

National Conference

On

**“CHALLENGES AND OPPORTUNITIES OF DIGITAL
INDIA”**

In Association with

**BENGALURU NORTH UNIVERSITY TEACHER’S COUNCIL OF
COMMERCE AND MANAGEMENT**

13th January, 2024

Organized by



1st block, #01,7th Main Rd, PNS Layout,
HRBR Layout, Kalyan Nagar, Bengaluru, Karnataka-560043

TABLE OF CONTENTS

SL NO	TITLE	PAGE NO
1	About the College	3
2	Objectives and Theme of the Conference	4
3	Report of the conference	5-6
4	Program Schedule	7
5	Message from Chairperson EPGI-Mrs. Ramadevi Venkatpati	8
6	Message from Secretary EPGI - Mr. Sunder Raj Francis	9
7	Message from Principal - Mrs.Rupa Padmanabhan	10
8	Message from Chief Guest - Dr.D.R.Ashok, Registrar,BNU	11
9	Message from Guest of Honour- Dr.Muninarayanappa Dean- Faculty of Commerce-BNU	12
10	Message from Guest of Honour - Dr.Muralidhar President-BNUTCCM	13
11	Message from Keynote Speaker - Dr.Pundareeka Vittala Professor Faculty of Management-Jain University	14
12	Message from Technical Chair - Dr.Narasimha Murthy Assistant Professor-Christ University Ms.Reeja Jose Pavanathil Assistant Professor-Kristu Jayanti	15-16
13	Message from HOD's - Mr. Srnivas N HOD Dept of Commerce & Management Ms.Krithika D HOD Dept of Computer Application	17-18
14	Message from Convener - Ms. Leebana Gracy.I Assistant Professor, Department of Commerce	19
15	Message from Co-Convener - Ms. Varalakshmi.G Assistant Professor, Department of Commerce	20
16	Message from Organizer - Mr. Yaseen Pasha Assistant Professor, Department of Management	21
17	Photo Gallery	22-37
18	Proposal of the Conference	38
19	Estimated Budget	39
20	Memorandum of Understanding with IJRAR	40
21	Income and Expenditure Statement	41
22	Brochure & Invitation	42-43
23	Certificate EPCM & Publisher IJRAR	44

About the College

East Point Group of Institutions aims at building a Better World and a better human kind, by imparting quality education through the learned academic fraternity who are dedicated themselves to the motto of Education and Humanity. East Point is a nurturing ground that empowers by imparting every individual a holistic education.

East Point prepares everyone to make a best contribution in an ever-changing society with its deep rooted human values and principles.

East Point Group of Institutions, located in East Bangalore is a premier group offering quality education in varied disciplines of Humanities, Arts, Science, Health Sciences, Pharma Sciences, Medical Sciences and Higher Education. Founded in 1998 under the logo of MG Charitable Trust, the Group is committed to promoting social, cultural and educational aspirations of all the sectors of the society. Presently over 7000 students are pursuing their technical education in various streams of be, M.Tech. and Phd.

East Point College of Management was established in 2007 under the aegis of M G Charitable trust with the prime objective of empowering the young minds through education the institution is affiliated to Bengaluru North University and offers bachelors degree in Commerce, Management and Computer Applications.

OUR VISION

To make holistic, quality education accessible to all learners, to evolve as competent and ethical global citizens.

OUR MISSION

To ensure that our students from diverse social, cultural and economic backgrounds are equipped with knowledge and skills to make them industry-ready and enable them to face real world challenges through academic and extension activities of our Institution.

ABOUT THE CONFERENCE

The conference aims to delve into the multifaceted landscape of India's digital journey, highlighting the hurdles it faces and the myriad opportunities it presents, by bringing together esteemed thought leaders, policymakers, industry experts, and technology enthusiasts. This event is a platform for insightful discussions, innovative ideas, and collaborative solutions. The College is tied up with International Journal of Research and Analytical Reviews (IJRAR) for online ISSN Publication of conference proceedings ISSN (online) 2349-5138.

CONFERENCE OBJECTIVES

- Address the hurdles obstructing the widespread adoption of digital technologies across the India.
- Showcase the untapped potential for growth and innovation within India's digital ecosystem.
- Facilitate dialogue and collaboration among stakeholders to chart a path towards a digitally empowered India.

REPORT OF THE CONFERENCE

The conference was organized by **EAST POINT COLLEGE OF MANAGEMENT**, KALYAN NAGAR, BANGALORE-560043, in association with **BENGALURU NORTH UNIVERSITY TEACHER'S COUNCIL OF COMMERCE AND MANAGEMENT (BNUTCCM)** on 13th January, 2024. The theme of the conference was "**CHALLENGES AND OPPORTUNITIES OF DIGITAL INDIA-2024 (CODI-24)**" to delve into the multifaceted landscape of India's digital journey, highlighting the hurdles it faces and the myriad opportunities it presents, by bringing together esteemed thought leaders, policymakers, industry experts, and technology enthusiasts. This event is a platform for insightful discussions, innovative ideas, and collaborative solutions.

