

CONCLAVE REPORT

Report on Conclave – Data Analytics

Date	13th May 2023
Time:	09:30 AM - 01:30 PM
Venue:	CMS Business School, JAIN (Deemed-to-be University)
Section:	NA
Batch:	NA
Semester:	NA
Guest/Speaker Name:	Rajashekara V. Maiya, Ms. Divya Purnaiya, Mr. Lakshminarasimhan Santhanam, Nikhil Narayan
Guest/Speaker Designation	Vice President and Global Head- Business Consulting Infosys-Finacle, Founder & CEO Brand Update, CEO Principal Decision Scientist, Graspinor, Lead Data Scientist, Course5 Intelligence
Guest/Speaker Contact No & Email Id:	rajamaiya@gmail.com, 98800 17907 divya.purnaiya@gmail.com 8971880785 dean@dli.org.in +91 86608 57708
Guest/Speaker Company/ Institute Name:	Infosys-Finacle, Brand Update, Course5 Intelligence, Graspinor
Faculty Coordinators Name:	Dr. Avijit Bakshi Associate Professor CMS Business School, JAIN (Deemed-to-be University) Dr. Syed Kazim Associate Professor CMS Business School, JAIN (Deemed-to-be University) Dr. Lakshmi Sevukamoorthy Assistant Professor CMS Business School, JAIN (Deemed-to-be University) Associate Professor CMS Business School, JAIN (Deemed-to-be University) Dr. Ravishankar S Ulle Dr. Kalavathy Associate Professor CMS Business School, JAIN (Deemed-to-be University)
Topic:	CONCLAVE on DATA ANALYTICS -

CONCLAVE REPORT

	The Collaborative Process to Bridge Industry Academia Gap
Moderator (if any)	Dr. Ravishankar S Ulle
No. of Attendees	50
Feedback:	https://forms.gle/asLM6EvZsoG5NPj56
Brochure: (if any)	Soft copy
Budget of the Program (if any):	Attached
Revenue Collected: (if any)	Rs. 1400

1. Introduction:

The Conclave on Data Analytics is a significant event that brings together industry experts and academia to discuss the collaborative process of bridging the gap between these two spheres. With the increasing importance of data analytics in almost every field, it has become crucial to have a platform where experts can share their knowledge, ideas, and experiences. This Conclave aims to create a platform where industry and academia can collaborate and develop solutions that can address the challenges faced by both sectors. The event provides an opportunity to network share knowledge and explore new avenues for Research and Development. In this era of data-driven decision-making, this Conclave on Data Analytics is an essential forum for creating a collaborative ecosystem for industry and academia to work together and drive innovation.

The event will feature keynote speakers, panel discussions, and interactive workshops that provide insights into the latest trends and best practices in data analytics. Participants will have the opportunity to learn from some of the most experienced professionals in the field and engage in discussions that address the current challenges and opportunities in Industry-Academia collaboration.

2. Venue (Outside/Inside the campus):

CMS Business School, JAIN (Deemed-to-be University)

3. Program Objectives:

- Encourage collaboration between industry and academia to develop solutions that can address the real-world challenges
- faced by businesses and organizations.
- Provide a platform for faculties and students to interact with industry experts and gain insights into the practical implementation of data analytics in different domains.
- Create a collaborative ecosystem for industry-academia collaboration, which can drive innovation and research in the field of data analytics.

CONCLAVE REPORT

4. Relevance to PO, Relevance to PEO and PSOs

PO	Program Objective (PO)
PO1	PO1 - Apply knowledge of management theories and practices to solve business problems
PO2	PO2 - Develop analytical and critical thinking abilities for data-based decision making
PO3	PO3 - Understand, analyse and communicate global, economic, legal and ethical aspects of business
PO4	PO4 – Identify and apply trans-disciplinary tools and techniques for projects and solving problems
PO5	PO5- Lead oneself and others in the achievement of organizational goals and contribute effectively to a team environment
PO6	PO6 - Inculcate entrepreneurial mind-set for sustainability
PO7	PO7 - Imbibe value-based leadership for Excellence
PSO	Program Specific Objective (PSO)
PSO1	Demonstrate effective response to industry challenges by applying managerial tools and techniques for a sustainable society
PSO2	Appraise the complex specificities of Indian Business to garner global reputation
PSO3	Develop a holistic thinking solopreneur for a self-sufficient society

