



Maharshi Karve Stree Shikshan Samstha's
**SMT. HIRABEN NANAVATI INSTITUTE OF
MANAGEMENT AND RESEARCH FOR WOMEN**
Karvenagar, Pune



In association with

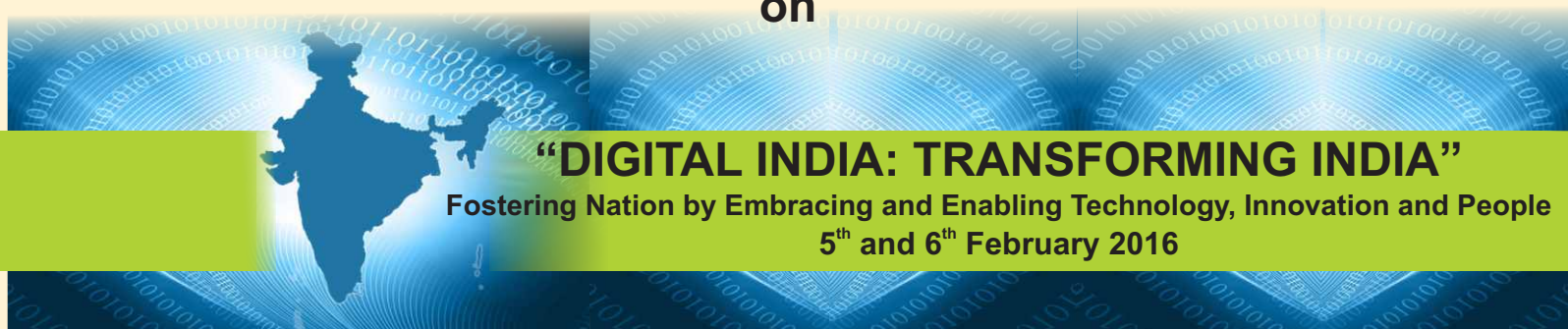
BCUD, Savitribai Phule Pune University
(under Quality Improvement Programme)

Educationbelt & GKTCS Innovations
(Corporate Knowledge Partners)

organizes

National Conference 2016

on



“DIGITAL INDIA: TRANSFORMING INDIA”

Fostering Nation by Embracing and Enabling Technology, Innovation and People
5th and 6th February 2016



YOUNG TALENT HUNT !

Pre-event Competition : Innovative Idea Generation Presentations on 2nd February 2016

Poster / Model Making Competition on 5th February 2016

About Pune:



Pune the cultural capital of Maharashtra is the 8th largest metropolises in India; and 2nd largest city in the state after Mumbai. It was earlier known as *Punya-Nagiri* or *Queen of Deccan*. Recently it has got the proud privilege of being listed in Smart City project. Once the centre of power for the Maratha Empire; the presence of the numerous edifices in Pune reflects its rich and glorious past. Pune also has made its mark as the educational epicentre of the country, winning itself the sobriquet, 'The Oxford of the East'. It has had traditional old-economy industries since the 1950s and 1960s, which fortunately continue to grow. The city is now known for manufacturing and automobiles, as well as government and private sector research institutes for Information Technology (IT) Education, Management and Training, which attract migrants, students and professionals from around the globe.

Pune is a pleasant & beautiful travel gateway destination to spend holiday time at exotic locations.

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.

About GKTCS Innovations :

GKTCS Innovations Pvt. Ltd. is established in Oct 2009 under the dynamic leadership of Mr. Surendra R. Panpaliya. GKTCS deals with Corporate Training, E-Learning and Software Development. GKTCS provides niche technologies training (includes Python, Django, Ruby, Rails, Cucumber, Big Data, Hadoop, Cloud Computing, etc) to several MNC which includes Samsung, Symantec, Synechron, SanDisk, Wipro, IBM, Hewlett Packard, Cisco, etc. Has provided professional services to 10000 + IT professionals across the globe.

About Educationbelt :

Educationbelt is a training and advisory consultancy having Pan India presence. Hemant Thakar is a founder and CEO of Educationbelt. He is a self made and self motivated Peak Performance Coach. His proclivity towards Chanakya Neeti and Neuro Science has crafted a unique blend of this new age Motivational Trainer. Hemant has coached more than 10,000 mentees across nation. Hemant has earned the highest professional degree in Accountancy from United States of America i.e. Certified Public Accountant (CPA), Furthermore he is a Certified Corporate Trainer, USA, Certified Financial Modelling Specialist, Masters in Commerce specialised in Tax and Accounting and Masters in Business Administration from Tier 1 Institution (Finance specialization).

About SPPU :

The Savitribai Phule Pune University (formerly known as University of Pune) was established under the Pune University Act, passed by the Bombay Legislature on 10th February 1948. It is one of the Premier Universities in India, and is positioned in the North-Western part of Pune City. The University houses 46 academic departments. It has about 307 recognised research institutes & 612 affiliated colleges offering graduates & undergraduate courses. It offers excellent programs in various areas including Science, Commerce, Arts Languages & Management Studies.