There were overall 120+ **participants from 15 different colleges' faculties, research scholars, UG and PG students had participated and about 47 research papers were presented online and offline.** The College was tied up with International Journal of Research and Analytical Reviews (IJRAR) for online ISSN Publication of conference proceedings ISSN (online) 2349-5138 which also provides Digital Object Identifier (DOI) and certificates for each author.

The **objective of the** conference was to address the hurdles obstructing the widespread adoption of digital technologies across the India, to showcase the untapped potential for growth and innovation within

India's digital ecosystem and facilitate dialogue and collaboration among stakeholders to chart a path towards a digitally empowered India.

The event was graced by Chairperson EPGI-**Mrs. Ramadevi Venkatpati**, Secretary EPGI - **Mr. Sunder Raj Francis**, Chief guest **Dr. Ashok** , Registrar,BNU, Guest of Honour- **Dr.Muninarayanappa** Dean-Faculty of Commerce-BNU and **Dr.Muralidhar** President-BNUTCCM, Principal - **Mrs.Rupa Padmanabhan**, Keynote Speaker - **Dr.Pundareeka Vittala**, Technical Chair - **Dr.Narasimha Murthy** and **Ms.Reeja Jose Pavanathil**.

The technical session for Commerce and Management was held in room no 201 and for Information Technology room no 102. The research papers were presented by the authors online and offline. The best paper for IT was awarded to **Ms.Sarah Kalami** and **Ms.Archana** and **Ms.Pallavi** for Commerce and Management. **Dr.Muninarayanappa** graced the valedictory ceremony and awarded the best paper award.

**NATIONAL CONFERENCE ON
CHALLENGES & OPPORTUNITIES OF DIGITAL INDIA (CODI-24)**

Date: 13th January 2024

Day: Saturday

PROGRAM SCHEDULE

SI No	Event	Timings	Venue
1	Registration of Participants	9:30am-10:30am	EPA Quadrangle
2	State Anthem	10:30am-10:35am	EPA Quadrangle
3	Inaugural Session (Lighting of Lamp & Homage to late Chairperson-Dr.S.M.Venkatpathi)	10:35am-10:45am	EPA Quadrangle
4	Welcome Speech & Inaugural Address Mrs.Rupa Padmanabhan Principal-EPCM	10:45am-11:15am	EPA Quadrangle
5	Address By Chief Guest (Dr.D.R.Ashok, Registrar,BNU)	11:15am-11:30am	EPA Quadrangle
6	Address By Guest of Honour Dr.Muninarayanappa Dean- Faculty of Commerce-BNU & Principal-GFGC, Hoskote	11:30am-11:40am	EPA Quadrangle
7	Address By Guest of Honour Dr.Muralidhar President-BNUTCCM	11:40am-11:50am	EPA Quadrangle
8	Address By Secretary-EPGI Mr. Sunder Raj Francis	11:50am-12:00pm	EPA Quadrangle
9	Felicitation	12:00pm-12:30pm	EPA Quadrangle
10	Vote of Thanks	12:00pm-12:30pm	EPA Quadrangle
11	Photo Session	12:30pm-12:45pm	EPA Quadrangle
12	Break	12:45pm-1:00pm	EPA Quadrangle
13	Keynote Address Dr.K.R.Pundareeka Vittala Professor- CMS B School Jain University	1:00pm-1:45pm	EPA Quadrangle
14	Lunch	1:45pm-2:15pm	EPA Quadrangle
15	Technical Session	2:15pm-3:45pm	IT-102 Commerce & Management- 201
16	Break	3:45pm-4:00pm	EPA Quadrangle
17	Valedictory	4:00pm-4:20pm	EPA Quadrangle
18	Vote of Thanks	4:20pm-4:25pm	EPA Quadrangle
19	National Anthem	4:25pm-4:30pm	EPA Quadrangle

MESSAGE FROM CHAIRPERSON



The East Point College of Management takes great pride in hosting "Challenges and Opportunities of Digital India," understanding the immense value that such a conference brings. It is an opportunity for growth, learning, and collaboration. I encourage each one of you to engage fully, challenge yourselves and others, and take advantage of the unique chances for networking and professional development that this conference presents. I would like to extend my deepest gratitude to the organizing committee, whose tireless efforts have made this event possible. Their dedication to excellence and attention to detail has been the driving force behind this conference.

