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Knowledge Park-II, Greater Noida (U.P.)



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### MANGALMAY INSTITUTE OF MANAGEMENT AND TECHNOLOGY

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**Embracing the Tech Tsunami and Navigating Unemployment** Challenges for Building a Stronger India

Sponsored by Northern Regional Centre, Indian Council of Social Science Research(ICSSR)

Organized By IDAC, MIMT

22<sup>nd</sup> & 23<sup>rd</sup> December 2023

Venue: Auditorium, B-Block

Plot No. 8 & 9, Knowledge Park-II, Greater Noida, Delhi-NCR, India

### ABOUT MIMT

Established in 2002, Mangalmay Institute of Management and Technology, Greater Noida is one of the premier NAAC 'A' Grade accredited Institutions with a prime focus on Innovation, Excellence, and premier NAAC 'A' Grade accredited Institutions with a prime focus on Innovation, Excellence, and premier NAAC 'A' Grade accredited Institutions with a prime focus on Innovation, Excellence, and prime focus on Innovation in Innovation in Research, and International exposure in our curriculum, to offer comprehensive educational programs Research, and International exposure in our curriculum, to offer comprehensive educational programs to the students. The postgraduate program offered at Mangalmay is affiliated with AKTU, Lucknow, to the students. The postgraduate program offered at Mangalmay is affiliated with AKTU, Lucknow, and approved by the All India Council for Technical Education (AICTE) Ministry of HRD, New Delhi.

### **ABOUT THE SEMINAR**

In the 21st century, India is experiencing a profound transformation driven by technological innovation and disruption, often referred to as the Tech Tsunami. This wave of technological advancement, encompassing artificial intelligence, automation, data analytics, and the internet, has revolutionized various sectors, altering how we live and work. While this digital revolution offers numerous opportunities, it also presents challenges, particularly in terms of unemployment and the displacement of traditional jobs. To address these challenges, reskilling and upskilling the workforce are essential, capitalizing on India's young demographic. Government initiatives like skill India and Make in India aim to equip individuals with the skills needed in the digital age. Fostering a culture of innovation and entrepreneurship is also crucial, as it can create jobs and economic growth. Investing in Infrastructure and connectivity, especially in rural areas, is vital to bridge the digital divide. Encouraging industries like renewable energy, healthcare, and information technology services can generate employment. Furthermore, promoting agri-tech and facilitating remote work and freelancing can help harness the opportunities brought by the Tech Tsunami. Predominantly, embracing technology is essential for India's progress, but addressing unemployment challenges requires a proactive approach. Through education, innovation, bridging the digital divide, and supporting adaptable industries, India can lead the way in the digital age and build a stronger, more prosperous nation.

### Objectives

- 1. To enhance the understanding of the emerging discipline of technology and its impact on the
- 2. To understand the role of Tech Tsunami and sectorial development of the nation.
- 3. To understand the perspective of different discipline of Tech Tsunami and related challenges.

### Sub Themes of the Seminar

### Invest in Education to Promote STEM & Vocational Training

Promote Entrepreneurship

### Digital Infrastructure

search & Developmer

### Adaptability

Policy Maker, Faculty, Research Scholars, Industry Professionals, Students, etc.

Registration Link: https://forms.gle/rtBz6P2vfoch3UfH6

### **GUEST SPEAKERS**



































### **Important Dates**

Last Date of Submission of Abstract st Date of Submission of Full Length Paper

### Dates of Seminar **Guidelines for Papers**

- → All submissions will be peer-reviewed
- → The abstract should not be more than 300 words excluding the keywords
- → The full length paper with abstract should not be more than 4000 words
- → The selected papers will be published in the edited book bearing ISBN number by the reputed publisher. (Selected papers can be published in SCOPUS journals. Authors need to pay the publication fee as per the norms of the journal)



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### NATIONAL SEMINAR

On

# Embracing the Tech Tsunami and Navigating Unemployment Challenges for Building a Stronger India

Sponsored by Northern Regional Centre, Indian Council of Social Science Research (ICSSR)

22<sup>nd</sup> & 23<sup>rd</sup> December 2023

### Day 1 Report

The "National Seminar on Embracing the Tech Tsunami and Navigating Unemployment Challenges for Building a Stronger India" held on December 22-23, 2023, in Greater Noida, was a powerful confluence of expert insights and thought-provoking discussions. This collaborative effort between the Northern Regional Centre, Indian Council of Social Science Research (ICSSR), and IQAC, MIMT (Mangalmay Institute of management and technology) brought together prominent figures from academia, industry, and the armed forces to delve into the transformative potential of technology and address the crucial issue of unemployment in India. Dr. Lalit Sharma, Dean Academics guided through the theme of the today's National Seminar.

