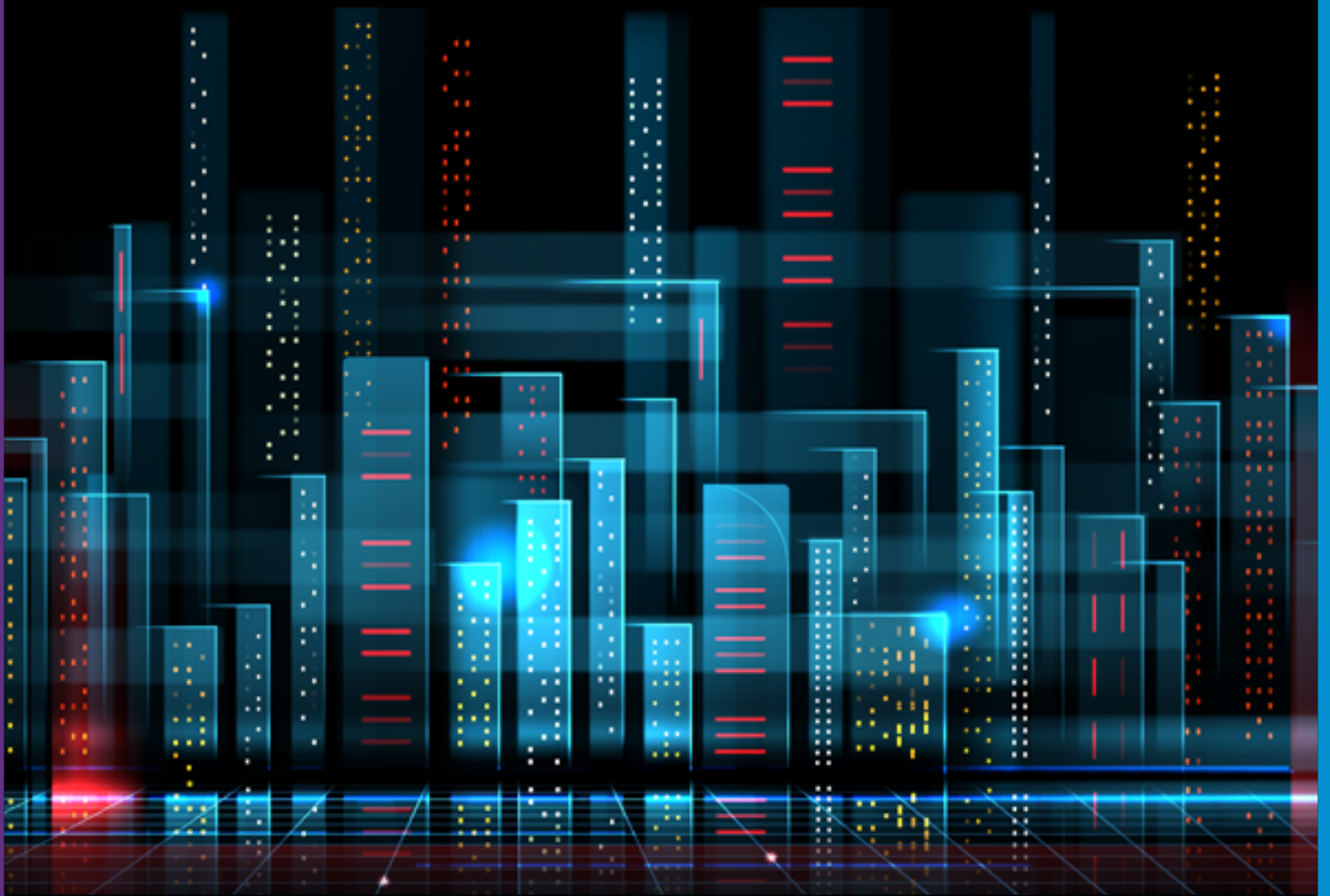




DESIGNING TOMORROW:  
**AUTODESK POWERED INFRASTRUCTURE  
FOR GUJARAT**

Case Study



### **Session Overview:**

An exclusive, invite-only leadership forum hosted by ObserveNow Media in collaboration with Autodesk, bringing together 20+ senior government officials, infrastructure leaders, and policy influencers from across Gujarat and India. The session focused on how digital transformation and advanced design technologies are shaping the future of public infrastructure — from smarter urban planning to sustainable water management and resilient city development.

