



Ecosystem Outreach and MARCOM

20 June 2024

Years of developing ICT Standards

Outline



- Mandate
- About Outreach Committee
- Representative Events
- Alliances
- Thought Leadership
- Communications
- Collaterals
- Member Engagement - Awards

Mandate

AREA	GOAL
Enhance Technical Activities	Support Technical Groups and Roadmap Committee in identifying, mobilising and nurturing new opportunities leading to TRIP Forums /NIPs
Higher Impact in Global Forums	Strengthen Interface with Global SDOs (ITU, 3GPP, oneM2M): Affiliations Strategy and framework
Establish TSDSI as a World Class SDO	Positioning of TSDSI on national and Global stage <ul style="list-style-type: none"> • Events • Communications • Capacity Building



We mainly work through the Outreach Committee

Terms of Reference:

Established to oversee the external TSDSI Outreach, Partnerships, Marketing and Communications activities. This may include activities such as membership solicitation, media and analyst relations, website content (related to MARCOM) and promotional material development, branding and publicity, promotional material and collaterals, event / workshop design, execution and representation, and awareness programs

Chair:

Anuradha Agarwal

Vijaya Kamath

Members:

Avinash Agarwal

Rajeev Shorey

Satheesh G

TSDSI Secretariat:

Bindoo Srivastava

Shefali Sinha

Ritika Deo

Representative Events



TECH DEEP DIVE

TTDD 2024 CONFERENCE (7th EDITION)

REALIZING THE 6G VISION : SOCIETAL NEEDS, USAGE SCENARIOS & TECHNOLOGIES

Date: 16-19 July 2024

Workshop on

Standards-driven Research @ COMSNETS 2024

7th January 2024

08:45 to 17:30 IST

Chancery Pavilion Hotel,
Residency Road, Bengaluru

**Scan to
Register**

Inaugural Workshop on Standards Awareness

Achieving Leadership in Standards Enabling Organisational Frameworks

in partnership with **SAMSUNG**

IIIT Bangalore
 9th May 2024

[Visit here](#) for 13 Month Rolling Calendar

Alliances









List of Partners

- IEEE-SA
- ATSC
- ETSI
- OCF
- 5G Brasil
- 6GIA
- BIF
- CCICI
- GCF
- MTSFB
- ORAN Alliance
- SIA India
- TAICS
- TTA
- TIA
- WWRF
- ARIB, TTC
- ATIS
- IM2030 PG

Thought Leadership

- White Papers (6G White Paper [link here](#))
- [Articles in Journals and Press](#)

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X @TSDSI_India

 ENHANCING ENGAGEMENT WITH 3GPP FOR INDIA - THE TSDSI APPROACH By Mr A K Mittal, Advisor- Networks, Systems & Technologies, TSDSI and Ms Bindoo Srivastava, Director- Marketing and Communications & Partner Relations, TSDSI, in 3GPP Newsletter November 2023 Edition	 TOWARDS AUTONOMOUS OPEN RADIO ACCESS NETWORKS Paper on Towards Autonomous Open Radio Access Networks co-authored by Mr Vishnu Ram OV, Consultant Study Group Services & Solutions, TSDSI, in ITU Journal on Future and Evolving Technologies	 EVOLUTION OF NETWORK NODES: FROM IAB TO IRS Article on Evolution of Network Nodes: From IAB to IRS by Mr. Shyam Gadhai and Dr. Rohit Budhiraja, TSDSI Member - IIT Kanpur, in 3GPP Newsletter May 2023 Edition
Date of Posting: 4 December 2023	Date of Posting: 6 June 2023	Date of Posting: 12 May 2023
Read Full Article	Read Full Article	Read Full Article
 Taking the Lead Article on Taking the Lead: Scripting India's global journey towards 6G standards By Ms. Pamela Kumar, Director General, TSDSI, in tele.net Magazine January 2023 Edition	 NON-IAB BASED MOBILE BASE STATION RELAYS Article on Non-IAB Based Mobile Base Station Relays by Dr Rashmi Kamran Bhatia, IIT Bombay, in 3GPP Newsletter November 2022 Edition	 AN INTERVIEW WITH NG SUBRAMANIAM Interview with Mr NG Subramaniam, Chair TSDSI and current 3GPP PCG Chair, in 3GPP Newsletter May 2022 Edition
Date of Posting: 1 March 2023	Date of Posting: 14 November 2022	Date of Posting: 27 June 2022
Read Full Article	Read Full Article	Read Full Interview