The seminar kicked off with the keynote addresses by renowned individuals like keynote speaker Dr. Debarshri Mukherjee (Professor, Jamia Millia Islamia University, New Delhi), Guest of honour Dr. Animesh Puri (Director Kinaxis) & Chief Guest Prof. Major General retired Dr. Dilawar Singh.

In the 21st century, India is experiencing a profound transformation driven by technological innovation and disruption, often referred to as the Tech Tsunami. This wave of technological advancement, encompassing artificial intelligence, automation, data analytics, and the internet, has revolutionized various sectors, altering how we live and work. While this digital revolution offers numerous opportunities, it also presents challenges, particularly in terms of unemployment and the displacement of traditional jobs. To address these challenges, reskilling and upskilling the workforce are essential, capitalizing on India's young demographic. Government initiatives like Skill India and Make in India aim to equip individuals with the skills needed in the digital age. Fostering a culture of innovation and entrepreneurship is also crucial, as it can create jobs and economic growth.

Investing in infrastructure and connectivity, especially in rural areas, is vital to bridge the digital divide. Encouraging industries like renewable energy, healthcare, and information technology services can generate employment. Furthermore, promoting agri-tech and facilitating remote work and freelancing can help harness the opportunities brought by the Tech Tsunami.

Predominantly, embracing technology is essential for India's progress, but addressing unemployment challenges requires a proactive approach. Through education, innovation, bridging the digital divide, and supporting adaptable industries, India can lead the way in the digital age and build a stronger, more prosperous nation.



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Group photograph of Shri Atul Mangal, chairman, MGI Shri Ayush mangal, Vice Chairman, MGI, Ms. Prerna mangal, Executive director, MGI, Dr. Geeti Sharma, Director MIMT, Dr. Debarshri Mukherjee, Professor, Jamia Millia Islamia University, New Delhi., Dr. Animesh Puri, Directors Kinaxis, Prof. Major General retired Dr. Dilawar Singh, Dr. Ajay Pratap Singh, Director, IQAC& Dr. Lalit Sharma, Dean (MIMT)

# Technical Session 1: Invest in education to promote STEM & vocational training

### Resource Person:

- Dr. Amitabh Singh, Associate Professor, Jawaharlal Nehru University, New Delhi
- Dr. Hari Shankar Shyam, Corporate Trainer, Motivational Speaker, and Professor, Sharda School of Business Studies
- Dr. Debarshi Mukherjee, Professor, Jamia Millia Islamia, New Delhi

**Objectives:** The session on "Invest in Education to Promote STEM & Vocational Training" aimed to explore the significance of increased investment in education, specifically focusing on Science, Technology, Engineering, and Mathematics (STEM) fields, along with the promotion of vocational training. The session sought to identify challenges, share insights, and discuss strategies for fostering an environment conducive to the development of a skilled workforce.

The session organized by IQAC-MIMT addressed the growing importance of investing in education, particularly focusing on Science, Technology, Engineering, and Mathematics (STEM) fields, along with vocational training.

The session began with a welcome address by Dr. Lalit Kumar Sharma, Dean Academic highlighting the commitment of MIMT to promoting quality education and addressing the



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evolving needs of the workforce. The importance of STEM and vocational training in shaping future professionals was emphasized.

Dr. Jaspreet Kaur, Faculty, MIMT invited the experts on dais, provided insights into the institute's vision for education and commitment to fostering innovation, excellence in STEM. A panel of experts engaged in a discussion on effective strategies for enhancing STEM education. The conversation covered topics such as curriculum development, pedagogical approaches, and the role of technology in enriching STEM learning experiences. Panel discussion was done on industry collaboration. Representatives from academia with industry expert shared their perspectives on the importance of collaborating with educational institutions. The session explored successful models of collaboration between academia and industry partners, showcasing real-world applications of STEM knowledge and vocational skills.

