

JIDNYASA

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A Special Edition
National Conference 2016 on



Title of Papers

- Emerging Challenges of The Banking Sector After Reform
- Understanding smart cities: As an approach towards digital transformation of cities
- A Research Paper on Digital Marketing- Strategies, Advantages & Disadvantages
- Digitization and Innovation: The sine qua non for a developing nation.
- Greening The Indian Hotel Industry for Sustainability & Profitability.
- E-Governance in Maharashtra healthcare sector.
- Digital Wave in CRM
- Digital Marketing of Academic Library Services Using Customized Mobile Application.
- Nurturing India by Enabling Digitization of Academic Environment in Higher Education
- Impact of Digital Transformation considering multidisciplinary Integrated scenarios in different domains
- Digital India: Transforming India- Innovative Hiring through Digitalization
- Need and Importance of Digital library & Challenges face by the library for building of digital collection in 21st Century.
- Reference Library Services in Digital Environment.
- Digital Libraries in the Modern Age
- Digital Library Resources and Services in ICT Era
- What are Intellectual Property Rights (IPR)?

In association with
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Maharshi Karve Stree Shikshan Samstha's



**SMT. HIRABEN NANAVATI INSTITUTE OF
MANAGEMENT AND RESEARCH FOR WOMEN
(HNIMR)**



Jidnayasa,

Vol 9, March 2016

Editorial Board

Dr. Jagdish Pol

Dr. Rachana Shikhare

Prof. Suvarna Dhamdhare

Published By:

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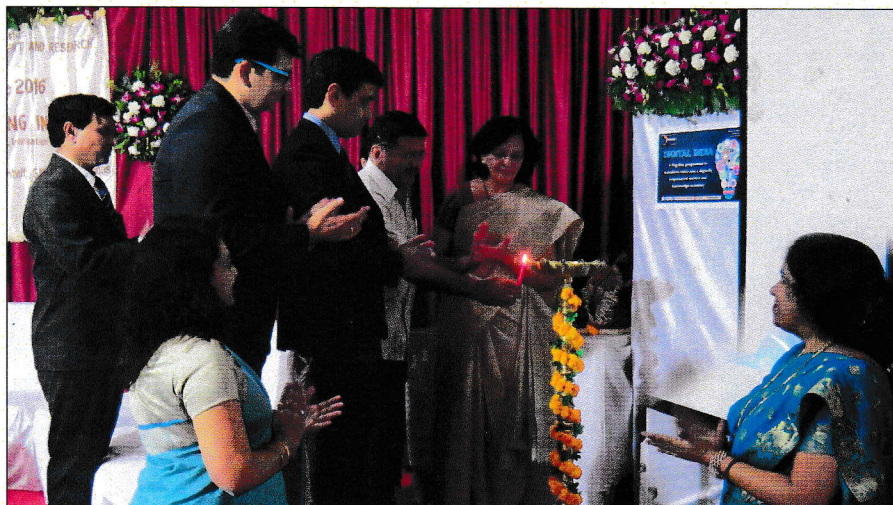
Smt. Hiraben Nanavati Institute of Management and Research for Women (HNIMR)

Cummins College Campus, Karvenagar, Pune - 411052.

National Conference 2016 on

Digital India: Transforming India

Fostering Nation by Embracing and Enabling Technology, Innovation and People



Inaugural Function : Lighting of the lamp at the hands of Mr. Anand Bhade & Mr. Sushil Asar
Followed by Mr. Mankikar & Mrs. Vidyatai



Inaugural Function : Mr. Sushil Asar (IBM, China) addressing the conference. Also seen on dias from left are Mr. Anil Mankikar, Dr. Rachna Shikhare, Mr. Anand Bhade (TATA Tech.), Dr. Jagdish Pol, Ms. Vidyatai Kulkarni & Prof. Suvarna Dhamdhare.

