



Ministry of Electronics and Information Technology
Government of India

सत्यमेव जयते



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नीति आयोग



Digital India
Power To Empower

RAIS III 2020

RESPONSIBLE AI FOR SOCIAL EMPOWERMENT



National e-Governance Division

Objectives

Unveil

Unveil India's Vision for AI

- Transformational role to advance AI globally

Launch

Launch Action Roadmap

- National Program, Platforms, Framework and Ideas to benefit masses

Showcase

Showcase India's Tech Talent

- Academia, Industry, and Startups

Create

Create National Awareness

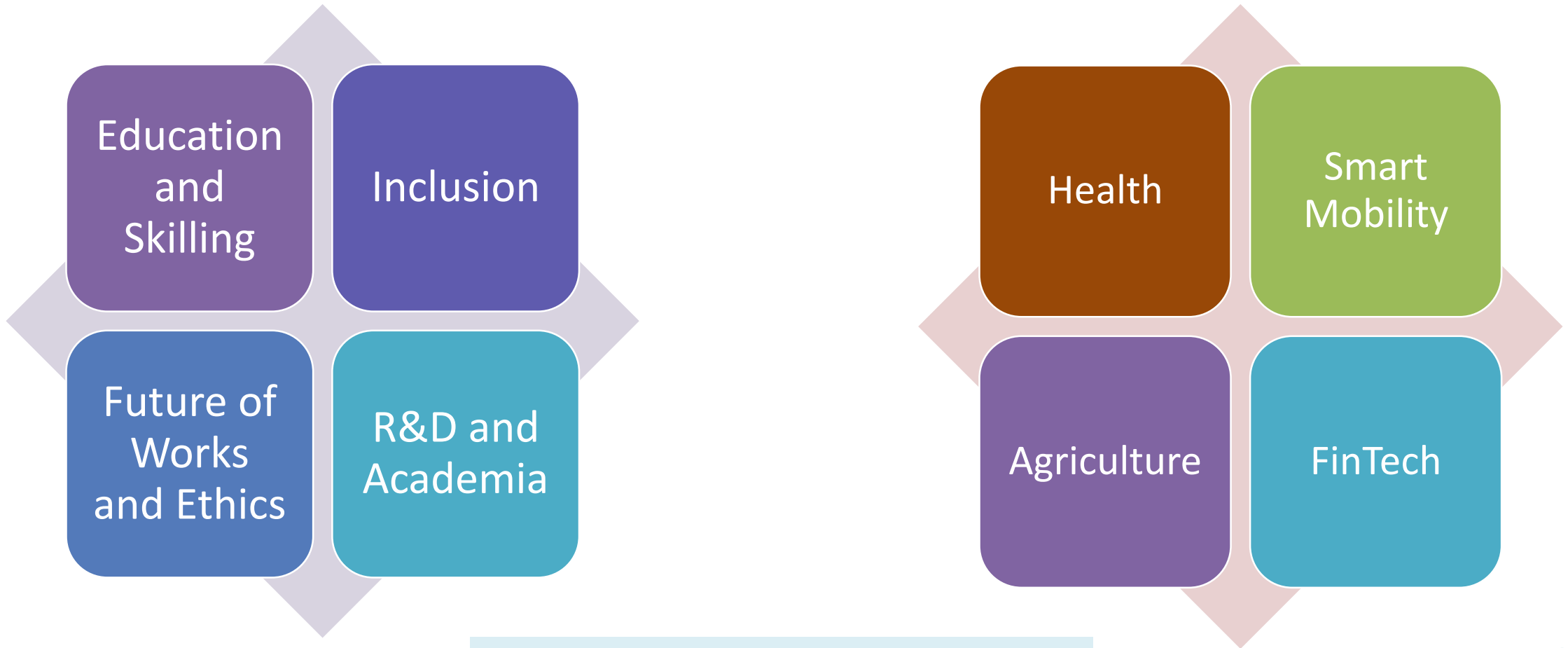
- Focus on AI in Departments, States, Schools & Colleges

Campaign Messaging

- **Position India as the AI Destination of the World**
(From both Demand side and Supply Side)
- **“Responsible AI” synonym to India’s AI Vision**
- **Convey India AI Vision to the World**
(AI for Social Good, Inclusiveness and Empowerment)
- **MeitY championing the AI movement of India**



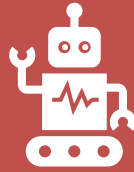
Major Tracks – Day 1 and 2



Venue: Vigyan Bhawan



Startup Fest



AI PitchFest – 10th April 2020



AI Start-up Theater – 11th and
12th April 2020



Cool AI Start-up Awards – 11th
April 2020

Startup Initiatives

- **AI PitchFest – 10th April 2020** <https://innovate.mygov.in/raise-2020/>

Make the Pitch Fest a Hub for Global AI startups to network with Top VC's and Industry leaders/influencers - An Annual Destination

- Audience: ~50 VC's and potential customers
 - Pitch slots: TBD based on number of startups qualify (Typically 20~25 min)
 - Networking and showcase
 - 1x1 scheduled meetings in meeting rooms to be provided
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- **AI Startup Theater 11th and 12th April 2020**
 - Opportunity for them to demo/present/showcase at event
 - Gives a start-up vibrancy and carnival feel to the Summit
 - Prominent designated open area with a screen in the pavilion/showcase zone
 - A casual sit down and stand up area with coffee and snacks
 - 15 - 20 minutes sessions every 30 minutes, 24 sessions over 2 days
 - Schedule is drawn up and slots booked and published before the event
 - *This becomes yet another property to be mon*
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- **AI Startup Awards – 11th April 2020**
 - Make it prestigious for start-ups to aspire to participate – The sought-after AI startup award
 - Awards to be given to cool innovative start-ups in various categories examples below (list needs to be refined after discussion)
 - Jury and criteria to be announced

Lead up events

International and Domestic Outreach

Build interest and Marketing for the main event

Ecosystem outreach

Engaging global thought leaders who are unable to be present at event

International Locations

- US-SFO, US-DC/NY, Germany, UK, Singapore, Israel

Domestic Locations

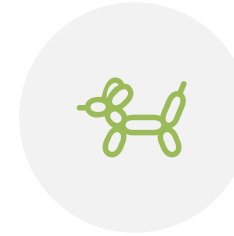
- Ahmedabad, Hyderabad, Kanpur, Kolkata, Delhi, **Chennai (4th March)**, Bangalore

RAISE 2020

Summit Plan



LEAD UP EVENTS



**STARTUP FEST &
EXHIBITION
(10TH APRIL)**



**2 DAYS SUMMIT
(11TH – 12TH
APRIL)**



**PROGRAM LAUNCHES
DURING SUMMIT**



**STARTUP
AWARDS NIGHT
ON 11TH APRIL**

Confirmed Speakers

(As on 25 Feb 2020)



Expectation



Participation at the highest level



Engagement as Sponsoring Partners



Engagement as Knowledge Partners



Engagement as Side Event Owner



Creating Buzz around RAISE in their events



National Outcomes after RAISE



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THANK YOU



RESPONSIBLE AI FOR SOCIAL EMPOWERMENT

