

**6th International Conference on Entrepreneurship, Innovation and Leadership
(ICEIL – 2024)
9th - 11th October 2024**

SESSION WRITEUP

**TRACK-8:
Education, Rehabilitation Sciences and Journalism & Mass
Communication**

Session No	8.1
Panel Discussion Session Topic	Innovative Pedagogies Using Emerging Technologies Towards Transforming India into a Knowledge Superpower
Day & Date	Wednesday, 9th October 2024
Time	12 noon – 1:30 pm
Venue	F-1 Moot Court Hall
Organizing Institute	Amity Institute of Behavioural & Allied Sciences

Session Overview:

The panel discussion on *Innovative Pedagogies Using Emerging Technologies Towards Transforming India into a Knowledge Superpower* will explore how cutting-edge technologies are reshaping educational landscapes, enabling India's aspiration of becoming a global leader in knowledge and innovation. As technologies like artificial intelligence (AI), augmented reality (AR), and data analytics advance, they offer unprecedented opportunities for personalized, learner-centered education. These innovations foster critical skills such as problem-solving, creativity, and collaboration, while bridging gaps in access to quality education.

The discussion will highlight how emerging tools and methodologies, such as flipped classrooms, blended learning, and competency-based education, can revolutionize teaching strategies, ensuring that learners are equipped with 21st-century skills. Panelists will also delve into the challenges of implementing these technologies in diverse learning environments, particularly in rural areas, and examine the role of educators and institutions in adapting to these transformative changes.

The session will consider how policies, such as the National Education Policy (NEP) 2020, can act as a catalyst for integrating technology into the education system, making India’s educational infrastructure more inclusive, equitable, and future-ready. By fostering dialogue among educators, policymakers, and technologists, the session aims to illuminate the path toward creating a robust knowledge ecosystem that supports India’s vision of emerging as a knowledge superpower by 2047.

Session Objectives:

1. To discuss the role of cutting-edge technologies in transforming teaching methods and learning environments for enhanced student outcomes.
2. **To discuss about** innovative teaching methodologies, such as flipped classrooms, blended learning, and project-based learning, to foster critical thinking, creativity, and collaboration.
3. To reflect upon the role of emerging technologies in competency-based education.
4. To provide a road map for prospective teachers to integrate emerging technologies in classroom teaching for Transforming India into a Knowledge Superpower.

Key Questions to be Explored

1. How can emerging technologies create more engaging learning experiences?
2. What innovative teaching methodologies, enabled by technology, can best foster critical thinking, problem-solving, and creativity among students?
3. How can digital tools support competency-based education and skill development, ensuring alignment with the evolving demands of the global workforce?
4. What are the challenges and opportunities in implementing emerging technologies in India’s diverse educational landscape.
5. How can educators and institutions be empowered with the necessary skills and infrastructure to effectively integrate technology-driven pedagogies into their teaching practices?
6. What role can public-private partnerships and policy frameworks, play in Towards Transforming India into a Knowledge Superpower?

Session No	8.2
Panel Discussion Session Topic	Innovative Strategies for Empowering Sports Entrepreneurs for Viksit Bharat
Day & Date	Wednesday, 9th October 2024
Time	2:00 pm – 3:30 pm
Venue	F-1 Moot Court Hall
Organizing Institute	Amity School of Physical Education and Sports Sciences

Session Overview:

Empowering sports entrepreneurs is crucial for the growth of India's sports industry. By creating a conducive ecosystem, leveraging technology, developing sustainable business models, fostering grassroots sports development, and promoting sports tourism, we can

empower entrepreneurs to make a significant impact. Government policies, infrastructure development, intellectual property protection, and technology adoption are key factors. Collaborating with corporates, government agencies, schools, and universities can foster sustainable growth and community engagement. For instance, by promoting sports tourism, any nation can attract global audiences and generate revenue. Through these innovative strategies, we can empower sports entrepreneurs and contribute to the vision of a Viksit Bharat. Hence, this panel discussion will help to explore the strategies necessary to empower sports entrepreneurs and drive the growth of India's sports industry. Key topics will include creating a conducive ecosystem, leveraging technology, developing sustainable business models, fostering grassroots sports development, sports gaming industry, health care & rehabilitation, gaming technology in occupational therapy and physiotherapy and promoting sports tourism.

