dalmia** - Also known by his stage name 'Delhi Sultanate', he is a poet and hip hop/dancehall MC who also happens to be an academic historian and social activist.
- **Dr. Kiran Bedi** - She is a retired Indian Police Service (IPS) officer. She is the first woman to join the IPS in 1972. Her committed service and endless fight against injustice has earned her immense respect from millions.

5. The Upcoming Event

TEDxDTU 2017 will be a one-day event that focuses on spreading new and brilliant ideas through the words of some of the greatest visionaries, innovators, problem solvers and connectors of the 21st Century. With all such people gathered in one space, it's inevitable that sparks will happen, ideas will find momentum, and positive change will take birth. A seed that can push boundaries, and reinvent our local society. This is our dream for TEDxDTU. And we want you to be a part of it.

OUR **THEME**

BECAUSE GREY MATTERS

Referring to the region between black & white, the theme represents the complexity of human lives, minds and situations. Those who take the road less travelled by and the ones who have been oppressed often find themselves battling a lone war and are left in the gray.

Gray matter also alludes to the importance of broad minded thinking by pushing the boundaries of innovation, creativity, art, music and innumerable other fields.

"Because Grey Matters' encourages everyone to realize that humanity lies in the overlap of colors and regions and not just in polarizing extremes.

6. Confirmed & Expected Speakers

- **Laxmi Agarwal - Founder of Stop Acid Attacks. She is the director of Chhanv Foundation and the recipient of International Women of Courage Award. NDTV chose her as " Indian Of the Year".**
- **Sanjay Aggarwal – Managing Director of Fortum India and an alumnus of Delhi College of Engineering.**
- **Ms. Monica Dogra - Actress and singer from the electronic rock duo Shaa'ir and Func.**
- **Mr. Madhav Gadgil - Padma Bhushan awardee Indian ecologist, academic, writer and columnist.**

- **Mr. Rishabh Seen – The world’s 1st metal sitar player, Rishabh Seen is also the founder of a Delhi based classical-djent band ‘Mute the Saint’.**
- **Baba Rampuri – Born William A. Gans, he is the first ever westerner to become a ‘Naga Baba’. He has written the book “Autobiography of a Sadhu: A journey into Mystic India”**

7. Event Budget

a. Travel Expenses

Travel expenses include flight travel (business / economy class) and from their city of residence to the New Delhi prior to the event. It will also include all their transportation needs within the city (to-from event venue to their place of stay).

Speaker Travel					
Name	Airline / Booking Website	No. of tickets	Travel Class	Cost / ticket	Total
Monica Dogra	Go Air / Cleartrip	2	Business Class Economy Class	Rs.14,000/- Rs. 5,500/-	Rs. 19,500/-
Madhav Gadgil	Jet Airways / Cleartrip	1	Economy Class	Rs. 6,044/-	Rs.6,500/-
Grand Total					Rs. 26,000/-

Transportation within the city will include collecting speakers from the airport, their commune to-from their hotels & event venue and drop-off to the airport.

All speakers will be provided with sedans or SUVs for their commute along with a chauffeured driver.

The cost for transportation is estimated to be around Rs. 20,000/- (max).

b. Logistics

TEDxDTU prides itself in its logistical skills and ideas and this year we plan to take it a step forward with a more exquisite and interesting stage and venue design. The event publicity drives as well as publicity of the event and sponsors at DTU will incur printing costs which will include posters, banners, flexes, standees and other forms of print media.

Logistics	
Sound (JBL)	Rs. 30,000/-
LED Screens (16x20) (2x16x4)	Rs. 75,000/-
Walki Talkie (20)	Rs. 8,000/-
Carpet (On Stage)	Rs. 25,000/-
Banners (With iron frame Rs. 40/- per sq. ft.) (With wooden frame Rs. 25/- per sq. ft.) (Steel lamp banners Rs. 14/- per sq. ft.) (Standees Rs. 1350/- per sq. ft.)	Rs. 47,000/-
Agency Charges	10% of billed amount
Service Tax	15% of billed amount
Grand Total	Rs. 2,31,250/-

c. Food & Accommodations

Food shall include meals for all speakers and attendees during the term of the event. Meals will include 2 tea/coffee breaks and 1 lunch break. There may also be stalls of various food chains situated outside the event venue for them to sell their products.