5. Activity Overview:

The conclave started with the Divine invocation and the Welcome address to the dignitaries by our beloved Dean. There was a slight modification on the Resource person profile as one Dr. Chiranjiv Roy, VP, Course5 Intelligence was suddenly sick and was replaced by one of his colleagues, Mr. Nikhil Narayan, Sr. Data Scientist, Course5 Intelligence.

The Conclave started with an exemplary talk by Mr. Lakshminarasimhan Santhanam, CEO, Principal Decision Scientist, Graspinor, on HR Analytics – who demonstrated hands-on with Python on Employee attrition with the IBM dataset.

The next speaker down the lane was Mr. Rajashekara V. Maiya, VP and Global Head-Business consulting whose speech was an example of “Wisdom is built upon Knowledge” where Mr. Maiya spoke on Finance Analytics with 3 Case studies about Silicon Valley bank, Sampath Bank of Ceylon and Apple savings account narrating on how data analytics and its insight across these cases. The talks were exceptional.

The next speaker was Mr. Nikhil Narayan, Sr. Data Scientist, who in his August speech demonstrated a UI on the prediction of Risk across the operation of the machines in the US which was a stunning example of Data analytics and IoT integration.

The final speaker of the day was Ms. Divya Purnaiya, CEO, of Brand Update and a Visiting Professor of Mount Caramel College on Marketing Analytics. Being a casual informative speech where she explained the cause and effect of data analytics in marketing across various sectors to reach out the customers.

CONCLAVE REPORT

The Conclave came to an end with the Vote of thanks rendered by Prof. Avijit Bakshi thanking the management, the speakers, the participants and all the souls who rendered their hard work for the success of the Conclave.

6. Guest/Speakers' Profile:

Rajashekara V. Maiya-

Responsible for Business Consulting at Finacle, including Pre-sale, Solution Architecture, Account Mining, and Digital offering. Previously responsible for charting the product strategy of Finacle, his role included defining the product roadmap, Strategic acquisition & alliance partner identification & management, and client engagement. He specializes in risk management, regulations and compliance, and has been quoted in publications such as Forbes, The Banker, and Banking Technology. Maiya is a visiting faculty to many universities and a speaker at various events. He has patents in partner portals, delivery channels, offline banking, and customer experience. Maiya holds a Master's degree in commerce and executive certifications from Stanford, Wharton, and Harvard Business School.

Ms. Divya Purnaiya

Marketing professional for over 20 years working to help brands achieve their marketing goals. Skill set : Digital marketing strategy , Branding , Content development, Data analysis, Team leader, Teaching and training ,Retail and modern trade, Brand consultant. Founder Director for Brand Update carving the digital strategies for brands. Brand Update has been responsible for the digital transformation for over 40 brands across product categories like Retail, FMCG, elearning, consumer durables, B2B, food, events , agriculture, web based services. The role we have played includes strategy, design, social media marketing , SEO, web app development, content generation and data analytics.

Mr. Lakshminarasimhan Santhanam

15+ Years of Leadership learning worked as Profit centre head, managed various units, a Gut Leader with Project Management and Product Development skills. Very immense experience in an onsite-offsite business model. Possess exposure in ToGAF, LEAF, Zachman frameworks, Designing Daily workflow, Interaction Model, and helping key clients on their AIML Projects.

Nikhil Narayan

Experienced data science professional with a proven track record of leading and managing high-performance teams of machine learning engineers, data analysts and data engineers. Specializes in building competencies and capabilities across various areas under Industry 4.0, Supply Chain Management, and Connected Mobility.

