

DAYANANDASAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

Shavige Malleshwara Hills, Kumarawamy Layout, Bangalore-560111

Under the Guidance of IQAC, Department of BBA & Research and IPR Cell (ANVESHANA)

Event Report

National Conference

"Innovate to Elevate: Fostering Creativity for Sustainable Business"

Date: 24/06/2024

Sl. No.	Particulars	Event related Details			
1.	Event*	National Conference			
2.	Title of the Event	Innovate to Elevate: Fostering Creativity for Sustainable Business			
3.	Date	24/06/2024			
4.	Time	09:00am- to 05:00pm			
5.	Venue	In College Premises (C D Sagar Auditorium, and Building #13)			
6.	Resource Person 1	Dr. Jessy Nair, Associate Professor, St. Joseph Institute of Management, Bengaluru			
7.	Topics Covered	Innovation and Creativity as Core Drivers, Adapting to Changing Markets & Continuous Improvement			
8.	Resource Person 2	Lt. Commander- PVJ Harsha (Retd) Manager, Broadcom Inc.			
9.	Topics Covered	Creating Long-term Value, Sustainability in Business & Resilience			
10.	Resource Person 3	Dr. Mahesh Kumar K.R, Director & Principal, Community Institute of Management Studies, Bengaluru			
11.	Topics Covered	Role of Leadership in Innovation & Supportive culture in organization			
12.	Resource Person 4	Dr. Chetana, M.R, Associate Professor, HOD, BBA Department, Seshadripuram Academy of Business Studies, Bengaluru			
13.	Topics Covered	Innovation and Sustainability			
14.	No. Faculty Participant s	Internal:	54	External:	42
15.	No. Student Participant s	Internal:	33	External:	0
16.	Faculty Coordinato r/s	Full Name: Dr. Suprab Kanti Poddar, Dr. Puvithra, S.T, Dr. Deepika Sharma, Dr. Shwetha S P and Dr. Sudarshan S. Savanour Department: BBA Designation: Assistant Professor			
17.	Student Coordinato r				
18.	Total Expenditur e	90,000/-			
19.	Sponsors and Amount	N/A			

Sl. No.	Particulars	Event related Details
20.	Agenda of the Event	Inauguration, Plenary Session, Tracks (Marketing/HRM/Finance/General Management/Sustainability and Information Technology) and Valedictory
21.	Provide the link of the report uploaded on College Website	
22.	Provide the links of the report uploaded on Social Media	https://www.instagram.com/p/C_PWZJKJPat/?igsh=MlNzZjU2ZGFsZlFNga Q—
23.	Report sent to Newspapers?	NO
24.	Attendance Sheet Attached	Yes
21.	Summary of the Event	The conference, organized by DSCASC, featured presentations by Dr. Jessy Nair, Mr. PVJ Harsha, and Dr. Balu.L. The chief guest discussed innovation and creativity as core drivers, adapting to changing markets, and continuous improvement. The guest of honor, Mr. PVJ Harsha, discussed creating long-term value, sustainability in business, and resilience. The conference also featured a technical session and a plenary session by Dr. Mahesh Kumar K.R., Director & Principal of Community Institute of Management Studies, Bengaluru, who highlighted the role of leadership in innovation and fostering a supportive culture in organizations. The conference also featured five parallel sessions, with 70 research papers presented by participants across the country. The conference aimed to bring together leading academicians, researchers, and students to exchange experiences and research outputs.
25.	Photographs of the Event	YES attached


Faculty Coordinator


HOD
BBA


24/08/24
IQAC Coordinator


Principal

Dayananda Sagar College of Arts, Science and Commerce
Department of Management (UG) –BBA

National Conference
On
Innovate to Elevate Fostering Creativity for Sustainable Business
24th August, 2024
Programme Schedule