Mrs. Ramadevi Venkatpati
Chairperson
East Point Group of Institution

MESSAGE FROM SECRETARY



It is my great pleasure, as Secretary of East Point College of Management, to organize CODI-24. This national conference, represents a significant convergence of intellect, innovation, and dialogue. Our theme for this year, "Challenges and Opportunities of Digital India," encapsulates the spirit of inquiry and the shared pursuit of knowledge that characterizes this conference. In the diverse array of presentations, discussions, and workshops, we find a collective dedication to addressing the challenges and embrace the opportunities that shape our respective fields. As we embark on these days of intellectual exchange, let us embrace the opportunity to learn from each other, challenge assumptions, and explore new horizons. May this conference be a catalyst for fresh ideas, collaborative projects, and lasting connections that extend beyond these days of shared exploration.

Mr. Sunder Raj Francis
Secretary
East Point Group of Institution

MESSAGE FROM PRINCIPAL



"Challenges and Opportunities of Digital India," we are reminded of the critical role that digital plays in shaping the future. Our theme echoes the importance of "integrating technology in everyday activities to enhance learning outcomes" or "embracing diversity and inclusion for a more equitable education system". It is a call to action for all of us to engage, collaborate, and innovate as we seek to address the challenges and opportunities that lie ahead in our educational journey. CODI-24 offers a unique platform for us to share insights, research findings, and best practices. It is an opportunity to learn from one another, to challenge our preconceptions, and to leave equipped with new ideas and strategies that will enable us to make a tangible difference in the lives of our students. I am particularly excited about the range of keynote speakers, workshops, and panel discussions scheduled, each designed to provoke thought, inspire action, and foster a community of learners and leaders committed to educational excellence. I would like to extend my heartfelt gratitude to everyone who has worked tirelessly to organize this conference, to our speakers for sharing their expertise and passion, and to you, the participants, for your willingness to invest your time and energy in this important gathering. Together, we are forging pathways towards a brighter, more inclusive, and innovative future for education.

Mrs. Rupa Padmanabhan
Principal
East Point College of Management

MESSAGE FROM REGISTRAR BENGALURU NORTH UNIVERSITY



As the Registrar of Bengaluru North University, it is with immense pride and a profound sense of responsibility that being invited to serve as the chief guest at this prestigious national conference is not only an honour but a testament to the collaborative spirit and academic curiosity that Bengaluru North University stands by. Our university has always championed the cause of pushing the frontiers of knowledge and fostering an environment where academic discourse thrives. The theme of this year's conference, CODI resonates deeply with our ethos. It reflects our commitment to addressing the contemporary challenges and opportunities that lie at the intersection of education, research, and societal needs. I commend the organizing committee for their exemplary effort in bringing together a constellation of thinkers, leaders, and innovators from various disciplines. Your dedication to creating an inclusive and stimulating environment for dialogue and exchange is what makes this Conference a landmark event.

**Dr. D.R.Ashok KAS(Super time scale)
Registrar
Bengaluru North University**

MESSAGE FROM DEAN FACULTY OF COMMERCE, BENGALURU NORTH UNIVERSITY



This conference, themed CODI stands as a beacon of knowledge, innovation, and collaboration. It is a privilege to be part of an event that not only showcases cutting-edge research and thought leadership but also fosters an environment where academia and industry can converge to discuss, debate, and devise solutions for the challenges of our time. At Bengaluru North University, we pride ourselves on being at the forefront of educational excellence and research innovation. We believe in nurturing minds that will not only lead but transform their respective fields. The theme of this conference resonates with our vision of creating impactful knowledge and fostering a culture of continuous learning and improvement.

Dr. Muninarayanappa
Dean Faculty of Commerce-Bengaluru North University
Principal-GFGC Hoskote

**MESSAGE FROM PRESIDENT BENGALURU NORTH UNIVERSITY
TEACHER'S COUNCIL OF COMMERCE & MANAGEMENT**



Conferences serve as invaluable platforms where ideas are exchanged, collaborations are forged, and the seeds of innovation are planted. This event, organized by our dedicated team, promises to be a nexus of inspiration, fostering an environment where ideas can flourish and partnerships can thrive. To our distinguished speakers and presenters, thank you for lending your expertise and contributing to the rich tapestry of knowledge that will unfold over the next few days. Your insights will undoubtedly inspire and elevate our collective understanding

Dr. S.Muralidhar
HOD for Commerce - GFGC, Kolar

MESSAGE FROM KEY NOTE SPEAKER



In a world where technology is evolving at an unprecedented pace, the theme of this conference is particularly timely and crucial. "Digital India" is not merely a phrase; it is a bold initiative that encapsulates the aspirations of our great nation to leverage technology for inclusive growth, innovation, and societal advancement. As we explore the challenges and opportunities presented by the digital landscape, it is essential to recognize that our collective efforts will shape the future of India. The challenges we face are opportunities in disguise, urging us to innovate, collaborate, and pave the way for a more digitally empowered society.

