Mangalore University

ICSSR Sponsored Two-Day National Level Conference

On

"DIGITAL INDIA: PROGRESS, NEW INITIATIVES AND CHALLENGES"

Organized by

Department of P. G. Studies and Research in Commerce,

Mangalore University, Mangalagangothri, Konaje-574199

(Accredited by NAAC)

Dakshina Kannada, Karnataka, India

On

24th and 25th June, 2022

INAUGURATION- 24thJune 2022 at 10.00 A.M

Day 1, 24thJune 2022, Inauguration

The conference was inaugurated on 24thJune 2022. The inaugural function of the Two-day National Level Conference on **"Digital India: Progress, New initiatives and Challenges"** witnessed the presence of eminent personalities. The Conference was presided by Hon'ble Registrar, Mangalore University and inaugurated by **Prof.Rajashekhar Hebbar C**, Joint Director, Dept of Collegiate Education, Shivamogga. **Ravishankar P**, Associate Vice President & Business Head, Infosys Campus, Bangalore was the chief guest and the key note speaker was **Mr. Umesh Nayak,** Regional sales and Marketing Manager Karnataka, Relaxo Footwears Ltd, New Delhi for this Two-day National Conference. The Deputy Registrar, senior professors, faculty members, research scholars, students and paper presenters were present for the inaugural function. Inaugurator and Chief Guest of the conference delivered the inaugural key note address and Hon'ble Registrar of MangaloreUniversity Prof. Kishore

Kumar C.K presided over the inaugural function. The presence of all dignitaries, participants and media from various places made the inaugural function a grand success.

Day 1, Panel Discussion Time: 11:30 AM – 1:00 PM

Prof.Rajashekhar Hebbar

Mr. Umesh Nayak

Prof. Kishore Kumar C. K

The Panel Discussion was started at **Srinivas Mallya Auditorium**, MBA Block, Mangalore University after the inaugural ceremony of the two-day National Conference on "Digital India: Progress, New initiatives and Challenges". On the day 1 of the conference from 11.30AM. to 1.00 PM the Panel Discussion was held. The key note speaker was **Mr. Umesh Nayak,** Regional sales and Marketing Manager Karnataka, Relaxo Footwears Ltd, New Delhi. **Prof.Rajashekhar Hebbar C**, Joint Director, Dept of Collegiate Education, Shivamogga. **Ravishankar P**, Associate Vice President & Business Head, Infosys Campus, Bangalore, **Prof Kishore Kumar C. K**, Registrar, Mangalore University, Mangalagangothri expressed their views on Digital India, New Initiatives and Challenges.

The panel discussion highlighted on the new technologies, digital infrastructure, digital literacy, e- education and digital transformation, which will be the future of education. Discussion was focused on digital India and its reach. Resource persons from the academic

and industry background briefed about importance of digitally transforming India. After the discussion, it was winded up with the session chairman's and moderator's concluding remarks.

Day 1, Technical Session 1 Time: 2:00- 3:30

The Technical session-1 was held at Srinivas Mallya Auditorium, Department of Post Graduate Studies and Research in Commerce between 2.00 p.m. to 3.30 p.m. and was chaired by Dr. Lokesha , Assistant Professor, Department of Commerce, Government First Grade College, Punjalakatte. The session was reported by Dr. Prasanna Kumar M G, Assistant Professor, Dept of Commerce, Besant evening College, Mangaluru. Mr. Jayaprakash, Faculty, Mr.Naveenkumar., and Miss Manasavani, Research Scholar, Department of Post-Graduate Studies in Commerce, Mangalore University were in charge of the session.

The presentation highlighted the Karnataka's Digital Land Administration, Digital Banking Services Satisfaction, AI in Health Care, AI in Human Resource Processes, Digital Operations Technology of Capital Market, Indices and Digital Currency, Stand-up India Scheme, Digital Payment System in India, IOT in Banking Sector, Impact of Online Classes, Digital Literacy in India, Sustainable Digitalisation in the Manufacturing Industry, Online

Shoppers Loyalty and so on. Finally, the session was concluded by the chairperson and rapporteur's noteworthy speech.

Day 1, Technical Session 2 Time: 3:45 PM -5:00 PM

The second Technical session was held at G2-Commerce Seminar Hall, Department of Post Graduate Studies and Research in Commerce between 3.45 p.m. to 5.00 p.m. The session started with the key note address by the Chairperson Dr. Joseph P.D, Professor, Department of Business Administration, Mangalore University. The session was reported by Mr. Mithun Chandra, Faculty,Commerce Department, University College Hampanakatte, Mangaluru and incharged by Deepak K V Faculty and Miss. Sruthi Dinesh, Research Scholar, Department of Post-Graduate Studies in Commerce, Mangalore University.

18 research papers including empirical and conceptual on the topic, Role of Digital accounting in Environmental Management Accounting, Adoption of IOT in Education system in India, Transformation of Computerised accounting system to E- accounting, Digital Marketing, Online teaching perception, Digital age of Agriculture, Mobile banking, Digital

payment, OTT platformand so on were presented by the authors from various colleges and industries. Later the presenters were given an opportunity to give feedback on the session.

Day 2, Technical Session 3 Time: 10:00 AM -11:30 AM

The third Technical session of the two days national conference was held at Srinivas Mallya Auditorium, Department of Post Graduate Studies and Research in Commerce between 10.00 a.m. to 11.30 a.m. by Dr. Puttanna, Professor, Department of Business Administration, Mangalore University, Mangalagangothri, chaired the session, and Dr. Prasanna Kumar M G, Assistant Professor, Dept of Commerce, Besant evening College, Mangaluruwas the rapporteur. The session was incharged by Mrs. Asma K, Guest Faculty, Mr. Sanath Kumar, Guest Faculty and Ms. Bhagyashree, Research Scholar, Department of Post-Graduate Studies in Commerce, Mangalore University.