To coin the concept of gaming technology is pivotal at such mega international platform, this area has emerged as a powerful tool in healthcare and rehabilitation, offering innovative solutions for various medical conditions. Haptic technology and devices are being used to create immersive and interactive experiences that promote physical and cognitive recovery. Combination of these technologies with engaging game content, healthcare professionals can create personalized rehabilitation programs that are both effective and motivating. Gaming technology has the potential to improve patient outcomes, reduce healthcare costs, and enhance the overall quality of life for individuals with various medical conditions.

The panelists will provide valuable guidance, share their insights and experiences, and actionable strategies for students and aspirant entrepreneurs looking to make a significant impact in the Indian sports sector. This will help to foster networking and collaboration among industry stakeholders, inspire and motivate aspiring sports entrepreneurs and contribute to the overall development of India's sports industry.

Session Objectives:

1. Identify key challenges faced by sports entrepreneurs in India and explore potential solutions.
2. Highlight the role of government policies and incentives in supporting sports entrepreneurship.
3. Discuss innovative strategies for funding and investment in sports ventures.
4. Explore the potential of technology to enhance sports experiences and improve efficiency.
5. Examine effective marketing and sponsorship strategies for sports businesses.
6. Address the challenges and opportunities associated with sports infrastructure development.

Key Questions to be Explored:

1. How are Higher Educational Institutions (HEIs) responsibly preparing students to play a significant role in leveraging sports science within sports and fitness entrepreneurship endeavours in India?
2. How can all stakeholders in sports education, including academia, industry, and policymakers, collaborate to promote innovation and creativity among students aspiring to enter the sports and fitness entrepreneurship sector?

3. What strategies can governments, particularly the Ministry of Education, employ to develop coherent policies that encourage advancements in sports entrepreneurship and innovation?
4. What key focus areas need urgent attention to promote technological, managerial, and pedagogical advancements in university sports science and physical education programs, aligning with emerging trends in sports and fitness entrepreneurship?
5. What role can schools and universities play in promoting sports participation and development of sports entrepreneurs?
6. How can sports entrepreneurs protect their intellectual property rights, such as trademarks, copyrights, and patents?
7. How can sports entrepreneurs navigate the complex legal landscape and ensure compliance with relevant regulations?
8. How the gaming technology revolutionizing occupational therapy and physiotherapy?

Session No	8.3
Panel Discussion Session Topic	Realizing Atmanirbhar Bharat by 2047 through Technological Innovations and Edutech Startups
Day & Date	Wednesday, 9th October 2024
Time	3:45 pm – 5:15 pm
Venue	F-1 Moot Court Hall
Organizing Institute	Amity Institute of Education

Session Overview:

As India approaches its centennial year of independence in 2047, the vision of *Atmanirbhar Bharat* (Self-Reliant India) has gained paramount importance. Achieving this vision requires not just economic self-reliance but also self-sufficiency in intellectual and human capital. The education sector plays a crucial role in this transformation and upskilling of workforce, particularly through the integration of educational innovations and the rise of Edutech start-ups.

The rapid advancement of technology, especially in the fields of artificial intelligence, machine learning, virtual reality, and data analytics, has opened up new avenues for rethinking and transforming education in India. Through leveraging these technologies and fostering educational entrepreneurship, India can cultivate a globally competitive workforce, foster innovation, and drive sustainable development. To realize the dream of *Atmanirbhar Bharat* by 2047, India needs a robust and forward-looking education system that leverages the potential of educational innovations and Edutech start-ups. By creating an ecosystem that nurtures innovation, ensures accessibility, and equips future generations with relevant skills, India can not only become self-reliant but also a global leader in education and technology. The government, educational institutions, private sector, and start-ups must work together to realize this vision and transform the Indian education system into a world-class, development driven, tech-enabled powerhouse.

