

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 Madurai Kamaraj University
(A Linguistic Minority Co-educational Institution. Re- Accredited with 'A' Grade by NAAC)
Pasumalai 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/c, MTNC.
Felicitation	: Er. S. Rajagopal President, MTNC : Mr. M. Vijayaragavan Secretary, MTNC : Mr. A. Alwarsamy Treasurer, MTNC. : Dr. A. Ramasubbiah Coordinator - IQAC & NAAC : Mr. C. Prabhu Director i/c, MTNC.
Vote of Thanks	: Mrs. C. Malliga Asst. Professor Dept. of Business Administration
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, Mozhi School of Skills
Topic	: Future Of Digital Currency In India
Valedictory Function	: 3:30 PM to 4:00 PM
Welcome Address	: Mr. V.A. Ragavendran Asst. Professor Dept. of Business Administration
Valedictory Address	: Dr. A. Ramasubbiah Coordinator - IQAC & NAAC, MTNC.
Certificate Distribution	: Mr. M. Vijayaragavan Secretary, MTNC.
Vote of Thanks	: Mrs. B. Beaula Asst. Professor, Dept. of Business Administration

NATIONAL ANTHEM