

13-14 SEP

AGILE KOLKATA 2024

CO-HOST



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About Us

Agile Network India's **AgileKolkata.com** Conference is one of the most important platforms for the Lean-Agile community in India since its inception in 2021.

Agile Kolkata conference is organised annually & is in its **fourth successive edition** in 2024. The Conference focuses on bringing the best & most emergent ideas about Lean-Agile, & some of the most important global minds working in this field under one roof.



Conference Theme

Crafting Sustainable: Planet, Enterprise & Individual

This theme emphasizes building a sustainable tomorrow using emerging technologies & adapting to the changing world. With a focus on leveraging technology like AI, DevOps, & Big Data to maximise ROI, this event seeks to enable participants to drive change, deliver value, & make an impact on the future while being aligned with ESG goals.

Sub Theme:

- **Technology : Maximize ROI & Meet ESG goals** - This sub-theme addresses the need for organisations to navigate the challenges of evolving technology & meet the ROI & ESG goals.
- **People: Empower Individuals for Digital Age Inclusion** - This sub-theme arms leaders with strategies to navigate & leverage technology for organisational & workforce advancement.
- **Methodology: Transforming Uncertainty into Precision** - This sub-theme focuses on the methodologies that organisations adopt in the process of converting concept-to-cash.

Keynote Speakers



Madan Mohan Chakraborty
CEO & MD
Iskraemeco India



Dipankar Bose
Chief Financial
Officer, Ananda
Publishers Pvt Ltd



Swami Vedavratana
Manager, Advaita
Ashrama, Kolkata

About Co-Host



Calcutta Business School (CBS) is a 15-year-old residential AICTE approved B-School and a part of Shikshayatan Foundation having 103 years of legacy in education, promoted and governed by eminent industrialists and academicians. Mr. S.K Birla, renowned industrialist, Chairman of S K Birla Group of Industries and ex-president of FICCI is presently the Chairman of the Board. CBS have collected award for “Excellence in Corporate Networking” from ABP Ananda and “Excellence in Innovative Educational Curriculum” from News 18.

Targeted & Expected Domains for Participation

- Automotive
- Consumer/FMCG
- Edtech
- Fintech
- Healthcare
- Information Technology

- Telecommunications
- E-commerce & Retail
- Banking, Finance & Insurance
- Engineering & Manufacturing & more

Targeted & Expected Participant Profile

Academia

Deans from Undergraduate & Post-Graduate Courses, HoDs, Faculties, Students,

Executives & Leadership

CEOs, Directors, Engineering Heads, Founders, General Managers, Head of Delivery, Head of Technology Strategy, Vice-Presidents

Practitioners

Agile Coaches, Business Analysts, Developers, Product Managers, Product Owners, Program Managers, Portfolio Managers, Scrum Masters, Software Engineers, Solution Architects

Past Keynote Speakers



Kripadyuti Sarkar
Group CIO,
Ambuja Neotia



Amitabh Ray
Former Managing
Director, Ericsson
Global Services



Prof. Anupam Bhattacharya
Principal, IEM



Swami Atmavikasananda
Head - CSR Department
RK Mission, Belur Math



Swami Sarvottamananda
Vice Chancellor,
Ramakrishna Mission
Vivekananda University



Subhamoy Chakraborti
CTO, ABP Group



Jeff Stuit
Founder,
Improvement School



Lokesh Nathany
Storyteller, Motiva-
tional speaker &
Founder,
My Innings



Amit Khan
CIO, mjunction
Services Ltd



**Swami Vedati-
tananda**
Monk of the
Ramakrishna Order



Statistics



Feedback

- I liked that all concepts of AI are sequentially explained
- Panel discussion was very good with great insights
- Discussion on DevOps and Technical Agility was encouraging
- I liked sessions on AI with Agility & panel discussion

Sponsorship Package

Agile Kolkata provides a unique way to connect with potential customers & partners to showcase your offerings.

Benefits	Sponsor	Supporter
Booth Space	✓	X
Transparent Logo on Website	300 x 300	300 x 300
Description on Website	250 words	100 words
URL Redirect on Website	✓	X
Logo on T-shirt	✓	X
Logo on Bag	✓	X
Bag Inserts (Preferably digital version shared with participants)	4	X
Logo on Lanyard	✓	X
Logo on Badge	✓	X
Social Media Post Mentions	6	1
Email to Attendees	2	X
Complimentary Passes	6	1
Additional Discounted Registrations	10%	X
Investment (INR)	5,00,000	1,00,000

*Tax will be applicable as per the government rules



Benefits to Sponsor

- **Leverage Event Marketing:**
You can increase brand exposure through the event marketing, advertising & social media marketing
- **Influence the Decision Makers:**
You will be having direct access to the well-qualified, senior-level audience of decision makers (50-70%+ are involved in purchasing decisions, as per past event data)
- **Structured & Professional Set up to Market Product & Services:**
The Conferences provide a structured & professional setting to connect & market your product or services to the potential customers as the discussions are around the solution oriented topics working as appropriate occasion to pitch in your services
- **Tap into new Geographic Locations, Local Business and Audience:**
The Conference gets participation from various cities in India. You can avail the opportunity to tap into these locations & connect with potential clients, local businesses & networking partners.
- **Pre & Post Event Engagement:**
As a title sponsor you get an opportunity to engage with participants & community network followers before & after the Conference.
- **Get connected with Academia, Find Right Talent:**
This gives a unique opportunity to connect with educational institutes in five cities & find the right talent for hiring.
(*subject to Conference being hosted in an education institute)

**Not all benefits are applicable for supporter*

**For Sponsorship Package
Reach Us at**

community@agilenetworkindia.com

Know more at

www.agilekolkata.com