Dr.Pundareeka Vittala
Professor Faculty of Management
CMS B School Jain University

MESSAGE FROM TECHNICAL CHAIR



It is with great enthusiasm and a profound sense of responsibility that I welcome you all to the CODI, specifically to the session on "Challenges and Opportunities of Digital India in Commerce and Management." As the Technical Chair, it is my privilege to help steer our discussions, explorations, and insights on a theme that is not just timely but pivotal to reshaping the contours of commerce and management in the digital era. India's digital transformation journey is a remarkable narrative of innovation, resilience, and strategic foresight. The digital infrastructure being laid today serves as the backbone for commerce and management, propelling businesses, from local start-ups to global giants, into new realms of efficiency, outreach, and service delivery. However, this journey is replete with challenges – from digital literacy and infrastructure gaps to regulatory and cyber security concerns, each requiring our astute attention and collaborative effort. This session aims to serve as a crucible for the exchange of ideas, showcasing research, case studies, and thought leadership that illuminate both the hurdles and the milestones of Digital India. Through your contributions, we seek to chart a course that not only navigates these challenges but also seizes the unprecedented opportunities they present for innovation, inclusion, and sustainable growth.

Dr. Narasimha Murthy
Assistant Professor
Christ University



As the Technical Chair for our **Information Technology** session at this year's conference on the "Challenges and Opportunities of Digital India," I was both thrilled and honoured to be a part of this event that promises not just to explore the digital frontier but to redefine it. In a country that is as dynamically diverse as India, digital technology is not just an industry; it is the backbone of societal evolution, economic growth, and inclusive development. Our session is specifically designed to delve into how information technology can act as both a catalyst and a bridge in this transformative journey.

Ms. Reeja Jose Pavanathil
Assistant Professor
Kristu Jayanti

MESSAGE FROM HEAD OF THE DEPARTMENT



The conference was meant to provide a premier interdisciplinary platform to present and discuss the Challenges and Opportunities of Digital India though it is the first National Conference organized by East Point College of Management we are proud to present a platform of knowledge, innovation & collaboration for experts, researchers and professionals to discuss break through, share experiences and foster meaningful connections in the field of Digital India.

Overall it was a conference not only to gather together interacts and exchange their findings and views but also to get acquainted with number of academicians and professionals from different colleges who have similar research interest.

Mr. Srinivas N
Assistant Professor
HOD Dept of Commerce & Management



Our conference provides a significant platform for Scholars, researchers, industry experts and professionals from various disciplines to convey and share their insights experience and innovative ideas in the field of information technology.

The Challenges and Opportunities of Digital India is a highly relevant topic in today's dynamic and ever-evolving global landscape. The conference promises to offer a diverse range on presentation and discussions on cutting-edge research and practical application in Information Technology.

Ms. Krithika D
Assistant Professor
HOD Dept of Computer Application

MESSAGE FROM CONVENER



As the convener of this prestigious event, I am deeply honoured to witness the convergence of brilliant minds from various colleges, gathered for the conference themed on Challenges and Opportunities of Digital India.

Our conference aims address the hurdles obstructing the widespread adoption of digital technologies across India & showcase the untapped potential for growth and innovation within India's digital ecosystem. This conference serves as a platform for scholars, researchers, professionals, and students alike to engage in fruitful discussions on various opportunities of digital India and the problems faced.

I would like to express my heartfelt gratitude to Chief guest, Guest of honour, Patrons and all the speakers, session chairs, reviewers, volunteers, and organizers whose dedication and hard work have made this event possible. Your contributions are invaluable, and I am confident that together, we will make this conference a resounding success.

Thank you and I wish you all a fruitful and inspiring conference.

Ms. LeebanaGracy.I
Assistant Professor
Department of Commerce

MESSAGE FROM CO-CONVENER



As the Co-Convener of the Challenges and Opportunities of Digital India our aim is to delve into the multifaceted landscape of digital India, exploring the challenges it presents and the myriad opportunities it offers for growth, development and innovation.

In an era defined by rapid technological advancement, the digital transformation of India stands as a testament to the nation's resilience and adaptability. Through insightful discussions and ideas we hope to identify the key challenges hindering the realization of digital India's full potential and devise strategies to address them effectively.

Ms. G.Varalakshmi
Assistant Professor
Department of Commerce

MESSAGE FROM ORGANIZER



As the organizer of this significant event, I am honoured to witness the convergence of brilliant minds and innovative ideas in the realm of digital transformation. Our journey today is not just about addressing the challenges or seizing the opportunities; it is about sculpting the future of our nation. The canvas of Digital India is vast and diverse, encompassing technological advancements, societal changes, and economic shifts. This conference is our collective endeavour to explore, understand, and shape this transformative landscape.