Held at The Leela, Gandhinagar, the event offered a high-value platform for strategic dialogue, real-world case studies, and live technology demonstrations. Senior decision-makers engaged in peer-led conversations on how Autodesk's Building Information Modeling (BIM) and Water Infrastructure Solutions can empower governments and enterprises to deliver faster, smarter, and future-ready infrastructure aligned with Gujarat's growth roadmap.

### **Curated By:**

**ObserveNow Media** is a leading B2B data intelligence company known for curating impactful leadership dialogues and closed-door roundtables. With a strong focus on connecting brands with their target audience, ObserveNow specializes in knowledge-sharing forums that showcase ideas, solutions, and real-world applications in the most engaging formats.

**Autodesk** is a global leader in design and engineering software, empowering governments, enterprises, and industries to reimagine the way infrastructure is planned, built, and managed. Through advanced solutions like Building Information Modeling (BIM), water infrastructure technologies, and digital design platforms, Autodesk enables organizations to deliver smarter, faster, and more sustainable projects. By driving digital transformation in infrastructure, Autodesk is helping states like Gujarat build resilient, future-ready cities aligned with national and state development priorities.

### Event Overview:

- To bring together senior government officials, infrastructure leaders, and policy influencers for a focused dialogue on Gujarat's future-ready infrastructure roadmap.
- To highlight real-world case studies and demonstrations of Autodesk solutions such as Building Information Modeling (BIM) and Water Infrastructure Technologies in driving sustainable development
- To position Autodesk as a trusted technology partner in enabling digitally advanced, resilient, and smart infrastructure projects across Gujarat and beyond.

### Event Format:

- Closed-door, invite-only forum with participation from 20+ senior government officials, infrastructure leaders, and policy influencers.
- Half-day leadership session (10:00 AM – 2:00 PM) at The Leela, Gandhinagar.
- Conference-style setup with keynote presentations, live demonstrations, and interactive dialogues.
- Peer-to-peer knowledge exchange, anchored by real-world case studies and technology showcases of Autodesk solutions.governance—to unlock the potential of AI.

### Key Themes Discussed:

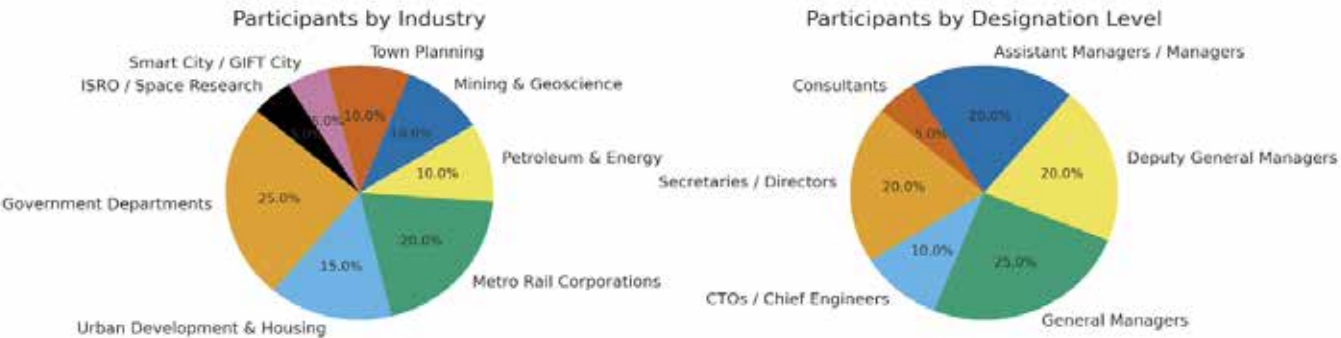
- Digital Transformation in Infrastructure: How Gujarat is leveraging advanced technologies like Building Information Modeling (BIM) and water solutions to enable smarter, more resilient infrastructure planning and execution.Smart Scheduling & Flexibility:
- Sustainable & Resilient Development: Exploring strategies for designing infrastructure that balances rapid urbanization with long-term sustainability, climate resilience, and resource efficiency.Data-Driven Decision-Making:
- Future-Ready Infrastructure: Showcasing how Autodesk's digital platforms are enabling governments and enterprises to build faster, smarter, and future-proof projects aligned with state and national priorities.