- Annual Reports (<https://tsdsi.in/annual-report/>)
- Newsletters (<https://tsdsi.in/newsletter/>)
- Monthly Bulletins (<https://tsdsi.in/tsdsi-monthly-bulletin/>)
- 13 months Events Rolling Calendar

20 June 2024

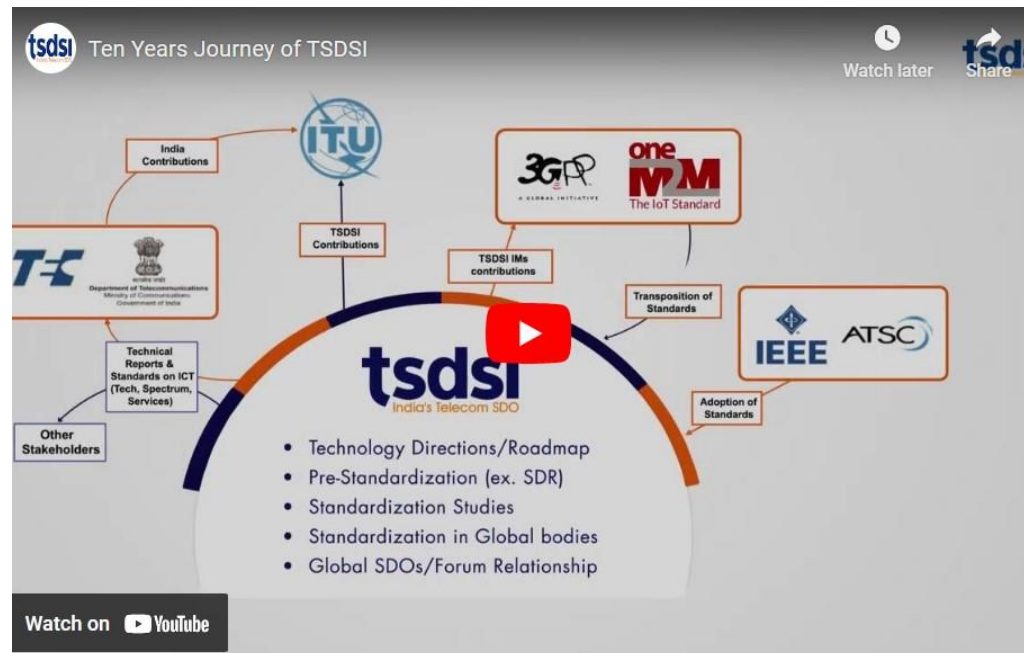


Collaterals

Collateral

- [Brochures](#),
- Flyers
- TSDSI Overview

10 Year Journey of TSDSI











Member Engagement

TSDSI OTC Awards FY 22-23

TSDSI Hall of Fame 2022



Dr Anand Srivastava IIIT-Delhi		
Dr Vivek Ashok Bohara IIIT-Delhi		
Mr Ankit Mahajan Sensorise Smart Solutions Private Limited		
Mr Niranth Amogh Nokia Solutions and Networks India Pvt Ltd		



Anindya Saha
Chief Technology Officer
Saankhya Labs Pvt. Ltd.



Satish Jamadagni
Sr Vice President – Global Standards,
Technology Development, Reliance Jio



Thank You

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