



**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**  
(Approved by AICTE, DTE & Affiliated to University of Mumbai)

*17th Annual Conference on*  
*"Digital Transformation in the Corporate World:  
Strategies for Success"*

*Held on*  
*13th October 2018 in Seminar Hall*

A Report

By

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## Introduction

On 13th Oct 2018, Saturday, Atharva Institute of Management Studies (AIMS) hosted their 17<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 10:00 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 **“Digital Transformation in the Corporate World: Strategies for Success”**



We were informed that Mr. Raghu Khanna, Founder & CEO, Cashur Drive Marketing Private Limited, a guest speaker, will not be able to attend the conference due to some medical emergency and the audience was informed of the same.

Guest speakers of conference present, were:

- Mr. Vijay Rai, Chairman, Akola Chemicals Limited;
- Mr. R. Mukundan, Managing Director, Tata Chemicals Limited;
- Mr. Aseem Srivastav, Partner, Talent Assessment and Analytics Software Solutions;
- Mr. Narendra G., Vice President, Sales & Marketing, Microlabs limited (Cosmoderm Division); and
- Mr. Sajid Patel, Head – Learning & Development, datamatics Global Services Limited, - Moderator for the panel discussion

Mr. Vijay Rai, Chairman, Akola Chemicals Limited was introduced by a student organizer As the Chief Guest for the Annual Conference. He was then requested to introduce the theme of the

conference and say a few words.

Mr. Vijay Rai, Chairman, Akola Chemicals (India) Limited, began by introducing the theme to the audience on how competitive today's world has become, how fast has technology grown in different areas with digitalization and with the increased challenges how opportunities have increased significantly. He also mentioned that "Digitization" is a method of communication with the help of digits. The usefulness of digitization depends on the digit identified and the role of information in managing the process. Degree of detail defines the type of digit and the relationship of the digit to the desired result is very critical. For designing digitization for success it is important to define the number that the "Boss" looks at.

All the other guest speakers including the moderator for the panel discussion, were introduced, one by one, by the student organizers, to the audience. After each introduction, the respective guest speaker was requested to place his comments related to the theme of the conference.

**Mr. Aseem Srivastav** - enlightened us with his knowledge about how digitalisation has impacted on the human body – such as brain & heart of an individual human being. His presentation was reflected on the attitude of knowing self for success. He brought out that world has moved focus from Agriculture to Industry, from Industry to Information, from Information to Knowledge, from Knowledge to Wisdom and from Wisdom to Oneness.

He brought out what would be the value of digitalization in future. He said it is likely that "one person one robot" kind of situation to prevail the future of digitalization. the phases of Corporate Governance and its principles. He informed us that research done on Brain Plasticity says that the brain is best till the age of 7 and a person can adapt change only till 23 as after certain age a person cannot easily adapt change it requires to work a lot for adapting the changes. He mentioned that multiple levels of intelligence will be required of every human at the corporate world.



**Mr. R Mukundan** - took to the dais and gave his insights on the topic. He talked about the scope of digital transformation and its application in the corporates. He emphasized that the world is changing a lot and the things have become volatile. He expressed the two functional attributes which dominate the digital transformation viz, speed and trust.

Speed will enable us to get data in short span of time and trusting on employees and the relevant algorithms is must, for efficiency. He informed about the case study of a Graduate Engineer Trainee (GET), wherein a graduate was able to point out the flaws and provide solutions which ultimately enabled the company to reap huge profits and benefits. He talked about the entrepreneurship programme of TATA Chemicals Limited; OKHAI, a textile brand, which is a woman centric e-commerce company. The brand was able to get to a turnover of Rs. 4 crores within a year of its inception.

He expressed his delight on the recent changes that have swamped across the world and various industries, majorly due to digitization. And the pharma sector was the most beneficiary of the digital transformation.

**Mr. G Narendra** – began by saying digital transformation that integrates digital technologies into an organisation’s strategies and operations, has been the top agenda of the board room discussions for some time now. He said fear of competition in this area has been driving decision making towards digital transformation.

He brought out that in digital transformation technology should be a means to strategically potent ends. Currently, many companies are challenged with setting a digital vision and strategy, getting the right people in place and measuring digital success.

In his discussions that followed he explored the strategies for success in digital transformation. The presentation ended with some of the digital transformation strategies being undertaken in the pharmaceutical/healthcare industries.



## Panel discussion

After the completion of presentations by all of the eminent speakers, they were invited to the dais by the Mr. Sajid Patel – Moderator, for the panel discussion.

Mr. Sajid Patel started the Panel Discussion by saying a few words relevant to the theme of the conference. He mentioned that just like Henry Ford aimed at “A car in every garage” UiPath, CEO, Daniel Dines, visioned “If Bill Gates said a computer on every desk, our vision is to have one robot for every person”. UiPath is a technology company, a market leader in Robotic Process Automation (RPA).

## Members of panel discussion:

- Mr. Vijay Rai, Chairman, Akola Chemicals Limited;
- Mr. R. Mukundan, Managing Director, Tata Chemicals Limited;
- Mr. Aseem Srivastav, Partner, Talent Assessment and Analytics Software Solutions;
- Mr. Narendra G., Vice President, Sales & Marketing, Microlabs limited (Cosmoderm Division); and

- Mr. Sajid Patel, Head – Learning & Development, datamatics Global Services Limited, - Moderator.

The Panel discussed various aspects of the digital transformation adoption by companies in its operations and governance processes.

Mr. Sajid Patel, the moderator, thanked the panelists for presenting their insights. The

Annual Conference came to a close, successfully.

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# Appendix

## Event Schedule:

Time	Details
10.00 am – 10.30 am	Registration
10.30 am – 10.40 am	Welcome Address by Student Team
10.50 am – 10.55 am	Opening of Conference with Lighting of Lamp & Ganesh Vandana
10.55 am – 11.05 am	Introduction to Atharva Group of Institutes
11.05 am – 11.20 am	Introduction to One for All, All for One - A CSR Initiative by the Atharva Foundation
11.20 am - 11.40 am	Theme Introduction by the Chief Guest, Mr. Vijay Rai
11.40 am - 12.40 pm	Speaker Presentations Continue
12.40 pm - 12.50 pm	Tea Break
12.50 pm – 2.15 pm	Panel Discussion
2.15 pm – 2.30 pm	Vote of Thanks by Tapas Mitra, HoD - Finance
2.30 pm	Closure of Conference and Proceed for Lunch

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