

Compendium  
16<sup>th</sup> Annual Conference  
Atharva Institute of Management Studies  
(AIMS)  
February 10, 2018

# Compendium of the 16th Annual Conference at the Atharva Institute of Management Studies

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## Introduction

On 10th Feb 2018, Saturday, Atharva Institute of Management Studies (AIMS) hosted their 16<sup>th</sup> Annual Conference at the college Seminar Hall, 4<sup>th</sup> Floor, Atharva Institute of Management Studies, Malad (W). The program began at 9:00 a.m. with the registration of visitors to the conference. The Event Flow/Schedule is attached as an appendix for reference.

The theme of the conference was **“Developments InTechnology and Impact on Corporate Governance in India”**

Dr. N.S. Rajan, the Dean of AIMS, began by informing that due to unavoidable preoccupation, our beloved Executive President, Shri Sunil Rane could not be personally present. He has sent his best wishes for the success of the program which was highly motivating. The Dean, then, introduced the theme to the audience on how competitive today's world has become, how fast has technology grown in different areas such as digitalization, Artificial Intelligence, etc. and how opportunities have increased significantly. He also mentioned how one should keep the fire burning within, to continually enhance ones skills in life.

## Technical Session – I - Panel discussion

Over the years, while pursuing profitable growth, the corporate world has been seeking automation incrementally at higher levels for running its operation and governance processes. The entire gamut of corporation such as producing & services departments, management and other stakeholders have been impacted by the developments in technologies that lead to automation of operational processes and the policies, rules and regulations governing such processes.

Technology has made substantial strides over the last 10 years. With the advent of mobile applications emerging from convergence of technologies, Digitalization, Internet of Things, Augmented Reality & Virtual Reality, Everything on Demand, Artificial Intelligence, and so on, it is an imperative for us to understand how such technological developments have impacted the corporate world, specifically in India and what is likely in the near future.

The conference discussed various aspects of the technology adoption by companies in its operations and governance processes.

Members of panel discussion:

- Mr. Anil Gachke, Chairman (industry Committee, MEDC);
- Mr. Sumit Bhardwaj, Senior Vice President, Citius Technologies Private Limited;
- Mr. Lokesh Chaturvedi, Managing Director – COO, Societe Generale Bank;
- Mr. Avinash Anurag, Vice President, SBI Capital Markets Limited; and

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- Dr. Harshad Jadhav, Head, Talent Development, OD and L&D, Nestle Skin Health Private Limited, - Moderator.

All the members including the moderator, were introduced, one by one, by the student organizers, to the audience.

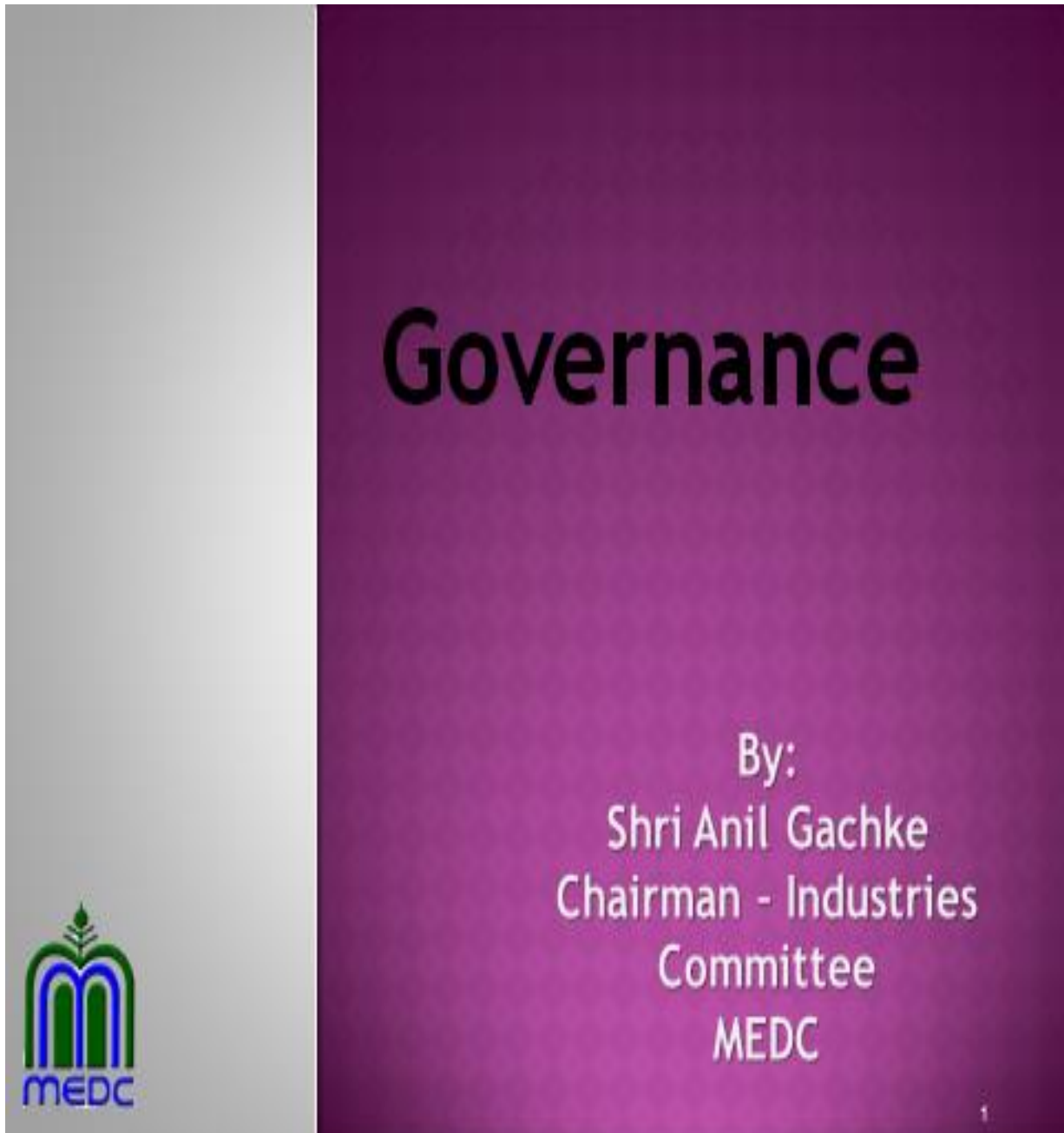
Dr. Harshad Jadhav started the Panel Discussion by saying that at the outset two members of the Panel would like to make presentations to bring in the context for the discussions.