Mr. Yaseen Pasha
Assistant Professor
Department of Management

PHOTO GALLERY



Registration Desk



Welcoming the Guest of Honour Dr.S Muralidhar HOD,Dept of Commerce



Welcoming the Chief Guest Registrar

Dr.D R Ashok KAS(Super time scale)Bengaluru North University



Welcoming the Chairperson Mrs.Ramadevi



State Anthem



Lighting of the Lamp by the Dignitaries



Homage to Chairman Sir – Dr.S M Venkatapathi (Late)



**Welcome & Inaugural Address by Principal
Mrs.Rupa Padmanabhan**



**Welcoming our Chairperson Mrs.Ramadevi Venkatapathi by
Ms.Archana M – Asst Prof, Dept. of English**



**Welcoming the Chief Guest Registrar
Dr.D R Ashok KAS (Super time scale) -Bengaluru North University,
by Dr.Vijay Bhaskar**



Welcoming the Guest of Honour

**Dr.S Muralidhar, President- BNUTCCM, by Mr.Srinivas N, HOD,
Dept of Commerce & Management**



**Welcoming Mr.Sundar Raj Francis, Secretary - East Point Group of
Institutions, by Mr.Srinivas N, HOD, Dept of Commerce &
Management**



**Welcoming Principal Mrs.Rupa Padmanabhan,
by Ms. Rekha Asst Prof Dept. of Commerce**



**Welcoming the Key Note Speaker – Dr.Pundareeka Vittala,
by Ms.Ramya M L, Asst Prof, Dept of Commerce**



**Welcoming the Technical chair Mrs.Reeja Jose, by Ms.Krithika D,
HOD Dept of Computer Application**



**Welcoming the Technical chair Dr.Narasimha Murthy, by
Mr.Yaseen Pasha, Asst Prof, Dept of Commerce**



Address by Chief Guest Registrar Dr.D R Ashok KAS(Super time scale) -Bengaluru North University



Address by Guest of Honour Dr.S Muralidhar HOD, Dept of Commerce



Address by Mr.Sundar Raj Francis, Secretary - East Point Group of Institutions



Felicitation to the Dignitaries



Participants from various colleges



EPCM Staff with the Dignitaries

Technical Session for Commerce & Management

Technical Chair-Dr. Narasimha Murthy



Presentation by Faculties & Students

Technical Session for Information Technology

Technical Chair-Ms. Reeja Jose Pavanathil



Presentation by Faculties & Students

Valedictory Ceremony



Welcoming Dr.Muninarayanappa Dean Bengaluru North University



Panel Members



Honouring the Technical Chair



**Best Paper Award to Ms.Sarah Kalami & Ms.Archana.M
Assistant Professor, Dept of English**

PROPOSAL OF THE CONFERENCE

Objective of the conference	<ul style="list-style-type: none"> ➤ Address the hurdles obstructing the widespread adoption of digital technologies across India. ➤ Showcase the untapped potential for growth and innovation within India's digital ecosystem. ➤ Facilitate dialogue and collaboration among stakeholders to chart a path towards a digitally empowered India.
Expected No. of Participants	50-60
Date	13 th January 2024
Event Name	Conference CODI 2024
Venue	East Point Academy - Quadrangle (Hybrid)
Organizing Committee	<p>Mrs.Rupa Padmanabhan, Principal-EPCM Dr.Vijay Bhaskar, Professor, Dept of Computer Science Ms.Leebana Gracy I, Assistant Professor, Dept of Commerce Ms.Varalakshmi G, Assistant Professor, Dept of Commerce Ms.Krithika D, Assistant Professor, Dept of Computer Science Mr. Yaseen Pasha, Assistant Professor, Dept of Management</p>
Dignitaries	<p><u>Chief Guest:</u></p> <ul style="list-style-type: none"> • Dr.D.R.Ashok, KAS(Super time scale) <p><u>Guests of Honour:</u></p> <ul style="list-style-type: none"> • Dr.Muralidar S, President BNUTCCM • Dr.Muninarayanappa, Dean faculty of Commerce, BNU, Principal-GFGC Hoskote <p><u>Chief Patron</u></p> <ul style="list-style-type: none"> • Mrs B.L Ramadevi Venkatpathi- Chairperson EPGI <p><u>Patron</u></p> <ul style="list-style-type: none"> • Mr Pramod Gowda, CEO- EPGI • Mr Rajiv Gowda, CEO- EPGI • Mr. Sunder Raj Francis – Secretary EPGI • Mrs. Rupa Padmanabhan – Principal EPCM <p><u>Keynote speaker Person& Technical Chair:</u></p> <ul style="list-style-type: none"> • Dr.K.R.Pundareeka Vittala Registrar- M. S. Ramaiah University • Dr.Narasimha Murthy H Assistant Professor Christ University • Ms.Reeja Jose Assistant Professor Kristu Jayanti
Budget Required	₹ 93,350/-

