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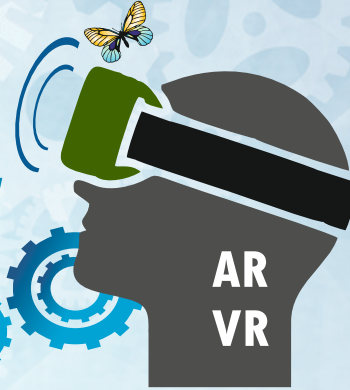
सत्यमेव जयते

GOVERNMENT OF INDIA  
MINISTRY OF SCIENCE AND TECHNOLOGY  
DEPARTMENT OF SCIENTIFIC AND INDUSTRIAL RESEARCH



NATIONAL APEX CHAMBER

# Seminar on Applications of Virtual Reality / Augmented Reality in **MSMEs**



• **Readiness** • **Challenges** • **Roadmap**

15 November 2019; 9:30 AM - 4:00 PM at PHD House, New Delhi



**Special Attractions**

LIVE DEMO OF VR/AR TECHNOLOGIES  
B2B MEETINGS



# Executive Summary

VR & AR are currently both trending technologies that have captured the imaginations of masses around the world. These technologies have revolutionized the design of a new computing platform to replicate the real environment by pushing the limits of technologies in processing, sensing and displays. With mobile devices and other hardware becoming cheaper day by day and processing capacities increasing, applications of these technologies are fast expanding to new areas in industrial applications, healthcare, skill development, retail, entertainment sectors and many more.

VR/AR technologies can aid MSMEs in improving their productivity, innovations, design and marketing. Use of VR/AR in Manufacturing units and Healthcare service providers are immense. This seminar is crafted to sensitize MSMEs on the new business opportunities using VR/AR technologies.

The seminar is supported by Department of Scientific and Industrial Research (DSIR), Government of India under A2K+ Events program

## About DSIR

The Department of Scientific & Industrial Research (DSIR), Ministry of Science & Technology, Government of India is involved in promoting industrial research and fostering an enabling innovation environment. It has a number of activities relating to indigenous technology promotion, development, utilization and transfer. The vision and mission of DSIR is:

**Vision:** Enabling India to emerge as global industrial research and innovation hub

**Mission:**

- Invigorating industrial research in the country through industry and institution centric motivational measures and Incentives;
- Creating an enabling environment for development and utilization of new innovations;
- Enhance innovations through its resources and channelize benefits thereof to the people.

**A2K+ Events:**

The Access to Knowledge for Technology Development and Dissemination (A2K+) – Events programme of DSIR provides a platform for exchange of views among industry, consultancy organizations, academic and research institutions that would lead to useful insights on issues relating to industrial research and technological innovation and help in evolving tools and techniques to remain competitive in today's business climate.

The objective of A2K+ Events program is to support the organization of workshops, interactions, training programmes, exhibitions and other events for identification of collaborative projects between academia, institutions and industry participating in the events.

For details, visit DSIR Website at <http://www.dsir.gov.in>

## Highlights

- Discussion on applications for AR/VR for MSMEs working in the area of Healthcare and Manufacturing Sector
- Opportunity to interact with the AR/VR domain experts
- Deliberations from technology experts and thinkers in the AR/VR space in the technology trends that are reshaping the Indian healthcare and manufacturing ecosystem
- To enable and stimulate MSMEs to improve productivity

## Who Should Attend?

- MSMEs
- CTOs
- Scientists
- Entrepreneurs and startups
- Health care organizations
- Policy Makers
- VR/AR Solutions Providers
- App Developers
- Academic Fraternity
- Skill Providers
- Hospital Administrators

## PROGRAMME

**09:30 AM – 10.00 AM**

**Registration**

**10.00 AM – 11.15 AM**

**Keynote Session: Policy and Thought Leadership in integrating VR/AR Technologies for boosting productivity**

**11:15 AM – 11.30 AM**

**Networking Tea Break**

**11:30 AM – 01:00 PM**

**AR VR Technologies in Healthcare Sector**

**01:00 PM – 02:00 PM**

**Networking Lunch**

**02:00 PM – 03:30 PM**

**AR VR Technologies in Manufacturing sector**

**03:30 PM – Onwards**

**Networking Tea**





# Glimpses of Previous Conferences on VR/AR



**NATIONAL APEX CHAMBER**

## About Us

**PHD Chamber of Commerce & Industry**, a leading Industry Chamber of India, ever since its inception in 1905, has been an active participant in the India Growth Story through its Advocacy Role for the Policy Makers and Regulators of the Country. Regular interactions, Seminars, Conference and Conclaves allow healthy and constructive discussions between the Government, Industry and International Agencies bringing out the Vitals for Growth. As a true representative of the Industry with a large membership base of 1,30,000 direct and indirect members, PHD Chamber has forged ahead leveraging its legacy with the Industry knowledge across sectors (58 Industry verticals being covered through Expert Committees), a deep understanding of the Economy at large and the populace at the micro level.

At a Global level we have been working with the Embassies and High Commissions in India to bring in the International Best Practices and Business Opportunities.

### PHD Chamber has special focus on the following thrust areas:

- Economic & Business Policy Advocacy
- Industry
- Infrastructure
- Housing
- Health
- Education & Skill Development
- Agriculture & Agri-business
- ICT
- International Trade

**DELEGATE FEE : Rs. 1000 (Inclusive of GST)**

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