Accordingly, Dr. Jadhav requested Mr. Anil Gachke, to make the presentation.

**Mr. Anil Gachke** - shed light on E- governance, in our present day and how we use technologies through our studies, such as SMS, E-mail, WhatsApp and others. He mentioned now-a-days universities use electronic methods to correct examinations answer papers.

Technology like Block Chain is actively used for correcting and finding mistakes .He stated a lot can happen with a comma & how expressions are interpreted. He discussed on how robots will replace human, and how efficient one must be at work in a job.

The presentation is placed below for reference.



## WHAT IS GOVERNANCE?

- ◉ It is a system adopted to make things work
- ◉ Administration in Government
- ◉ Manufacturing
- ◉ Service sector

## PRESENT DAY GOVERNANCE

- ◉ Based on Digitalization
- ◉ E- Governance
- ◉ Tracking Mobility and Movements
- ◉ Governance through Internet
- ◉ Controls through Analysis
- ◉ Process Control through Robotics
- ◉ Two way/Multiple Communication

## IT- BASED GOVERNANCE

- ◉ Intelligent Learning
- ◉ Artificial Intelligence
- ◉ Cloud Computing Monitoring
- ◉ Block Chain Technology

## PRODUCTIVITY

- ▣ Monitoring through  
Production Incentive  
(This is old method.)
- ▣ Incentive Calculation
- ▣ Market Designing
- ▣ Market Forecasting



## PRODUCTIVITY

- ◉ Assessment of Customer Expectation
  
- ◉ Government Controls
  
- ◉ Surveillance
  - Example: Priyanka Chopra getting IT Notice for gift of Costly Water

