6th Jaipuria Annual Management Conference

DIGITAL INDIA
TRANSFORMING INDIA

Jaipuria Institute of Management, Noida
Saturday, 4th March 2017
INTRODUCTION

In recent times, the world has witnessed emergence of highly efficient and inexpensive information networks that has undeniably increased the volume of available information. This has significantly impacted the way information is produced and distributed across stakeholders in different industries. This has far reaching effect on society and given the fundamental role of information, it has a profound impact on the business and economy.

New and emerging technologies have already influenced the economic and social environment like never before. The developed world has already embraced the evolving technology. Automation, artificial intelligence and virtual reality have been the buzzword in the technological contours. Digitization is now emerging at the core of every business and challenging the established norms of doing business. Over the years India has gradually developed strong internet and telecommunication network benefitting businesses and society at large. It is time that we accelerate the penetration of digitization and also enhance usage to reap its benefits. The impact of digitization is now visible on governance mechanism and citizen welfare services, in particular, and the economy and society, in general. The government is diligently working towards digitally empowering every Indian and ensuring availability of information for citizen welfare. Though citizen welfare is at the core of the Digital India initiative it is offering substantive opportunities to businesses. Digitization is basically restructuring business models by lowering barriers to entry and increasing market reach for small and medium enterprises. It is changing how brands are created, build and developed. Digitization is also influencing the production and operations and integrating it with the marketing and communication departments. Emergence of big data analytics is one pertinent example. Finally, digitization is expected to have a profound impact on how people will access government services, buy products and services and contribute in development of the nation.

TECHNICAL SESSIONS:
IMPACT OF DIGITAL TECHNOLOGIES ON THE ECONOMY, SOCIETY & BUSINESS

India is embracing digitization at a fast pace like never before. First, there are number of new digital platforms like payment wallets, internet banking, mobile banking etc., which have gained consumer approval and usage is increasing at a lightning pace specially after demonetisation. This has enabled businesses to relook and revise their business models because consumers are now empowered and ready to pay instantly. Secondly, digitization is changing how development will be envisaged. Apart from developing rudimentary infrastructure and facilities, cities will be equipped with efficient electric control systems, traffic management systems, etc. resulting into surge in demand of high technology products. Third, the effects of digitization will percolate every citizen by empowering them to access, retrieve and analyze information. It will enable farmers to find in real time the best prices for their produce which will enhance their income and productivity. The beneficiaries of social schemes and subsidies will receive payments directly in their bank accounts from government departments which will eradicate rampant corruption. This technical session aims to discuss the impact of digital technologies on the economy, business and society.
IMPACT OF TECHNOLOGY ON LEARNING AMONG YOUTH

Education enlightens young minds and prepares them to spur innovation and development. An engaging learning environment and effective content are prerequisites for driving learner's transformation. Recently educators have been discussing about the role of technology in educating young minds. Technology facilitates the interaction between teacher and students, broadens the space where learning happens and integrates the different stakeholders in the teaching learning environment. The emerging scenarios are built upon the fact the students, popularly known as ‘Net Generation’ or ‘Digital Natives’ are quite immersed in the wired world. They demonstrate different characteristics during their personal and social interactions; have different ways of making sense of information and using it, thus impacting their expectations about career, learning and leading a life of their choice. Technology is going to play a major role in enabling effective learning environment, monitoring learning outcomes and ensuring quality education. As we move towards integrating technology at much wider level, such as virtual classrooms, gamification, MOOCs, etc., there is certainly need to understand its impact on youths. This technical session aims to discuss the impact of technology on enlightening young minds.

CONFERENCE TAKEAWAYS

Some of the imperative questions that the conference aims to answer are:
• What are the emerging challenges for digitalizing the Indian economy?
• What is the role of businesses in developing digital infrastructure and consequently how to reap the benefits?
• How digitalizing will impact the learning environment, specifically the youths?

PARTICIPANTS

The conference would invite participants from across industries and academia, including the following:
• International and Regional Organizations
• Senior Government Officials, directly involved in policy making
• Private Sector
• Academe & Students

PROGRAM SCHEDULE

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<td>Session-I</td>
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