

### Report on Guest Talk

### Changing landscape of Mobility and Influence of Digital Platforms

**EVEN SEM - IV-SEM 2024-2025**

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The Department of Information Science and Engineering, New Horizon College of Engineering organized a Guest talk on the Changing landscape of Mobility and the influence of Digital Platforms on Monday, 12<sup>th</sup> May 2025 in 506-C for the IV-Semester students, NHCE from 10:00AM – 12:00PM.

#### Objective

The primary objective of the event was to promote the landscape of mobility, which is rapidly changing, and one of the driving forces behind this shift is the increasing influence of digital platforms. These platforms are reshaping how people move, communicate, and interact with transportation options, leading to a new era of convenience, efficiency, and sustainability. Let's break this down into some key trends and factors influencing the mobility landscape: Rise of Shared Mobility, Electric Vehicles (EVs) and Sustainable Mobility, Autonomous Vehicles (AVs), Data and Personalization.



The poster features the logos of New Horizon College of Engineering, the institution, and IEEE. It identifies the event as a 'Guest Talk' by the Department of Information Science and Engineering. The title of the talk is 'Changing Landscape of Mobility and Influence of Digital Platforms'. The speaker is Sumanth Kumar R, a Go-to-Market Leader at Bosch. The event is scheduled for May 12, 2025, from 10:00 AM to 12:00 PM in room C-506. The target audience is 4th Semester Students. The poster also lists the Faculty Coordinator, Convenor, and other organizers.

**NEW HORIZON**  
COLLEGE OF ENGINEERING

Department of Information Science and Engineering

**Guest Talk**

**Changing Landscape of Mobility and Influence of Digital Platforms**

**Sumanth Kumar R**  
Go-to-Market Leader  
Bosch Mobility Platform and Solution/  
GTM Strategist in Emerging Mobility,  
Bengaluru

12<sup>th</sup> May 2025

10:00 AM to 12:00 PM

C-506, ISE Department

4<sup>th</sup> Semester Students

Faculty Coordinator  
**Dr. Kalsivani D**  
Associate Professor, ISE

Convenor  
**Dr. Vandana C P**  
Associate Professor, H&C-ISE

**Dr. R J Anandhi**  
Dean Academics

**Dr. Manjunatha**  
Principal

## Event Summary

The event explored the rapidly evolving mobility landscape, driven by digital innovation, sustainable practices, and growing user expectations. It brought together industry experts, urban planners, technology leaders, and public stakeholders to discuss the future of transportation in a digitally connected world.

## Key Themes and Highlights

- Transformation Through Digital Platforms
- Sustainable and Smart Mobility

## Feedback and Participation

The changing landscape of Mobility and the influence of Digital Platforms play a crucial role in the ongoing evolution of the mobility landscape, especially as digital platforms and innovative transportation models reshape how we move. Both elements contribute to the effectiveness, sustainability, and user experience of new mobility solutions. Here's a deeper dive into how feedback and participation are influencing mobility: User Feedback for Service Improvement, Community Engagement and Mobility Advocacy, and many more.

## Key Takeaways

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- **Collaboration is Essential:** Private platforms, governments, and communities must work together to build sustainable, user-focused mobility systems.
- **Data-Driven Decisions:** Real-time user data is vital but must be managed responsibly to protect privacy and ensure trust.
- **Inclusive Innovation:** Mobility solutions must consider the needs of all demographics, including non-digital users, to avoid deepening the digital divide.

## Conclusion

As digital platforms continue to grow and innovate, user input will be essential for refining services, ensuring equitable access, and meeting diverse transportation needs. By engaging users in co-creation, integrating their feedback into product design, and facilitating community-driven changes, mobility platforms can create more efficient, sustainable, and user-friendly transportation systems. However, challenges related to inclusivity, privacy, and data management must be addressed to ensure that all voices are heard in the shaping of the future.

mobility landscape. However, this transformation also requires careful consideration of privacy, regulation, and inclusivity to ensure it benefits everyone.

### **Glimpses from the Event**





Faculty Coordinator

HoD-ISE