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 this conference are :

1. 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.
2. 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 *)*
3. To elaborate the impact of Digital India Movement in enhancing employability and entrepreneurial ventures.
4. To appreciate the role of technology as a central source for enabling desired change in overall growth and development of Nation.

Who should attend:

- Students : UG / PG / Research Scholars / Professional Courses
- Management Trainees & Technical Trainees / Associates
- Academicians / Faculty Members / Teachers
- Librarians & Library Professionals, Information Officers, etc.
- Corporate Professionals and Domain Experts
- Entrepreneurs / Consultants / Business Practitioners / Policy Makers / Industrialists

Call for Papers :

HNIMR, Pune invites original unpublished research-based Papers, White Papers, Articles and Case Studies on topics in context to Digital Transformation and related area.

Main Theme of the Conference:

"DIGITAL INDIA: TRANSFORMING INDIA"
Fostering Nation by Embracing and Enabling Technology, Innovation and People

Topics of the Conference include, but are 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
- Opportunities in the context of Smart City theme, with Infrastructure and life style perspective
- Impact of Digitalization on life style at workplace and overall business scenario
- 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 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

Young Talent Hunt !

*Pre-event Competition : Innovative Idea Generation and Presentations on 2nd February 2016

*Poster/ Model Making Competition on 5th February 2016

General Guidelines for Contributors : Research Publications:-

- The abstract(s) (approximately 300 words) should reflect the scope of the full version of the paper/case along with few appropriate keywords.
- Details of the author(s) to be given at the end of the paper with information such as Name, Designation, Organisation name and email address
- Details such as brief profile of the author(s), contact details (with postal address, mobile number and email address) and under which Sub-themes (*) the abstract is to be considered, should be clearly mentioned in the mail communication.
- Electronic submission of manuscripts in MS Word format is required.
- All abstract(s), Paper(s), Case(s) should be submitted using English language, Font type Times New Roman, Font size 12 (IEEE format) with 1.5 line spacing
- Full version of the manuscript(s) should be of maximum 3500 word count.
- Unformatted paper(s), and paper(s) beyond the page limit will not be reviewed.
- Few selected full Paper(s) would be published in the blind reviewed journal "Jidnyasa", ISSN: 0973-7936.
- Abstract(s) and Full Paper(s) should be sent through email on : conference@hnimr.edu.in

- All submitted manuscript(s) will be subjected to Double blind review, by eminent professionals from academic and/or corporate.
- Paper(s) in absentia would as well be accepted with registration fees as applicable.
- * Do visit HNIMR Website www.hnimr.org for more details and updates*
- * All the participants need to carry identification proof of their organisation or a photo identity.*

General Guidelines: Young Talent Hunt Participants:-

- Most appealing Innovative Idea and Best Poster-models would be selected by the Invited Corporate Judges.
- Pre-event Competition on Innovative Idea Generation on 2nd February 2016.
- Poster and Model making competition for Students / Freshers / Trainees to be displayed on 5th February 2016.
- Prizes would be declared on the last day of the Conference.

Important Dates

Submission of Abstract	28 th Dec, 2015
Notification of Abstract Acceptance	30 th Dec, 2015
Submission of Full Paper / Article / Cases	6 th Jan, 2016
Notification of Full Paper / Article / Cases	15 th Jan, 2016
Poster and / or Model (If applicable)	5 th Feb, 2016

Registration Fees (INR)

1. Research Scholars:	
Corporates and others	1500/-
Academicians	1000/-
2. Attendees	500/-
3. Fresher – Trainees	500/-
4. Students	500/-

Note :

- Author & Co-author(s) of accepted paper/case, should register and pay registration fees separately. (Registration Form available on website.)
- The fees include conference proceedings, kit and refreshments ; The expenses of accommodation and travelling would be borne by the participants.
- No separate fees for Pre-Event competition, although Registration fees for Conference is Mandatory for all participants as mentioned above.

Payment Mode :

Demand Draft (DD) to be drawn in favour of “Smt. Hiraben Nanavati Institute of Management & Research for Women” payable at Pune from any Nationalize Bank.

We are pleased to invite you for this National Conference & sincerely hope that you will contribute your knowledge through this intellectual gathering hosted by HNIMR. We wish you all the very best !

MR. MILIND LELE

Chairman, LMC, HNIMR, Pune

DR. JAGDISH POL

Director, HNIMR, Pune

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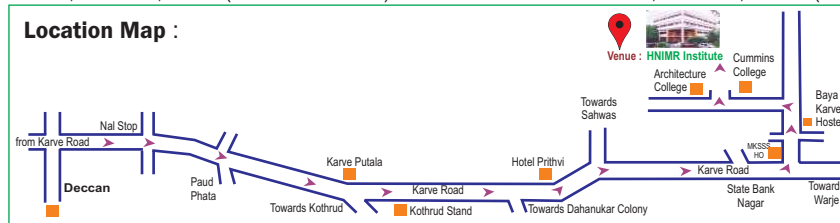
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Location Map :



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