CONCLAVE REPORT

7. Summary and Key Learnings of the session:

- Insights into specific challenges and opportunities in these domains and how data analytics can be leveraged to address them.
- Exposure to the latest trends and best practices in Marketing, HR & Finance data analytics from industry experts and researchers.
- Exploration of potential career opportunities in the field of data analytics and understanding of the skill sets required to excel in these roles.
- Exposure to a collaborative ecosystem for industry-academia collaboration, which can drive innovation and research in the field of data analytics.

8. Participant details:

Students, faculties, scholar, industry practitioners

9. Details of Winners (if applicable): -NA

10. Details of the judges (if applicable): -NA

11. Attendance records:

Name of the Participant	Salutation	Designation	Affiliated Institution	Participant category
Minerva Das	Ms	Assistant Professor	Jain (deemed -to - be University)	Faculty
Dr.Dinesh.N	Dr.	Associate professor	Fom CMS BUSINESS SCHOOL Jain deemed to be University	Faculty
SHALINI R	Dr.	Associate professor	CMS B School, Jain Deemed to be University	Faculty
Premalatha K P	Dr.	Assistant Professor	CMS Business School	Faculty
Gopalakrishnan Chinnasamy	Dr.	Associate Professor	CMS Business School, Jain Deemed-to-be University	Faculty
M.GOVINDARAJ	Dr.	ASSOCIATE PROFESSOR	CMS Business School, JAIN (Deemed-to-be University)	Faculty
SHANTANU PRADYUT CHAKRABORTY	Mr	ASSISTANT PROFESSOR	TECHNO INDIA UNIVERSITY	Faculty
JYOTHI M	Ms	Teaching Assistant	CMSBS Jain University	Faculty
Bhavya.B.S	Ms	Reserch assistant	CMSBS, JAIN deemed to be university. Bangalore	Faculty
Aishwarya Galdinus	Ms	Student	Jain university - CMS B School	Student
Dr.G.S.Vijaya	Dr.	Professor	CMSBS, Jain Deemed to be University	Faculty
Karthika A	Ms	Student	Jain University	Student
Simmi Chauhan	Ms	Cms Student	CMS B school Jain University	Student
Md Almas Raghib	Mr	CMS Student	CMS business school (Jain deemed to be university)	Student

CONCLAVE REPORT

K.Priyanka	Ms	CMS Student	CMS BUSINESS SCHOOL ,JAIN UNIVERSITY	Student
Nitin Madhu	Mr	CMS Student	CMS B School	Student
Sahishnu A Anand	Mr	CMS Student	CMS BUSINESS SCHOOL	Student
SURESA VARMA S S	Mr	Cms student	CMS BUSINESS SCHOOL	Student
Neha Halwai	Ms	Student volunteer	CMS BUSINESS SCHOOL JAIN DEEMED TO BE UNIVERSITY	Student
S SHREYAS JADAV	Mr	CMS STUDENT	CMS BUSINESS SCHOOL	Student
Simmi Chauhan	Ms	Cms Student	CMS B school Jain University	Student
Dr.Sireesha Nanduri	Dr.	Assistant Professor	JAIN	Faculty
H VIGNESH	Mr	Mba in logistics and supply chain management in cms business school	JAIN UNIVERSITY	Student
Sanjay k	Mr	Student	Cms business school (jain university)	Student
Udhayasankar R	Mr	Student	CMS Business School (JAIN-Deemed-to-be university)	Student
Arun Kumar T	Mr	Student	CMS Business School	Student
Gajendra Kumar	Mr	Cms student	Cms business school, jain university	Student
Shushanth S	Mr	Student	Jain deemed to be university	Student
Shetty Kshama Krishna	Ms	Student	Jain University	Student
Dechamma KB	Ms	Student	CMS Jain Bangalore	Student
Drusti AR	Ms	Student	Cms Jain	Student
Monali Samantaray	Ms	Student	CMS BUSINESS SCHOOL	Student
Chhaya bardia	Ms	Student	Jain deemed to be university (CMSBS)	Student
Abhinav Tiwary	Dr.	Assistant Professor	CMSBS	Faculty
Shivjanav G	Mr	Student	Jain university CMS b school	Student
BOSEWIN DIRAVIAM	Mr	Student	CMS business school,Jain university	Student
Malireddy Paul Varun Chowdary	Mr	Student	CMS BUSINESS SCHOOL	Student
Rashmi Akshay Yadav	Ms	Assistant Professor	CMS Business School, JAIN (Deemed-to-be) University	Research Scholar
Shashi Rekha K U	Ms	Student	CMS	Student
Kallol Bhattacharjee	Mr	Associate, VCMA	BDO Rise	Industry Professional
Vinoth S	Dr.	Professor	CMS BS	Faculty
Raghavi K Bhujang	Dr.	Associate Professor	M S Ramaiah Institute of Management	Faculty
HENA RAEESHA PARVEEN M	Ms	Student	Jain University	Student
Abhishek Kumar	Mr	Student	CMS BUSINESS SCHOOL, Jain University	Student
A Santhosh	Mr	Student	CMS BUSINESS SCHOOL, JAIN UNIVERSITY	Student