This interactive discussion allowed participants to actively engage in discussions related to curriculum enhancement and innovation in STEM education. Attendees, including educators and industry professionals, exchanged ideas and explored ways to make education more relevant to the evolving needs of the workforce.

The session concluded with closing remarks by Dr. Jaspreet Kaur, Faculty, MIMT summarizing key takeaways and outlining commitments from MIMT towards furthering STEM education and vocational training.

**Outcome:** The session successfully provided a platform for meaningful discussions and collaborations of industry-academia. By showcasing its initiatives, engaging in expert discussions, and emphasizing industry partnerships, MIMT demonstrated its commitment to advancing education and learning. The outcome of this session was to contribute to the continuous improvement and relevance of MIMT's educational offerings in the dynamic landscape of STEM.

**Technical Session 2:** Promote Entrepreneurship: Bridge the Gap between Job Seekers and Job Opportunities."

### Resource Person:

- Dr. R.R. SINGH (Director General of All India MSME Federation, Ahmedabad)
- Dr. Abhinav P Tripathi (Associate Professor at Christ University, N.C.R)
- Dr. Md. Chand Rashid (Professor of Marketing at Galgotias University)

### Objectives:

The Objectives of the Technical Session were the following.



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### • Empower Aspiring Entrepreneurs:

**Actionable Skills**: Equip participants with practical skills like market research, financial planning, and startup legal formalities.

**Confidence & Inspiration**: Expose participants to success stories of diverse entrepreneurs, building confidence and igniting entrepreneurial spirit.

### • Bridge the Job Seeker-Opportunity Gap:

**Job Market Alignment**: Analyse specific industry trends and employer needs to tailor resumes and job search strategies.

**Targeted Skill Development**: Identify high-demand skills for aspiring entrepreneurs, facilitating targeted skill development through workshops or resources.

### • Foster an Entrepreneurial Mindset:

**Think Critically**: Develop critical thinking and problem-solving skills through case studies and scenario-based exercises.

**Network & Collaborate**: Spark connections between aspiring entrepreneurs and industry experts, fostering collaboration and resource sharing.

### • Explore Funding and Support Mechanisms:

**Demystify Funding Options**: Break down and compare different funding avenues like angel investors, venture capital, and government grants.

**Connect with Resources**: Provide direct access to funding institutions, mentorship programs, and incubation centres.

### • Promote Sustainable Entrepreneurship:

**Impact Measurement**: Introduce frameworks for measuring social and environmental impact of businesses, encouraging responsible practices.

**Innovation for Sustainability**: Showcase innovative business models that address ecological and societal challenges.

**Content:** The ICSSR-sponsored session on "Promote Entrepreneurship" proved to be a treasure trove of practical insights for aspiring entrepreneurs and job seekers alike. Renowned speakers Dr. Singh, Dr. Tripathi, and Dr. Rashid shared inspiring stories, industry trends, and actionable advice.

**Empowering the Dream:** Dr.Singh's focused on MSMEs initiatives to create the new entrepreneurial activities in the country. Dr. Tripathi's emphasised on adaptability to paint a hopeful picture of India's entrepreneurial spirit in present.



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**Bridging the Jobs Gap:** Dr. Rashid identified the skills mismatch and advocated for real world skill development, while Dr. Tripathi underscored the power of personal branding and communication.

**Nurturing the Mindset:** The speakers consistently championed a risk-taking ability, creativity, and problem-solving approach to encourage participants to start the entrepreneurial journey.

**Navigating the Funding Maze:** Dr. Rashid demystified funding options like grants, investors, and venture capital, while Dr. Singh highlighted the support provided by incubation centres and mentorship programs.

**Sustainable Success:** Dr. Tripathi showcased eco-friendly business models, and Dr. Singh emphasized ethical practices, urging participants to prioritize sustainability alongside growth.

**Government's Helping Hand:** References to supportive initiatives by the UP and Indian governments instilled optimism and highlighted resources available to fuel entrepreneurial aspirations.

This session served as a powerful catalyst, equipping participants with the knowledge and perspective to navigate the exciting yet challenging world of entrepreneurship. As they move forward, the insights gleaned will undoubtedly guide them towards success and contribute to a thriving entrepreneurial ecosystem in India.