## AGRICULTURE SECTOR

### Productivity Checking through:

Soil Testing

Fertilizer Input

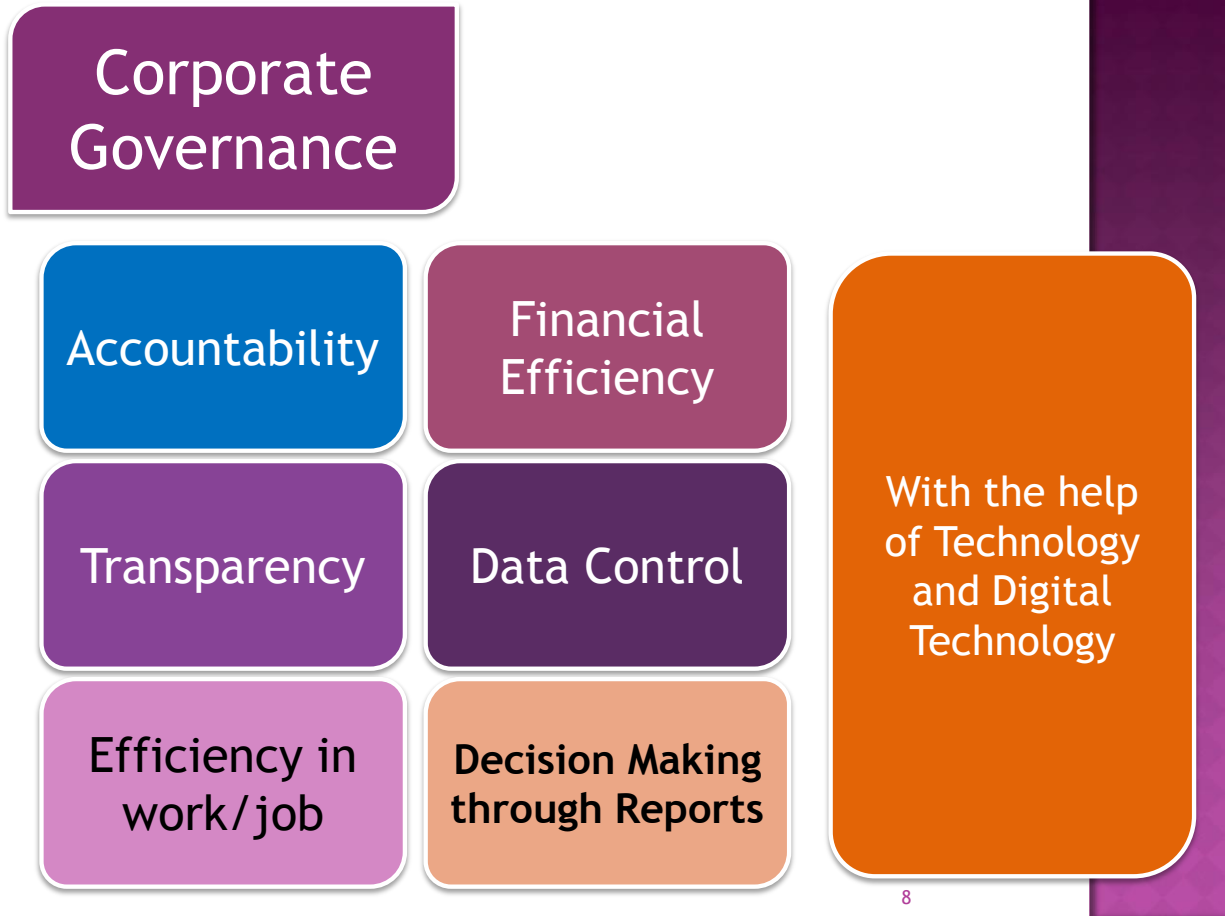
Spraying of Pesticides, Fungicides

Satellite help for Weather Report

Flood Forecasting

Water Reservoirs Monitoring

CRZ and Mangrove Control & Monitoring  
(This is example for Soil Erosion)





## Manufacturing

- Power Grid Monitoring  
Earlier through Relays & Electro-  
mechanical Devices  
Now Digital Control CNC
- Block Chain Technology
- Central Supply Chain Management
- Robotics  
Example: One factory have employees-  
one dog and one man  
All other through Robots

## FINAL GOVERNANCE

- ⦿ Through IT related systems all the activities of different systems shall be governed.
- ⦿ Human Interference shall be minimum.

## RESULTING INTO

- ⦿ Accurate Results
- ⦿ Production Increase
- ⦿ Increase in Profitability
- ⦿ Less Efforts to Human body
- ⦿ Remote control is possible
- ⦿ Ultimate governance is in the hands of few people

Example: Passport Delivery Mechanism  
(One day)

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## THANK YOU

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**Mr. Avinash Anurag** - enlightened us with his knowledge about how technology has impacted on Corporate Governance in India. His presentation was reflected on Corporate Governance and its Importance. He presented the phases of Corporate Governance and its principles .He said there is no limit in becoming faster everyday and that corporate and market react very swiftly to changes in the rules of governance .He mentioned how technology is great, if used judiciously to our advantage.

The presentation is placed below for reference.



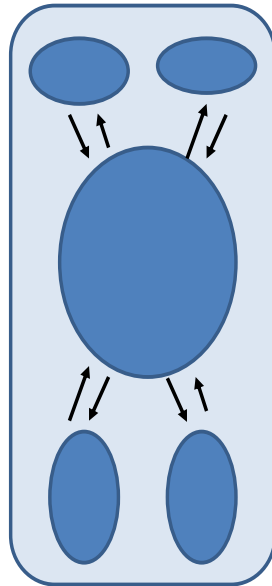
## Corporate Governance Impact of Technology

