

INTERNATIONAL CONFERENCE : IDEATION 2016

”Evolving trends in Business, Management, Media and Extension”.

26th & 27th February 2016

Report

SIES (Nerul) college of Arts, Science and Commerce in association with **Life Long Learning and Extension University of Mumbai** hosted the International Conference for the year 2016 on the 26th and 27th of February 2016. Being the organizers of this conference their entire team strived to achieve a high level of Excellency in all aspects related to the conference.

The inception of the conference took place with the registration process for the participants which began by Nine 0’ Am. They extended their attribute of hospitality towards the participants, which made them develop a feeling of belongingness. As it is always said that the best way to begin an event is by thanking God for the strength he gives us to run each day’s race. Hence to acknowledge this fact they began with the inauguration ceremony which saw the tradition of the lighting of the lamp. The ceremony was hosted by **Ms. Ananya Gon** and **Mr. Mithun** who put forward a well executed start to the conference.. The chief guest for this session was **Mr. Anand Narasimham**, Who is currently an anchor at Times Now. They also saw the presence of **Professor Charles Lavery** who is currently the professor at the Indian Institute of Journalism and Mass Media, he was the keynote speaker for this session. **Dr. Rita Basu, the Principal of SIES (Nerul) college of Arts, Science and commerce** also gave a brief insight on the theme of the conference **”Evolving trends in Business, Management, Media and Extension”**. **Dr. Neera Kumar Conference Convenor** put up an extraordinary vote of thanks to all the Individuals who made this conference what it is today, and also extended her gratitude and appreciation to all the presenters and the Judges.

This marked the end of the Inauguration Ceremony and initiated the First technical Session (Business) for which the keynote speaker was **Mr. K. Boovenfran, Deputy CEO, FIMMDA** and the chairperson was **Dr. Kishori Bhagat, Vice Principal Pragati College**. The Conference was intellectually rich, consisted of a lot of exposure of the participants research work and enlighten minds. The conference saw participation from over Fifty plus presenters from all over India and from foreign nations some of which were The United States of America, Nigeria and even Singapore. This was the moment when the presenter’s hard work and enduring spirit paid off. The judges were amazed by the research work undertaken and wished their very best to all the

presenters. The end of session one walked into the lunch break that was organized by the organizing committee.

Session two the last and final session for the day began right after the lunch break, the theme for this session was Media; the chairperson was **Dr. Sanjay Ranade, Associate Professor, Communication and Journalism Department, University of Mumbai**. Paper presentations put forward during this session mainly focused on the various developments and constraints that come under the umbrella of Media.

This marked the sunset for the Conference dated the 26th of February 2016. Participants couldn't feel more proud of themselves than they did today as all their hard work paid off in a manner they would have never interpreted.

27th of February saw an early start for all the participants as the conference began by 9'o clock am. The keynote Speaker for this session was **Mr. Debasis Sarkar, who is the Global head of Re- Engineering, standard Chartered Bank** and the Chairperson was **Mr. Rohit Nalwade, Founder and CEO, Consumer Vision Technologies Pvt Ltd**. The topic for this session was Management. Paper Presenters had a vast ocean of research work in this very topic. The end of this session closed into Lunch.

The final session for this knowledgeable conference began right after lunch and the topic was Extension. The chairperson and the keynote speaker was **Dr. Lakshmi Varanasi, Vice Principal ICL College**.

The entire conference was no doubt an enormous success and met levels way beyond than what was expected. Organizing a conference at this level surely involves hard work, sleepless nights and a lot of dedication and all this calls for the Valedictory Function. The two important individual, along with **their team** , who got the ball rolling for this conference were the **Convener Dr. Neera Kumar Co-Convener Ms. Sugandha Jha**. The entire team saw the end of the conference with the prize distribution ceremony.

The team shortly stated that they really appreciated the presence of every single person in their midst and that they would appreciate this similar interaction in the years to come.

