<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>8:00 - 9:00 AM</td>
<td>Registration/Breakfast</td>
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<tr>
<td>9:30 AM</td>
<td>Inaugural Address, Vice Chancellor UPES, Dehradun</td>
</tr>
<tr>
<td>9:45 AM</td>
<td>Address By Dean, School Of Design, UPES, Dehradun</td>
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<tr>
<td>10:00 AM</td>
<td>India HCI Conference Brief/Orientation</td>
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<tr>
<td>10:15 AM</td>
<td>VENKATESH RAJAMANICKAM, Keynote Speaker, MAC Auditorium</td>
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<tbody>
<tr>
<td>11:00 AM</td>
<td>High Tea and Networking/Poster Exhibition at Quadrangle (Block 1)</td>
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<tr>
<td>11:15 AM - 12:30 PM</td>
<td>Parallel Session PAPER Track</td>
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<tr>
<td>12:30 - 1:30 PM</td>
<td>Lunch</td>
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<tr>
<td>1:30 - 3:00 PM</td>
<td>Parallel Session Women In HCI</td>
</tr>
<tr>
<td>3:00 - 4:15 PM</td>
<td>Panel Discussion</td>
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<tr>
<td>4:15 - 4:30 PM</td>
<td>Campus Walk/Installation Walk/Student Adda/School of Design Show</td>
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<tr>
<td>4:30 - 5:00 PM</td>
<td>Campus Walk/Installation Walk/Student Adda/School of Design Show</td>
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**VENKATESH RAJAMANICKAM**

**Keynote Speaker**

**Venue: MAC Auditorium**
24th November
Day 2 | Friday

8:00 - 9:00 AM  Registration/Breakfast

9:30 AM  JANET READ  
Keynote Speaker  Venue: MAC Auditorium

10:30 AM  
High Tea and Networking/Poster Exhibition at Quadrangle (Block 1)

10:45 AM - 12:30 PM  
Venue: MAC Auditorium

Parallel Session ARTS Track
MAC AUDITORIUM

- Beyond the Dinner Table to Benefits in ART: Current Trends, Sharma Sharan, Hotel Consultant, Trinity Services, Agra University
- Digital Marketing: The Key to Success in the Digital Age, Sudhir Kaushik, IIM, Bangalore

Venue: Quadrangle (Block 1)

Parallel Session PAPER Track
QUAD 1004

- 10:45 AM - 11:00 AM  
In The Know: The Next Steps in Influencing Digital Strategies for Social Media Marketing, Gurbir Singh, Delhi University

Parallel Session POSTER and Demos
QUAD 1005

- 10:45 AM - 11:00 AM  
A Study on Trends in the Marketing of Hotel Chains using Digital Platforms and Social Media, John Doe, Mumbai University

Parallel Session WORKSHOP
QUAD 1006

- 10:45 AM - 12:00 PM  

Parallel Session INDUSTRY Track
QUAD 1007

- 10:45 AM - 12:00 PM  

Parallel Session STUDENT DESIGN Consortium
QUAD 1008

- 10:45 AM - 12:00 PM  

Parallel Session START-UP Track
RUNWAY INCUBATOR

- 10:45 AM - 12:00 PM  

12:30 - 1:30 PM  
Lunch

1:30 PM  LAURENCE LU  
Keynote Speaker  Venue: MAC Auditorium

2:30 - 4:00 PM  
Venue: MAC Auditorium

Parallel Session ARTS Track
MAC AUDITORIUM

- 2:30 PM - 2:45 PM  
Kanvaal: Interactive Art Installations for a Healthy Lifestyle, Parag Patel, Art Collector, ArtWise, Mumbai
- 2:45 PM - 3:00 PM  
Rohit: A Unique Art Installation for a Healthy Lifestyle, Parag Patel, Art Collector, ArtWise, Mumbai
- 3:00 PM - 3:15 PM  
Deepak: Interactive Pop-Up Book Art Installation, Rohit Prasad, Artist, ArtWise, Mumbai

Parallel Session STUDENT RESEARCH Consortium
QUAD 1004

- 2:30 PM - 2:45 PM  
Interactive Storytelling for Children, Shweta Chaudhary
- 2:45 PM - 3:00 PM  
Effect of Martha and Sadie's Left-handedness in India, Priya Sharma, Community Worker

Parallel Session POSTER and Demos
QUAD 1005

- 2:30 PM - 2:45 PM  
Painting a Unique Art Installation for a Healthy Lifestyle, Parag Patel, Art Collector, ArtWise, Mumbai

Parallel Session WORKSHOP
QUAD 1006

- 2:30 PM - 3:15 PM  
Interactive Storytelling for Children, Shweta Chaudhary

Parallel Session WORKSHOP
QUAD 1007

- 2:30 PM - 3:15 PM  
Effect of Martha and Sadie's Left-handedness in India, Priya Sharma, Community Worker

Parallel Session START-UP Track
RUNWAY INCUBATOR

- 2:30 PM - 3:15 PM  
Painting a Unique Art Installation for a Healthy Lifestyle, Parag Patel, Art Collector, ArtWise, Mumbai

4:00 PM  Start-up/Flying Unicorn

Panel Discussion  Venue: MAC Auditorium

4:45 PM  
High Tea and Networking/Arts Installation Exhibition/Poster Exhibition at Quadrangle (Block 1) | School of Design Show

6:00 PM  MAC: Cultural Evening

7:00 PM  Gala Dinner
# 25th November
**Day 3 | Saturday**

<table>
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<tbody>
<tr>
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<td>Registration/Breakfast</td>
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<tr>
<td>9:20 AM</td>
<td>Conference brief/Orientation</td>
</tr>
</tbody>
</table>
| 9:30 AM     | DR. BALVINDER SINGH  
**Keynote Speaker**  
**Venue: MAC Auditorium** |
| 10:30 AM    | High Tea and Networking/Arts Installation Exhibition/Food Exhibition at Quadrangle (Block I) / School of Design Show |
| 10:45 - 11:45 AM | **Panel Discussion**  
**Venue: MAC Auditorium** |
| 11:45 AM    | **Awards And Acknowledgement Valedictory Address**                    |
| 12:30 - 1:30 PM | **Lunch**                                                     |

Trip & Trek Doon, with Goodbyes... till the next Year!

The schedule will be updated with registered authors/presenters periodically. Kindly check this link for latest updates.

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## School Of DESIGN

India HCI is a premier international conference in the field of Human-Computer Interaction (HCI) that is held annually in India. It aims to positively impact and shape humanity through high-quality research in HCI and Design. The 14th International India HCI 2023 conference is hosted by the School of Design at UPES in-cooperation with the ACM amongst Dehradun’s beautifully lush and verdant environs.

The conference theme is “HCI for Enabling Creativity” and aims to initiate dialogues, debates, and discussions that enable synergies between Creativity and HCI. We invite authors to present bold ideas and research that further expand the boundaries of HCI research.