BUDGET FOR THE CONFERENCE

SL NO	PARTICULARS	FOR 100 PARTICIPANTS	UNIT	COST	TOTAL
1	HOMAGE	GARLANDS AND FLOWERS (LIGHTING OF LAMP) LUMP SUM	1	100	100
2	WELCOME KIT	PARTICIPANTS @55(FOLDER/PEN/NOTE PAD)	*100	55	5,500
		WATER BOTTLES (SMALL)	*100	10	1,000
3	TENT HOUSE	TABLES WITH SKIRTING	5	300	1,500
4	HOSPITALITY	PARTICIPANTS@30 (2 TIMES SHORT BREAKS TWICE)	*200	30	6,000
		WATER BOTTLES FOR DIGNITARIES	10	10	100
		BOUQUETS FOR DIGNITARIES	10	250	2,500
		TETRA	20	10	200
		LUNCH (PER PLATE 120)	*150	120	18,000
5	VALEDICTORY CEREMONY	HONORARIUM (3*5000)	3	5000	15,000
		MOMENTOES (STICKER 80*6)	8	100	800
		PHOTOGRAPH(SOFT COPY)		NIL	NIL
		ATTENDANCE CERTIFICATE & RECEIPT	100	5	500
6	MISCELLANEOUS	WATER CAN	5	50	250
		PLATES/CUPS (LUMP SUM)	200nos	300	300
		COFFEE CUPS (LUMP SUM)	200nos	300	300
		TRIPOD(TECHNICAL SESSION)	2	1000	2,000
		PHOTOGRAPHER (LUMP SUM)			3,000
7	PRINTING COSTS	BANNER(SINGLE)	1	3100	3,100
		BROCHURES 50 NO OF A-4 SIZE(50*50)	50	50	2,500
		INVITATION CARDS 50 NO OF A-4 SIZE(50*50)	50	50	2,500
		A-4 SIZE CERTIFICATES(50*50)	100	40	4,000
		PUBLICATION	50	500	25,000
		GRAND TOTAL			93,350
<i>*Subject to number of participants</i>					

Submitted by
Mrs Rupa Padmanabhan
Principal- EPCM

Approved by
Mr Sunder Raj Francis
Secretary, EPGI

MEMORANDUM OF UNDERSTANDING WITH THE PUBLISHER

EAST POINT COLLEGE OF MANAGEMENT
PROGRAM- NATIONAL CONFERENCE CODI-24
DATE-13TH JANUARY-2024
MEMORANDUM OF UNDERSTANDING

To,

Date: 19/12/2023

International Journal of Research and Analytical Review

This MOU is entered into on 19.12.2023 between East Point College of Management, Kalyan Nagar, Bengaluru-560043, herein after referred to as EPCM and International Journal of Research and Analytical Review, herein referred to as IJRAR. Both EPCM & IJRAR have agreed to accept and publish research papers and conference proceedings: "Challenges & Opportunities of Digital India – 2024" (CODI -24), under the following terms and conditions,

1. EPCM will be organizing a One Day National Conference on "Challenges and Opportunities of Digital India – 2024" (CODI-24) at their campus in Bangalore. The proceedings of the conference and selected research papers shall be published by IJRAR in a special issue. The date for "CODI – 24" is 13th January 2024.
2. The sole right for selection of research papers, review and plagiarism checking for publication will lie with EPCM. After selection, review and plagiarism check, EPCM will send the selected papers to IJRAR.
3. The selected papers for publication will be submitted by EPCM to <http://IJRAR.org/submitpaper.php> & softcopy of the selected papers (In word format as per IJRAR format) will be submitted to IJRAR.
4. IJRAR, on publication of selected papers will charge an online maintenance fee of Rs.500 per selected paper.
5. IJRAR will provide Digital Object Identifier (DOI) for the special issue without any extra charges.
6. EPCM will complete all payments due to IJRAR before publication of the selected papers.
7. On receipt of payment, IJRAR will publish and make available online such selected papers and provide DOI, certificate and indexing details to EPCM

For East Point College of Management

For International Journal of Research and Analytical Reviews

Mrs.Rups Padmansbhan

Principal

Authorized Signatory

Name:

Designation:



A.B.Joshi

Authorized Signatory

INCOME AND EXPENDITURE STATEMENT

Kalyan Nagar, Bangalore-560043
CODI-24 CONFERENCE ACCOUNT
13th January 2024

SLNO	PARTICULARS	AMOUNT	SLNO	PARTICULARS	AMOUNT
1	Publication (47*500)	23500	1	Conference fees	51200
2	Printing and stationary	10030	2	College	32095
3	Honorariums (5000*3)	15000			
4	Welcome kit	3670			
5	Refreshments & bouquet	20548			
6	Transportation	4497			
7	Photographer	4000			
8	Maintenance	390			
9	Tripod	1660			
		83295			83295

Submitted by
Mrs Rupa Padmanabhan
Principal- EPCM

Approved by
Mr Sunder Raj Francis
Secretary, EPGI

BROCHURE & INVITATION



EAST POINT COLLEGE OF MANAGEMENT
Affiliated to Bengaluru North University

ONE DAY NATIONAL CONFERENCE ON CHALLENGES & OPPORTUNITIES OF DIGITAL INDIA (CODI-2024)

IN ASSOCIATION WITH Bengaluru North University Teachers Council of Commerce and Management (BNUTCCM)

Date: 13th January, 2024 | Registration: 9.30am
KALYAN NAGAR, BANGALORE-560043

ABOUT THE COLLEGE

East Point College of Management was established in the year 2007, under the patronage of MG Charitable Trust which was founded by educationist and philanthropist Late Dr. S.M. Venkatapathi. It is recognized by the Government of Karnataka and affiliated to Bangalore North University offering B.Com, BBA and BCA undergraduate courses. EPCM is a co-educational institution located in East Bangalore and serves students from all strata of the society. The college not only focuses on the academics but also places emphasis on skill development and employability training.

ABOUT BNUTCCM

Bengaluru North University teachers Council of Commerce & Management (BNUTCCM) was established in the year 2021. The aims and objectives of the Council is academic empowerment of Commerce & Management Teachers working in the colleges affiliated to Bengaluru North University. The Council provides a common platform for meeting, discussion, discourse, development and analytical study of the teacher's problems in respect of teaching and research and overall development of their profession. The Council plays an important role in establishing liaison with the University and Government of Karnataka to express the opinion of the members regarding various issues like curriculum design, teaching methodology, conduct of examination etc. and also to organize various workshops, orientation programs, FDPs, conferences etc. to help the teachers to update their knowledge and skills with contemporary issues in the subject domain.

ABOUT THE CONFERENCE

The conference aims to delve into the multifaceted landscape of India's digital journey, highlighting the hurdles it faces and the myriad opportunities it presents, by bringing together esteemed thought leaders, policymakers, industry experts, and technology enthusiasts. This event is a platform for insightful discussions, innovative ideas, and collaborative solutions.

OBJECTIVE OF THE CONFERENCE

- ✓ Address the hurdles obstructing the widespread adoption of digital technologies across India.
- ✓ Showcase the untapped potential for growth and innovation within India's digital ecosystem.
- ✓ Facilitate dialogue and collaboration among stakeholders to chart a path towards a digitally empowered India.

DATES TO REMEMBER

Last date for submission of Abstract	20-12-2023
Communication of abstract acceptance	23-12-2023
Last date for submission of full paper	30-12-2023
Communication of full paper acceptance	03-01-2024
Date of conference	13-01-2024

REGISTRATION FEES

	OFFLINE	ONLINE	BANK ACCOUNT DETAILS
Faculty	₹ 1000	₹ 800	State bank of India
Research Scholars	₹ 800	₹ 600	Account: East Point College of Management
Corporates	₹ 1250	₹ 1000	Account number:64096427398
Students	₹ 300	₹ 200	IFSC:SBIN007986
Participation	₹ 200	₹ 150	Branch: Banaswadi

Offline mode Registration fees includes publication, certificate, lunch and conference kit.

THE TOPICS INCLUDE BUT ARE NOT LIMITED TO THE FOLLOWING SUB-THEMES

Commerce and Management

- ✓ Role of Digital Media/Social Media
- ✓ Digital Empowerment of Citizens
- ✓ Digital Marketing Strategies
- ✓ E-Commerce in India
- ✓ Management of Technology in Industry
- ✓ Smart Cities Opportunity and Challenges
- ✓ E-HRM
- ✓ Engaging with the Consumer in a Digital World
- ✓ Contemporary Issues in Digitalization Movement
- ✓ Challenges and Opportunities of Digitalizing India
- ✓ Intelligent Infrastructure- Governance & Banking
- ✓ Enhanced Marketing with AI
- ✓ Green Tech
- ✓ Marketing Analytics 5.0
- ✓ Marketing Simulations
- ✓ HR Analytics
- ✓ Human Resource Information System

- ✓ Digital transformation in HR
- ✓ Digital transformation in Banking
- ✓ Fin Tech Innovations
- ✓ AI in financial services