### Bankers' Perspective



## Corporate Governance - Levels

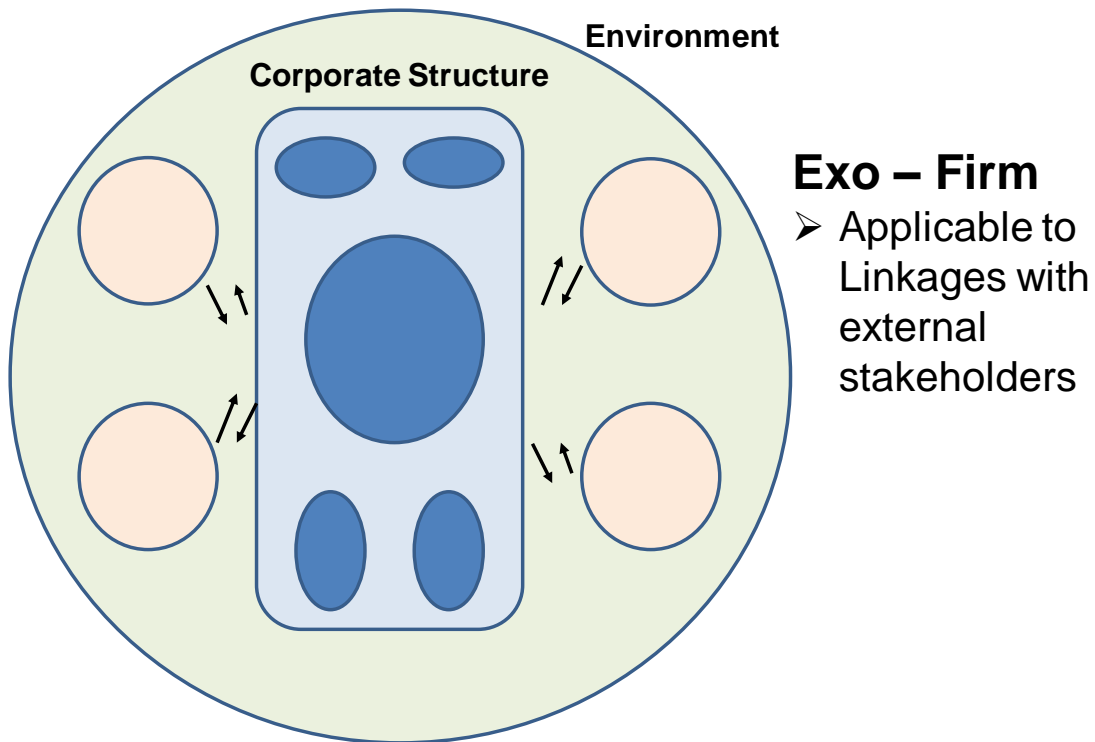
### Corporate Structure



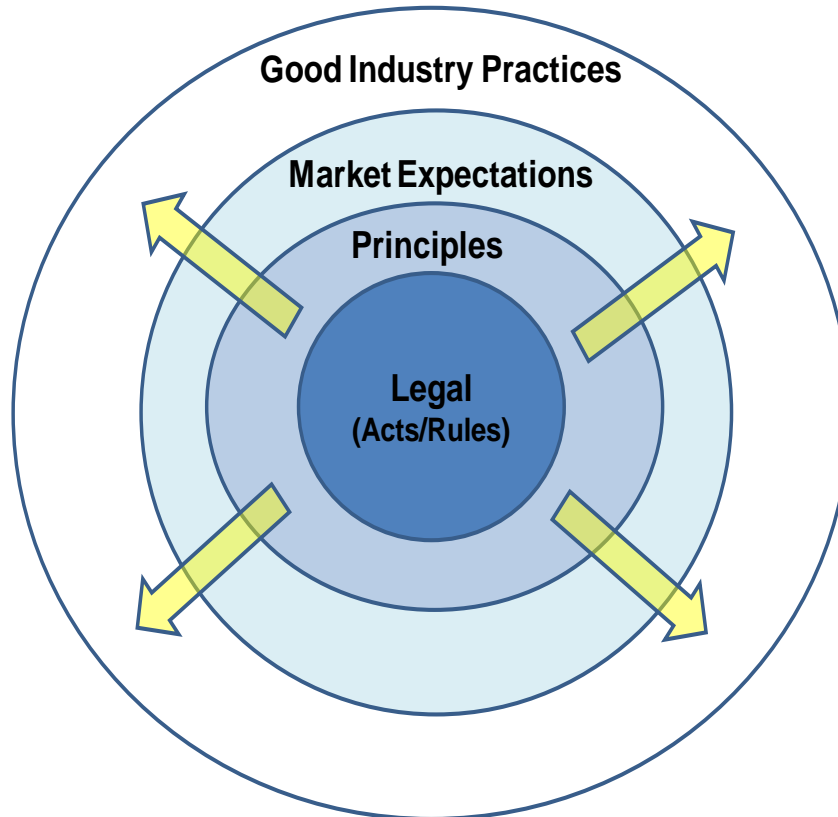
### Endo – Firm

- Rules, Processes and Practices for Business
- Applicable to processes and resources within the Corporates

