

Seminars and Workshops Report- 2020-21

1. A Two Day Virtual National Conference on 'Research Challenges in the Digital Era'

Date: 18th & 19th December, 2020 **Time:** 12.30pm.- 5pm.

Mode of Programme: Virtual Inter-Collegiate Event

Objective: To aim at achieving a common goal with the help of knowledge in other disciplines.

Report on Conference:

A Multi-Disciplinary National Virtual conference was organized on 'Research Challenges in the Digital Era' for two days in Google meet. The Convener welcomed the gathering and instructed the participants about the etiquettes of presentation in the online platform. Sri K.Raghu Veer, Principal gave the opening remarks. The Key note Speaker, Prof. A.Sudhakar, Director, SSIM was introduced to the audience by Dr.T.Naga Lakshmi, Vice- Principal (Academic). He addressed the participants on the qualities of a researcher in modern Digital era and the challenges faced by the researcher. The inaugural session ended with vote of thanks by Smt.S.Saritha, Vice-Principal (Admn.). During the first day, 13 delegates presented their papers on Data Security Issues, Vedic Sanskrit- World Languages, Role of Micro Finance & Women Empowerment, Language in Social Media and many more topics.

The second day session started by the welcome address by the Convener and she introduced the Key note Speaker of the session, Sri B.Amareshwar Rao, Retd. Principal, Dharmawanth Degree College and Sr. Faculty of IIMC. He enlightened the gathering on Digitalization of Infrastructure, Cultural & Behavioral changes in Business, Digital Marketing, and IT Act and concluded that the researcher must be useful for the development of the society. Smt.G.Rama Devi, Librarian proposed the vote of thanks for the session. During the session 12 members presented their research papers on various topics and disciplines, i.e, Manavalli Ramakrishna Kavi— a beacon of hope for Sanskrit research, Reshaping the Leadership trends- Global perspective, Usage of Mobile apps in new normal, Telangana Kathalu- Telugu Bhasha, World Englishes: A study on English becoming an Official language etc.

Finally, Smt.G.Santoshi , Head, Dept. of Business Administration and Sri N.Uma Maheshwar Anand, Faculty of Commerce presented the Rapporteurs reports. Sri T.Srinivas, Co-Convener proposed final vote of thanks at the end of two day conference. The Convener announced that the selected papers will be published in the Journal of IIMC.

Speaker: Prof.A.Sudhakar, Director, SSIM and Sri.B.Amareshwar Rao, Sr.Faculty, IIMC

Targeted Audience: Research Scholars/Students/Academicians/Industrialists.

Outcome of the Conference: The paper presenters have enlightened the audience with varied topics on the given theme.

2. A Workshop on Business Analytics

Date: 21st to 29th December, 2020

Mode of Programme: Virtual Inter -Collegiate Event

Objective: To make students acquainted with concepts of Business Analytics.

A Workshop on Business Analytics was organized by IIMC in association with Make Intern & IIM Kolkata on virtual mode. 25 students participated in this workshop and received the certificates. The First three Best participants received the Certificate of Appreciation.

SPEAKER: Mr. Ameer Valki

Day-01:

The first day of Business analytics is interesting and new for the students. They learnt, what is Business Analytics and its three major branches are Business, Maths and Computer science. The term 'Analytics' is a process of converting raw data into useful information. By listening to the word 'data' the question raised by the Speaker was, how much data we are using? As the answer was humans create 25quintillions of data every day .He discussed the types of data, uses of data, job roles through data and some more. The first day went with some excitement and good feeling, as they were exposed to new terms and knowledge for the students.

Day-02:

On the second day, the resource person discussed on the Descriptive analysis, Diagnostic analysis, Predictive analysis and Prescriptive analysis. These are the various types of analyses and also these are the stages of analytics too. The students also learnt about the different company's analysis methods and their ways. Finally, he discussed the domain, its usefulness by applying the Business tools.

Day 03&04:

On the third day, the students started with practical learning experience with Google collab, which has been continued to the fourth day too. They learnt about the text cell and body cell of the collab, with their uses and differences. They used Google collab to differentiate the data and how to manage the data by the order and how to represent them with numerical ways and through the graphical representation.

Day-05:

The students have continued with Google collab by giving other examples.The resource person clarified the doubts regarding codes of Python programing with many illustrations.

Day-06:

On the final day, the resource person discussed Tableau, which is a software for learning, Coding.

Speaker/Organization: Make intern, IIMC and IIM Kolkata

Targeted Audience: Second and Final year students from all streams.

Outcome: Business Analytics made the students to expand their career domain.

3. One Day Virtual National Conference on Union Budget 2021 -22 "Towards Sustainable Development"

Date: 22.05.2021

Time: 10.00 a.m. to 5.00 p.m.

Mode of Programme: Virtual Inter-Collegiate Event

Objective: To discuss on the pros and cons of Union Budget 2021-22 towards sustainable development.

A Virtual National Conference is organized to address the six pillars of Union Budget 2020-21, to bring into limelight various issues in this budget and providing a platform to explore many research aspects such as disinvestment, agriculture, education and SDGs. 32 papers were received and presented. A virtual platform was taken from Google Suit and the conference was organized from 10.00 am to 5.00 p.m.

The conference started with lighting of the lamp, followed by a prayer song to invoke the god's blessings. Sri K.Raghu Veer, Principal addressed the virtual gathering about the college and the conference. Sri B.Amareswar Rao, Sr.Faculty, Dept.of Commerce, IIMC delivered a key note address on the significance of Union Budget 2021-22, in the present pandemic scenario. He highlighted the budget allocation in the significant areas, especially focused on each sector and their importance towards sustainable development. Smt.S.Saritha, Vice-Principal (Admin.) proposed vote of thanks and the inaugural session is concluded at 10.30 a.m.

The paper presentations started at 10.45 a.m. The first session went on till 2.00 p.m. 13 papers were presented in the first half.

2 to 2.30 pm.is given as the lunch break.

The remaining 12 papers were presented till 5.30 p.m. Sri S.Rajeswar Rao and Sri C.N.Prasad were the judges to evaluate the paper presenters. They took two minutes for questions on every paper presented by the delegates.

The rapporteur for the first session was Smt.G.Santoshi, Head Dept. Of Business Administration and for the post lunch session, it was N.Uma Maheshwar Anand, Faculty, Dept. of Commerce. Both the rapporteurs have given their reports at the end of the sessions.

Finally, the valedictory session started at 5.35 p.m. with concluding remarks given by Dr.D.Thirumala Rao, Vice-Principal (Academic) and Conference Convener. The judges evaluated the performance of the 25 paper presenters at the end. The conference was concluded with National Anthem. 70 participants attended the conference virtually.

Key Note Speaker: Sri B.Amareswar Rao, Sr.Faculty, IIMC

Targeted Audience: Research Scholars/ Faculty/ Students

Outcome: Union Budget Allocation by the Government, Contribution towards agriculture, priority to sustainable goals. These elements help the research scholars to expand the scope of their research work on Union Budget as well as Sustainable Goals.

D. Rao

Convener



K. Raghveer

**K. RAGHVEER
PRINCIPAL**

Principal