Food & Drinks			
	Cost	No. of Plates	Total
Attendees	Rs. 250/-	500	Rs. 1,25,000/-
Speakers & Other Dignitaries	Rs. 350/-	50	Rs. 17,500/-
Grand Total			Rs. 1,42,500/-

Accommodations include stay of speakers in 3 – 5 star hotels for a day prior to the event and the day of the event.

Speaker Accomodation						
Name	Hotel	No. of Rooms	No. of Days	Room Type	Cost / night	Total
Monica Dogra	Raddison Blu Paschim Vihar	2	3	Deluxe Suite	Rs. 5,500/-	Rs. 33,000/-
Madhav Gadgil	University Guest House	1	3		Rs. 1000/-	Rs. 3,000/-
Laxmi Agarwal	Premier Inn Shalimar Bagh	1	3	Accessible Room	Rs. 3800/-	Rs. 11,400/-
To-be confirmed speakers	Raddison Blu Paschim Vihar	3	3	Deluxe Room	Rs, 5,500/-	Rs. 49,500 /-
To-be confirmed speakers	Premier Inn Shalimar Bagh / Oyo Rooms	4	3	Accessible Room	Rs. 3,800/-	Rs. 45,600/-
Grand Total						Rs. 1,42,500/-

▪ **Videography & Live Stream**

The TEDxDTU team plans on providing our audience with a real-time edited video playback of the event on LEDs present in the event venue. We also intend to Live Stream the event in the campus for people who would like to view the event and also a Live Stream on Facebook so that people sitting at home can also be a part of the exclusive conference.

Videography & Live Streaming	
Live Webcast on Facebook <ul style="list-style-type: none"> • Webcast setup for streaming in Flash Media format at single speed on client's Facbook account • Webcast Quality video CD • One day prior network testing using laptop 	Rs. 35,000/-

Three camera setup with online switching facility, DV tape recorder, talkback system, cameramen for event day	Rs. 25,000/-
AV / PPT integration into Live Webcast	Rs. 10,000/-
Provision of static on-off type image over-lays in PNG format for lower two thirds from encoder machines	Rs. 10,000/-
Local Conveyance	Rs. 5,000/-
Coordination Charges	15% of billed amount
Service & Cess Tax	15% of net amount
Grand Total	Rs. 1,12,420/-

- **Delegation & Speaker Kits**

TEDxDTU will be providing the 300 delegates and speakers with kits to take back with them. These will contain stationary items, brochures, souvenirs etc. The expected cost is not to be more than Rs. 10,000.

d. **Final Budget**

Products / Services	Cost (Rs.)
Air Travel	Rs. 26,000/-
Transportation	Rs. 20,000/-
Logistics	Rs. 2,31,250/-
Food	Rs. 1,42,500/-
Accommodations	Rs. 1,42,500/-
Videography & Live Stream	Rs. 1,12,420/-
Advertising	Rs. 30,000/-
Grand Total	Rs. 7,04,670/-

8. **Fund Gathering**

Funds for the execution of TEDxDTU 2017 are to be gathered through the following three ways:

- **Attendee fee**
Will be the ticket fee (Rs.1000) charged from 300 attendees and will therefore come up to be **Rs.3 lacs**.
- **Corporate Sponsorships**
As of January 28th, 2017, TCS has agreed to be a sponsor for the event by providing a sponsorship of **Rs. 55,000** only. Furthermore, the Corporate Development Team of TEDxDTU is working on securing a few more sponsorships.
- **University Funding (If approved)**

We have the bills and receipts of all the expenses in which college aided. To summarise, a large chunk of the money provided by DTU was utilized in logistical costs and travel arrangements for speakers outside Delhi.

For further information, please call Rohit Ghosh (9910016311) or Nilasis (9599436230)

Thank you