Jidnyasa

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A Special edition for

Conference Proceedings

National Conference on

Digital India: Transforming India

Fostering Nation by Embracing and Enabling Technology, Innovation and People

[5th and 6th February, 2016]

Organised By

Maharshi Karve Stree Shikshan Samstha's

Smt. Hiraben Nanavati Institute of Management & Research for Women,

Cummins College Campus, Karvenagar, Pune

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National Conference 2016: High-Tea Corporate meet

Editorial Preface

Dear Reader,

With immense pleasure we present a Special edition of our Research Journal "Jidnyasa" in the context of the National Conference held in the Month of February 2016. This special issue has been focused on the Main Theme of the conference "Digital India: Transforming India Fostering Nation by Embracing and Enabling Technology, Innovation and People". The conference received overwhelming response from both the Corporate and the Academic fraternity giving us a chance to have a proper Corporate Industry exchange of ideas and knowledge sharing.

For the Conference, we received research papers and articles; from both corporate and academicians, which were double blind reviewed by our review Committee. We appreciate the efforts taken by our Advisory Committee Members and the Review Committee members for their guidance and support.

Let's wish to have a great leap through digital transformation with innovation in India in the coming days! Have a happy reading !

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About MKSSS's HNIMR, Pune

Maharshi Karve Stree Shikshan Samstha, (MKSSS), Pune is a 116- year-old parent body committed to "Empowerment of women through education". MKSSS was established in 1896 by the great visionary and social worker Bharat Ratna Maharshi Dhondo Keshav Karve to provide shelter to destitute women. It has nearly 60 educational and other units including institutions imparting professional education like Cummins Engineering college, Bhanuben Nanavati

Architecture College, School of Fashion Technology and Hiraben Nanavati Institute of Management and Research for Women (HNIMR). An all-women management institute established in 1996; affiliated to Savitribai Phule Pune University and recognized by AICTE & DTE; it was accredited by National Board of Accreditation for the period 2008-2011. The reaccreditation is in process. The institute has also been accredited with IAO accreditation. HNIMR has three divisions comprising 180 students for the First year and; 140 students for the second year of the MBA course offering various specialisations namely- Finance, HR, Marketing, International Business Management, IT, and Operation. It has a well-equipped computer lab, rich library resource with e-subscriptions. It has a strong Corporate - Interface with the help of concurrent interactive sessions by experts from Corporate on current issues, IT Tools and also HR Conclave, Marketing Meet, Finance Summit keep the students acquainted with the current affairs. The students are also enhanced with the operational acquaintances by visits to different organizations like IBM, Godrej, Tata Motors, TechMahindra Ltd, Synechron, Volkswagen, Mercedes Benz, Labour Court and Labour Commissioner Office and many other organizations.

The Intellectual Asset of HNIMR consists of 7 Doctorate faculty members and 12 faculty members pursuing their Ph.D. This enriched faculty resource with extensive academic and industrial experience facilitates the fulfilment of the objectives of HNIMR.

Departments of HNIMR	Special Features of HNIMR
➤ Family Business	➤ Classrooms with Audio-Visual Systems
➤ Finance	➤ Community Development-Cell
➤ Human Resource	➤ Entrepreneurship Development Cell
➤ Information Technology	➤ Institute's Development Cell
➤ Marketing	➤ IT Lab
➤ Operations	➤ Library
➤ International Business Management	➤ Management Development Programme
➤ Ph.D. Research Center	➤ Alumnae Cell
	➤ Cultural & Sports
	➤ Faculty Development Programme
	➤ Placement Cell
	➤ International Interface Cell

Message from the Director



We are having great pleasure while presenting this Special Edition of "Jidnyasa" in the form of Post Proceedings after the two full day National Conference 2016 on "Digital India: Transforming India ...Fostering Nation by Embracing and Enabling Technology, Innovation and People" at MKSSS's HNIMR. This Conference was a grand success with a very huge response from the Corporate Professionals within India and abroad. There were 24 Corporate professionals who enlightened us including the President of TATA Technologies, IBM business partner from China and other renowned VPs , CEOs, Senior Managers from top companies in India ; with their views and experiences and around 290 academicians, corporate, library professionals, students and others who were part of this intellectual gathering at HNIMR.