### **Outcome:**

### Bridging the Gap between Job Seekers and Entrepreneurs

- 1. **Empowered Vision:** Participants gained a clearer understanding of the Indian entrepreneurial landscape, its challenges, and rewards, and developed a more confident vision for their own ventures.
- 2. **Skillset Realigned**: The discussion revealed the gap between academic qualifications and industry needs, prompting participants to identify relevant skill development programs and resources to bridge the gap and make themselves more marketable.
- 3. **Network Forged**: Networking opportunities fostered during the session allowed aspiring entrepreneurs to connect with industry experts, incubation centres, and potential investors, creating a valuable support network for their future endeavours.
- 4. **Funding Demystified**: Participants gained valuable insights into various funding options like grants, angel investors, and venture capital, enabling them to approach potential funders with confidence and prepare a strong funding proposal.



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5. **Sustainable Mindset**: The session encouraged participants to think beyond mere profit and consider the social and environmental impact of their business. This newly instilled mindfulness will guide them towards building responsible and sustainable ventures.

These outcomes showcase the session's impact on empowering aspiring entrepreneurs, bridging the job seeker-opportunity gap, and fostering a more robust and sustainable entrepreneurial ecosystem in India.

# Technical Session 3: Digital Infrastructure: Invest in Infrastructure and Connectivity

### Resource Person:

- Dr. Rahul Amritraj, Head-Incubation, GIMS
- Mr. Pinakie Kansabanik, Head of Alliances, EEMA
- Dr. Lalit Kumar Sharma, Professor & Dean, MIMT

Objectives: To impart conceptual and practical knowledge about the Digital Infrastructure in India and how to channelize business and revenue with correct method to invest in Infrastructure and Connectivity.

**Dr. Rahul Amrit Raj,** Head of Incubation - Centre for Medical Innovation, Government Institute of Medical Sciences .GIMS Gr. Noida began the session with his insight of the industry's need and how to optimise on the Digital Infrastructure in India and its impact in the Global Scenarios. The main take away from his session were-

- a. Youth and their belief in the future.
- b. Accepting IT as reality.
- c. Student's development during their two years of MBA course with the inclusion of Information Technology.
- d. To achieve skill set for becoming unique.
- e. Making use of resource is the Initial Stage of Entrepreneurship.
- f. Innovation is the Second Stage of Entrepreneurship. Some corporate example will be of Ola/Uber, Google Map, Zomato.
- g. Boost on your Self-Belief. Come forward and say you can do it.
- h. Fuelling of good knowledge.

The session progressed with the second resource person, Mr. Pinakie Kansabanki, Head of Alliances, EEMA (Event & Entertainment Management Association of India), New Delhi. He expressed his vast knowledge in most comprehendible way with the focus on Human Resource and its optimum need even in the current times of huge focus towards Information



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Technology as an infrastructure for investment options. The main learning from his session were as follows-

- a. A constant truth- Technology will change and we need to adopt to change. To optimize in the shift is a matter of uttermost importance.
- b. Human brains and its significance cannot be replaced.
- c. People should cope with the constant changing scenarios of the working needs and demands. They should learn new skill-sets that excite them the most.
- d. An interesting example- In last 50 years there had been disappearance or exit of 50 professional works. This has been the trend. However, there had been emergence of new and innovative professional jobs in the current market with the investment in the infrastructure of Information Technology.
- e. This is the best time of their life and they should invest in something important.
- f. Education cannot be stolen in life and there is dire need to excel with the urge to learn and implement new concepts in life.
- g. New professions come up and today the world is connected and continuously changing.
- h. Doors are open for new concepts and things.

The session continued further by Dr. Lalit Kumar Sharma, last resource person of the Technical Session 3. Dr. Lalit Kumar Sharma, Professor & Dean, Mangalmay institute of Management & Technology, Greater Noida addressed the audience with his great presentation skills and valuable knowledge. Dr. Lalit converged the entire session on the information technology in his speech, covering various aspect of using IT for balancing the need of professional work and people working to upgrade their intellectual level. The main points summarising his inputs to the audience were as follows:

- a. We need to have real time connectivity with the technology.
- b. The Fortune 500 companies ensure to optimise on the latest IT.
- c. The companies are working tirelessly to incorporate latest IT and training are provided to the employees on regular basis as part of Intellectual enrichment and making them tech-savvy.
- d. Government and private players need to explore digital infrastructure properly.

