

General Guidelines

- College ID card mandatory for registration.
- Registration begins at 9:00AM on the date of event.
- Registration fee is Rs 100/-
- Lunch and refreshment will be provided to the participants.
- Seminar kit will be provided to the participants.
- Staff members should accompany the participants.
- All UG and PG students from any discipline can participate.
- No limit on the number of participants.
- Participants should be present in formal costume.



Mannar Thirumalai Naicker College (Autonomous)

Affiliated to Vaidura Kanungo University
(A Linguistic Minority Co-educational Institution, Re-Accredited with 'A' Grade by NAAC)
Pattanamali Madurai - 625004

Department of
BUSINESS ADMINISTRATION (SF)

National Level Workshop On Digital Transformation in Management

Date: 24.01.2023 Time: 9:00 am to 4.00pm

Venue:
Rtn. Major Donor G.Sundararajan Hall, MTNC

You Are Cordially Invited

Programme Schedule

Registration	: 9:00 AM
Inaugural Function	: 10:15 AM to 11:15AM
Tamilthai Vaazhthu	
Welcome Address	: Mrs. P.Jackkuline Head, Dept of Business Administration
Presidential Address	: Dr. S.Venkateswaran Principal i/cMINC.
Felicitation	: Er.S. Rajagopal President, MTNC : Mr.M.Vijayaragavan Secretary, MINC : Mr.A.Alwarsamy Treasurer, MINC. : Dr.A. Ramasubbiah Coordinator - IQAC & NAAC : Mr.C.Prabhu Director i/cMINC : Mrs.C.Malliga Asst.Professor Dept. of Business Administration
Vote of Thanks	
Tea Break	: 11:15 AM to 11:30AM

Technical Session-I	: 11:30 AM to 01:00 PM
Keynote Address	: Annapurna V Shetty Master Trainer, Business and Life Coach, Certified Hypnotherapist
Topic	: Artificial Intelligence in Digital Marketing.
Lunch Break	: 1:00 PM to 2:00 PM
Technical Session-II	: 02:00 PM to 3:30 PM
Keynote Address	: Anandakumar S Certified NLP Master Practitioner (ABNLP) Certified ENNEAGRAM Coach (Singapore) Founder & CEO, Meethi School of Skills
Topic	: Future of Digital Currency In India
Voluntary Function	: 3:30 PM to 4:00 PM
Welcome Address	: Mr. V.A. Rajagvendran Asst Professor Dept. of Business Administration
Voluntary Address	: Dr. A. Ramasubbiah Coordinator - IQAC & NAAC, MINC.
Certificate Distribution	: Mr. M. Vijayaragavan Secretary, MINC.
Vote of Thanks	: Mrs. B.Bosula Asst Professor, Dept. of Business Administration

NATIONAL ANTHEM