



Dr D Y Patil Educational Enterprises Charitable Trust's

**Dr D Y Patil School of Management**

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Dr D Y Patil Knowledge City, Charholi (Bk.), Via Lohegaon, Pune – 412105

**REPORT ON**

**Two Days**

**STATE LEVEL SEMINAR**

**“VOYAGE-IV”**

**“THE DIGITAL REVOLUTION AND ITS IMPACT ON THE SOCIETY”**

Two days State Level Seminar “Voyage-IV” entitled “THE DIGITAL REVOLUTION AND ITS IMPACT ON THE SOCIETY” was organized by Dr. D. Y. Patil School of Management in association with Savitribai Phule Pune University, Pune under Quality Improvement Programme in the Auditorium on 25<sup>th</sup> and 26<sup>th</sup> February, 2020.

Digital revolution is the shift from mechanical and analogue electronics technology to digital electronics. It continued to the digital record keeping to advancement of technology in the present era. The speed of the digital revolution is transforming the business, management, science, technology and society. This State Level Seminar is a dedicated effort for exploring the interface between management, digital revolution and society.

On the first day, 3 sessions were scheduled. First was the Inaugural Function, second session included the Guest speakers presentations and the last session was on the research paper presentations. The seminar was inaugurated with the auspicious *Saraswati Pooja*, lamp lightening and garlanding ceremony of *Maa Saraswati*.

The inaugural function was attended by Chief Guest **Prof. Dr. C. R. Chavan**, Director, Jamanalal Bajaj Institute of Management Studies, Mumbai and **Dr. Anant Deshmukh**, Professor & Head, Dept. of Business Management, RTM Nagpur University, Nagpur, **Dr. B. S. Sawant**, Director, Karmaveer Bhaurao Patil Institute of Management Studies and Research, Satara and **Prof. (Dr.) E. B. Khedkar**, Vice President, Ajeenkya D Y Patil University and Ajeenkya D Y Patil Group, Director, Dr. D. Y. Patil School of MBA and Seminar Chairman and **Dr. Ganesh Lande**, Seminar Convener and **Prof. Sheetal Jalgaonkar**, Seminar Co-Convener. **Prof. (Dr.) O. P. Haldar** (HOD, DYPSON) and **Prof. Jalindar Gandai** (HOD, DYPSONCA) were also present for the inaugural function. The inaugural ceremony was preceded with the felicitation of honorable dignitaries.

**Dr. E. B. Khedkar**, Seminar Chairman began the session by delivering welcome address. He enlightened his talk with the introduction of the digital revolution and why this particular

topic is chosen for the seminar. He further stated the important statistics regarding use of social media, progress of digital revolution in India, comparison of technology in India and rest of the world. Further he encouraged the seminar committees and given best wishes for the success of the seminar.

The Hon'ble **Guest of Honor, Dr. Anant Deshmukh**, Professor & Head, Dept. of Business Management, RTM Nagpur University, Nagpur has given his insights on the digital revolution in the commerce, finance and business management. He quoted some relevant examples of technological uses with its advantages and disadvantages to the society. He also enlightened the future scope of the digital revolution and its impact on the society. He ended his speech with the best wishes for the successful event.

The next Hon'ble **Guest of Honor, Dr. B. S. Sawant**, Director, Karmaveer Bhaurao Patil Institute of Management Studies & Research, Satara, has discussed the impact of digital revolution on the youth. He stated that increased use of technology will enhance the productivity but at the other side we have to take care of the excess dependency of the technology. The digital media is playing vital role in the development of the nation. He given best wishes for the successful programme.

The Hon'ble **Chief Guest, Prof. (Dr.) C. R. Chavan**, Director, Jamanalal Bajaj Institute of Management Studies, Mumbai has focused his address on the digital revolution as well as use of advanced technologies in modern era for the benefits of the society. He had very nicely explained the seminar theme with live examples. He emphasized on the facts of the digital revolution and its effects on the society. He further stated the significance of digital platform in the various sectors like agriculture, education, business, tourism, hospitality etc. He ended his speech with the best wishes for the successful event.

**Dr. Ganesh Lande**, Seminar Convener, proposed the vote of thanks and expressed his gratitude to everyone for being part of this grand intellectual gathering.

After the Lunch Guest Speaker **Dr. Kuldeep Charak**, Director, Navsahaydri Education Society's Group of Institutions Faculty of Management, Pune and **Dr. Shyam Shukla**, Professor, Bharati Vidyapeeth Deemed University, Pune addressed the audience. **Dr. Kuldeep Charak**, has told that the involvement of technology is available in every activity nowadays. Innovation is the key area for development of society. Digitalization plays very important role in the business management for improving the functioning of the business. Further he added the role of digitalization in Human Resource Management. Many emerging trends in HR were discussed by him. He ended his speech with the inclusion of Artificial Intelligence in HRM will change the face of business.

**Dr. Shyam Shukla**, has given overview of digital revolution. He discussed the different aspects of marketing management for wellbeing of the society. He discussed the influence of mobile technology on youth. Online shopping is one of the growing businesses in India and hence young talents have to find opportunities for getting employment. He ended his speech by giving practical examples on digital revolution in India and its impact on the society.

### **Technical Session**

Technical session included paper presentations. Dr. Shyam Shukla was the Chairman and Dr. O. P. Haldar and Dr. Ganesh Lande were the Co-Chairman for the session. Three research papers were presented by the Students and Research Scholars. Dr. O. P. Haldar has guided

the researchers. Dr. E. B. Khedkar has suggested some insights to the researchers for future work. Finally Dr. Shyam Shukla has concluded the session and Day was ended.