The presentation highlighted the Impact of GST on Digital Payments in India, Digital India and its Challenges, Digitalization of Trade, The Digital Revolution in Insurance,Digital Technology in Agriculture and Rural Areas, Digital Marketing Tools, Impact of Digitalized

Trading in The Indian Stock Market, Digital Education, Digital Capital Market Operation, Customers attitude towards Neo Banking System, Efficiency of Digital Banking in India and so on. Finally, the session was concluded by the concluding remarks by the chairperson of the session.

Day 2, Technical Session 4, Time: 11:45AM - 01:00 PM

The fourth Technical session of the two days' national conference was held at G2-Commerce Seminar Hall, Department of Post Graduate Studies and Research in Commerce between 10.30 a.m. to 1.00 p.m. The session started with the key note address by the Chairperson Dr. Chandrashekar, Professor, Department of Business Administration, Mangalore University. The session was reported by Mr. Mithun Chandra, Faculty, Commerce Department, University College Hampanakatte, Mangalore and incharged by Deepak K V Faculty and Miss. Sruthi Dinesh, Research Scholar, Department of Post-Graduate Studies in Commerce, Mangalore University.

The presentation highlighted the issue on Digital Marketing in Food Service Sector, People Perception Towards Digital Banking Services, Digital Banking in Today's World, Digital Education in India, Digital Infrastructure-Digitalization in Automotive Industries, Effect of

Digitalization in Boosting Investor Confidence and Optimizing Investment Experience, Consumer Inclination Towards Online Food Ordering, Popular Trends in Digital Banking for 2022, Impact of the Start-Up India-Programme on the Growth of Entrepreneurship, Digitalization of MSMEs, Impact of Digitalization on Financial Markets. Finally, the session was concluded by the concluding remarks by the chairperson of the session.

Day 2, Technical Session 5 Time: 2:00 PM – 3:30 PM

The Fifth Technical session of the two days national conference was held at Srinivas Mallya Auditorium, Department of Post Graduate Studies and Research in Commerce between 2.00 a.m. to 3.30 p.m. Dr. Parameshwara , Professor, Department of Commerce , Mangalore University, Mangalagangothri, chaired the session, and Dr.Praveen Kumar, Associate Professor, Dept of Commerce, Besant College, Mangaluru was the rapporteur. The session was incharged by Mrs. Asma K, Guest Faculty, Mr. Sanath Kumar, Guest Faculty and Ms.

Bhagyashree, Research Scholar, Department of Post-Graduate Studies in Commerce, Mangalore University.

The faculty members, research scholars, and students from various institutions presented their papers very effectively. The presentations were on Digital Lending Practices in Karnataka, Prediction of Stock Prices Using Machine Learning, Impact of Digital Payment Services on Financial Inclusion, Digital Initiatives in Solid Waste Collection, Impact of Digital Transformation on Knowledge Management in Organisation Digital Mechanism in Higher Education in India. At the end of all paper presentations, the Chairperson gave his remarks and his suggestions for further improvement for the delegates. Rapporteur also shared his views and gave suggestions. Among 18 presentations, most of papers were presented by students. Participants' and presenters' interaction was good. Finally, the session was concluded by the concluding remarks by the chairperson of the session.

Day 2, Technical Session 6 TIME: 3:45 PM -5:00 PM

The technical session 6 was started at G2-Commerce Block, Department of Post Graduate Studies and Research in Commerce between 3.45p.m. To 5.00 p.m. The session was chaired by Dr. Joseph P.D, Professor, Department of Business Administration, Mangalore University. The session was reported

by Mr. Mithun Chandra, Faculty, Commerce Department, University College Hampanakatte, Mangalore. The session was in charged by Vishnu Kumar H, Research Scholar, Adityadev V, Research Scholar, and Nagaraj N J, Research Scholar, Department of Post-Graduate Studies in Commerce, Mangalore University.

In this session many teaching delegates, students and scholars from different Universities, Institutes were participated and contributed 19 papers on the conference theme and sub theme. The paper presentations highlighted the Digital Taxation - A New Policy to Government Revenue, Cashless Banking, Digital Marketing Tools Usage, Digitalization of Msmes in India, Exclusion of Scheduled Tribes in Access to Digital Services, Impact of Digital Transformation on Banking and Education, Digital Payments System in Mudra Yojana to MSME Sector, Cyber Security in India and so on. The session was closed with a noteworthy speech by the Chairman.

After a Tea Break, 5.00 pm onwards all the participants were awarded with certificates and guests with memento at Srinivasa Mallya Auditorium, Department of Post Graduate studies, Mangalore University. At the end, with the vote of thanks valedictory function was completed.

List of the Actual Participants of the Seminar

Sl. No.	NAME OF THE PARTICIPANTS
1	ABOZAR
2	ADITYA DEV V
3	AHMAD FAHIM
4	AHMAD YASIR RASOOLYAR
5	AHMAD ZIA RASHID
6	AHMED MOHAMMED ABDULRAHMAN HASSAN
7	AKSHITH KUMAR K
8	ALI FARDIN WASIQ
9	ANSARULLAH KHISHKAI
10	AYUSH G K
11	AZVIN
12	HARSHITH B
13	KAVYA P HEGDE
14	KSHITHIJA PATEL
15	MAIWAND YOUSUFZAI