Session Objectives:

1. To create an ecosystem that encourages educational start-ups and fosters innovation in education.
2. To ensure Edutech start-ups align the education system with the demands of Industry 4.0
3. Nurture a skilled and talented workforce to make India a global leader & upskilling the existing workforce in the emerging technologies.

Key Questions to be Explored:

1. What are the key areas of technological innovation that India should prioritize for 2047?
2. What are the key skills and competencies that Indian students and professionals need to develop for the 21st century?
3. How can we foster partnerships between industry and academia to achieve the vision Viksit Bharat?
4. What are the key factors that will determine India's global competitiveness in education?
5. What are the challenges and opportunities in exporting Indian expertise and educational services?

Session No	8.4
Panel Discussion Session Topic	Promotion of Entrepreneurial Opportunity for Divyangjan in Digital Inclusion - A Quick tool to create Big Change for Viksit Bharat
Day & Date	Thursday, 10th October 2024
Time	10:00 am – 11:30 am
Venue	F-1 Moot Court Hall
Organizing Institute	Amity Institute of Rehabilitation Sciences

Session Overview:

India continues to create an inclusive atmosphere for the empowerment of the divyangjan. The underlying objective has been to ensure equal opportunity, protection of rights and full participation of PwD and provide them the requisite assistive devices and services based on the principle of 'Universal Design' so that they can lead a healthy and productive life with dignity within an inclusive society which is digitally driven. It has been inclusive by accepting of all the marginalised groups, including the disabled. Digital inclusion needs to aim towards inclusion being equitable. Digital inclusion is enabled by human rights-based, intersectional, and whole-of-society policies and multi-stakeholder approaches and actions, that take into account the various barriers individuals face when accessing and experiencing digital technologies. While digital access is necessary, it may be inaccessible for persons with disability (Divyangjan). We need to keep in mind accessibility considerations across all our ICT initiatives and build this as an integral part of all our systems. It is therefore, a mainstream

issue and not an exclusive subject affecting only a few. It is an issue of big social import, and as such deserves the attention and concerted effort of stakeholders, the Government, industry, civil society, academia, service providers and sensitizing people in technological fields to get more sensitized and educated about “Inclusion, Diversity, Equity and Access,” so that it will benefit all humanity, including persons with disability.

Session Objectives

1. To promote awareness regarding development, customization and implementation strategies to ensure that all digital platforms, tools, and resources are fully accessible to Divyangjan by adhering to international accessibility standards (such as WCAG) and incorporating assistive technologies.
2. To support capacity building of trainers and educators of Divyangjan to enhance their ability to use digital devices and services effectively, thereby empowering them to participate fully in the digital economy and society.
3. To support engagement of educators and parents of Divyangjan with policymakers, technology developers, and community stakeholders to advocate for inclusive digital policies and practices that prioritizes accessibility and actively involves Divyangjan in the co-creation of digital solutions.

Key Questions to be Explored:

1. How stakeholder's, IT sector, corporates, educational institutions are acting as catalysts in direction of mainstreaming PwDs through digital integration.
2. With collective vision of 'Viksit Bharat', how can we create Disability awareness towards subsiding stereotype mindset of society, providing opportunity for all to get involved and create a positive Inclusive society.
3. Please highlight the innovations in enabling & empowering PwDs digitally with required skills, enhancing the scope of their employability & assisting them with it, making them digitally competent.
4. What are the Government's initiatives towards entrepreneurial opportunity and disability empowerment with reference to Accessible India Campaign, Making Information, Communication and Technology Accessible, impact of National Education Policy 2020.
5. Elaborate some strategies to support capacity building of Rehabilitation Professionals & Educators to support digital literacy, Inclusion & Empowerment of Persons with Disabilities in the Digital World.
6. Please apprise on haptic devices and their role in Inclusive Education.