## Corporate Governance - Levels

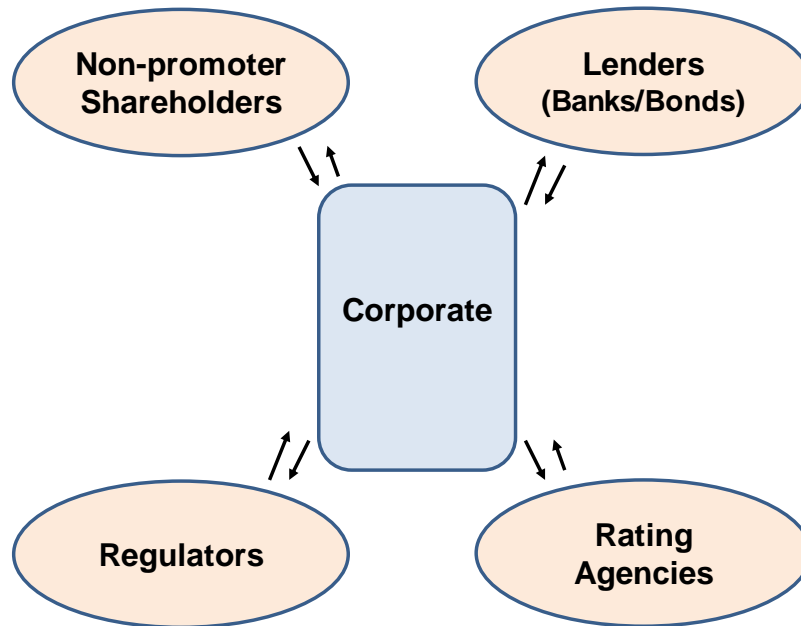


## Corporate Governance – Phases



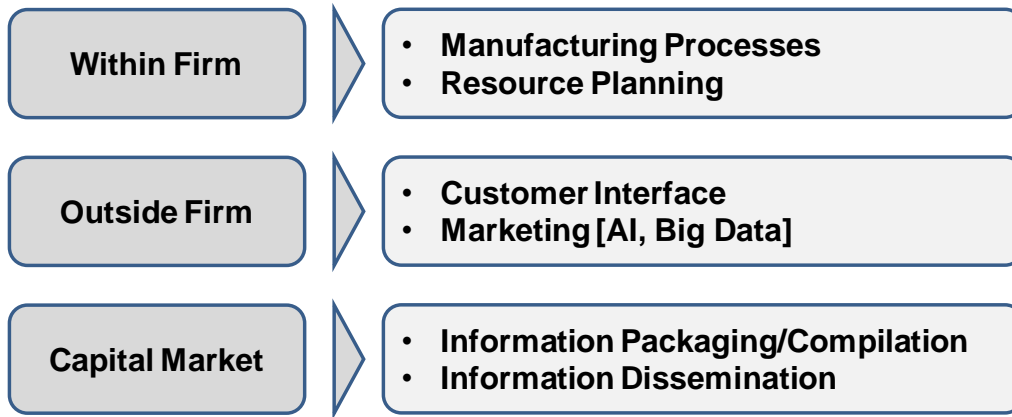
**Corporates aspire to expand the scope – Natural Progression**

## Corporate Governance – Capital Markets



**Most scrutinized indicator of Corporate Governance – world wide**

## Impact of Technology Development



**Just a few examples; impact points are many more**

## Impact on Capital Market

Category	Classes	Impact
Non-promoter shareholders	<ul style="list-style-type: none"><li>• Institutional</li><li>• Retail</li></ul>	Financial performance reports – availability, Channels – Mobile apps; social media
Lenders	<ul style="list-style-type: none"><li>• Banks</li><li>• Bond investors</li></ul>	Centralized data – credit repository
Regulators	<ul style="list-style-type: none"><li>• RBI</li><li>• SEBI</li></ul>	Online compliances Faster response
Rating Agencies		Public information - transparency

**Information Dissemination has become faster  
Market Reflex is getting swifter**

## Pros & Cons

[+]	[-]
✓ Waning Information Asymmetry	✓ Information overload
✓ Market Reflex – quick response	✓ Short duration manipulations
✓ Multiple channels	✓ Canvassing
✓ Cost efficient	

**“Technology is great if used judiciously”**

8

He said that he looks at this subject with two aspects in mind - first, how different levels of organizations interact with themselves and he defined governance as what are the rules and practices which guide business. He also talked about how corporate deals with environment which he call Exo - Firm. He discussed about corporate governance rules and market expectations from different organizations. He related corporate governance with capital markets where there are different classes of investors like retail - and with technology now, their company can be more socially active where nothing is hidden i.e. it is transparent. All the customers or investors they deal with, have all the required and relevant information. He concluded by saying that with the help of developments in technology, all the activities have become easy controllable.

## Compendium of the 16th Annual Conference at the Atharva Institute of Management Studies

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Dr. Harshad Jadhav, the moderator, thanked the two panelists for presenting their insights.

He further initiated the panel discussion with two key words that is “Innocence” and “Curiosity” and related it with the technology. Then he rightly mentioned that “You can love technology, you can hate technology but you cannot escape technology”.

Vulnerability becomes an opportunity. Technology is developing at a breakneck speed. Also, the need for speed leads to innovation.

He said how even AIMS’s lighting the lamp has made good use of technology. He stated that Technology doesn’t wait for anyone and he mentioned how one has to be innocent and curious throughout their lives. He later on stirred up the discussion by initiating a rapid fire round, where in all the panelists actively answered all the questions and imparted knowledge.