Digital world Transformation is viewed on the global platform not limiting this aspect of the Conference Theme restricted to the National boundaries. The role of Digitalisation with respect to Indian context although is a Nationwide task, undertaken by the citizen of India has been the recent revolutionary agenda being noted globally. The convergence of Digital Technology and transitions in the business world in the walk of our lives, is giving an impetus to take leap ahead to gain competitive advantage. This certainly comprise of acceptance of technological advancements nurtured by innovative and creative minds thereby fostering the Nation.

In line with the conference theme of digitalization, blending with innovative practice such as : Young Talent Hunt (Pre-event competition) on line registration IT Exhibition, Poster & Model Exhibition, Audio virtual section were successfully impressive part of the National Conference 2016

This Conference witnessed mind blowing dialogues and presentations from eminent personalities from almost every domain providing an intellectual platter of feast garnished with experiential knowledge. I am proud to share that the conference was highly appreciated by the dignitaries on the stage and off the stage. I am very much confident that the Conference was a value-adding effort and effective platform for knowledge exchange by the participants and other professionals who could be a part of this grand success.

Dr. Jagdish Pol

Director, MKSSS's HNIMR

About Conference

HNIMR has been organising National Conference every year on interesting and thought provoking themes; considering multiple domains. This year HNIMR organizes **National Conference on "DIGITAL INDIA: TRANSFORMING INDIA Fostering Nation by Embracing and Enabling Technology, Innovation and People"**

"Digital India", the national programme about transforming India, into a digitally-empowered society and knowledge economy; was approved by the Cabinet on August 20, 2014. Digital India envisions universal digital literacy and universal accessibility of all digital resources for citizens. Digital technologies are central for enabling a drastic change in various walks of life, literally transforming the way the businesses are being driven and managed. Digital world Transformation is viewed on the global platform not limiting this aspect of the Conference Theme limited to the National boundaries. These enablers such as Digital Technology, Internet of Things (IoT) and diverse tools, along-with the soft side comprising the vital resources namely the HR and innovations do count to be part of this revolutionary change that we foresee today. The conference intends to address several Domains coming under its purview; while embracing and enabling Digital Technologies, Innovation and People assets for Business growth and sustainability.

Objectives of the Conference

- To envision the role and integration of digital technologies in transforming India into a digitally empowered society and knowledge economy in India and global perspective.
- To explore transformation due to digitalization and IoT in different Public and Private sectors viz. IT, ITES, ICT, Information Services, Service Sector, Marketing, Sales, Banking & Finance, Retail, HR, Manufacturing, Operations, IBM, Quality, Education, Entertainment, Agribusiness, Governance, Health, Sport etc. (Sub-themes *)
- To elaborate the impact of Digital India Movement in enhancing employability and entrepreneurial ventures.
- To appreciate the role of technology as a central source for enabling desired change in overall growth and development of Nation.



Dr. Rachana Shikhare
Program Convener



Prof. Suvarna Dhamdhare
Conference-in-charge

Main Theme of the Conference

"DIGITAL INDIA: TRANSFORMING INDIA"

Fostering Nation by Embracing and Enabling Technology, Innovation and People.

Subthemes of the Conference

IT, ITES, ICT, Information Services, Service Sector, Marketing, Sales, Banking & Finance, Retail, HR, Manufacturing, Operations, IBM, Quality, Education, Entertainment, Agribusiness, Governance, Health, Sport etc.