# A A

### MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

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### Day 2 Report

# Technical Session 1(Research & Development: Creating a Conducive Business Environment)

### **Resource Person:**

- Dr. Geeti Sharma (Director, MIMT)
- Dr. Nidhi Natarajan, Area Chair Business Analytics & Academic In charge (Symbiosis International University (SCMS-Noida)
- Mr. Anshul Ujlayan, Sr. Principal Specialist (Data Science & Generative AI), Mastek

### **Objectives: Session objectives are as follows:**

- Ignite Entrepreneurial Spirit: Understanding about support system for startups, potential of AI to enhance efficiency and growth.
- **Bridge the Skills Gap:** Integrating data analytics skills into the R&D, and AI-related skills relevant for business environment.
- Foster a Sustainable Ecosystem: Role of data analytics to optimize environmental impact, ethical considerations of AI implementation.
- Embrace Technological Advancements: AI applications in various aspects of startups and data-driven decision making.
- **Prepare for the Future of Entrepreneurship:** Emerging trends in technology and AI, preparing participants for the evolving landscape.

Dr. Geeti Sharma, Director of MIMT, took the dais as the first speaker, setting the tone for the discussion on "Research & Development: Creating a Conducive Business Environment." Dr. Sharma eloquently highlighted the crucial role that educational institutions play in shaping the future of R&D. She emphasized the need for a holistic approach that integrates academia and industry, fostering a collaborative ecosystem that nurtures innovation.

Following Dr. Sharma, Dr. Nidhi Natarajan, Area Chair for Business Analytics at Symbiosis International University, SCMS-Noida, provided insights into the symbiotic relationship between academia and business. She emphasized the responsibility of educational institutions to produce graduates equipped with not only theoretical knowledge but also practical skills relevant to the ever-changing demands of the industry. Dr. Natarajan highlighted the importance of aligning academic research with industry needs, fostering a dynamic environment that encourages students to become lifelong learners and contributors to innovation.



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The third speaker, Mr. Anshul Ujlayan, Sr. Principal Specialist in Data Science & Generative AI, brought a hands-on perspective to the discussion, sharing his experiences in translating research findings into tangible business solutions. His insights shed light on the transformative power of technology in shaping the landscape of R&D, providing the audience with a glimpse into the future of innovation in business.

### **Outcome:**

### **Enhanced Collaboration Between Academia and Industry:**

The panel discussion emphasized the need for stronger collaboration between educational institutions and businesses. The insights shared by Dr. Geeti Sharma and Dr. Nidhi Natarajan highlighted the importance of aligning academic research with industry needs, fostering a mutually beneficial relationship that promotes innovation and addresses real-world challenges.

### **Strategic Integration of Research into Business Operations:**

The session explored the strategic integration of research findings into business operations. Panelists discussed how organizations can leverage R&D outcomes to enhance efficiency, drive product development, and gain a competitive edge. Mr. Anshul Ujlayan's practical experiences underscored the transformative impact of integrating cutting-edge technologies into business strategies.

### **Fostering an Innovation-Driven Culture:**

The panelists underscored the significance of fostering an innovation-driven culture within both academic and corporate environments. Dr. Geeti Sharma's insights into creating an environment that encourages curiosity and exploration, combined with Mr. Anshul Ujlayan's experiences in fostering innovation, provided a comprehensive view on cultivating a culture that thrives on research and development.

### **Empowering the Next Generation of Innovators:**

The discussion highlighted the role of educational institutions in empowering the next generation of innovators. Dr. Nidhi Natarajan emphasized the need for educational programs that equip students with both theoretical knowledge and practical skills. The outcomes suggested a shift towards creating educational environments that produce graduates ready to contribute to and lead in a rapidly evolving business landscape.

### **Technological Advancements Driving R&D:**

Insights into the application of data science and generative AI underscored the transformative power of technology in shaping the R&D landscape. The outcomes of the session indicated a growing reliance on technological advancements to drive innovation, with organizations



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recognizing the potential of emerging technologies in revolutionizing their research and development endeavours.

