



**SRI RAMAKRISHNA
COLLEGE OF ARTS & SCIENCE**
AN AUTONOMOUS INSTITUTION
NAVA INDIA, COIMBATORE 641006



**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of Education Initiative)



Department of Commerce with Information Technology
in collaboration with Ministry of MSME
Technology Development centre
organize One Day Seminar on
"INDUSTRY 4.0 IN DIGITAL ERA 2K23"

15th February 2023

Venue : Conference Hall - I

Department of Commerce with Information Technology
Sri Ramakrishna College of Arts & Science (Autonomous)

Co-Ed, Re-accredited with 'A+' Grade by NAAC, Ranked 90th in NIRF 2022, Affiliated to Bharathiar University,
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One Day Seminar on "INDUSTRY 4.0 IN DIGITAL ERA 2K23"

About the Institution

Sri Ramakrishna College of Arts & Science (Formerly SNR Sons College) is a renowned Arts and Science college in the country where excellence is tradition. The College was established in the year 1987 by SNR Sons Charitable Trust, as a self financing, co-educational institution affiliated to Bharathiar University and accredited by National Assessment and Accreditation Council since 2001, with Grade 'A+' in its fourth cycle. The college offers 25 undergraduate programmes, 10 post graduate programmes and 10 research programmes.

The college is under the STAR college scheme of the Department of Biotechnology (DBT), Government of India since 2019. The college is ranked 84th position in college in the India Rankings 2021 released by NIRF, Government of India. The College was as elected as one of the cleanest colleges in India by Swachhta Ranking of MHRD, Government of India, 2019. News 18 Katral Award 2021 is bagged by the college for introducing innovative educational practices. The college is recognized in the band "PERFORMER" under the category "General (Non-Technical)" by ARIIA 2021. SRCAS holds an academic partnership with Amity Global Institute- Singapore, Asia Pacific University- Malaysia, Lahti University of Applied Science- Finland and Association of Chartered Certified Accountants.

About the Department

The Department was started in the year 2018. This programme provides a wide range of knowledge and skills in the field of both Commerce and Information Technology which will enable the students to understand and demonstrate the concepts, techniques and trends in functional areas of business and able to face challenges in the competitive world.

About the Seminar

In the present era of globalization, Privatisation, and liberalization known fact that technical advances have changed the production technology on which the ongoing digital transformation holds the promise of improving productivity performance by enabling innovation and reducing the costs of a range of business process. But at the same time as the rapid rise of digital technologies have experienced a slowdown in productivity growth & MSME sectors.

The seminar theme INDUSTRY 4.0 IN DIGITAL ERA 2K23-Strategies for digital transformation and growth aptly designs its imitative with a special focus on industries & service sectors.

Some of the key highlights of the seminar would include focus on drivers of industrial and economic performance in all industries, service sectors and MSME sectors. By providing a strong impetus to economic and industrial growth and governance that would develop the industries into how the structures can be streamlined and process optimized to achieve better developmental digitalization outcomes. With extensive consultations and inputs from business experts and academicians, the seminar would reflect ground realities and a collective consensus on addressing the challenges and achieving the goals for a industry 4.0.It attempts to present a set of ideas that can provide the basis for a constructive and positive growth to propel India to the front ranks of the global economy.

Objectives of the Seminar

1. To Provide a platform for discussion of successful entrepreneurship and its impact on digital Era 2K23 in digitalization into MSME sectors.
2. To discuss the level of digital transformation and its adverse impact towards SME sectors.
3. To explore the policies which facilitates the digital transformation of SME as new technology, faster innovation, and up skill in context of industry 4.0

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Speakers of the Day

Mr. Balaguru Damodaran
Assistant Director
Ministry of Micro Small Medium Enterprise
Technology Development centre, Coimbatore

Ms. S Sowmya
Digital Marketer and startup Consultant
Tamilnadu Agricultural University
Coimbatore

Chief Patron

Shri. D. Lakshminarayanaswamy
Managing Trustee
SNR Sons Charitable Trust

Shri. R. Sundar
Joint Managing Trustee
SNR Sons Charitable Trust

Patron

Dr. B.L. Shivakumar
Principal & Secretary
Sri Ramakrishna College of Arts & Science

Convenor

Dr. D. Sasikala Devi
Associate Professor & Head
Department of Commerce with Information Technology
Sri Ramakrishna College of Arts & Science

Faculty Coordinators

Dr. Priyanka Jayaraj
Mrs. M. Vijetha
Dr. H. Punithavathy
Dr. V. Sudha
Mr. U. Praveen

Student Coordinators

Mr. M. Reegan - Chairman
Ms. S. Rupika - Vice Chairman
Mr. N. Tarun - Secretary
Ms. P. Anukeerthana - Joint Secretary