Time	Event	Resource Person
Inauguration		
10:00 am – 10:05 am	Invocation	By Students,DSCASC
10:05 am – 10:10 am	Lighting the Lamp	Dignitaries
10:10 am – 10:15 am	Welcome Address	Prof.Hemanth Uppala Vice-Principal,DSCASC
10:15 am – 10:20 am	Introduction of the Chief Guest & Felicitations by Principal	Prof.Swetha suvarna Assistant Professor,DSCASC
10:20 am – 10:50 am	Address by Chief Guest	Dr.Jessy Nair Associate Professor, St.Joseph Institute of Management,Bengaluru
10.50a.m – 10.55a.m	Introduction of the Guest of Honour & Felicitations By Vice- principal	Prof.Parminder Kaur Assistant Professor,DSCASC
10.55a.m – 11.20a.m	Address by Guest of Honour	Lt.Cmdr.PVJ.Harsha(Retd) Manager ,Broadcom Inc
11:20 am – 11:25 am	Presidential Address	Dr.Balu.L Principal,DSCASC
11:25 am – 11:30 am	Vote of Thanks	Dr.Gurunath.R IQAC Coordinator
11:30a.m– 11:45a.m	Networking Break	
Technical Session I		

11:45am – 12:45 pm	Track 1- Marketing Incharge: Prof.Lalitha	Dr.Suplab Kanti Podder
Plenary Session		
12:45 pm – 12:50 pm	Introduction of the Resource Person & Felicitation by Principal	Prof.Lavanya,C.M Assistant Professor,DSCASC
12:50 pm – 01:15pm	Plenary Session	Dr.Mahesh Kumar.K.R Director & Prinicipal Community Institute of ManagementStudies,Bengaluru.
01:15 pm – 01:20 pm	Vote of Thanks	Prof.Vinay.M Assistant Professor,DSCASC
01:20 pm – 02:20 pm	Lunch Break	
Technical Session II		
02:20 pm – 03:20 pm	Track 2 - Finance & Accounts & Tax Incharge: Prof.Anitha.A & Prof.Meghana	Dr.Shwetha,S.P Assistant Professor,DSCASC
	Track 3 - General Management & Sustainable Business Incharge: Prof.Shylaja & Prof.Rashmi Ravi	Dr.Deepika Sharma Assistant Professor,DSCASC
	Track 4 – Information Technology Incharge : Prof.vinutha	Dr.Sudharshan Savanoor Assistant Professor,DSCASC
	Track 5: HRM Incharge: Prof.Ashwini Basavaraju	Dr.Suplab Kanti Podder
	Track 6: Hybrid	Dr.R.Pavithra & Dr.Puja Sharma Assistant Professor,DSCASC
Valedictory		
03:30 pm – 03:35 pm	Welcome Address	Prof.Sadiya Firdose.R.Z Assistant Professor,DSCASC

03:35 p.m – 03:40 p.m	Presenting the Conference Report	Dr.R.Pavithra Assistant Professor
03:40 pm – 03:45 pm	Introduction of the Chief Guest & Felicitation By Vice-principal	Prof.Chitra.D.Rao Assistant Professor,DSCASC
03:45 pm – 04:05 pm	Address by the Chief Guest	Dr.Chetana.M.R Associate Professor,Hod,BBA Dept,Seshadripuram Academy of Business Studies,Bengaluru.
04:05 pm – 04:10 pm	Feedback	By Participants
04:10 p.m – 04:15P.m	Announcement of Best Paper Award	Prof.Murugesha.B.N Hod,B.Com,DSCASC
04:15 pm – 04:35 pm	Distribution of Certificates	Dignitaries
04:35 pm – 04:40 pm	Vote of Thanks	Dr.Shwetha.S.P Assistant Professor,DSCASC
Compeering: 1.Prof.Parimala.R,Assistant Professor,DSCASC –Inauguration & Plenary 2.Prof.Vidya shree,Assistant Professor,DSCASC - Valedictory		



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE



St. George, Malleshwara Hills, Kumbharaaya Road, Bengaluru - 560011

(Affiliated to Bangalore University and Approved by Govt. of Karnataka)

Under the Guidance of IQAC

Department of Commerce and Management (UG) - BBA/B.Com

in association with ANVESHANA - Research & IPR Cell

Cordially invites you for

National Conference On

Innovate To Elevate: Fostering Creativity for Sustainable Business

 24th August 2024
Saturday, 9:30 am

 Dr. C D Sagar Auditorium
DSI Campus-1, Bengaluru

Inauguration

Chief Guest & Key Note Speaker

Dr. Jessy Nair

Associate Professor

St. Joseph Institute of Management

Bengaluru

Guest of Honour

Lt.Cmdr. PVJ Harsha (Retd.)

