

Report of National Seminar 2024

Good Evening Everyone I Mrs. Praneta Nikumbh take the opportunity to present before you report of today's National seminar organised by Gokhale education society's SMRK BK AK Mahila Mahavidyalaya on commerce and Management in the Recent Era: Trends, challenges and innovations organised by Faculty of Commerce and Management, Commerce and Economic association.

The National seminar began with the melodious welcome song and University song sung by the students of music department. The organising secretary of the seminar, HOD and vice principal of the college Prof. Dr. Nitin Songirkar sir gave the welcome speech emphasizing the objectives and importance of the seminar. He also introduced the chief guest and President of the function and briefed the schedule of the seminar and Commerce week.

After the felicitation of dignitaries CA. Dr. Vinayak Govilkar sir (Former principal of the BYK college, Nashik, Founder Chairman of Shri Guruji Rugnalya, Nashik) addressed the audience. He began with the appreciation of the students who explained the display done on the occasion. Sir focused on the changing trends in commerce and management explaining the reasons behind it such as Development in technology, International agreements and new economic policies. He also emphasized on the changes in market cycle, changed nature of market, removal of barriers, commerce and trade, changing trades, distribution cycle, types of business and loyalty towards organization. He also highlighted the challenges in commerce and management.

Seminar Director, Principal Dr. Mrs. Kavita Patil madam gave the presidential address. She begin with her speech greeting late Dr. Mr. Gosavi Sir (Supremo of commerce and management) Madam admitted and agreed with Dr. Govilkar sir views and observations and also put both her views on changing trends in commerce and management. She appreciated the efforts taken by commerce and economic association in organizing such beneficial seminar.

The inaugural function ended with vote of thanks given by Dr. Mahindra Dhondgepatil (Head, Department of Accountancy). The function was anchored by Miss Geetanjali Gitay.

The theme for the first technical session was "Earning and Stock Market". The resource person for the session was CA Mahendra Chaturmutha, Renowned Chartered Accountant, from Nashik. The session was chaired by Prof.Dr.M.D. Dhondgepatil, Head of the Department of Accountancy. Dr.Mahendra Chaturmutha threw light on the different options of investments available like Mutual Funds, ETFs and elaborated over the reasons regarding why the equity gives maximum returns. The address by the resource person was followed by the Question and Answer session. The session was co-ordinated by Ms.Geetanjali Gitay.

After the delicious lunch Technical session II on IT enabled business was chaired by Dr. Sarita Aurangabadkar (Director, JDC Bytco Institute of Management and research, Nashik) while the resource person was Mr. Makrand Savarkar (Head of Enterprise solutions Winjit Technologies Private, Nashik).

Sir begin with explaining the basics such as what exactly an enterprise means. He elaborated various business functions extending to functions of ERP along with examples he explained 13 ERP models and their features that open career opportunities to students he helps students understand how to select a career type of industries one can approach. Sir also gave a key towards getting employed in IT enterprise Solutions Company. He highlighted the functions of BPO and also on the game changer that is opportunities in emerging technology and innovations done as well as the growth of it. The session was co-ordinated by Mr. Yashwant Kelkar .

Third session begin with paper presentation of researchers where.....

The chair person for the paper presentation was Dr. H. A. Kadri sir I/C Principle of NBT Law College, Nashik.

Ms. Kunjal Katariya of SY BBA CA. from Ashoka Center for Business and Computer Studies presented her paper on Impact of machine learning in Cyber Security Industries.

Vishakha Yeole of MBA First year from Sanjivani Institute of Management presented paper on AI in Marketing: Transformative strategies for Personalization and Engagement.

Komal Shekhawat of TY BMS & Jasleen Kaur Bimb from SY. BMS SMRK. BK. AK. Mahila Mahavidyalaya presented their paper on A Study on Impact of Job satisfaction on employees working in the different sector.

Dr. H. A. Kadri sir appreciated the presentations by the young researchers. The session was coordinated by Mrs. Vaishali Chaudhary.

Thank you everyone.

