

REPORT OF INTERNATIONAL CONFERENCE ON “USE OF DIGITAL TECHNOLOGY IN SERVICE SECTOR: BEYOND METRO”

An ICSSR sponsored International Conference on “Use of Digital Technology in Service Sector: Beyond Metro” was organized jointly by the P.G. Department of Economics, SNDT Women’s University, Mumbai, Department of Commerce & Economics, Maniben Nanavati Women’s College, Mumbai and Indian Economic Association on 28th & 29th September, 2018. The venue of the conference was Maniben Nanavati Women’s College, Mumbai.

In the Inaugural session of the Conference after the formal rituals Dr. D. K. Madaan, secretary of IEA spoke about the Indian Economic Association and the theme of the conference. The Keynote Address was given by Dr. Pushpa Woods, she mainly spoke on Challenges of GST, Lack of Knowledge and Investment products becoming more and more complicated in the economy. She further added that in metro cities we think we know better, but this is incorrect. Though we are educated in urban areas but beyond metro at smaller places people have developed their own tools of understanding. As we move really truly digital let us make everyone educated and teach them how to apply that education.

Dr. Meena Kute, Registrar (Additional Charge) of SNDT Women’s University delivered the Presidential Address. After tracing the history of education technology she added that if one reads the book called oneself by realizing ones potential and capabilities one can convert the knowledge into wisdom.

After the inauguration, Panel discussion on the main theme of the conference was organized. Experts were called from different sectors to participate in the discussion. Dr. Amar Jesani from health sector, Mr. Digish Rawal, legal consultant, Mr. Purv Shah, stock consultant and financial market trainer, Dr. Ranga Reddy, Vice President IEA and Dr. S. K. Mishra from IEA gave their views on the status of the use of digital technology: Beyond Metro, its difficulties and advantages and also gave their suggestions for the improvement. Overall the gist of the discussion was that the technology cannot master the human minds.

A session on success stories was kept in the conference with the objective of presentation of successful instances related with the theme. The session was chaired by Mr. B.R. Venkatesh and the success stories were presented by Mr. Adiyta Patil on Analysis of Data and Ms. Deepali Mehta related to use of Food and Nutrition Science in becoming successful entrepreneurs.

Technical Session I started after the lunch break where nine research papers were presented on various topics. The session was chaired by Dr. J.K.Sachdeva and Dr. Ritu Tiwari was the co-chair. All the paper presenters were given very valuable, constructive and encouraging remarks for improving the papers by the Chairperson and Co-Chairperson.

The second technical session which was conducted parallel was Chaired by Mrs. Rajalaxmi, Member of IEA and Dr. Jayesh Desai as the Co-Chairperson, the report was submitted by Dr. Deepak Shelar. The session had total 8 paper presenters. All the paper presenters were given valuable suggestions by the Chairperson and Co-Chairperson.

The second day started with release of the book of Abstracts of the papers received for this International Conference. The plenary session had Dr. Sandeep Podar - Senior Research Director at Lincoln University College, Malaysia, Prof. R. Reddy – Vice President IEA and Dr. Satyanarayan Kothe – Associate Professor, Dept. of Economics, University of Mumbai. The session ended by feedback given by participants & vote of thanks by convenor .

A session was planned on sharing the experience of successful startups, with an objective of presenting the role models in front of the young students. The session was chaired by Dr. Sachin Ladha, Principal, P.V. Polytechnic of SNDT Women's University and the experiences were presented by the owners of the startups Ms. Shivani Shroff, Mr. Hrishikesh Mody and Smt. Kajal Anand. They spoke about how technology has helped them to built up their business.

The third technical session started after the lunch break. This session was chaired by Dr. A.K. Tomar, Joint Secretary IEA and Dr. Hansa Jain, IEA Member was the co-chairperson. 7 papers on varies topics were presented.

The valedictory session was the culmination of the International Conference where Dr. C.S. Chavan, gave the valedictory address. Report of the conference was presented by Dr. Ruby Ojha along with slide show. and after that feedback was taken from the participants This was followed by, suggestions given by Dr. Pushpa Woods on coping up with this digital world. presented the In the end Convener and Principal of Maniben Nanavati Women's College, Dr. Harshada Rathod gave a heartfelt vote of thanks to each and everyone.