A snapshot of the deliberations made by the other two panelists viz., Mr. Sumit Bhardwaj and Mr. Lokesh Chaturvedi, is given below.

### **Mr. Sumit Bhardwaj**

Mr. Sumit Bhardwaj stated the importance of IT security with the example of how havoc can be created by hacking the database of whole healthcare of US for destruction as against dropping bombs - Healthcare Services would come to a standstill. This shows how impactful data theft can be. He also introduced Google’s way of Data Analysis and Data Mining.

He stated that Technology has done collection and processing of data and with the influence of technology Google Maps have been created.

In Peru it used to take 30 days for epidemics at the villages for disseminating the news and getting response service. That has now been reduced to 5 days – with the help of technology.

Why technology is there and how it will be used depend on the implementation. Technology is continuously advancing. Such as taking X-Ray in real time - speed of healthcare delivery has increased significantly.

He said taking the example of Tata Group who claimed that integrity or their ethics will drive their technology through legal framework and legislation.

In an answer to a rapid fire question, “If all powers are given to you what will you do”, he said that he would try to change the human behavior. He ended by saying **“be flexible and adapt change”**



# Compendium of the 16th Annual Conference at the Atharva Institute of Management Studies

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## Mr. Lokesh Chaturvedi

Mr. Lokesh Chaturvedi a well qualified professional was full of praise about the topic of the Conference. He made his deliberations on technology for various Finance and Banking aspects.

He began his talk by saying technology has evolved over a time and nowadays technology is business itself and explained how technology is the most important cost for Banking sector. He mentioned 3 important aspects of banking that are **Technology, Regulatory and Operations Risks** whereby he quoted some anecdotes of cheque clearing process and SWIFT applications.

During discussions, he mainly highlighted on safety and proper use of technology.

To certain queries he also gave a smart solution which was appreciated by everyone i.e. **to use technology to improve employee relations.**

Being lawyer by qualification, he also gave technology an ethical turn. He always supported his talk with an appropriate anecdote. He discussed how the digital side and E-pays working for the Banking sector. He enlightened the students by saying how technology is developing exponentially. And that its use must be governed. When one is in decision making position, one must see to it to use technology wisely. He gave an example of Google, how it tracks everything we do online, our travel and much more.

At the end, Mr. Chaturvedi reiterated that the need for speed leads to innovation. Lastly on rapid fire question of India being cashless he opined that cash is the essence of business and to start with every business total cashless is not feasible.

.We should be in charge of our life and Technology should not rule our life. Penetration Testing, Vulnerable Testing under the Information Technology Act, 2000 which regulate these aspects of technology must be done as it is the need of the hour.

## Question & Answer session.

- What are the advances in technologies in Healthcare Sector in last 10 years?  
Mr. Sumit Bhardwaj took the question.
  - a. He shared his personal example of accident in which how he was helped with the speed with which X-ray was done.
  - b. A physician sitting in USA can help a doctor in Mumbai by Tele Medicine through live videos.
- Cost of healthcare has gone up so how can poor and rural people in India afford it?  
In this respect government and private hospitals are dependent on the allocation made in budget for primary healthcare for the poor.
- Are there any proper laws for technology or IT issue?

# Compendium of the 16th Annual Conference at the Atharva Institute of Management Studies

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He stated laws are large in number but implementation is not effective. Later, he shared the example of robot Sofia, which could be ultimately used in Healthcare services.

Later talking about Genetic Mapping he said in India compared it with mythological character, Bhasmasur, stating that it will cause ill effect for the country as of now.

The session was very interesting and the students learnt how technology can be a boon or a bane, and it all depends on the user how he handled. And with the thought that **Technology should be used by the user and not vice versa” the panel discussion came to an end.** All the queries of the students were answered by the panelists and the first session ended successfully.

## Technical Session II – Entrepreneur Speaker

AIMS always knew life as an entrepreneur is never easy, be it at the startup stage, fund securing stage, event at the product launch stage - life will always be a roller coaster ride. Two successful and outstanding entrepreneurs were called to share their life stories and experiences to encourage and motivate the students in the second session.

First speaker: Mr. Jeevan Varma,  
Master Trainer, Ex Vice President, L&D and HR,  
Reliance Communications Limited

Mr. Jeevan Varma brought in entrepreneurship skills in dealing with developing technology. Being a motivating and leadership personality, he explained various concepts of modern technologies. According to him to survive in automation world is to be agile and to polish soft skill and cognitive attitude. He gave a valuable mantra to cope up with technology is to innovate yourself.

To start with he gave introduction on corporate governance *“Corporate governance is the system of rules, practices and processes by which a company is directed and controlled. Corporate governance essentially involves balancing the interests of a company's many stakeholders, such as shareholders, management, customers, suppliers, financiers, government and the community.”*

Some companies choose corporate governance and then they are in limelight for the wrong reasons giving example of TATA.