### **Technical Session 2 (Inclusive Growth: Bridging the Digital Divide)**

### **Resource Person:**

- Mr. V.N. Rai, Ex-MD, KRIBHCO
- Dr. Yuvraj Bhatnagar, Director IQAC, MIET, Greater Noida
- Mr. Harish Bhatia, Head HR, Mangalmay Group of Institution, Greater Noida

**Objective:** The session on "Inclusive Growth: Bridging the Digital Divide" aimed to address the challenges and opportunities associated with ensuring equitable access to digital resources, technology, and education. The session sought to explore strategies for bridging the digital divide and promoting inclusive growth in the context of rapidly advancing technology.

The session organized by IQAC-MIMT addressed the challenges and opportunities associated with ensuring equitable access to digital resources, technology, and education. The session sought to explore strategies for bridging the digital divide and promoting inclusive growth in the context of rapidly advancing technology.

### Key Highlights:

Mr. VN Rai provided insights into the current landscape of the digital divide. He discussed the disparities in access to technology, digital literacy, and the impact on various segments of society.

Dr. Yuvraj Bhatnagar discussed about the effective strategies for bridging the digital divide. He emphasized upon policy frameworks, community engagement, and the role of educational institutions in promoting digital inclusivity.

Mr. Harish Bhatia laid the emphasis on promoting inclusive growth through technology. He included projects, partnerships, or programs designed to enhance digital literacy, provide access to technology, and empower marginalized communities.

The session also provided valuable insights into the challenges faced by communities and the impact of inclusive growth initiatives at the grassroots level.

This interactive session allowed participants to actively engage in discussions and activities focused on designing technology solutions that promote inclusivity. Attendees, including



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students, faculty, and industry professionals, collaborated on ideas to address specific challenges related to the digital divide.

**Outcome:** The session successfully brought together a diverse group of stakeholders to address the challenges of digital inclusion. By combining expert discussions, community perspectives, and hands-on activities, session demonstrated its commitment to fostering inclusive growth through education and technology. The outcomes of this session are expected to contribute to ongoing efforts in the pursuit of a more inclusive and digitally empowered society.

### **Technical Session 3: Adaptability: Readiness for Evolving Job Market**

### **Resource Person:**

- Mr. Pankaj Rai, Group Chief, Aditya Birla Group
- Ms. Indrani Nath, Sr. HR, TechnipFMC
- Mr. Jayant Srivastava, Sr. Manager, KPMG

**Objective:** The objective was to cultivate adaptability as a paramount skill, ensuring individuals are well-prepared to navigate the dynamic contours of the evolving job market. Fostering resilience, continuous learning, and versatility will empower professionals to thrive amidst the ever-changing demands of the contemporary employment landscape.

Mr. Pankaj Rai focused on Becoming a Trend setter. He discussed about 5 C's framework to be ready for evolving job market, i.e.

- Curiosity
- Comparison
- Conviction
- Creativity
- Communication

Ms. Indrani Nath highlighted on:

- ➤ Latest Technological Trends
- ➤ Job Market is just like a roller coaster
- Gig economy
- ➤ Learning is a continuous process



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- Importance of Soft Skills
- ➤ Green Skills Social Governance
- Upskilling, Reskilling and Cross skilling etc.

Mr. Jayant Srivastava focused on the topic thoroughly and emphasized on polishing our soft skills. He defined adaptability as –Being ready for change. He discussed about:

- SMART Goals
- Employee Social Governance
- ❖ Keep skilling, Up skilling and Re skilling etc.

**Outcome:** In the job market, where things are always shifting, being adaptable is our secret weapon. It's not just about what you know now, but how fast you can learn new stuff and roll with the punches. Thus, being adaptable is like having a shield against the uncertainties of the evolving job market, making us the superhero of our career story.

"Imagine adaptability as our superpower in the job world!"

### Convener





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### **Valedictory Session**

Total 54 research papers were presented by the faculties and students. Best paper presenter awards were given in faculty and student categories separately. The dignitaries expressed their sincere appreciation to the sponsors, organizers, eminent speakers and all those who had worked tirelessly to make this event a grand success. Their dedication had provided the attendees a platform to broaden their intellectual horizons and foster a spirit of unity. They carried forward the torch of knowledge ignited during this seminar. All the presenters earned a Certificate of Appreciation.

"Some dream of success, others wake up and achieve it."