



**DIDAC
INDIA**

Asia's Largest & India's Only
International Exhibition And Conference For
Education And Training Resources



ABOUT DIDAC INDIA



- ✓ *Asia's largest and India's Only annual event dedicated to the **Education & Training sector**.*
- ✓ ***10 successful editions** bringing together the best from across the globe.*
- ✓ *The **Exhibition** is a global showcase of*
 - # innovative technology*
 - # inventive products*
 - # infrastructure*
 - # modern instruments and resources*
 - # contemporary educational advances & services*
 - # and much more*
- ✓ *Creates **benchmarks for innovation and quality** in the education and training sector.*



ABOUT DIDAC INDIA



- ✓ A **meeting place** for all
educators # policy makers # industry experts etc.
- ✓ A **unique platform for the teaching community** to explore aspects in understanding the use and implementation of technological & various other advancements.
- ✓ Addresses the **growing demand** for these products & solutions in the Indian Subcontinent.
- ✓ Participation from National and International companies.

10 Successful Years	90% Exhibitor Retention Ratio	1000+ Exhibitors	1,00,000+ Visitors
100+ MOU's Signed	Visitors From 29 Indian States & 3 UTs	Exhibitors from 32 Countries	5 Country Pavilions

EDUCATION LEVELS COVERED



Early Years /
Foundation

School
Education
(ages 4 - 18)

Adult &
Community
Education

Higher
Education

Vocational
Education &
Training

Further
Education

Research
Levels

Others

VISITOR PROFILE



End Buyers - owners, directors, chairpersons, principals, senior management etc. with purchasing and decision making powers.



End Users - consisting of teachers, faculties and trainers etc. who not only use the product but are also influencers in the decision-making process.



Distributors and **Channel Partners** including resellers, agents etc.



Government Bodies & Associations



Media and all related industry partners.

A photograph of three people in a meeting at an educational exhibition. A man in a dark suit is seated on the left, gesturing with his hands while speaking. Two women are seated opposite him, listening attentively. The woman in the center wears a blue top, and the woman on the right wears a dark patterned top with a white shawl. They are seated at a table with various brochures and papers. In the background, a large blue wall features a graphic of a yellow staircase with the text 'Learning to Learn' and 'Critical Thinking', and an illustration of a person running up the stairs. To the left, a display board titled 'COOKING SYNOPSIS' is visible. The text 'WHY EXHIBIT?' is overlaid in large, bold, yellow capital letters across the center of the image.

WHY EXHIBIT?

WHY EXHIBIT AT DIDAC INDIA ?



- ✓ *India's only Event* dedicated to the Education & Training Sector.
- ✓ Track record of **10** successful years.
- ✓ *Annual Meeting place* for all educationists, policy makers and industry professionals.
- ✓ The *only place to meet* decision makers and senior management from Education Institutions.
- ✓ *Meet dignitaries* from Indian and International ministries.
- ✓ Presence of over **14 countries ministers** in 2018 edition.
- ✓ Over **13,000 Visitors in 2018**.
- ✓ Visitor participation from **all Indian states**.



WHY EXHIBIT AT DIDAC INDIA ?



- ✓ Over **30% International companies** including 5 country pavilions in 2018.
- ✓ Over **90% exhibitor retention** every year.
- ✓ **Meet thousands of Educational distributors** from across India & over 30 countries.
- ✓ **Showcase** your products and solutions amongst the right TA.
- ✓ **Generate** hot leads & spread brand awareness.
- ✓ **Network** amongst industry stakeholders.
- ✓ Concurrent Live Interactive **Workshops** & power packed **Conferences** for Education Leaders.