Topics of the Conference included, but were not limited to;

- Evolution and Journey of Digital Companies
- Digitalization and Innovation
- Digital Transformation: Strategic Issues in Corporate World
- Contemporary Issues in Digitalization Movement
- Policy Reforms : Challenges and Opportunities
- e-Governance - reforming Government through Technology
- Opportunities to create and make the dream revolution of Digital Transformation Movement in reality
- Global Competitive and sustainable Development, while embracing Technologies for Business growth
- Impact of Digital Technologies on the Economy, Society and Business
- Impact of Digitalization on life style, at work place and overall business scenario
- Opportunities in the context of Smart City theme, with Infrastructure and life style perspective.
- Digital Empowerment of Citizens
- Internet of Things (IoT) : Current Trends, Avenues and Challenges
- Role and impact of Digitalization on e-commerce and IT Enabled Services
- Digital India : Appraise Education, Reprise Innovation
- Digital Library : Issues, Challenges, and Opportunities
- Reference Services in Academic Libraries in Digital Environment
- Role of Library Professionals in Digital Library Management
- E-learning for Empowering Knowledge And Enriching Education
- Digitalization and Optimum Energy Utilization: Opportunities and Challenges
- Green IT: Digital support, Opportunities and Challenges
- Product and Process enhancements through Digitalization considering aspects such as IT infrastructure, Quality Systems & Audits, etc.
- Digital Transformation and Cyber Law, Cyber Securities and IPR
- Digital Transformation and Finance: Issues & Risk factors
- Reforms in Banking Sector - Online Banking, E-Banking, Mobile Banking, Integrated Services, etc.
- Digital Transformation: E-branding Trends and Innovation in Marketing and Sales Perspective
- Digital Marketing : Support Mechanisms, Strategies and Innovative Practices
- Thriving for HR Excellence: Enhancing Employability, Talent Management etc.
- Impact of Digitalization on Organizational Development and related People issues
- Digital wave in Operations and Manufacturing sector: SCM, CRM, Logistics, Project Management etc.
- Role/ Impact of Social Media in Digital Transformation
- Impact of Digital Transformation considering multi-disciplinary integrated scenarios in different domains
- Related Case studies

CONFERENCE ORGANISATION

The Conference Core organizing Committee wish to thank members of the organizing Committee, the Advisory Committee, various Sub-committees, the Sponsors for the Contributions in Organising this National Conference 2016.

Core Committee

Dr. Jagdish Pol, Director, Chief Convener
Prof. Suvama Dhamdhare, Conference-in-charge
Dr. Rachana Shikhare, Program Convener

Mr. Surendra Panpaliya, Knowledge Partner
Mr. Hemant Thakar, Knowledge Partner

ADVISORY COMMITTEE

- Mr. Abhijeet Kate, Senior Manager, Tieto, India
- Mrs. Madhura Lanjekar, Head, Talent Management, Tata Technologies Ltd., Pune, India
- Dr. Sunita Barve, Senior Technical Officer, National Chemical Laboratory (NCL), Pune, India
- Dr. Oswald Rudahigwa, Deputy Vice Chancellor Academic STES Kigali Campus, Rwanda, South Africa
- Dr. Manoj Kumar, Head & Dean, Dept of Management Studies MDS University, Ajmer, Rajasthan, India
- Dr. Vilas Nandavdekar, Director, MCA Sinhgad Institute of Management, Pune, India

SUB COMMITTEES

Research Paper Review and Paper Presentation Committee

- Dr. Rachana Shikhare (I/c)
- Prof. Manjushree Nawale (Library Panel)
- Dr. Kamalakar Munde
- Mr. Iliyas Bagwan (Students' Project Panel)

Publications (Brochure, Website, Press and Jidnyasa-Research Journal)

- | | |
|------------------------------|--------------------------------|
| • Dr. Rachana Shikhare (I/c) | • Prof. Suvama Dhamdhare (I/c) |
| • Mrs. Aarti Kondhalkar | • Mrs. Kirti Kulkarni |
| • Prof. Nivedita Pantawane | • Dr. Kamalakar Munde |

