

UGC Sponsored National Conference on ‘Higher Education and Challenges to Communication’ – 24th and 25th February 2014

The Department of Commerce and Business Communication jointly organized a two day UGC Sponsored National Conference on ‘Higher Education and Challenges to Communication’ on 24th and 25th February 2014. Dr. Rajpal Hande, Director of Board of College and University Development, University of Mumbai was the Chief Guest for the inaugural function. Lion Kamal



Ruia, trustee, Lion Sharad Ruia, Chairman of Governing Council, Lion Kanahaiyalal G. Saraf, Hon. Secretary of Governing Council, Lion Vikas Saraf, Jt. Secretary of Governing Council also graced the occasion. Dr. Milind Malshe, Professor of English, IIT, Bombay, was the Keynote speaker. The Resource persons and the topics of the Technical Sessions were as under:

Technical Session I: The session was chaired by C.A. Deepak Kadhi and the resource person was Mr. Ranjeet Vichare, head of MARCOM, Tune Hotels from Malaysia. He spoke on ‘Blogs, Social Networking: and Corporate Communications: A reality check and the practices/systems to be followed’.

Technical Session II: The session was chaired by Prof. Swati Mandavawalla and the resource person was Mr. Zubin Nalawalla, Founding Member and Heading Earned Media and consultant for LIQVD, Asia’s first digital experiential marketing company. He spoke on ‘How Social Media has changed Communication’.

36 Research papers were received and were presented in two parallel sessions. The Paper Presentation Session was chaired by Dr. Hemangi Bhagwat and Dr. Mukund Tapkir. The presentations were highly interactive and enlightening.

Technical Session III: The session was chaired by C.C.Bharat Patel and the resource person was Dr. Madhavi Gokhale, Associate Professor from Sardar Patel Institute of Technology. She spoke on 'Professors as Communication Experts'.

Technical Session IV: The session was chaired by Ms. Emelia Noronha and the resource person was Mr. Sanjith Chakkyath spoke on 'Changing facets of Communication / New age Communication'.

Technical Session V: The session was chaired by Prof. Sharada Gaitonde and the resource person was Mr. Piran Doctor, ASCII Group of Companies, spoke on 'Cloud Computing and Education'.

Technical Session VI: The session was chaired by Prof. S.V. Chandratre and the resource person was Mr. Garry Gupta, motivational speaker and Director of the *Personality School*, spoke on 'The first four seconds, Challenges in imparting Communication Skills to undergraduate students'

The Chief Guest for the Valedictory Session was Mr. Prem Shukla, Chief Editor of *Dopahar ka Samana*. Certificates were handed out to the delegates by the Chief Guest.

A total of 85 delegates – students and professors – from varied colleges of Mumbai, Pune and Andhra Pradesh participated in the conference. A total of 36 research papers were received for publication. After intensive review 26 research papers were selected and published in the Proceedings of the Conference. The following Professors from our college presented their research Papers:

Prof. B. K. Patel on 'Professors as Communication Experts'.

Dr. Kiran Mane on 'A study of Communication of Concessions of with Special reference to Maharashtra State Road Transport Corporation – A Case Study'.

Prof. Sachin Bansode on 'Bias of Media Communication – A Challenge to Freedom'.

Prof. Namrata Singh on 'Social networks and Communication'.

Prof. Sandeep Gupta on 'Learning Beyond Classroom – Using Google Hangouts'.

Prof. Trupti Shah on 'Study of the Impact of Latest Information and Communication Technology (ICT) in Higher Education'.

Prof. Priti Yadav on 'Precautions while using internet as a mode of communication: A Legal Perspective'.

Prof. Rajesh Ruke, Prof. Sneha Sahu and Prof. Nishit Dave on ‘Social Media and Communication’.

Prof. Rajesh Bombe and Dr. Shiva Padme on ‘Challenges in Communication in Diabetes Management with particular reference to Goregaon region in Mumbai (Maharashtra- India)’.

Prof. Deepali Karia and Prof. Subhashini Naikar on ‘The New Face of Higher Education and the need of the hour’.

Prof. Anita Garg and Prof. Anjali Mishra on ‘Professors as communication experts’.

The conference was an enriching experience both for the organizers and the delegates that attended the conference.

Emelia Noronha

Co-ordinator

Prof. S.V. Chandratre

Convener