PARALLEL EVENTS

@

DIDAC INDIA



CONFERENCE



THE INTERNATIONAL EDUCATION & SKILLS SUMMIT (TIESS)

*The three-day thought provoking conference **brings together senior educators, leaders, policy makers and experts** who are committed to expanding the boundaries of education and training.*

**ONLY FOR
EDUCATORS**

**BY INVITE
ONLY**

**SENIOR
MANAGEMENT**

**10 Power Packed
Years**

200+ Sessions

500+ Speakers

10,000+ Delegates



IDA- CONNECT WORKSHOPS



- ✓ Live **Interactive Workshops** (powered by India Didactics Association) aimed at empowering educators.
- ✓ Conducted by prominent companies, the workshops provide an in-depth, hands-on exploration of relevant topics.

10
Successful
Editions

400+
Sessions

200+
Trainers

50,000+
Attendees

99.7 %
Rated Excellent



CORPORATE AWARDS



- ✓ *India's only internationally recognized and acclaimed awards*
- ✓ *Creates industry benchmarks for innovation and quality in the education and training domain*
- ✓ *Facilitates Inspiration, Knowledge-Sharing & Experience in Innovative Solutions and Practices*
- ✓ *Celebrates and rewards excellence in educational products, resources and services*

700+ Brands

**Eminent Jury
Members**

**Rigorous Evaluation
Process**

**One
Grand Ceremony**



EDUCATION AWARDS



- ✓ The awards honours & rewards education institutions that are Re-Discovering, Re-Defining & Re-Imagining the teaching-learning process and preparing students for life.
- ✓ The IDA Education Awards aims to set new standards for educational institutes (including schools, colleges, universities and training organizations) engaged in imparting education & skill at all levels of education by recognizing, honouring and celebrating their outstanding contributions.

750+ Nominations

**Largest & Best
Institutes from
India**

Eminent Jury

**Internationally
Recognized**



ROUND TABLES



Round Table Discussions are focused, critical, time-relevant and result-oriented discussions among 25 – 30 Global Education Leaders. They come together to learn from each other, get insights, discuss the way forward, sustain, stay-relevant and grow exponentially, also resulting into recommendation papers, standardizations and policy formations.

Three Round Table Discussion

1. Early Learning

2. K12

3. Higher Education



- ✓ *The Education Leaders Didac Talk series is a Live Video Recording platform at Didac India.*
- ✓ *It comprises of a short Video talk from Industry experts where they voice their valuable opinions & share their experiences, ideas, suggestions, thoughts and best practices towards the progress of Education & Training sector.*
- ✓ *These videos are promoted actively on YouTube & other Social Media.*
- ✓ *Didac India 2018 covered more than 30 talks by experts and gathered a lot of visitor interest.*



- ✓ *The Maker Space allows Educators to learn by creating and experiencing.*
- ✓ *Its a collaborative learning space for making, learning, exploring and sharing using various hands on approaches from high tech to no tech tools.*
- ✓ *It gives a first hand experience to educators of how their students can use and benefit from various activities and encourage learners to be future innovators.*
- ✓ *MakerSpace is a very unique way for visitors to learn and explore various experiential offerings.*



- ✓ *Pre-Fixed Distributor Meetings for Participating Companies.*
- ✓ *Business Match Making service gives exhibiting companies an opportunity to select distributors for face-to-face meetings.*
- ✓ *The participating companies get an unparalleled opportunity to meet qualified buyers / sellers.*
- ✓ *This helps companies in creating new channels in the markets of their preference, appointing region specific distributors / representatives etc.*



GOVERNMENT OF INDIA SUPPORT

- *NITI Aayog*
- *Ministry of Human Resource & Development, Government of India.*
- *Ministry of Skill Development and Entrepreneurship, Government of India.*
- *Ministry of Electronics and Information Technology, Government of India.*
- *Various State Ministries from India*
- *All Regulating & Accreditation Bodies of MHRD*

