

Report on Pre-Cursory Workshop- Analysis A+

DR. VN BRIMS had organized a Pre-Cursory Workshop for the Faculty and Students of MMS and PGDM on Saturday, 9th November 2019. The theme for the event was Edu-Future for sustainable global economy-Research, Innovation and Technology, which is theme for International Conference 2020. The event was scheduled in two sessions. Many eminent guest speakers gave their valuable insights in the first session. In the second session, inter-collegiate competition was conducted on Sectoral Analysis.

In the first session, the director of Dr. V.N. BRIMS Dr. Nitin Joshi started the speech by introducing the topic. He motivated the management students by saying that to become a part of the sustainable economy, they must contribute for it. Thinking and research plays an important part and the students must understand the essence of research. He made the students understand that sustainability and innovation go hand in hand. It was very interesting and informative session. The next speaker was Mr. C. Kajwadkar, former Vice President of CCI. His address emphasized on co-creation of knowledge. He also explained that the world is shifting from uni-polar to multi-polar and the new managers have to be conscious in order to survive and thrive in this changing world. They must develop managerial aptitude and attitude to adapt and to be the survival of the fittest. He concluded by saying that “We” must be the change and be ready for the future. The next speaker was Mr. Debraj Das, Director of Craft Academia Private Limited gave insights on use of technology in every sector as all the new generations are fast learners. He also explained various aspects through case studies as well. The session was helpful for the students. The next speaker was Mr. Pravin Babu who is the CEO and CCO of Altorise Ventures Pvt Ltd., he explained about Artificial Intelligence which is a core part of business organization. He motivated the students to become potential entrepreneurs and Intrapreneurs. He concluded by saying that we must not run behind success and just learn and enjoy the process. It was indeed a value-added session. Further, the session was taken by the director general of Dr. VN BRIMS Dr. Guruprasad Murthy. He explained that Research and development is the key component for a sustainable economy. He shared we all must have a vision for future, identify creative and innovative ways of managing knowledge transmission through sharing their research experiences. His session was a motivation for the students. The next speaker was Mr. Krishnan Subramanian, head of Digital IT at Raymond Ltd, gave knowledge from a corporate perspective in context of VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) environment. The first session of the event was concluded by vote of thanks by the convener of conference Dr. Smita Jape, Associate Professor of DR. VN BRIMS. She thanked the student organising committee and conference coordinator Dr. Meenakshi, Assistant Professor of DR. VN BRIMS and Prof Kanchan, Assistant Professor of DR. VN BRIMS.

In the second session, the inter collegiate competition was conducted, where 11 teams participated. The topic for the competition was Sectoral Analysis A+. The participants had to select any industrial sector of their choice and analyze it with respect to current scenario, research, innovation, technology and future scope. The competition was judged by external jury member Mr. Pravin Babu and alumni of DR. V.N BRIMS Mr. Zubin Sanghvi. Various sectors

like Banking, FMCG, Insurance, Aerospace, Gem and Jewellery and Pharmaceutical were studied and well presented by the participants. The judges asked various questions and gave their feedbacks as well. The winners were declared at the end of session. The first prize was won by Kohinoor Business School students and second prize by DR. VN BRIMS students.

Overall both the sessions threw a light on the current scenarios of the business environment, role of innovation and technology in future education and industry. The expectations of the industry from young minds and importance of research and competition in grooming of the student in all aspects was discussed by the experienced speakers.

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