Second day was begun in early fresh morning at 9.15am with the very introspective speech of **Dr. Parag Kalkar, Dean**, Faculty of Commerce and Management, SPPU, Pune. He has started his talk with giving some examples on digital revolution in the day to day life of the society. Further he explained the significance of development of technology and its use but he made us recognized that excess use of technology may harm the human being. He also enlightened that management students have to cope up with the advanced technology so that they can compete in the corporate world. Online shopping is so easy way to do the shopping and the sector is growing faster, he added.

After the thoughtful speech, **Dr. Abhay Kulkarni**, Director, Institute of Industrial and Computer Management and Research, Pune has delivered his speech on global perspectives of the digital revolution. He made aware to all the participants by showing the videos regarding technological changes and also what are the futures generations may happen in the technological development. His speech was informative as well as interactive also. He concluded his speech by stating the role of every individual in the society to tackle the technological advancements.

**Dr. Santosh Sadar**, Professor, Sant Gadge Baba Amaravati University, Amaravati, has distinguished the purpose of technological development in 1970-80s and 2010-20s. He told that use of technology for the betterment of human being and the society is good. Digital revolution is the current face of technological change in every sector like agriculture, education, business, etc. Indian Government has taken initiatives under Digital India Campaigning and he has given some insights on it.

Last session of the seminar was **Valedictory Function**. The chief guest for the session was **Dr. Prafulla Pawar, Registrar**, Savitribai Phule Pune University, Pune. The review of total seminar was given by the seminar chairman. **Dr. E. B. Khedkar**. Felicitations with tokens of gratitude were done by the guests. Brief address delivered by the Chief Guest. He congratulated the Seminar Chairman and Convener for organizing successful state level seminar. He appreciated the audience and efforts of the organizing committee. He focused his address on the performance of Indian Youth and digital revolution. Further he discussed the positive and negative impact of digital revolution on the society. Strong Digital Infrastructure in the rural India is one of the big challenges of the progress of digital revolution.

Further certificates were distributed to the participants by Chief Guest, Seminar Chairman and Convener. The session and seminar was ended with the vote of thanks by the seminar Co-convener, **Prof. Sheetal Jalgaonkar**.

The seminar was attended by more than 130 participants from the state.

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**Glimpse of the Seminar:**













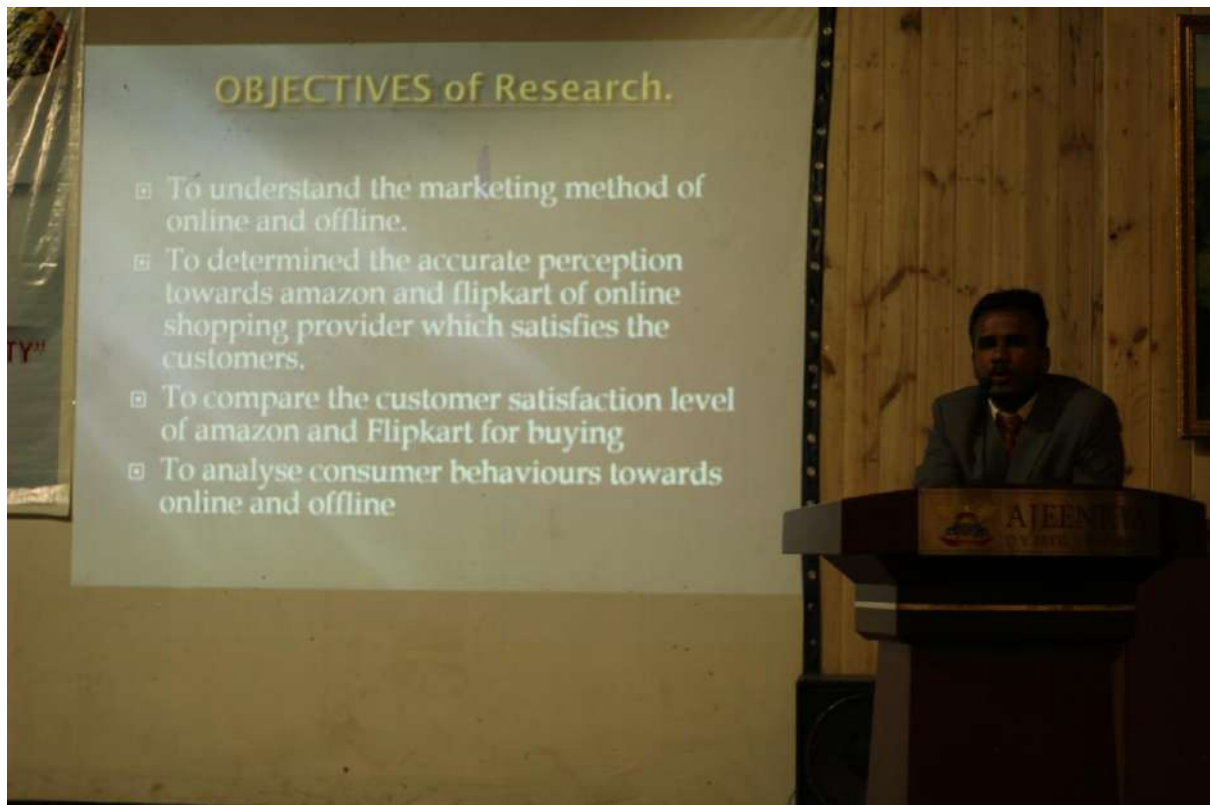




























Prepared By:

Approved By:

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Seminar Convener

**Prof. Sheetal Jalgaonkar**  
Seminar Co- Convener

**Prof. (Dr.) E. B. Khedkar**  
Seminar Chairman

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