There was a short film on Gerd Leonhard. The future is going to be different. It is all going to be based on data. There are a lot of new technology inventions happening some of them are Chat bots, Social Media, Disruptive Technology, Robotics, A&I, Machine Learning, Mobile Applications, Micro Learning, On Demand Learning, 3D Printing (example given was of how in the near future food can be printed out and be tasted), Customer Experience, Big Data Analytics, Internet of Things, Block chain and so on.

## Compendium of the 16th Annual Conference at the Atharva Institute of Management Studies

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There was a another video showing a research done by the McKinsey & Company as there are talks of automation so it showed that in every field only a certain level of automation can be brought because humans have the capability to be creative, have emotions and can think and create new technologies. So 100% automation is not possible, the lowest number of automation can be done in the field of managing people. So people will be required to manage people and get things done from other human beings.

There was another discussion regarding the e-commerce websites (markets) like in 2006 when these markets were new it was predicted that it is possible that they might take away the market from the retail shops. But something different happened which was not known to anybody at that point of time. So according to data in the year 2006 the retail market was about USD 312 bn and in the year 2017 it grew to become USD 672 bn – recording a CAGR of 7.22%.

Another interesting fact that was shared was the example of “MANGALYAAN” which is orbiting around the planet Mars. The losses that are incurred by these e-commerce companies together, India would be able to send 32 more satellites into space.

There was a video that showed the companies that were very famous in the market but did not move along with the technology and hence had to be declared bankrupt. Some examples of such companies are Kodak, Marvel, Lehman Brothers, etc. Those companies which are moving along with the technology are satisfying the need just to survive competition and getting edge against others.

So to conclude, Data is the next big thing and companies which do not develop in line with growing technology will face problems for sustenance. Also, we can predict a little bit of future - so working according to it and developing skills to survive and growth is the only option available.

Second speaker: Mrs. Mona Shetty,  
President, Sound and Visions India Limited

Sound & Vision India is a dubbing studio which primarily dubs for foreign media since 1993 for hundreds of Hollywood movies, thousands of TV shows for leading multinational TV channels, cartoons and documentaries.

She shared her experience and narrated her business story about how it started and then how did she contribute to take it at a new level. Leela Ghosh's daughter Mona Shetty, a well known voice artist since the age of 5, now manages the company.

It all started in 1993 when filmmaker Shakti Samanta's team approached dubbing artist Leela Roy Ghosh to dub Jurassic Park in Hindi. Leela Ghosh accepted the challenge and created a history on April 15, 1994 when Jurassic Park was released in India which was the first English film dubbed in Hindi. Dubbing artist used to come to their apartment to give their voices to different actors & actresses. This time Mona Shetty used to help her

## Compendium of the 16th Annual Conference at the Atharva Institute of Management Studies

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mother with writing books of accounts and other work along with her academics. Then she studied Family Business at NMIMS and then completely transformed the working operations of Sound & Vision India.

When the business was running well, unexpectedly Mona Shetty lost her mother Leela Ghosh due to some illness. This was a very difficult phase for Mona to run the company on her own. Her husband Mohit Shetty was the backbone and supported her in such situations. After some serious business setback and after almost 5years they reached the breakeven point and then there was no looking back. They expanded from 3 dubbing studios to 12 studios. The most trending Hollywood film Black Panther is the latest film which is dubbed in Hindi by Sound & Vision India in their studio at Versova.

Mona Shetty visited the department of Film and Television of Atharva Group of Institutes and the HR manager interacted with the placement cell of Atharva Institute of Management Studies for the benefit of the students.

Both sessions were interesting and highly motivating gave much knowledge of how technology can help develop business.

The Annual Conference came to an end, successfully.

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<b>Event Flow</b>	
<b>Timing</b>	<b>Details</b>
9.00 A.M	Registration Opens
9.30 A.M	Lighting of Lamp and Invocation
<i>Technical Session - I Panel Discussion - 9.35 A.M-12.25 P.M</i>	
9.35 A.M	Atharva Video
9.40 A.M	Address by Mr. Sunil Rane, Executive President, Atharva Group of Institutes
10.00 A.M	Theme Introduction – Prof. N.S Rajan , Dean
10.20 A.M	Introduction by Moderator Panel Discussion begins
12:15 A.M.	Vote of Thanks – Dr. Shubhi Lall, Faculty

# Compendium of the 16th Annual Conference at the Atharva Institute of Management Studies

<b>Event Flow</b>	
<b>Timing</b>	<b>Details</b>
<b><i>Technical Session - II</i></b> <b><i>Entrepreneur Speaker Notes – 12.30 P.M – 2.00 P.M</i></b>	
12.30 P.M	Introduction of Speakers
12.40 – 1.10 P.M	First Speaker
1.15 – 1.45 P.M	Second Speaker
1.45 – 1.55 P.M	Vote of Thanks – Prof. Tapas Mitra, Faculty
1.55 – 2.00 P.M	National Anthem



## 16<sup>th</sup> Annual Conference on 10<sup>th</sup> Feb' 2018

### “Developments in Technology and impact on Corporate Governance”

### *A Report*

## About

Atharva Institute of Management Studies witnessed the 16<sup>th</sup> annual conference on 10<sup>th</sup> Feb' 2018.