Session No	8.5
Panel Discussion Session Topic	Leveraging Technological Interface on Augmenting Mental Health Deliverables
Day & Date	Thursday, 10th October 2024
Time	12:00 noon – 1:30 pm
Venue	F-1 Moot Court Hall
Organizing Institute	Amity Institute of Behavioural (Health) & Allied Sciences

Session Overview:

In recent years, technology has played a pivotal role in transforming mental health care, reshaping the way services are accessed and delivered. Diverse field experts such as Psychiatry, Clinical Psychology, Clinical Neuroscience, Biotechnology is trying to explore the convergence of technology and mental health, focusing on cutting-edge advancements in digital mental health tools. Innovations in leveraging technology in augmenting mental health deliverables include AI-powered therapy platforms, wearable devices for mental well-being, telehealth, and teletherapy.

The integration of technology and mental health care has transformed how services are accessed, delivered, and managed. AI-powered therapy platforms offer patients remote, real-time mental health support, while wearable devices monitor mental well-being, providing valuable data to healthcare providers. Telehealth and teletherapy have bridged geographical barriers, ensuring that mental health services are available to underserved populations. Neurotechnology, with innovations like neurostimulation and brain-computer interfaces, is opening new pathways for treatment and research in complex mental health disorders.

These technological tools have not only enhanced treatment outcomes but also contributed to groundbreaking research in understanding mental health patterns. Furthermore, they present new opportunities for entrepreneurship and innovation in mental health care, encouraging tech-driven mental health startups. However, with these advancements come ethical challenges, including issues of data privacy, patient confidentiality, and the need for responsible use of AI in clinical settings. As technology continues to evolve, it is essential to ensure that it is used ethically and effectively to improve mental health care outcomes.

Overall, leveraging technology in mental health care is reshaping the future of this field, driving innovative solutions while expanding access and improving the quality of care globally.

Session Objectives:

1. To empower mental health using emerging technological innovations and thereby reducing stress in the youth.
2. To discuss challenges and perspective in delivering mental health care through AI and online platforms.

3. To explore future roadmap for achieving mental health deliverables augmented by technology.

Key Questions to be Explored:

1. What are the key legal considerations for online platforms in mental health?
2. What roadmap can a budding clinical psychologist take when considering an online platform mode of therapy?
3. How to prepare for the challenges in missing out on human contact of a therapist in delivering technology-mediated care.
4. What strategies would help in bridging the mental health gap via technological advancement?
5. How mental health professionals leverage AI and emerging technologies for the development of tools for improving mental health.
6. How these tools can be used for early diagnosis of mental health problems.

Session No	8.6
Panel Discussion Session Topic	From Newsrooms to Networks: The Technological Evolution of Media Entrepreneurship and its Role in Nation Building
Day & Date	Thursday, 10th October 2024
Time	2:00 pm – 3:30 pm
Venue	F-1 Moot Court Hall
Organizing Institute	Amity School of Communication

Session Overview:

Algorithms are rewriting the media landscape by dictating the technological investments in media houses. Web technologies, artificial intelligence, cloud computing and social media handles have altered the workflows in media conglomerates. The revenue models are constantly being realigned to the new technological realities of newsrooms. Trans-medial/multi-platform journalism, automated content generation, cloud technologies and search-based consumption of news content have paved way for a shift from traditional newsrooms to networked production and distribution processes. A synergy between technology, strategy and news values is the inevitable outcome of this shift.

While augmented and virtual realities are opening the doors to the new formats and presentation forms, manipulated content that these technologies bring with them may risk the credibility of news as a product. The battle between the verified AI and the deep fake AI might undermine people's trust in news stories. Meanwhile, media houses are also facing the challenge of converting the unsearchable data that exists in their archives (as images, videos and sound recordings) into searchable content by creating appropriate metadata.

Despite all this disruption, media entrepreneurship is thriving in this rapidly evolving digital landscape. Riding on innovation led growth, media entrepreneurs are scripting unprecedented success stories. Hence it is essential for technologically competent journalists, media technology developers and media scholars to envision the future technologies of journalism.

