

## **M.D.P ON ‘DIGITALIZATION OF BUSINESS PRACTICES IN THE CURRENT SCENARIO’ AT DAVIM**

DAV Institute of Management in association with Faridabad Management Association (FMA) organized an enriching session on ‘Digitalization of Business Practices in the Current Scenario’ on 18<sup>th</sup> August 2017. Mr. Kaviraj Singh, M.D., Saralweb was the key speaker of the day who postulated on how the companies are moving forward with digital transformation at varying paces and experiencing varying levels of success. Mr. Subhash Jagota, the C.E.O of Global Business Solutions also spoke about how the Digital transformation — the use of technology to radically improve performance or reach of enterprises across the globe. He added that executives in all industries are using digital advances such as analytics, mobility, social media and smart embedded devices as well as improving their use of traditional technologies such as ERP to change customer relationships, internal processes and value propositions. Mr. Thyagrajan, Director CRC the man behind organizing this Management Development Programme said that the best-managed firms are constantly identifying new ways to redefine the way they work in the new digital era. The Head of the Institute, Dr. Neelam Gulati, reaffirmed that the step taken by our honorable Prime Minister, Shri Narendra Modi Ji , has been helping the companies and customers in leaps and bounds and each day the brain-storming is being done in bringing a novice idea to the conference tables of major companies. And that’s what we call- moving towards a developed India. Digital transformation requires strong leadership to drive change. But it also requires a vision for what parts of the company you want to transform. The session culminated with the question-answer round where the faculty and a few students of M.B.A and M.C.A asked a few relevant questions which arose in their minds. Dr. Neelam Gulati appreciated the efforts put in by FMA and thanked Mr. Thyagrajan to arrange such a valuable M.D.P at DAVIM and also thanked the speakers.