

Department of Public Relations, Chandigarh Administration
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Press Release

Chandigarh, September 6:- The city will play host to the sixth edition of annual mega IT event, eRevolution 2010 at Hotel Mountview on September 29-30.

The two-day conference is being hosted jointly by the Chandigarh Administration and Punjab Government along with STPI Mohali, to formulate a five-years agenda for the region where ICT adoption to ensure speedy socio-economic development, improve bottom-line for the MSMEs, and also deliver citizen-centric and government-to-business services more efficiently and effectively.

As a part of the joint endeavour to transform this region into a knowledge hub, the next big step for all stakeholders is to deploy ICT in every sector, whether it is education, governance, health, or services, said Mr. Rakesh Verma, Managing Director, Punjab Infotech.

MSMEs have great role to play in ensuring an inclusive growth so that the benefits of development percolate down to the people who are at the 'bottom of the pyramid', and transform their lives for the better, Mr. Verma added.

The knowledge partners for eRevolution, NASSCOM and the Chandigarh-Punjab chapter of the TiE, have lined up successful entrepreneurs and thought leaders to lead the discussions to make not only the private enterprises but also the governments "future ready".

Mr. Som Mittal, President, NASSCOM would be leading the discussions on the five-years' vision plan for Chandigarh and Punjab. The discussion will focus on how globalization and the knowledge economy are the defining and inter-twining narratives of the last two decades of the transformation in Indian economy.

The states like Punjab and Chandigarh Administration, will have to recognize these opportunities and rise to the challenges of the shifting economy, build on their strengths and adapt to the changes. These cities will need to invest in skills appropriate to their key sectors, and can benefit from the innovation associated with higher skills as well as spin off benefits of educational institutions.

Centre head of STPI-Mohali, Ajay Srivastava feels that the region had a successful journey in the last decade with an exponential growth and is one of the best tier II region, which has the capability of developing into a product hub

One of the key sessions will focus on the next-generation marketing tools like WEB 2.0, Twitter, Facebook, LinkedIn etc, and

how these are being used for rapidly growing SME's and citizen centric governments, with 3G technology and mobile applications further revolutionizing mGovernance, mBanking, mCommerce, with limitless opportunities for startups too.

According to Mr. Puneet Vatsayan, President of the Chandigarh-Punjab Chapter of The Indus Entrepreneur (TiE), recent studies indicate, a significant portion of future growth will come from small and medium organizations, paving the way for innovations that can have positive impact on the lives of the masses.

Mr. Sandeep Hans, Director IT, UT Administration, said that the region has emerged as the knowledge hub of north India, and the government is very responsive to assimilate new ideas, draft a vision plan for next five years, encourage entrepreneurship, and popularize ICT for inclusive growth. He informed that the delegates would have the option to enjoy golf on the second day morning as well as a guided tour of the city.