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In association with

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15th Edition annual

Business IT Conclave

#BITC2024

Theme: **Tech for Good**

28th | June 2024 | Taj City Centre Kolkata

BITC, over the years, brings together technology providers, users, academia, startups, incubators, policy makers and other stakeholders of technology to share applications, disseminate knowledge on cutting edge technologies, network and exchange dialogues for collaborations.

"Tech for Good" signifies the emerging technologies enabling and accelerating contributions towards

As suggested in its title, BITC believes in Business for IT or Tech Sector. The focus of this year would be especially on the technologies aiming for not only 'good' for the business but also for the people and the planet.

15th BITC will create a platform to showcase technologies with successful business stories aiming also to provide "wellbeing", facilitating:

- Business Discussions
- Collaborations
- Case Study sharing
- Exhibition of products and services
- Observations for Policy Advocacy

The Conclave will also feature

- ✓ Addresses by tech leaders
- ✓ Addresses by policy makers
- ✓ Potential startups dealing with technologies which may help environment and society
- ✓ Connect with Investors
- ✓ Connect with overseas delegates
- ✓ Networking

SUSTAINABLE DEVELOPMENT G⊙ALS

The Discussions will include:

Gen AI

Enterprise Gen AI platforms can provide a coherent way of ESG reporting across geographies. Businesses are leveraging generative AI tools for sustainable value generation and fostering a green IT infrastructure.

Competitive Strategies in Digital Disruptions

Digital transformations in order to enhance efficiency, gain a competitive advantage, and achieve long-term sustainability objectives. Our social, cultural, economic, and political interactions are increasingly mediated by machines, powered by our data and artificial intelligence (AI). Digital disruptions are already driving societal transformations at an unparalleled scale and pace. The key is to leverage the digital age to drive systems change and enable societal transformations towards a climate-safe and equitable world.

Data Monetization

In the age of big data, companies are increasingly looking for ways to monetize their data assets. Data monetization can have a significant impact on sustainability. By leveraging data monetization and analytics, companies can identify areas for improvement, reduce waste, and promote more sustainable practices.

Tech adaptations in different sectors towards Environmental and Social impacts

Digitalization gives people access to a vast network of untapped data, which has the potential to help society and the environment. Smart systems connected to the internet can systematically provide a unique opportunity to solve difficulties related to long-term objectives towards positive impacts on society and environment. The goals are to create an egalitarian, ecologically sustainable, and healthy society.

Role of Cyber Security in ESG

Cyber Security is today considered an integral part of Environment Social Governance (ESG). ESG reporting frameworks such as the Global Reporting Initiative (GRI) and the Sustainability Accounting Standards Board (SASB), have since acknowledged cyber security's materiality in corporate sustainability strategy.

Enhancing opportunities of Kolkata

With availability of intellectual manpower, vibrant start ups, consistent power, state of the art infrastructure for office facilities; the real estate sector of Kolkata is bullish on its potential for being IT hub.

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