CONCLAVE REPORT

Suchismita Ganguly	Ms	Research scholar	Jain University	Research Scholar
Vinoth Kumar V	Dr.	Asst Professor	CMS B School	Faculty
YOGANANTHAN. S	Dr.	ASSISTANT PROFESSOR	CMS BUSINESS SCHOOL	Faculty
Satheesh V S	Mr	Student	Student	Student
Ashish Kumar	Mr	Student	CMS BUSINESS SCHOOL	Student
Dr. Ratidev Samal	Dr.	Associate Professor	NIIS Group of Institution	Faculty

12. Participants' Feedback, Feedback Analysis, and Attainment Calculation:

Questions to Map Pos	Wt Score ▶ List of Pos & PSOs	Wt Score					Wt. Score				Max score	%age
		5 Strongly Agree	4 Agree	3 Neutral	2 Disagree	1 Strongly Disagree						
Sequence of the Seminar/conference sessions was well structured	PO1 PO2 PO6 PSO1PSO2	7	9	1	0	3	77				100	77%
Experts addressed the intended objectives	PO2 PO3 PO7 PSO1PSO2	7	10	1	0	3	81				105	77%
Able to understand and contribute towards pool of knowledge	PO1 PO2 PO3 PO4 PO5 PO6 PO7 PSO1PSO2	7	10	1	0	3	81				105	77%
Facilitates the Academic & Research needs	PO1 PO2 PO3 PO4 PO7 PSO2	8	7	2	2	2	80				105	76%
Infrastructure logistics and Hospitality was satisfactory		6	13	0	0	0	82				95	86%

Conclave

POs	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Captured By	Total Attainment Score	Level Achieved
PO1	77%		77%	76%							Q1 Q3 Q4	77%	3
PO2	77%	77%	77%	76%							Q1 Q2 Q3 Q4	77%	3
PO3		77%	77%	76%							Q2 Q3 Q4	77%	3
PO4			77%	76%							Q3 Q4	77%	3
PO5			77%								Q3	77%	3
PO6	77%		77%								Q1 Q3	77%	3
PO7		77%	77%	76%							Q2 Q3 Q4	77%	3
PSO1	77%	77%	77%								Q1 Q2 Q3	77%	3
PSO2	77%	77%	77%	76%							Q1 Q2 Q3 Q4	77%	3
PSO3													

13. Proposals for the Event/Programme:

To,

CONCLAVE REPORT

The Dean for kind approval,

Sub: Organizing Conclave

The purpose of the conclave is to provide specific inputs and exposure from a practitioner's perspective on select concepts in students, and faculties. The lecture has been planned for four hours.

The planned program duration will be from 9.30am to 1.30 pm on 13.05 2023.

