



Report on

WORKSHOP ON DIGITAL INDIA AND ITS IMPACT ON INDIAN MARKET MANAGEMENT EDUCATION IN 21ST CENTURY

A workshop on 'Digital India and its impact on Indian Market Management Education in 21st Century' was held in Lumding College on **April 8, 2019**. About 50 students and 10 faculty members of the college participated in the workshop. It was organised by Internal Quality Assurance Cell (IQAC), Lumding College in collaboration with United World School of Business (UWSB), Kolkata/Ahmedabad.



Picture: Dr. Mrinal K. Paul along with the invitees during the inaugural session.

The workshop commenced at 10.00a.m. in the seminar hall of the college with felicitating the resource persons. Next, Dr. Mrinal Kanti Paul, Principal, Lumding College, welcomed everyone to the workshop. In his brief inaugural speech, he mentioned the necessity of digitalisation from education to economic sector in the era of globalisation and the challenges that would be faced by remote areas, especially North-East India in implementing it. Following his speech, Sri Shio K. Jha, Coordinator, IQAC and Associate

Professor, Department of Mathematics, Lumding College expressed his views on Digital India flagship programme and was hopeful that it would ensure more transparency in all sectors including education, recruitment, banking, marketing, communication, etc.



Picture: IQAC Coordinator Sri Shio K. Jha during his speech.

The technical session which was led by J. Saha began at 10.30 a.m. During the session, she inspired the students to pursue management education in higher studies as it would open up a lot of job opportunities to them. Also, it would help them to start their own business by providing knowledge on market management, consumer behaviour and formulating strategic plans in order to sustain in such a competitive market. She also talked about how market management education in India had been undergoing pedagogical shifts since its inception in 1950s. At present, India, with the second largest number of business schools in the world, is one of the leaders in the field of management education.



Picture: A still from the technical session and interaction with the students.

However, Digital India programme had broadened the scope of management education manyfold. It enabled businesspersons from remote areas to expand their business globally. This added new dimensions to market management education. At the end, she interacted with the students and resolved their doubts on the topic.

After the technical session was over, Dr. Gitanjali Nath, Head, Department of Assamese, delivered vote of thanks to the Principal, Lumding College, resource person, students, teaching and non-teaching staffs of Lumding College for successful completion of the workshop.

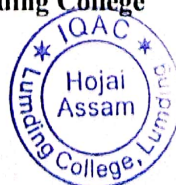


Picture: A few snapshots of the workshop.

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