GAMING AND IMMERSIVE

MEDIA SUMMIT 2025

CHAUPAL'25

School of DESIGN and Creative Arts

Vedatya in collaboration with Asian Institute of Design, Bangalore.

Exploring India's Digital Future Through Gaming and Immersive Media

INTRODUCTION

The **Gaming and Immersive Media Summit 2025** is conceived as a landmark event that will examine the vast potential of India's gaming and immersive media sectors from social, cultural, and technological perspectives. The summit aims to unite scholars, industry leaders, independent developers, and policymakers to explore gaming and immersive media as powerful tools for cultural storytelling, social science research, and economic growth. Inspired by Prime Minister Narendra Modi's call to leverage India's digital gaming potential, this summit aligns with the goals of the Ek Bharat, Shreshtha Bharat mission to promote Indian culture and heritage through digital media.

In 2025, India's gaming industry is projected to generate over $3 billion, showcasing the market's potential for growth. However, this summit will emphasize the broader implications beyond revenue, such as the roles of indie game development, immersive media in education, and social science. By exploring how gaming and immersive media influence society and culture, the summit will encourage innovative approaches to pressing social issues, like environmental sustainability, public health, and cultural preservation, through engaging and interactive media.

The **School of Design and Creative Arts** at Vedatya, which is affiliated with Gurugram University, State Government of Haryana, proudly presents this summit. As an institution committed to fostering innovation, creativity, and interdisciplinary collaboration in design education, the summit aligns with Vedatya's vision of staying ahead of the curve in design education. Chaupal, an annual event for Vedatya, serves as a vibrant platform for creative expression and interdisciplinary dialogues, making this summit a perfect extension of our commitment to shaping the future of design and technology.

KEY HIGHLIGHTS

Gaming and Cultural Preservation

How indie games can narrate and preserve Indian cultural heritage, folk tales, and traditions.

Immersive Media in Social Science

Using AR/VR technologies in fields like healthcare, environmental studies, and urban planning to create transformative social impact.

Interdisciplinary Insights and Collaboration

Scholars, developers and policymakers sharing ideas to shape the future of India's gaming and immersive media sectors

OBJECTIVES

EXPLORING SOCIAL SCIENCE IN GAMING AND IMMERSIVE MEDIA

Gaming and immersive media provide new avenues for understanding social behaviours, cultural identity, and social structures. By applying a social science lens, the summit will investigate how these media forms contribute to society, covering:

Cultural Preservation through Gaming

Highlighting how games with Indian themes can foster cultural awareness and identity.

Behavioural and Societal Impact

Exploring how gaming scenarios can simulate real-world dilemmas, fostering empathy and understanding in users.

IMMERSIVE MEDIA AS A TOOL FOR SOCIAL IMPACT AND POLICY RESEARCH

Immersive technologies (AR, VR, XR) offer innovative ways for researchers and policymakers to address social challenges, such as:

Health and Well-being

VR simulations that address mental health or raise awareness of health issues, reducing stigma.

Environmental Education

AR/VR experiences that immerse users in ecosystems, encouraging environmental responsibility.

Policy Implications

How data from gaming and immersive media can provide insights for designing policies that address societal needs.

FOSTERING INDIE GAME DEVELOPMENT FOR CULTURAL EDUCATION

Indie games, known for their creativity and unique storytelling, are an ideal platform to promote Indian heritage and values. This summit will:

Promote Cultural Storytelling

Showcase indie games inspired by Indian mythology, historical figures, and traditional art forms.

Create Local Job Opportunities and Drive Economic Growth

Discuss the economic potential of indie game development as a driver of jobs in creative and technological fields.

INTERDISCIPLINARY COLLABORATION AND KNOWLEDGE SHARING

The summit will bring together a multidisciplinary audience, encouraging collaborations that expand the applications of gaming and immersive media. By fostering partnerships across sectors, the summit will support:

Cross-Industry Applications

Extend gaming and immersive media applications beyond entertainment, into areas like defence and healthcare.

Policy Development Support

Advocate for policies that encourage growth in the gaming and immersive media industries.

BROADENING THE SCOPE OF GAMING AND IMMERSIVE MEDIA IN EDUCATION

Gaming and immersive media can transform education through experiential learning. Discussions will focus on:

Educational Gaming

How games can bridge gaps in traditional learning, covering history, culture, and social studies.

Enhanced Learning Through Immersion

AR/VR simulations that make complex subjects accessible, interactive, and engaging.

Inclusive Learning Opportunities

How immersive media can serve diverse learning needs, providing inclusive and adaptive educational experiences.

EVENT STRUCTURE

DAY 1: 22ND FEBRUARY 2025

MORNING SESSION

Keynote Addresses

Inspirational talks from eminent speakers in gaming, immersive media, and technology.

Plenary Sessions

Deep dives into the transformative potential of gaming and immersive media in various domains.

AFTERNOON PANEL

Panel 1: New Skills and Shaping the Job Landscape – The Road Ahead for India's Gaming and Immersive Media Industries

Exploring the evolving skillsets required in design and technology education, emphasizing industry readiness and technological advancements.

Examining the role of startups in the Animation, Visual Effects, Gaming, and Comics (AVGC) sectors and their alignment with emerging realities and market opportunities.

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Panel 2: The Future of Design Education and the Start-Up Ecosystem

How do we see design evolving within the context of the start-up ecosystem? This panel will explore how design education can adapt to the needs of emerging start-ups and the growing demand for interdisciplinary skills. Discussions will focus on:

The integration of entrepreneurial thinking and innovation into design curricula.

How design education can better prepare students for the challenges of the start-up world, including rapid product development, creative problem-solving, and business scalability.

The role of design in the success of start-ups, particularly in the areas of user experience, branding, and product development.

Exploring opportunities for collaboration between design educators and start-up ecosystems to foster real-world learning and job creation.

CONCLUDING SESSION:

Panel Discussion
The road ahead for India's gaming and immersive media industries.

Closing Remarks
Recap of insights and future directions.

REGISTRATION INFORMATION

Early Bird Registration:	Standard Registration	Student Discounts
Available until **10th February 2025**	Begins **11th February 2025**	Special rates for **students with valid ID**

Join us at the **Gaming and Immersive Media Summit 2025** to be part of a transformative journey exploring the intersections of technology, culture, and society.

vedatya

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