Information Technology

- ✓ Cyber security and privacy
- ✓ Data Science
- ✓ Data Security
- ✓ Artificial Intelligence and Machine learning
- ✓ Data Security and Privacy
- ✓ Digital Evidence
- ✓ Analysis of Digital Evidence
- ✓ Internet of Things (IoT) in India
- ✓ Blockchain Technology
- ✓ Cloud Computing Adoption
- ✓ Data Management and Analytics
- ✓ AI-Powered Automation

GUIDELINES FOR PAPER PRESENTATION

- ✓ All Papers must be original and not published in any other journal/conferences.
- ✓ All submitted papers shall be checked for plagiarism and papers which are not satisfying the criteria shall be summarily rejected.
- ✓ Font style of the paper must be in Times New Roman, size 12, headings 14 and with 1.5 Line spacing.
- ✓ Abstract should be of maximum 250 words with 4-5 keywords.
- ✓ Author/ Co-author's Name, Designation, Name of the Institution, E-mail address and contact number should be provided below the title of the paper each author shall register separately on the acceptance of the abstract.
- ✓ Registration will be confirmed only after the receipt of registration fee.
- ✓ Abstract and full paper should be submitted by email: conference@epcm.edu.in
- ✓ Participants who's papers are selected for presentation will be intimated.



EAST POINT COLLEGE OF MANAGEMENT
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We cordially invite you to
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In Association with
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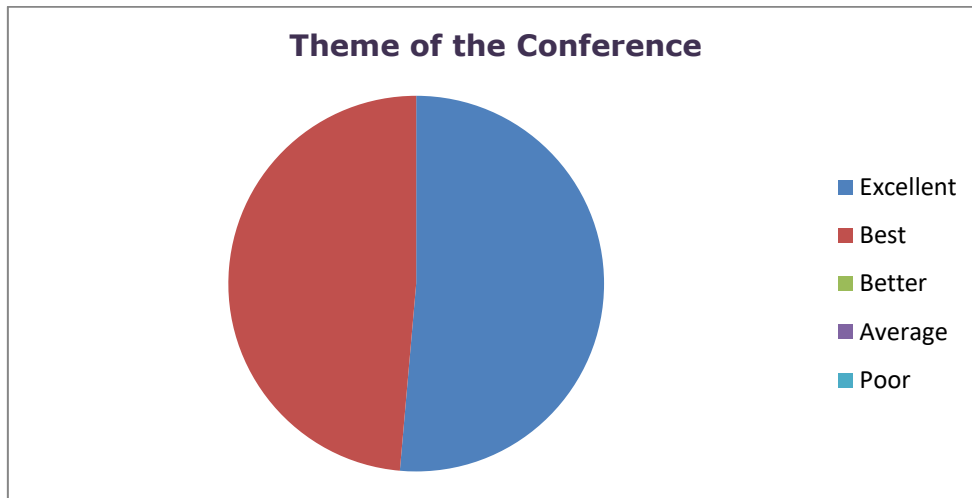


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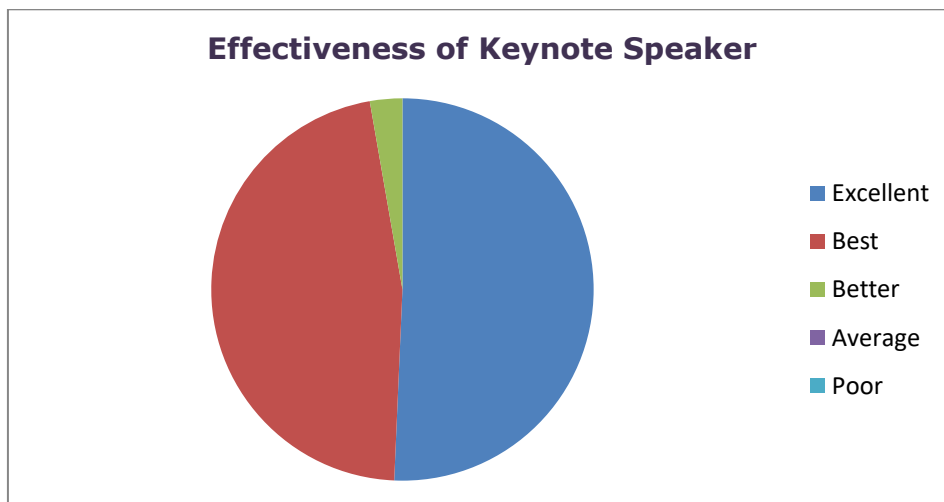
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FEEDBACK ANALYSIS

- **How much would you rate the theme of the conference?**



- **Effectiveness of Keynote Speaker**



- **Effectiveness of Technical chair Commerce and Management**