Session Objectives:

1. To highlight and forecast the impact of latest advancements in emerging technologies on news production flows and news distribution channels
2. To demonstrate how emerging technologies foster the culture of innovation and entrepreneurship in media domain
3. To highlight the success stories, innovative ideas and case studies of individuals and organizations that have leveraged emerging technologies to evolve
4. To bring out the synergy between strategic approaches of news content creation and automated content unleashed by emerging technologies
5. To facilitate collaboration between academia and industry players to develop joint initiatives, research projects, and innovation hubs aimed at leveraging emerging technologies for sustainable development, deployment, and self-reliance.

Key Questions to be explored:

1. Are algorithms dictating technology investments in media houses?
2. How should aspiring media professionals/journalists align their skill sets to match the market requirements in media domain?
3. What kind of entrepreneurship opportunities do these technologies bring with them? In what way do they foster innovation?
4. Automated journalism is cost efficient but does it conflict with journalistic values? Can there be a synergy between automated journalism and journalistic values?
5. Artificial tool is a central tool for the future journalist. How will it impact the news production and distribution processes?
6. Synthetic news hosts- are they likely to limit the role of real time news hosts? Will this impact the celebrity quotient of our anchors?
7. How are emerging technologies likely to impact the business models of the media industry? Are we going to see more subscription based distribution channels in the times to come? Are media conglomerate ready to go “only digital”- Case study of The Mint and SportsNext
8. What will be the impact of emerging technologies on workflows in news organisations?
9. Is the agenda still being set by the editors? Are algorithms setting the news agenda of the day?

Session No	8.7
Panel Discussion Session Topic	Leveraging Emerging Technologies Facilitating Independent Content Creators Towards Viksit Bharat @ 2047
Day & Date	Thursday, 10th October 2024
Time	3:45 pm – 5:15 pm
Venue	F-1 Moot Court Hall
Organizing Institute	Amity School of Film & Drama

Session Overview:

The conference on "Leveraging Emerging Technologies Facilitating Independent Content Creators Towards Viksit Bharat 2047" explores the transformative potential of technology in empowering content creators as a driving force toward India's vision of a developed nation by 2047. With the rapid evolution of digital tools, artificial intelligence, virtual reality, and blockchain, independent creators have unprecedented opportunities to expand their influence, reach, and economic impact.

India's content creation ecosystem, ranging from influencers, filmmakers, podcasters, and visual artists to entrepreneurs in media and entertainment, plays a crucial role in shaping the nation's cultural and creative industries. Emerging technologies such as AI-powered content generation, video editing, and voice assistants are significantly enhancing creative processes, enabling creators to produce high-quality content more efficiently. Meanwhile, immersive experiences via augmented and virtual reality can redefine audience engagement, offering a more interactive and personalized user experience.

At the heart of this movement is India's youthful demographic, increasingly adopting digital tools to voice diverse perspectives across multiple platforms. The rise of affordable smartphones, high-speed internet, and content-sharing platforms democratizes content creation, fostering inclusivity and giving a platform to creators from remote and underrepresented communities.

Session Objectives:

1. Empowering Content Creators with Emerging Technologies
2. Fostering Innovation and Collaboration in the Creative Economy
3. Advancing Inclusivity and Representation in Content Creation
4. Aligning Creative Content with India's Vision for Sustainable Development

Key Questions to be Explored:

1. How can emerging technologies such as AI, blockchain, and AR/VR revolutionize the creative processes for independent content creators in India?
2. What are the key challenges and opportunities for Indian content creators in adopting these new technologies, especially in rural and underrepresented regions?

3. In what ways can decentralized platforms and block-chain-based solutions empower creators to maintain control over their intellectual property and earnings?
4. How can India's content creation ecosystem contribute to achieving the country's vision of sustainable and inclusive development by 2047?
5. What role can policymakers and industry leaders play in fostering a technology-driven creative economy, and how can government initiatives support content creators in leveraging these innovations?
6. How can emerging technologies help amplify diverse cultural narratives and promote India's cultural heritage on a global scale through digital platforms?
7. How the digital content can be protected from plagiarism using technology like Blockchain and Non-Fungible Tokens (NFT).