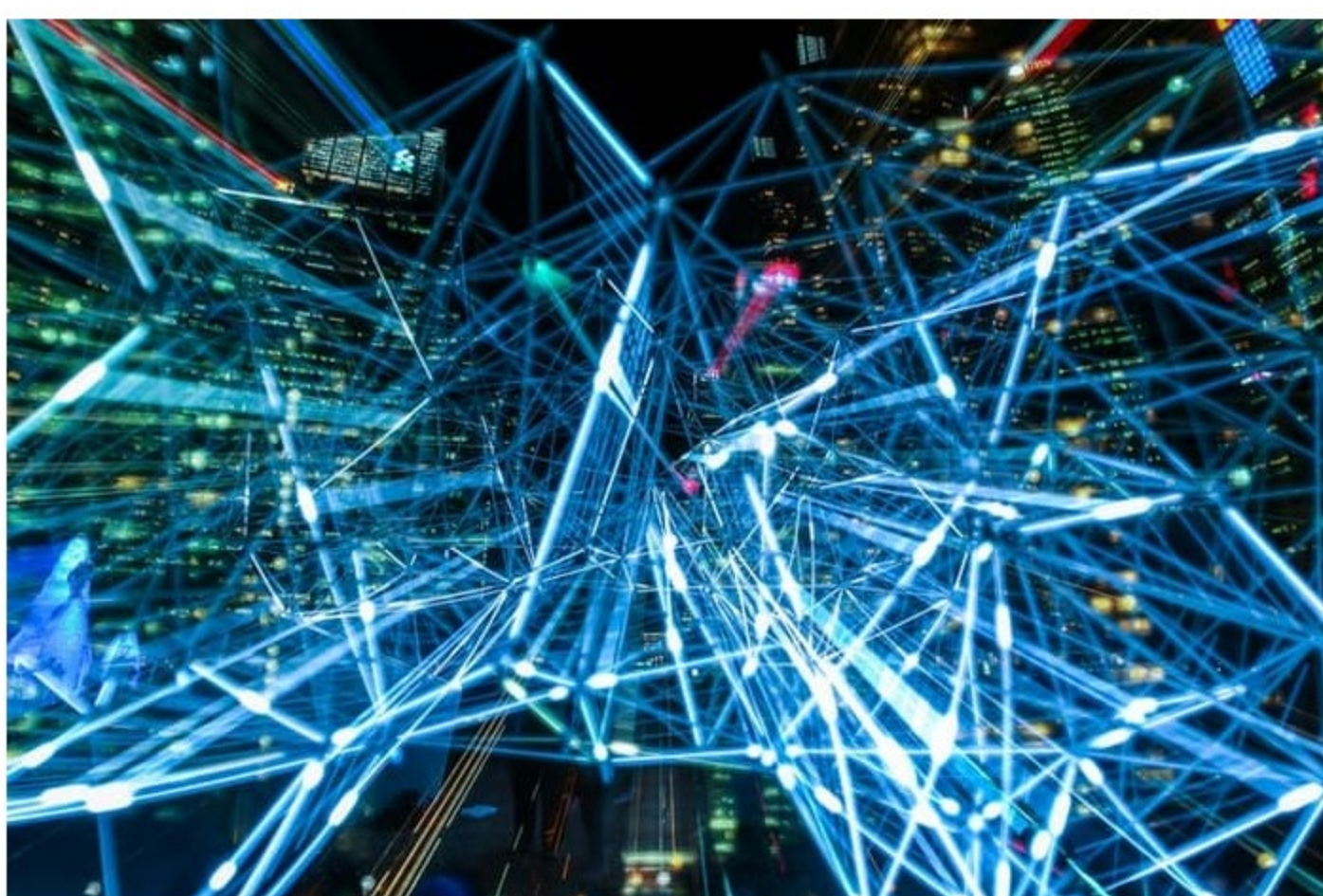


ASIRT concluded its 107th Techday at Novotel, Mumbai

By **CRN Team** - February 3, 2023

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The Association of System Integrators and Retailers in Technology (ASIRT) conducted its marquee 107th TECHDAY on 24th January 2023. TECHDAY is the flagship Information Exchange Monthly Event of ASIRT. This 107th TECHDAY took place at Hotel Novotel Mumbai International Airport, Andheri East, Mumbai.

The ASIRT TECHDAY #107 was flagged off by ASIRT Chairman Nilesh Kadakia with our National Anthem followed by an update by ASIRT Secretary Bharat Chheda on the upcoming Cricketing Event for ASIRT Members, the Shivaami ASIRT Cricket Premier League 4.0, to be held on 4th February, 2023. It is one of the most sought-after event where members participate and are cheered on by their families and friends.

Tushar Shah, erstwhile ASIRT Board member, asked around for suggestions from members on innovative ideas to make TECHDAYS even more meaningful so that members could get maximum benefit monthly. A few good suggestions were discussed, and the Board promised to take these ideas up after deliberation and fine-tuning. One major appreciation that most members had for the TECHDAYS was about continuing with the Evolve Speaker sessions, which were constantly adding value to everyone's business.

ASIRT President Sanjay Ruparel then kicked-off the presentations by talking about ASIRT, its Foundation and AIM and how ASIRT Continues to represent partner community well for the last 10 years. Other ASIRT Board Members present there were Mr. Jayesh Sompura, Mr. Manish Kapasi, Mr. Kartik Kaji, Mr. Shirish Marathe & Mr. Avinash Bankeraika.

The first Sponsor session was by Ruijie Networks. They shared some very interesting solutions that could potentially help ASIRT partners in upselling and cross-selling to their customers. These included:

- Simplified Campus Network Solutions
- 4D Hospitality Solution.
- CCTV and Home Automation Solutions
- Cloud-based Guest Wi-Fi Solutions
- Retail Chain Cloud Solutions
- Small Office Solutions

This session was followed by a presentation from ASIRT Gold Sponsors, Biz Secure Labs, popularly known as NPAV. Aditya Kela – Director Technology of NPAV presented on Solutions for End-point Security, Backup, Security for Android Users through End-point Security, Doc Locker and Edusafe Firewall. He presented on NPAVs next generation R&D and products that were meant to protect corporates and users from malicious attacks like Malware, Ransomware and Phishing.

Evolve Speaker sessions are most sought-after at the TECHDAYS. The evolve speaker this time was Manoj Kotak,

A Techie, 1st Generation Entrepreneur, Consultant & Digital Thought Leader. He has represented INDIAN IT Industry as part of delegations to 18+ countries with India's largest Electronics and IT trade facilitation organisation.

His topic was NO NONSENSE DIGITAL MARKETING FOR ENTREPRENEURS. He put things into perspective by asking the members to go back to the journey of companies from physical to digital. With that base, he set the tone for the fact that everything that could be done physically can now be done digitally. Also, every organization needs to balance Traditional and Digital approaches. The main difference was the fact that we should be able to see what we are thinking of rather than having to search for what we are looking for. Digital Platforms have made that easier and Digital Marketing has enabled it.

Some key takeaways were:

- You have to make your website and market it
- SEO has to be done
- Content has to be very good
- SSL Protection for better site listing
- Understand process of Ads
- Have e-commerce sites even if you are on Amazon
- WhatsApp Broadcasts
- Social Media Marketing

Mr. Manish Kapasi felicitated Manoj for his excellent session.

The concluding session of the TECHDAY was lucky draw announcements by NPAV for members who gave them feedback via forms. Everyone interacted and networked over dinner. The interesting sessions from the Techday were the talks for every member. ASIRT TECHDAY #107 concluded on a high because of the speakers, the interactive sessions and the learnings.