

Press Release

Cashless & Mobile Higher Education Conference 2017

By TCOE India, Supported by DoT, Government of India



दूरसंचार विभाग
Department of Telecommunications
Government of India

I-MADE | Unified

Cashless & Mobile Higher Education Conference 2017
By TCOE India, Supported by DoT, Government of India

MEDIA PARTNERS: Bizztor, TECHSTORY.

OUR SPONSORS: EVC, CAMPUS

ECOSYSTEM PARTNER: BW DiSrupt

VENUE PARTNER: सी-डॉट C-DoT, TCOE India

New Delhi, 15th September 2017: Keeping Prime Minister Narendra Modi's vision of Digital India in mind, Innovation in Mobile Application Development Ecosystem (I-Made) initiative of TCOE India and Department of Telecommunications had organized **Cashless & Mobile Higher Education Conference** on September 15, 2017 at C-DoT.

The Conference had participants from Department of Telecommunications, TCOE India, Unified, EVC Ventures, and Higher Ed institutions across India including institutions that fall under Delhi University and Indraprastha University.

I-MADE initiative is helping universities go mobile at 'No Cost at all'. With more than 35,000 institutions, 20 million students and a million plus apps, I-Made is not just empowering institutions but is also helping students turn ideas into revenue generating companies. Since inception in Feb'2016, 2000+ applications have been received, 300+ institutions have been onboarded with 250+ mobile apps live on appstore.



Highlights of The Conference

- Mr Anurag Vibhuti, Deputy Director (TCOE India), kickstarted the conference throwing light on the partnership between TCOE and I-Made.
- Mr. R K Pathak, Director TCOE India highlighting the benefits accruing to the participating institutes and their students
- Dr Pratyusha Vatsala, Principal of Lakshmibai college from DU and Dr Srinivas, from CHBPGEC IP University shared their experience on how I-Made helped them align with their Digital Campus mission and how it has enhanced engagement with students. This was followed by Mr Vikram Bawa, CEO I-Made, give a live demo on how I-Made works and how different applets inside it help institutions engage and retain students like never before including e-payments and student wallet among other features.
- The Ideation Marathon, B-Plan competition, saw 6 Teams (Finalists) presenting their Business Plans with a final aim to pitch to global seasoned investors, like EVC Ventures, and win cash prizes.
- The Conference is planned to take place PAN India in the coming months.



About I-Made

The goal of I-MADE initiative is to help colleges digitize their resources and processes to derive better student-faculty engagement and help facilitate information access on the go. It is also designed to provide students training on different aspects of mobile app development to encourage entrepreneurship with a goal of building 1 million mobile app start-ups.