

DEPARTMENTS HIGHLIGHT

- ♦ CA/CS/CMA coaching classes
- ♦ Career Guidance
- ♦ Diploma Courses
- ♦ Entrepreneurship Programmes
- ♦ ICT/NPTEL/SWAYAM/Spoken Tutorial
- ♦ Industrial Connect – Vellicham and Vanigha Valagham
- ♦ Industry Oriented Curriculum
- ♦ Intensive Training for Placement
- ♦ Lab on Projects
- ♦ Societal Connect
- ♦ Sports Achievements
- ♦ Student Induction Programme
- ♦ Support from Funding Agencies - Conferences/Seminar/Symposium/Major and Minor Projects
- ♦ Training Programmes on Competitive Examinations

Organizing Team:

- ♦ Corpianz Association
- ♦ Bancassurance Association
- ♦ Taxman Association
- ♦ Sui Generis Association



Dr. N.G.P. ARTS AND SCIENCE COLLEGE
Coimbatore – 641 048

Two Days Virtual International Conference
on
PANDEMIC AND BUSINESS SUSTAINABILITY
(PBS - 2021)

Organized by

Faculty of Commerce

Dept. of Commerce CS (CA), Dept. of Commerce IB,
Dept. of Commerce B&I and Dept. of Commerce A&T



Date : 21.10.2021 & 22.10.2021

Time : 9.30 a.m. - 3.00 p.m.

Platform : Google Meet

Keynote Speakers



Smt. Vanitha Datla
Vice Chairperson & Managing Director
Elico Healthcare Services Ltd
Hyderabad, India



Shri. Anand Venkat
Techno Sales Director
Red Hat Technologies
Singapore



Shri. K. Hari Krishnan
Advisor Compliance,
Customer Grievances, AML
Fino Payments Bank,
New Bombay, India



Dr. Sharan Kumar Shetty
KSET Associate Professor &
GC Member
MSN Institute of Management
Mangalore, India



Dr. Prince Jason .A
Assistant Director -
Operations
VIT Bhopal University
Madhya Pradesh, India



Mr. Amit E Balarathinam
Assistant General Manager
Operations Express
Industry Council of India,
Mumbai, India

Presidential Address



Dr. Nalla G Palaniswami
Chairman
KMCRET



Dr. Thavamani D. Palaniswami
Secretary
KMCRET



Dr. N. Arun Palaniswami
Trustee
KMCRET



Mrs. Mathura V Palaniswami
Director-Academy for Professional
Development
Dr. N.G.P. Educational Institutions

Felicitation



Dr. O. T. Buvaneswaran
Chief Executive Officer
KMCRET

Welcome



Dr. V. Rajendran
Principal
Dr. N.G.P. Arts and Science College

Programme Schedule

Day : 01 Date : 21.10.2021

9.30 a.m. - 10.30 a.m. : Inauguration Speech

Smt. Vanitha Datla

Topic : Digital Transformation in Business, Health Care & SME

10.30 a.m. - 10.45 a.m. : Tea Break

10.45 a.m. - 11.45 a.m. : Key note Address

Shri. Anand Venkat

Topic : Design Thinking for Innovators : Business Models

11.45 a.m. - 12.15 p.m. : Paper Presentation

12.15 p.m. - 01.00 p.m. : Lunch Break

01.00 p.m. - 02.00 p.m. : Paper Presentation

02.00 p.m. - 03.00 p.m. : Key note Address

Shri. K. Hari Krishnan

Topic : Business Innovation during the Pandemic

Day : 02 Date : 22.10.2021

9.30 a.m. to 10.30 a.m. : Key note Address

Dr. Sharan Kumar Shetty

Topic : Start-up Mantras for Budding Leaders

10.30 a.m. - 10.45 a.m. : Tea Break

10.45 a.m. - 11.45 a.m. : Paper Presentation

11.45 a.m. - 12.15 p.m. : Key note Address

Dr. Prince Jason .A

Topic : Digital Marketing in Pandemic :
Opportunities and Threats

12.15 p.m. - 01.00 p.m. : Lunch Break

01.00 p.m. - 02.00 p.m. : Paper Presentation

02.00 p.m. - 03.00 p.m. : Valedictory Address

Mr. Amit E Balarathinam

Topic : Impact of COVID in Foreign Trade