The event was divided into two sessions; first session was the panel discussion on "Developments in technology and impact on corporate governance" with 5 eminent speakers from diverse corporate groundings sharing their expert views. The discussion was moderated by Dr. Harshad Jadhav, Nestle Skin Health Care, who started with two buzz words innocence and curiosity that lead to developments in technological era. Mr. Anil Gachke Chairman of MEDC humbly gave his insights on evolution of technology and its need across sectors. He also emphasized on Block chain technology and its significance in corporate governance. Mr. Avinash Anurag, VP of SBI Capital Ltd, linked technology with capital markets and focused on impact of technology on chain or the structure of capital markets. Mr. Sumit Bhardwaj, senior VP of Citius Technologies Private Ltd., gave technology an ethical aspect and stressed on adding human behavior to technology. Mr. Lokesh Chaturvedi, Managing director-COO, Societe Generale gave technology both financial and ethical. He emphasized on "Need for Speed Leads to Innovations, And Innovations Leads to New Technology". Mr. Jadhav, moderator gave valuable learning to the students i.e. every vulnerability becomes an opportunity. He concluded the panel by saying "you have to be high-tech but at the same time high touch".

The second session brought in the entrepreneurial skills in developing technology. The first speaker was Mr. Jeevan Varma Master Trainer, Ex VP, Reliance Communications Ltd. He explained various concepts of modern technology like Chat bots, AI & ML, customer experience and so on. According to him the way to survive in automation world is to be agile and to polish soft skill and cognitive abilities.

The second speaker Ms. Mona Ghosh Shetty President, Sound and vision India Private Ltd. She narrated her challenging yet successful story. She inspired the students to be ready for all challenges.

Sound & Vision India is a dubbing studio which primarily dubs for foreign media since 1993 for hundreds of Hollywood movies, thousands of TV shows for leading multinational TV channels, cartoons and documentaries.

The 16<sup>th</sup> Annual Conference held on 10<sup>th</sup> February, 2018 Mona Shetty was invited as an Entrepreneur Speaker. She shared her experience and narrated her business story about how it started and then how did she contribute to take it at a new level. Leela Ghosh's daughter Mona Shetty, a well-known voice artist since the age of 5, now manages the company. Mona Shetty has not only lent her voice to most major advertising campaigns for leading brands in English, Hindi, Bengali and Oriya but also been the Hindi voice of several leading actresses in Hollywood as well as Bollywood. She is currently the approved voice of Cameron Diaz, Angelina Jolie, Halle Berry, Catherine Zeta Jones, Deepika





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Padukone, Katrina Kaif and many more leading actresses. She has in the past also dubbed for Rani Mukherjee, Kajol, Amisha Patel, Bipasha Basu, Lara Dutta and many more in several films.

It all started in 1993 when filmmaker Shakti Samanta teamed approached dubbing artist Leela Roy Ghosh to dub Jurassic Park in Hindi. Leela Ghosh accepted the challenge and created a history on April 15, 1994 when Jurassic Park was released in India which was the first English film dubbed in Hindi. Then movies after movies were dubbed in the studio which was in their apartment itself. Dubbing artist used to come to their apartment to give their voices to different actors & actresses. They didn't even had any HR or finance personnel. This time Mona used to help her mother with accounts and other work along with her academics. Then she studied Family Business at NMIMS and then completely transformed the working operations of Sound & Vision India. They hired professional Operations manager (Mr. Godwin Amanna) and Finance Manager. When the business was running well, unexpectedly Mona Shetty lost her mother Leela Ghosh due to some illness. This was a very difficult phase for Mona to run the company on her own. Her husband Mohit Shetty was the backbone and supported her in such situations. After some serious business setback and after almost 5years they reached the breakeven point and then there was no looking back. They expanded from 3 dubbing studios to 12 studios. Now they have a full-fledged established dubbing studio in the prime location of Mumbai with advanced sound technology. They recently hired a HR manager (Mr. Pradip Das) to look for new voice artists and talents in the city. The most trending Hollywood film Black Panther is the latest film which is dubbed in Hindi by Sound & Vision India in their Versova studio.

Mona Shetty then visited the department of Film and Television of Atharva Group of Institutes and the HR manager interacted with the placement cell of Atharva Institute of Management Studies for the benefit of the students.

## Picture Gallery



Ms. Evanglin, Student, MMS hosting the conference





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Panelists participating in the panel discussion



Dr Shubhi lall giving vote of thanks





Ms. Mona Shetty giving her keynotes speech

The conference was well appreciated by the audience comprising both students and corporate personalities. It provided a unique forum for the sharing of information and ideas for the best and most promising practices in technology.



Mr. Sumit Bhardwaj, Executive Vice President, CitiusTech in the panel discussion



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