

MKSSS'S.Smt.Hiraben Nanavati Institute Of Management and Research For
Women,Pune

Report

NATIONAL CONFERENCE – PHYGITAL : THE WAY FORWARD

- The National Conference started with the inaugural function with the lightening
- ❖ of the lamp and ashramgeet with the respected management committee team members Mr. Ravindra Deo- Chairman MKSSS,Pune, Ms.Vidyatai Kulkarni- Vice Chairman MKSSS,Pune,Dr. Kishore Desarda (Chairman-CDC, HNIMR), Dr. Mihika Kulkarni – Director Incharge, HNIMR, Chief Guest: Mr. Samir Kukade- President – Human Capital – Praj Industries,Pune, Guest of Honour: Ms. Smita Nair Jain – Senior Divisional Vice President- Sears Holding India, TEDx TechGeek, Writer, Barabanki, Dr.Parag Kalkar Dean – Faculty of Commerce and Management, SPPU, Pune , Dr. Yashodhan Mithare- Associate Dean,
 - ❖ Faculty of Commerce and Management & Chairman Board of Studies in Accountancy, SPPU, Pune,Mr. Brijmohan Mishra, Hon Secretary, ISTD, Pune Chapter (Online)and Ms. Simantini Bhawsar, Chairperson, ISTD, Pune Chapter (Online) in attendance. All the guests spoke about the importance of the phygital world. In attendance were also Heads of MKSSS's who graced the event with HNIMR faculties, research scholars and students attending the Conference online for both the two days. The Vote of thanks was given by Ms. Dolly Pandey with thanking all the eminent guests and Management Committee Members and HNIMR staff. The programme ended with the Vande Mataram song.
 - ❖ After the inaugural ceremony there were three speakers for the day who spoke about the growing demand of Digital Marketing with traditional methods of marketing by Ms.Jigna Pipaliya – CEO Deckoid Solution, Rajkot, India. Supply Chain Management a paradigm shift from innovative structuring for easier people
 - ❖ connect by Dr.Anurag Tewari, Lecturer, Cranfield School of Management (SoM), Cranfield, UK and the last session of the day was of Dr.Paresh Kariya, visiting faculty member in Service Excellence.
 - ❖ The second day of the Conference started with research paper presentations with online and offline mode. There were 56 abstracts received with 41 research papers submitted by academicians and corporate. There were with and then there



Mr.Brijmohan Mishra addressing the audience during valedictory session of National Conference

- were three speakers who spoke on Reimagining Talent for Phygital by Ms. Uma Rao-Vice President – HR in Ashok Leyland Ltd., Chennai on the changes of
- ❖ employees being retained, engaged and surviving in the technological world with more certifications. Phygital and Small Business by Mr. Devang Gandhi on how each can become a small entrepreneur with any new discovery of sustaining themselves in the market and the last Digital Transformation for the New Age with Security & Speed by Mr. Vishal Gautam - Sr. Director of Engineering & Site Managing Director @ Zscaler, Bangalore Urban, Karnataka, India who spoke about the technology progression and the new up gradation of speed in the telecom sector.
 - ❖ The Conference ended with the Valedictory: Knowledge Sharing Session – Take away session with Chief Guest – Mr. Sudhir Mateti- Head HR, Syntel Telecom & Enkay Converged Tech., Pune . He spoke about how you can be an ambassador on your own right and how video resumes, handling interviews online have become the new norm now.
 - ❖ Dr. Mihika Kulkarni – Director Incharge, HNIMR was present on the dais. Ms. Simantini Bhawsar, Chairperson, ISTD Pune Chapter was online for the ceremony. Mr. Brijmohan Mishra, Hon. Secretary, ISTD Pune Chapter was present at the function and he spoke about the association of ISTD with HNIMR and was grateful that the Conference ended in a very good way with the best of speakers giving their valuable time and sharing their expertise. Last but not the least the Vote of thanks was given by Ms. Dolly Pandey who shared the two days event by highlighting each speaker about their topic and thanked the Chief Guest and ISTD members and Director Incharge (Dr. Mihika Kulkarni Ma'am) and the HNIMR staff, bhaiyas and maushis and SMART people.
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