Kind Regards,

Faculty Coordinator
Conclave Committee
Signature

Dean
Approval Authority
Signature

14. Minutes of Meetings:

Meeting Title	Organizing conclave	
Date of Meeting	21.03.23	
Meeting Venue	Room 201	
Meeting Agenda	Finalizing title of the event, guest speakers	
In Attendance	Name	Title/Department/Organization
1	Dr. Avijit Bakshi	Associate Professor
2	Dr. Syed Kazim	Associate Professor
3	Dr. Lakshmi	Assistant Professor
4	Sevukamoorthy	Associate Professor
5	Dr. Ravishankar S	Associate Professor
6	Ulle	
7	Dr. Kalavathy	
Key Meeting Outcomes		
	<ul style="list-style-type: none"> Name of the guest speakers & event title was decided 	
Action Plans, if any (along with the First Person Responsible)		
	<ul style="list-style-type: none"> . 	

15. Budget: -

To,
The Directors/ Dean for kind approval

CONCLAVE REPORT

Sub: Budget for the conclave “**DATA ANALYTICS - The Collaborative Process to Bridge Industry Academia Gap.**”

The **Conference Committee** is organizing **the conclave** on **13th May 2023**, in Seminar Hall, Faculty of Management Studies, JAIN (Deemed-to-be University), Bengaluru

The following are the requirements for the same:

Sl. No.	Details	Units	Amount (₹)
1	Bouquets & mementos for the guests	8	2,000
2	Refreshments & Lunch	40	4000
		TOTAL	6,000

Total in Words: Rupees Six thousand only

Director/Dean, kind approval is requested for conducting the ‘conclave- “**DATA ANALYTICS - The Collaborative Process to Bridge Industry Academia Gap.**”, and incurring the expenses Rupees Six thousand only towards the same.

The Dean has recommended this proposal.

Kind Regards.

Faculty Coordinator
Conclave Committee
Signature

Dean
Approval Authority
Signature

Director
Approval Authority
Signature

16 . Trailing Emails/communications:

CONCLAVE REPORT

Invitation as a speaker in the conclave External Inbox x



Dr. Avijit Bakshi <dr.avijitbakshi@cms.ac.in>
to Rajamaiya ▾

Wed, May 3, 3:55 PM ☆ ↶ ⋮

Dear Sir,

We are delighted to invite you to be a resource person for our upcoming conclave on data analytics. The conclave, titled "The Collaborative Process to Bridge Industry-Academia Gap," will take place on May 13, 2023, at 9:30 AM.

We are impressed with your extensive knowledge and expertise in Analytics in Finance, and we believe that your contribution will be of immense value to the conclave. The event aims to bring together industry experts, academics, and students to discuss the latest trends and advancements in data analytics. By participating in this conclave, you will have the opportunity to interact with other professionals and share your insights into the collaborative process necessary to bridge the gap between academia and industry.

As a resource person, we would like you to deliver a talk on Analytics in Finance and its applications in the industry.

We anticipate that your participation will stimulate engaging discussions and offer valuable takeaways for all attendees. We would be honored if you could accept our invitation to be a part of this event.

Thank you for your consideration.

Regards

Dr. Avijit Bakshi

Associate Professor

CMS Business School

Jain (Deemed-to-be University)

16. Any other related details: -

CONCLAVE REPORT



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DEEMED-TO-BE UNIVERSITY | BUSINESS
SCHOOL

CONCLAVE
on
DATA ANALYTICS -
The Collaborative Process to Bridge Industry
Academia Gap

 13th May 2023

 09:30 AM - 01:30 PM



bschool.cms.ac.in

17. Pictures for the Event:

CONCLAVE REPORT



Fig : 1.1 The keynote speaker Mr. Lakshminarasimhan Santhanam is addressing the gathering in the conclave held on May 13th 2023 in the conclave



Fig : 1.2 Dr. Ravishankar Ulle, MC of the event welcoming the guests of the conclave held on May 13th 2023

CONCLAVE REPORT



Fig : 1.1 The speaker Mr. Rakashekar Maiya is addressing the gathering in the conclave held on May 13th 2023 in the conclave



Fig : 1.3 The participants & the guests of the conclave in a group photo held on May 13th 2023