

DIGITAL BUSINESS GROWTH SYMPOSIUM 2025

Venue: MDP Room, Faculty of Mgmt and
Commerce

M. S. Ramaiah University of Applied Sciences, New
BEL Road, MSR Nagar, Bangalore - 560054

Date: 18.01.2025

Time: 09.30 am



Organizing Committee

Prof. H.S. Srivatsa,	Chair, svivatsa.ms.mc@msruas.ac.in
Mrs. R. Rashmi,	Member, rashmi.co.mc@msruas.ac.in
Dr. Gururaj Phatak,	Member, gururajg.ms.mc@msruas.ac.in
Dr. Vimal Raj,	Member, vimalraj.ms.mc@msruas.ac.in

Registration Fee (Inclusive of GST) :

For students : Rs 500/-

For Professionals : Rs 1000/-

Register Today



Themes



The Future of Organisations

From Digital Marketers to Digital
Growth Leaders: The Future of
ORGANISATIONS"



Talent Development

Developing Talent for Digital Business
Management and E- Commerce



Digital Transformation

"Talent Development for
ORGANISATION Digital Transformation"



Leadership Development

A Playbook for Success

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University of Applied Sciences, New BEL Road,
MSR Nagar, Bangalore - 560054

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Eminent Speakers from Industry

- Mr Ashwin Karkala H.-Senior Vice President of Engineering, Cyware
- Dr Praveen Kamath-GM and Global Head – Talent Transformation, Wipro Head of Talent Development,
- Mr Amit Dhama, Head of Product, Paytm Payments Bank.
- Mr Asher Ali, CEO – WinnerBrands
- Mr Sachin Anchan, Co Founder – Geek Synergy/ Clippet / Starya Mobility
- Mr Arun Raju-Vice President - Products-Redbus India Pvt. Ltd.
- Mrs Hema Malini - Founder and Owner – Incite Cams, Bengaluru
- Mr Sumesh Sadasivan - Director – ETA Technology, Bengaluru
- Dr GanesaRaman - SVP – Internal audit, 247.ai, and Professor of Practice, FMC, MSRUAS
- Mr Monappa Nalyanda - Former CMO – TATA Digital and Visiting Faculty , FMC , MSRUAS
- Mr. P.V Rai - MD – Pixel Softek Pvt Ltd
- Mr Sandeep Ohri - That Strategy Guy
- Brigadier Arun Dravid - Aheli Services

Register Today



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SYMPOSIUM AGENDA

VENUE: MDP ROOM, FMC BUILDING, M. S. RAMAIAH UNIVERSITY OF APPLIED SCIENCES, NEW BEL ROAD, MSR NAGAR, BANGALORE - 560054
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Time	Topic	Speakers
9:30 AM – 10:00 AM	Registration and Networking	
10:00 AM – 10:15 AM	Opening Remarks	Dr. K M Sharath Kumar, Dean , FMC
10:15 AM – 10:45 AM	Keynote Address Title: "From Digital Marketers to Digital Growth Leaders: The Future of ORGANISATIONS"	Mr Ashwin Karkala H. Senior Vice President of Engineering, Cyware
10:45 AM – 11:30 AM	Panel Discussion Topic: "Talent Development for ORGANISATION Digital Transformation"	Moderator: Dr Praveen Kamath - GM and Global Head – Talent Transformation, Wipro Head of Talent Development, and Professor of Practice – FMC, MSRUAS Panelists: Mr Amit Dhama, Head of Product, Paytm Payments Bank. Mr Asher Ali, CEO – WinnerBrands Mr Sachin Anchan, Co Founder – Geek Synergy/ Clippet / Starya Mobility Brigadier Arun David- Aheli Services
11:30 PM – 12:00 PM	Program Launch and Thought Leadership Session	Mr Sumit Kanu CEO, Avasta Learning Prof H S Srivatsa, FMC, MSRUAS
12:00 PM – 12.45 PM	Networking Lunch	
1:00 PM – 2:00 PM	Case Study Presentations	Mr Arun Raju-Vice President - Products-Redbus India Pvt. Ltd. Mrs Hema Malini - Founder and Owner – Incite Cams, Bengaluru Mr Sumesh Sadasivan - Director – ETA Technology, Bengaluru
2:00 PM – 2:45 PM	Presentations from Course Leaders of PGDDB	Course Leaders of Post Graduate Diploma in Digital Business Management and E- Commerce (11 months)
2:45 PM – 3:00 PM	Afternoon Break	
3:00 PM – 4:00 PM	Panel Discussion Topic: Leading Digital Transformation in Organisations : A Playbook for Success	Moderator: Dr H S Srivatsa, Professor , FMC, MSRUAS Panelists: Dr GanesaRaman - SVP – Internal audit, 247.ai, and Professor of Practice, FMC, MSRUAS Mr Monappa Nalyanda - Former CMO – TATA Digital and Visiting Faculty , FMC, MSRUAS Mr. P.V Rai - MD – Pixel Softek Pvt Ltd Mr Sandeep Ohri-That Strategy Guy
4:00 PM – 4:30 PM	Closing Remarks and Call to Action	