

Invitation

*We, the DMS family, Pondicherry University
take immense pleasure in inviting you for Synapse '18*

Industry Institute Interface

Augmented Intelligence

"a posse ad esse"



**Department of Management Studies (DMS)
School of Management**

PONDICHERRY UNIVERSITY

(A Central University)

Puducherry

DMS

SYNAPSE '18

Industry Institute Interface

Augmented Intelligence

"a posse ad esse" (from possibility to actuality)

Puducherry

- A unique and comfortable place
- A distinct spiritual vibration
- Knowledge driven
- College friendly

Pondicherry University (PU)

- A central university established by an act of Parliament in 1985
- Vibrant and effective leadership/administration
- Located in salubrious, even climate, sprawling campus spread over 780 acres
- Marching towards world class University
- Easily accessible from Chennai(140 KMs) and Bangalore (350 KMs)

Department of Management Studies (DMS)

- First Department of the University with 33 years of existence
- Popular B-School in the Southern India
- Highly qualified and experienced faculty
- Alumni in high & coveted position both in industry and academic all around the globe
- DMS - Defining Managerial Success

Synapse 2018

- Well begun in 1991 onwards.
- Gained wide recognition from the other B-Schools as well the industry.
- