



[www.indidesign.in](http://www.indidesign.in)



## WHAT IS Change\*?

**Change\*** is a call to the Entrepreneurs and small business owners, industrialists of the SME sector to plan ahead and create positive change. This sector is a huge interest group that can change the face of India. Providing millions of jobs, SME sector is rooted in homegrown cultural and ethical practices. Change\* conference is a format to inspire and motivate them by first hand, live and passionate examples of how ideas change the world.

A fast paced format of ten+ talks in less than 4 hours, in an immersive environment allows attendees and speakers to draw inspiration from unlikely places. This will be the magic of Change\*

## HUNDRED CHANGE\* CONFERENCES EVERY YEAR

**Change\*** plans to hold 100 yearly conferences: in Various Cities, Towns and Geographies

Attending a Change\* conference is by application. Change\* will partner trade bodies, Industrial and local Chambers of commerce to bring Change\* closer to SME.

## CHANGE\* WILL CREATE HISTORY

Indeed, **Change\*** success is based on the extraordinary effect of bringing together thousands of the India's most remarkable people across many fields. The result? Unexpected connections. Extraordinary insights. Powerful inspiration.

## CHANGE\* IS INSPIRED BY TED FORMAT

**Change\*** is inspired by **TED** in its format and is curated by Sudhir Sharma of INDI Design, who has successfully run POOL Magazine for over two years. POOL has featured innumerable fresh talent from India. Change\* format will be to have ten+ speakers, each speaking for 15 minutes with or without the help of slides.

Speakers are inspiring motivators who have done conducted and proven Change\* in their own enterprises. Each Change\* will have atleast one very well known (Star) speaker from Industry, Politics, Media, and then mix of inspirational Designers, Artists, Entrepreneurs and Business people.

## CHANGE\* SITE and INITIATIVES

All **Change\*** talks will be hosted on the website in high resolution video format and available free of cost to anyone as casestudies. Change\* will also document and interview progress of its participants online.

## CHANGE\* COMMUNITY

In that sense speakers and participants become Change\* community to create even larger change.

To get a sample of how it will be see a few videos here <http://www.ted.com/pages/tasteofted>

sudhir sharma [sudhir@indidesign.in](mailto:sudhir@indidesign.in) +919890366644