Poster and Model Competition & Exhibition

- Dr. Arpita Singh (I/c)
- Prof. Manjushree Nawale
- Prof. Ranjana Gogate

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- Mr. Bharat Salunke

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- Mr. Nilesh Jadhav
- Mr. Gaurav Paygude
- Dr. Rachana Shikhare
- Mrs. Kirti Kulkarni
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- Mrs. Aarti Kondhalkar (Coordination)
- Mrs. Pallavi Patil

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- Mrs. Kirti Kulkarni (Coordination)
- Mrs. Aarti Kondhalkar

Invitation, Certificate & Prize Distribution

- Prof. Suvarna Dhamdhare (I/c)
- Mrs. Kirti Kulkarni
- Mrs. Aarti Kondhalkar

Stage and Campus Decoration

- Prof. Ganesh Lotke (I/c)
- Prof. Manasi Javadekar (I/c)
- Prof. Jyoti Gaikwad
- Prof. Geeta Jadhav
- Mrs. Kirti Kulkarni

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- Mrs. Bhakti Thakur

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- Prof. Suvarna Dhamdhare
- Prof. Manjushree Nawale
- Dr. Rachana Shikhare (I/c)
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- Dr. Ashok Pawar (I/c)
- Dr. Rachana Shikhare

Crowd Management

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- Dr. Sonali Parchure
- Prof. Pranita Sonar

