

IT Conclave 'DIGICON' (10th April, 2017)

Organisers: IT Club, IMS.

Convenor: Dr.Niranjan Shrivastava.

Highlights:

The IT Club of IMS organized DIGICON – A one day digital conclave on 10th April 2017 on "Aspects of Digital Media & e-Commerce business" at IMS auditorium. The event was inaugurated by Dr.NarendraDhakad, Vice Chancellor, Devi AhilyaVishwavidyalaya, Indore. The Chief Guest for the event was Mr.JaideepKarnik from Webdunia, Indore who is an alumni of Devi AhilyaVishwavidyalaya, Indore and well known digital media person of the nation. The programme was inaugurated by lighting the lamp by the dignitaries. Dr.NiranjanShrivastava emphasized the importance of digitization in daily life of a person and also presented the event line up to the audience. Dr.Rajnish Jain, Director, Institute of Management Studies, encouraged the necessity of corporate interaction for holistic development of the students. He emphasized the entrepreneurship is a growing need for digital economy in India. He applauded the efforts of Hon'ble Prime Minister ShriModiji for boosting up cashless transactions in India. Mr.JaideepKarnik shared his experiences of career journey from print media to digital sector of media which is now become life line of media. He discussed upon the idea creation into formation of startup is easy but sustainability of startup is crucial, the sustainability requires insights into the future, right timing , right place and scalability of operations. He explained the examples of Amazon, Flipkart, Ola, Uber as successful first generation startups. He further explain the success story of Facebook and Google who have captured 80 percent of e-commerce market. The startup is like a beast which cannot be tamed, but has to be adopted. He also expressed further communication with young budding managers, in form a dialogue. University Vice-Chancellor Hon'bleDr.NarendraDhakad, addressed to students and guests mentioning to have good command over languages. He further added that only English and Hindi as well as computer languages must be properly known for better communication to present our thoughts and ideas. Dr.PiyushKendurkar, proposed vote of thanks and bowed gratitude to the dignitaries of the dice as well as to the HOD's and media persons for their presence in the Digicon.

Elucidating sessions were taken by successful entrepreneurs of digital media industry. The guest speakers were:

Mr.PankajVijayvargiya(CEO, Bit Level Data International)

Mr.IshanVyas(CEO, instacar.in)

Mr.TanuTejasSaraswat (Founder , Shopkirana.com)

Mr. Praveen Singhal (Co-Founder , Wittyfeed.com)

Mr.MayurSethi(Founder, MP09Digital)

Glimpses:



Promotional Banner:



A DIGITAL CONCLAVE

“ Since, Digital has become an important tool for Small and large businesses world wide. Digital has changed the way how brands and consumers interact with each other and have helped in bridging the big problem of Marketing and Communication. Today, Digital Marketing is the most important measure for any brand to grow beyond boundaries.. ”

INSTITUTE OF MANAGEMENT STUDIES (DAVV), Indore proposes to organize the very first **"Digital Conclave" -DIGICON** to support the development of young scholars. The Conclave aims to bring together the prominent Entrepreneurs and Business Owners by providing a platform to interact and learn by sharing the real life experiences with Students for them to foray in Entrepreneurship.

10/04/2017
10:00 AM to 04:00PM

SESSIONS

- **Basics of Internet, Domains and Web Hosting**
by Pankaj Vijayvargiya, Bit Level Data International
- **Understanding Web Technologies, Designing and Development**
by Harsh Wardhan Gaur, Hoppingo.com
- **Ecommerce Universe and How to Build a web-portal from Scratch**
Tanutejas Saraswat, ShopKirana.com
- **How to Build a Digital Publishing / Media Company**
Vinay Singhal, Wittyfeed.com
- **Digital Media Services and Technology Product Development**
Mayur Sethi, MP09 Digital