## Participating CXOs:

- **Mr. P.J. Mishra**-CE & Addl. Secretary,Roads and Buildings Department, Government of Gujarat
- **Dr. Nilesh Kumar Purey, CTO GIFT City**
- **Mr. Sanjay Kumar Rai**, Chief Resident Engineer & Chief Designe, Gujarat Metro Rail Corporation Limited (GMRCL)
- **Mr.Abhishek Langde**, Superintending Engineer, Gujarat Industrial Development Corporation (GIDC)
- **Mr. Nilesh Modi**, Under Secretary, Industries and Mines Department, Government of Gujarat
- **Mr. Ketan Kakkad**, CEO, Gujarat State Petroleum Corporation (GSPC)
- **Mr. Darshan Kumar**, Group Director, SAC ISRO Ahmedabad
- **Mr.Pramod Kumar**, Director (Exploration), GMDC
- **Dr. Sunil Kumar**, Director (R&D), GMDC
- **Mr.Sandeep Darin**, Deputy General Manager (Engineer), Town Planning Department
- **Mr.Rakesh Adroja**, Deputy General Manager (Engineer), Town Planning Department
- **Mr.Saarthak Gautam**, General Manager (Contracts & Procurement), Gujarat State Petroleum Corporation Ltd.
- **Mr.Amit Kumar**, Deputy General Manager – E&M, Gujarat Metro Rail Corporation Limited
- **Mr.Gursheen Kaur**, Deputy General Manager, Gujarat Metro Rail Corporation Limited
- **Mr. Ketan Chaudhari**, Cash-Branch, Urban Development & Urban Housing Department
- **Mr.Sunit Mehta**, Deputy General Manager, GMRCL
- **Mr. Mehul Bhatt**, Deputy Executive Engineer, Roads and Building Department
- **Mr. Hiren Vejariya**, Office Assistant, Industry and Mines Department

Participant Overview:

Below is a visual breakdown of participants by industry and designation level:



Conference Report:

The session began with a networking welcome, providing participants an opportunity to connect informally before transitioning into the formal deliberations.

Opening remarks by ObserveNow Media and Autodesk set the stage for a highly relevant dialogue on how digital transformation is reshaping Gujarat’s infrastructure journey. The discussion focused on the critical role of Building Information Modeling (BIM), water infrastructure technologies, and advanced design platforms in building sustainable, resilient, and future-ready cities.

Participants shared sector-specific perspectives — from urban development and metro rail projects to mining, petroleum, and smart city initiatives — each highlighting the challenges of scale, sustainability, and coordination in infrastructure delivery. Despite diverse domains, all leaders agreed on the urgent need for data-driven decision-making, digital collaboration, and technology integration to accelerate Gujarat’s development roadmap.

What made the discussion especially impactful was the cross-departmental participation, with senior officials from government bodies, metro rail corporations, town planning, and industry regulators contributing actionable

insights. Live showcases of Autodesk technologies demonstrated how digital design and modeling can significantly enhance project efficiency, resource utilization, and long-term resilience.

The session concluded with key takeaways on embracing digital-first approaches, a group photograph, and an engaging networking lunch, enabling participants to build stronger collaborations for Gujarat's infrastructure future.

### **Key Takeaways:**

- According to industry research, over 60% of large-scale infrastructure projects globally face delays and cost overruns, often due to inefficiencies in planning and coordination.
- Building Information Modeling (BIM) adoption has been shown to reduce project errors and rework by up to 40%, while enabling smarter collaboration across stakeholders.
- Digital transformation in infrastructure is no longer optional — it is a strategic imperative that directly impacts sustainability, resilience, and long-term economic growth.

### **Conclusion:**



The Autodesk x ObserveNow Tech Day – Gandhinagar proved to be a high-impact forum for dialogue and knowledge exchange, offering a rare opportunity for government leaders, infrastructure experts, and policy influencers to align on the future of Gujarat's development journey.

With strong participation from influential voices across departments and industries, the session reinforced Autodesk's role as a trusted technology partner in driving sustainable, resilient, and digitally powered infrastructure for the state and beyond.

## Industry insights:

- 92% of B2B marketers find in-person events deliver the highest ROI compared to other marketing channels.(Source: Gartner (2024))
- 1 in 2 event attendees convert into qualified leads, with 20–30% progressing to active sales conversations within 30 days. (Source: Bizzabo (2024))
- Buyers are 1.7x more likely to finalize decisions after face-to-face interactions versus digital-only engagements.( Source: McKinsey (2023) )

## And ObserveNow events consistently exceed these benchmarks:

-  80–90% of attendees report a better understanding of our partners' products and solutions after direct, in-person interactions.
-  On average, 60% of event attendees become direct business leads, and within that, 40% express clear interest in exploring partnerships or solutions further
- ObserveNow, Ankercloud, and Google Cloud look forward to enabling more such interactive leadership engagements in the journey of digital transformation.



BRANDING ELEMENTS





EVENT GALLERY



EVENT GALLERY