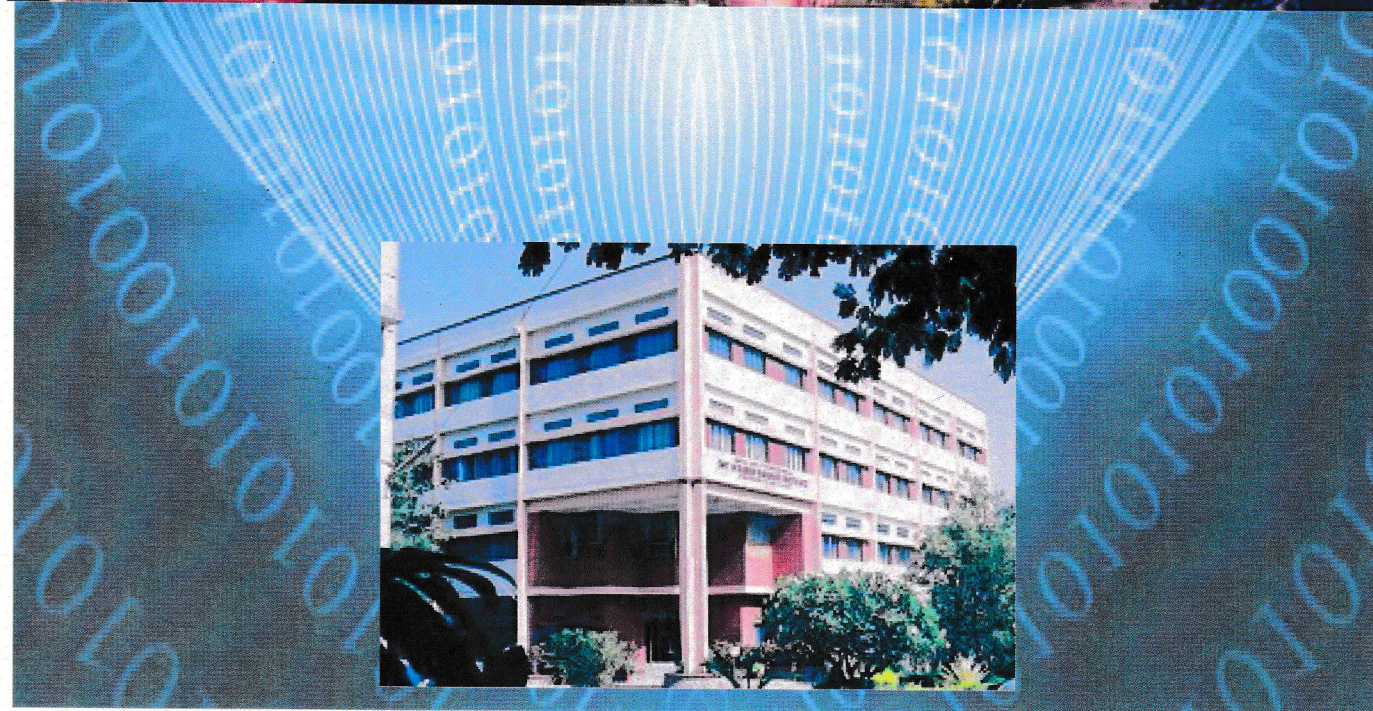
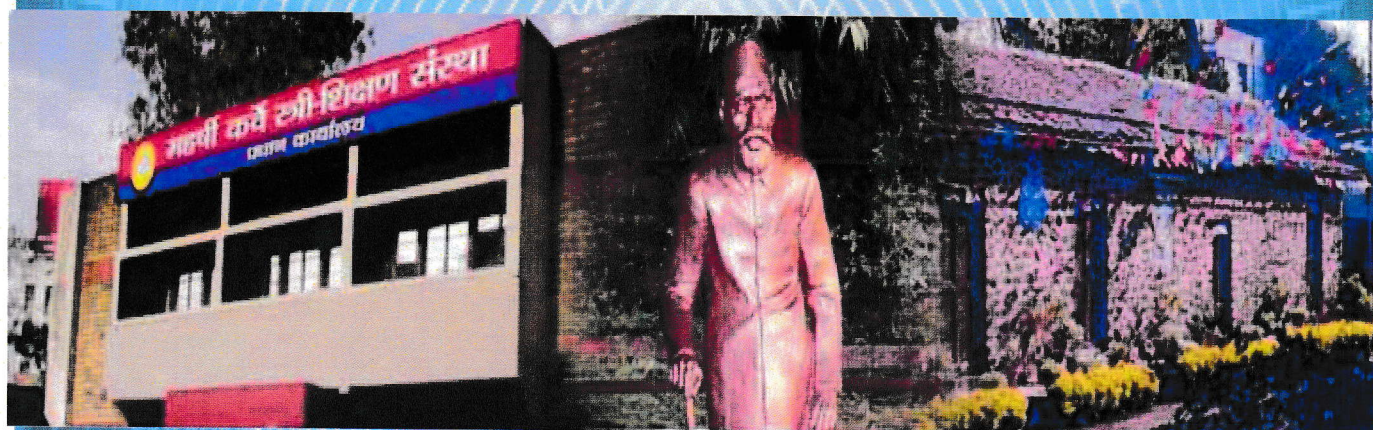
Agenda of the Conference