Supporting Organisations



पञ्चसूत्र खानग



United Nations
Educational, Scientific and
Cultural Organization



ज्ञान-विज्ञान विमुक्तये



विद्यया ऽ मृतमश्नुते



केन्द्रीय माध्यमिक शिक्षा बोर्ड

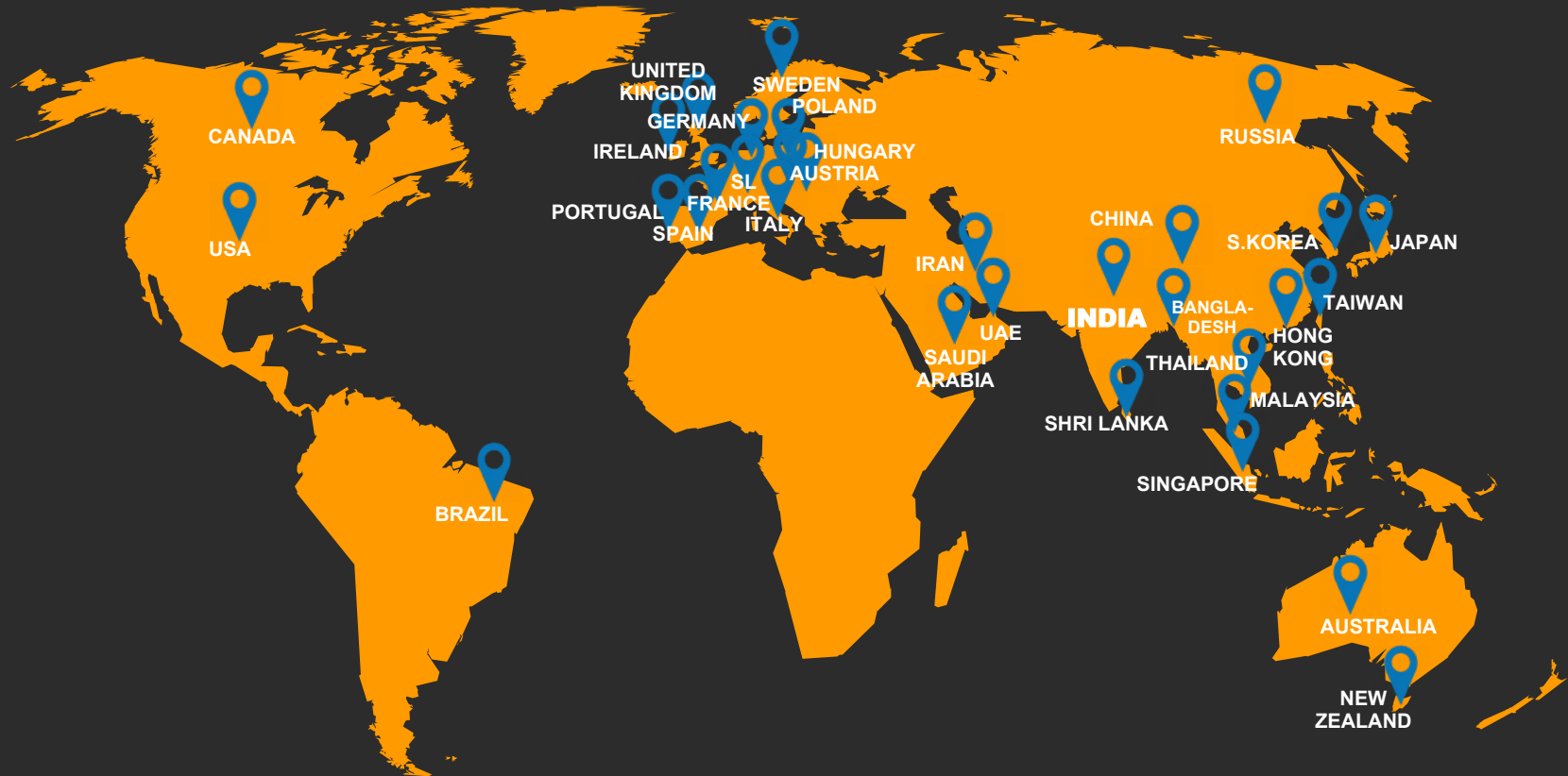


Skill India
कौशल भारत-कुशल भारत

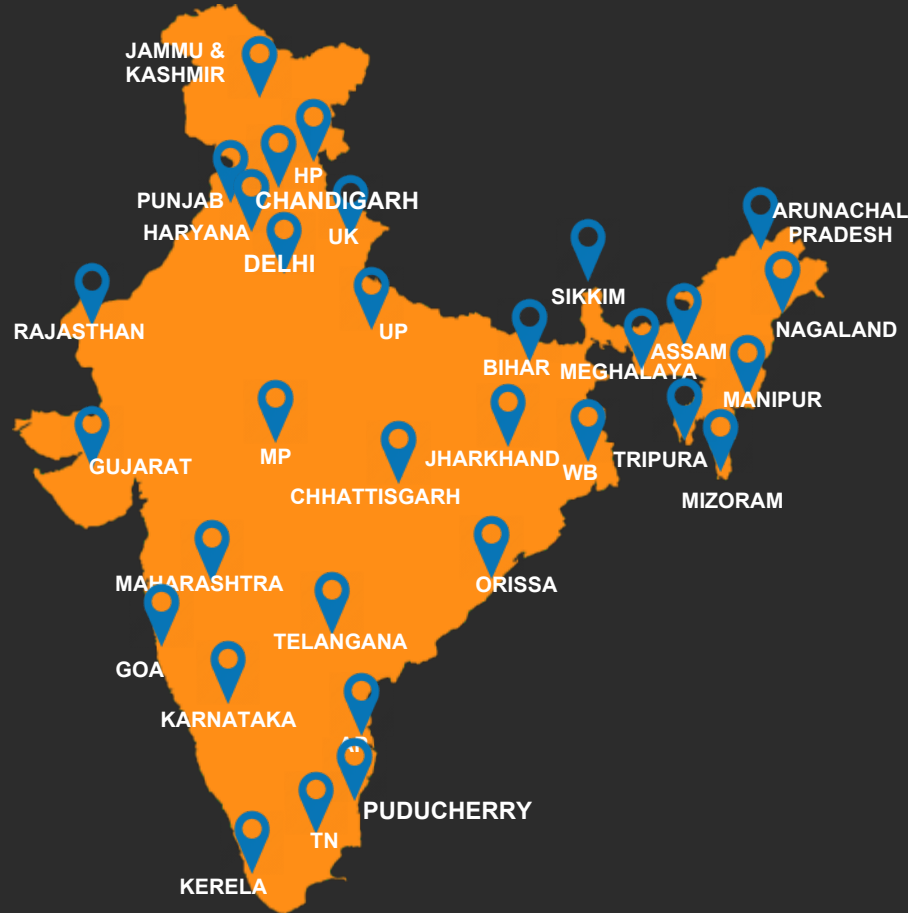


Empowered lives.
Resilient nations.

INTERNATIONAL EXHIBITORS FROM 32 COUNTRIES



VISITOR PARTICIPATION FROM 29 STATES & 3 UT'S OF INDIA



INTERNATIONAL EDUCATION MINISTERS & DELEGATIONS

*Government of
India*

*Government of
Malaysia*

*Government of
Afghanistan*

*Government of
Jordan*

*Government of
Bhutan*

*Government of
Mauritius*

*Government of
Sri Lanka*

*Government of
Republic of
Maldives*

*Government of
Nepal*

*Government of
Lao PDR*

*Government of
Oman*

*Government of
Thailand*

*Government of
Cambodia*

*Government of
Bangladesh*

*Government of
Iraqi Kurdistan*

*Government of
Iran*

*Government of
Tajikistan*

*Government of
Brunei
Darussalam*



INDIAN EDUCATION STATE MINISTERS & DELEGATIONS

*Government of
Punjab*

*Government of
Andhra Pradesh*

*Government of
Karnataka*

*Government of
Nagaland*

*Government of
Jammu & Kashmir*

*Government of
Kerala*

*Government of
Madhya Pradesh*

*Government of
Manipur*

*Government of
Odisha*

*Government of
Gujarat*

*Government of
Maharashtra*

*Government of
Gujarat*

*Government of
Telangana*

*Government of
Meghalaya*

*Government of
Sikkim*

*Government of
Delhi*

and many more

.....