Manager, Broadcom Inc

Presided by

Dr. Balu L

Principal, DSCASC

All are Welcome

Staff HOD's IQAC Coordinator Vice - Principal Principal



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Under the Guidance of IQAC
Department of Commerce and Management (UG) - BBA/B.Com
In association with ANVESHANA - Research & IPR Cell

Cordially invites you for
Plenary Session & Valedictory Program
Innovate To Elevate: Fostering Creativity
for Sustainable Business

 **Saturday, 24th August 2024**  **Dr C D Sagar Auditorium**

Plenary Session Guest

Dr. Mahesh Kumar K.R

Director & Principal
Community Institute of Management Studies,
Bengaluru

 12:00 noon

Valedictory Program

Dr. Chetana.M.R

Chief Guest
Associate Professor, HOD BBA Department
Seshadripuram Academy of Business Studies, Bengaluru

 3:30 PM

All are Welcome

Staff HOD's IQAC Coordinator Vice - Principal Principal

Photos of the Event



Guest of Honour Mr. P V J Harsha Being Honoured and Felicitated by Dignitaries



Chief Guest Dr. Jessy Nair Being Honoured and Felicitated by Principal Dr.



A Discussion with Guest of Honour



Plenary Session by Dr. Mahesh Kumar K R



Still of Presentation of Track



Felicitation of Marketing Track Chair



Still of IT Session



IT-Session Chair



Feedback about Conference by Participant



Feedback about Conference by Participant



Best Paper Award (Academician Category)



Best Paper Award (Academician Category)



Best Paper Award (Student Category)



Chief Guest of Valedictory Being Honoured and Felicitated by Dignitaries



Participate and Presentation Certificate Distribution



Participate and Presentation Certificate Distribution



Still of Faculty Organizing Team with Dignitaries



Still of Faculty Organizing Team and Volunteers with Dignitaries

Dayananda Sagar College of Arts, Science and Commerce

Department of Commerce and Management - (C) - BBA & Com

National Conference on "Innovate to Thrive: Fostering Creativity for Sustainable Business - NCEFCSD 24"

Feedback Form

Full Name (in Block Letters)

SHILPA KUMAR RAO

Program/Institute Name

Designation (in Block Letters)

ASSISTANT PROFESSOR

E-Mail Address

shilpa.kumar@sdc.ac.in

Mobile Number

9900993311

College/University Name

Dayananda Sagar College of Arts, Science & Commerce

Role

Organizer

Sex

Female

FR

How satisfied are you with the National Conference - NCEFCSD 24?

Highly Satisfied Average Not Satisfied

How would you rate your overall experience regarding organizing the conference?

Excellent Good Average Poor

Were the conference theme and sub-theme relevant to your interests and industry field?

Yes No

To what extent you find the National Conference technically supported?

Excellent Good Average Poor

How would you rate the conference venue and facilities?

Excellent Good Average Poor

How would you rate your overall experience at the National Conference?

Excellent Good Average Poor

Would you prefer to participate and recommend others to take part in future conferences of this nature?

Yes No

Any suggestions for improvement?

NA

Signature
Date 26/05/24

Specimen of Event Feedback

Attendance Sheet of Participants



JAYANANDA NAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE
 Shivajinagar Mathshiksha Hills, Kumaraswamy Layout, Bangalore-560111

Department of B.Com/BBA
 IQAC & Research and IPR Cell (ANVENSHANA)

National Conference

on
 "Innovate To Elevate: Fostering Creativity For Sustainable Business"
 Attendance Diary: 24 August, 2024

Sl.No.	Name of the Faculty	Name of the Organization/Institute	Signature
1.	Naraina .p	Pavanan Degree college	Naraina .p
2.	Hemba . N	Pavanan Degree college	Hemba . N
3.	Deepika . S . M	Pavanan Degree college	Deepika . S . M
4.	Pragna D . V .	DSCASC	Pragna
5.	Devika . L	DSCASC	Devika
6.	Abintha . R	DSCASC	Abintha
7.	M . Nithya	DSCASC	Nithya . M
8.	Charithra . S . B	Imperial degree college	S . B . Charithra
9.	Pushpa . K	Imperial degree college	Pushpa . K
10.	Chaitanya . K	DSCASC	Chaitanya
11.	Darshan B . N	DSCASC	Darshan
12.	Sri Lakshmi . S	DSCASC	Sri Lakshmi
13.	Vaishitha . S . P .	DSCASC	Vaishitha
14.	Kushi Sahu	DSCASC	Kushi
15.	Dupli . R . Gupta	DSCASC	Dupli
16.	Madhav M Nair	DSCASC	Madhav

