



# TED<sup>x</sup> ISME Bangalore

x = independently organized TED event

03 December 2022

## INTERNATIONAL SCHOOL OF MANAGEMENT EXCELLENCE

Influencing through




Soft Power



# The Idea

A blend of tech, entertainment and design formulates TED. The world welcomed TED in 1990. This annual event, attracted influential and inspiring individuals who strive to make a change. What started as a phenomenon has become a worldwide community of passionate people. For people, TED rose to become one of the most influential and emotional platform for inspiration and brewing conversations.





# TEDx

**Ideas worth sharing**

Created in the spirit of discovering varied perceptions and ideas generated by experienced individuals, TEDx is the platform which seeks to unearth brewing conversations in the community. Organized independently, this event aids in bringing the experience to our communities. An endeavor like this hopes to spark **connections through conversations**. A global community which not only encourages actions but also works tirelessly to shape the underlying ideas and perceptions.

# ISME

## **INTERNATIONAL SCHOOL OF MANAGEMENT & EXCELLENCE**

An institution which aims to redefine global education along with providing value learning and experiences. ISME provides the knowledge which aids in tackling global business environment as well as fosters learning and enthusiasm among the youth for the corporate world. Founded in 2006 and supported by alumni from Carnegie Mellon, Purdue, and Wharton in the USA, ISME offers an international business education experience .

Recognised by Times of India, ISME is founded by NVT Quality Certification an ISO accreditation body that has certified companies for over 25 years across 36 countries.

ISME  
BANGALORE







# TEDx@ISME

TEDx is an event, conducted for inspiring and inciting conversations. Inspiration comes from roots. Staying true to tradition and originality, ISME is conducting TEDx on its own. By being a hub for innovation and influential ideas, it depicts the ability to conduct this event in it's own unique way. They say inspiration and change originate from within.

Why not begin at home?

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# About

Created in the spirit of discovering varied perceptions and ideas generated by experienced individuals in the community, TEDx is the platform which seeks to unearth brewing conversations in the community. Organised independently, this event aids in bringing their experience to our communities. An endeavour like these hopes to spark connections and conversations. TEDxISMEBangalore joins the global TEDx community, which not only promotes idea and perception, but also puts plans into action.





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# Influencing through Soft Power

When faced with roadblocks, often the ability to co-opt rather than coerce works wonders. Often, people are inspired by the most unexpected sources at the most unexpected times. The power of persuasion not only encourages people to express their ideas but also shape them to achieve favorable outcomes. Communication is an integral tool which aids in spreading this awareness. In the true sense of the phrase, efforts matter more than results, so we aim to deliver experiences that will inspire people to be a part of a change. We look forward to creating lasting impressions through potent sources of soft power. By using soft power, we aim to develop a culture of listening and acceptance of diverse opinions and perspectives.

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# Dr Shekhar Seshadri

Advisor-SAMVAD| Educator| Musician

To inspire people with his experience and guidance, we introduce you to Dr. Shekhar Seshadri, a renowned psychiatrist and Former Senior Professor at the Department of Child and Adolescent Psychiatry, NIMHANS. His work has extended beyond the clinical population to children and child care service providers across India and South Asia. A co-author of two books ,a prolific contributor in public child mental health and life skills and also a musician, Dr. Seshadri has made an immense impact on society through his ability to influence and inspire through soft power.





# Vinoo Matthew

Musician | Market Researcher

A creative intellectual, Mr. Vinoo Matthew has many decades of market research experience. This includes tenure with India's leading market research agencies. Aside from his professional accomplishments, he has played music for longer than anyone needs to, and has played rock, jazz, blues and fusion. Currently working as an independent Market Research Consultant, he offers services to companies needing in-house market research. Bringing together his musical skills and expertise, he shares the platform with Dr Shekhar Seshadri on this TEDxTalk.

A grayscale portrait of R.K. Misra, an elderly man with short, graying hair and round glasses. He is wearing a dark polo shirt under a light-colored jacket. The portrait is positioned on the left side of the page, partially overlapping a large white arrow shape that points towards the right. The background of the entire page features a vibrant, abstract pattern of red and orange flames or smoke, which is also partially obscured by the white arrow shape.

# R.K Misra

Leader | Innovator | Founder

A beacon of inspiration, Mr. R.K. Misra. A renowned politician and scholar, Mr. Misra is known for his many successful entrepreneurial endeavours and philanthropic efforts. He is the founder of Tenet Technologies, Tenet Telecom, and Tenet Holdings, as well as the co-founder of YULU, India's largest shared mobility platform. An alumnus of IIT Kanpur and Tokyo University, Mr. Misra now focuses on philanthropy and politics through SAHYOG, a social welfare council that provides livelihood opportunities to the poor that he founded in 2005. He is known for his active engagement in state government, central ministries, and industry bodies on matters of public policy and economic development.





# Vidhya Sivaramakrishnan

Deputy Editor| Writer| Narrator

People are inspired through stories, which are generated from experiences. To bring forward such experiences, Ms. Vidhya Sivaramakrishnan works towards bridging the gap between vision and reality. Working as a journalist, she uses her power of speech to communicate stories from different fields like talent, leadership, work culture, scaling up, inclusion and diversity, and gender balance. Currently working as a Deputy Editor at Your Story Media, she uses her creativity to narrate inspiring stories of startups and the milestones of their journeys. Using her exceptional communication skills, she inspires and influences people. She truly justifies the phrase, “The true alchemists do not change lead into gold; they change the world into words.“





# Gauthami Jeji

Model | Actor | Counsellor

In a world full of trend followers, we introduce a true trendsetter, a woman refining standards, Ms. Gauthami Jeji. A highly successful theatre artist, actor, spiritual counselor, and model who has featured in Lakme Fashion Week- FDCI, and cover page of Cosmopolitan, her charisma and tenacity have refined beauty standards with diversity and inclusivity. An advocate for equality and safety in the modelling industry, she is paving a path free of exploitation and bias for any that may come after her. Ms. Jeji promotes the importance of embracing ourselves, being comfortable in our own skin, and above all, having the confidence to be ourselves.



# TEDxItinerary

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S NO.	EVENT	Time
01	Introduction	10:30-10:40
02	TedxTalk by R. K. Misra	10:40-11:00
03	Icebreaker (1)	11:00-11:10
04	TedxTalk by Gauthami Jeji	11:10-11:30
05	Refreshments	11:30-12:00
06	Performance	12:00-12:05
07	TEDxTalk by Vidhya Sivaramakrishnan	12:05-12:25
08	Ice Breaker (2)	12:25-12:35
09	TedxTalk & Performance by Dr. Shekhar Seshadri & Vinoo Matthew	12:35-12:55
10	Vote of thanks	12:55-1:00





ISME

# TEDx ISME Bangalore

DEC 2022

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VENUE: ISME Auditorium



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