SOME EMINENT VISITORS (Education Groups)



and many more....

MEDIA PLAN



SNAPSHOTS OF PEPTALK



Harpreet Kaur recommends India Didac. 12 October at 16:20 · 🌐

Every Educationist should attend this to learn and grow themselves and society...

Start a private conversation with Harpreet Kaur in Messenger. **Message**

India Didac

Like Comment Share Message

Write a comment...

Ashish Singh recommends India Didac. 7 October at 09:16 · 🌐

excellent great learning experience with the people having innovative ideas, opportunity to explore in field of education.

Start a private conversation with Ashish Singh in Messenger. **Message**

India Didac

Like Comment Share Message **Chat (1)**

Aayesha Dawre recommends Didac India. 6 October at 17:42 · 🌐

I give five stars to this Event. Excellent experience 'a huge knowledge ' nicely held workshops...
Gathering all educators world wide in one place... really appreciable

Start a private conversation with Aayesha Dawre in Messenger. **Message**

Didac India and Aayesha Dawre 2 Comments

Like Comment Share Message

Vijay Chavan reviewed Didac India – 5 ⭐ 27 June · 🌐

Great one

Didac India, Vijay Chavan, Aayesha Dawre and Shweta Kaloya Vats 1 Comment

Like Comment Share

Anchal Prakash Sahu recommends Didac India. 8 October at 06:08 · 🌐

It's a must visit for educators, a great platform to see new things that can be implemented along with the ongoing courses keeping in mind the future demands.

Start a private conversation with Anchal Prakash Sahu in Messenger. **Message**

Didac India **Chat (2)**

Aarti Sarkar reviewed Didac India – 5 ⭐ 23 September 2017 · 🌐

A great learning experience with Sudha Reema Anandi Pramila Pooja. Had an opportunity to meet many dignitaries and above all Mahesh Sir . Thanks team Didac India .

Aayesha Dawre

Like Comment Share

Write a comment...

Aditya Nath Mubayi recommends Didac India. 9 October at 13:12 · 🌐

Brilliantly organized event with a huge variety of people. One place where you can meet so many different kinds of stakeholders in the field of education, each bringing their own expertise, products, technologies, methodologies, and thoughts to the common table so that the world can benefit. Kudos!

Start a private conversation with Aditya Nath Mubayi in Messenger. **Message**

Didac India 1 Comment

Like Comment Share Message **Chat (1)**

MEDIA COVERAGE



Didac India 2018 achieved **significant coverage in the press and online media**, amongst other media outlets. In the 4 months before the event more than **100+ articles** were published in national and international media, equivalent to **500 million views**.

We appeared in the following media:



The Journey Ahead - DIDAC INDIA 2019



Date	24 25 26 September 2019
Venue	Bangalore International Exhibition Centre, Bengaluru, India
Exhibiting Companies	275 +
Exhibiting Brands	2000 +
Expected Visitors	13,000+

BANGALORE CITY



A large collage of images from the DIDAC 2019 exhibition. The central text reads "COME BE A PART OF IT". The collage includes various scenes: attendees at booths, award ceremonies, and exhibition displays. Notable elements include the "DIDAC" logo, "IDA AWARDS", "tess", "ACADEMIA", "DIDAC TALK", and "LAUNCH" banners. The images show a diverse group of people, including students and professionals, engaged in various activities throughout the exhibition.