Attendance Sheet of Participants

Sl. No.	Name of the Faculty	Name of the Organization/Institution	Signature
7	Shamuel J N	DSCASC	
8	Mohamed Abdou Pasha	DSCASC	
9	Ngugi V K	DSCASC	
10	Clarence J	DSCASC	
11	David E	DSCASC	
12	Schro S	PES university	
13	Aramp G	DSCASC	
14	Shayeg R	DSCASC	
15	Robain N	DSCASC	
16	Davidson M	DSCASC	
17	Mwambi H	DSCASC	
18	Siochana S	DSCASC	
19	Ashu Kha V N	DSCASC	
20	Vachana	DSCASC	
21	Bongari N	DSCASC	
22	Chinyere	DSCASC	
23	Waka Kone	DSCASC	
24	Paul V	DSCASC	
25	S. P. O. O. A	DSCASC	
26	Nilsen S	DSCASC	
27	Pradip Kumar Datta	DSCASC	
28	Melan	DSCASC	

Sl. No.	Name of the Faculty	Name of the Organization/Institution	Signature
29	Janki	DSCASC	
30	Veronica Mular	DSCASC	
31	Anwar A P	DSCASC	
32	T. RAHUL	DSCASC	
33	As Gyanam	DSCASC	
34	Padi Choudhary	DSCASC	
35	Impe	DSCASC	
36	Shree Rao	DSCASC	
37	Soumitra Prasad	DSCASC	
38	Debabati Dc	DSCASC	
39	Sulochana B	Mahant Institute	
40	Latanya P. Choudhary	St. Anthony's college	
41	M. Biji Prasad	DSCASC	
42	Anandaram S	DSCASC	
43	SAYLADA D	DSCASC	
44	Sudha Prasad B. J.	DSCASC	
45	Chitra D Rao	DSCASC	
46	Maheshwari M. S.	DSCASC	
47	Pradip Kumar Datta	DSCASC	
48	Gouthami K	DSCASC	
49	Manjula P. K.	DSCASC	
50	Parimala R	DSCASC	

Attendance Sheet of Participants

Sl. No.	Name of the Faculty	Name of the Organizational Institution	Signature
61	Dr. Jyoti Chavan	DSCASE	[Signature]
62	Arvind K.		[Signature]
63	Dr. Shubha S.	DSCASE	[Signature]
64	Shalini K.	DSCASE	[Signature]
65	Jyoti	DSCASE	[Signature]
66	Prachi K.	DSCASE	[Signature]
67	Laxmi S.	DSCASE	[Signature]
68	Ram S.	DSCASE	[Signature]
69	Prachi S.	DSCASE	[Signature]
70	Prachi S.	DSCASE	[Signature]
71	Prachi S.	DSCASE	[Signature]
72	Prachi S.	DSCASE	[Signature]
73	Prachi S.	DSCASE	[Signature]
74	Prachi S.	DSCASE	[Signature]
75	Prachi S.	DSCASE	[Signature]
76	Prachi S.	DSCASE	[Signature]
77	Prachi S.	DSCASE	[Signature]
78	Prachi S.	DSCASE	[Signature]
79	Prachi S.	DSCASE	[Signature]
80	Prachi S.	DSCASE	[Signature]
81	Prachi S.	DSCASE	[Signature]
82	Prachi S.	DSCASE	[Signature]

Sl. No.	Name of the Faculty	Name of the Organizational Institution	Signature
83	Prachi S.	DSCASE	[Signature]
84	Prachi S.	DSCASE	[Signature]
85	Prachi S.	DSCASE	[Signature]
86	Prachi S.	DSCASE	[Signature]
87	Prachi S.	DSCASE	[Signature]
88	Prachi S.	DSCASE	[Signature]
89	Prachi S.	DSCASE	[Signature]
90	Prachi S.	DSCASE	[Signature]