Time	Particulars
Day 1 – 05/02/2016	
08.30 – 10.00 am	Registration Venue: Reception
08.30 – 10.00 am	Breakfast Venue: Activity Room
10.00 – 10.30 am	Inauguration of Poster and Model Exhibition Venue: Conference Hall
10.30 – 12.00 noon	Inauguration of the Conference Welcome Address: Dr. Jagdish Pol, Director, HNIMR About MKSSS: Mrs. Vidyatai Kulkarni, Management Committee Member, MKSSS About Conference: Dr. Rachana Shikhare, Program Convenor Chief Guest: Hon. Mr. Anand Bhade, President, Asia Pacific, Tata Technologies Pvt. Ltd., India Guest of Honour: Hon. Mr. Sushil Asar Associate Partner, Business Analytics, IBM, China Hon. Mrs. Vidya Tai Kulkarni Management Committee Member, MKSSS, Pune. Hon. Mr. Anil Mankikar Management Committee Member, MKSSS, Pune Hon. Dr. Jagdish Pol Director, HNIMR, Pune Vote of Thanks : Prof. Suvama Dhamdhere, Conference in charge
12.00 noon – 01.00 pm	Mr. Parag Harolikar , Co-founder and Director, Trenton Enterprise Pvt. Ltd., Pune Title : Digital India : Transforming India the IOT Way
01.00 – 02.00 pm	Lunch Break
02.00 – 03.30 pm	Panel Discussion on “Digitisation in Past and The Road Ahead” Panel Members: • Mr. Anil Gogate, Sr. Consultant, Product Development, PLM, Engr. Services. Pune • Dr. Sunita Barve, Sr. Tech. Officer , Digital Library & Edu. Sector, NCL, Pune. • Mrs. Tanuka Rakshit, Director, Head- HR, Sungard Availability Services, Pune. • Mr. Vinayak Saidane, Sr. Process Consultant, The Most Group, Pune • Dr. Nandavdekar V. D., Director – MCA, Sinhgad Institute Of Management, IT Education, Pune. • Dr. Sagar Jambhorkar, Gazette A Level Officer, NDA- Khadakwasla, Pune.
03.30 – 04.00 pm	Tea Break
04.00 – 05.00 pm	Presentations - White Paper / Research Paper / Article / Caselets / Cases Panel 1 : Session Chair Dr. Sunita Barve , Senior Technical Officer, Digital Library & Education Sector, NCL, Pune. Dr. Sagar Jambhorkar , Gazette A Level Officer, NDA- Khadakwasla, Pune. Panel 2 : Session Chair Dr. Shivaji Munde , Director, Sinhgad Institute of Management and Computer Application, Pune Dr. Nandavdekar V. D. , Director – MCA, Sinhgad Institute Of Management, IT Education, Pune.
04.00 – 05.00 pm	High Tea - Corporates' Networking Meet (Parallel Session)
05.15 – 05.30 pm	Concluding Remarks of the Day : Dr. Rachana Shikhare, Program Convener

Day 2 – 06/02/2016	
Time	Particulars
08.30 – 10.00 am	Registration Venue: Reception
08.30 – 10.00 am	Breakfast Venue: Activity Room
10.00 – 11.30 am	Panel Discussion of Sustainable Innovations & Transformations in Digital Age: Advantage India Panel Members: • Mr. Anuraag Chatterjee, Founder, Oportunitas, Pune • Mr. Sushil Shirke, Co-founder & CEO of Conexstra Technologies Pvt. Ltd, Pune • Mr. Sajith Chikangal, Director - Information Technology (Asia & Pacific), PTC, Pune • Mr. Sachin Bhide, Consultant & Founder, Eha Management Consultancy, Pune
11.30 – 12.15 pm	Mr. Umesh Durve , CEO, Reliance Jio Maharashtra, Pune Title : “Re-imagining Life in Digital Space”
12.15 – 01.00 pm	Mr. Vinkaljeet Saluja , Vice President, Barclays, Pune Title : “Preparing Ownself for Digital Age”
01.00 – 02.00 pm	Lunch Break
02.00 – 03.30 pm	Mr. Sushil Barmecha , Sr. SAP Consultant, Accentures, Pune Title : “Digital India: A Programme to Transform India into a Digitally empowered Society & Knowledge economy”
03.00 – 04.00 pm	Mr. Abhijeet Desai , Sr. Program Manager, iGate, Pune Title : “IT Revolution and Digitisation”
04.00 – 04.30 pm	Tea Break
04.30 – 05.30 pm	Valedictory of the Conference Address by Dr. Jagdish Pol, Director, HNIMR, Pune Chief Guest: Hon. Mr. Deepak Shikarpur IT Expert Author Guest of Honour: Hon. Mr. Raj Nikam AVP, Star India – Mumbai Hon. Prof. N. D. Patil Chairman, LMC, HNIMR Hon. Dr. Jagdish Pol Director, HNIMR Prize Distribution of Poster / Model / Young Talent Hunt Idea Competition Vote of Thanks : Prof. Suvama Dhamdhare , Conference In-charge

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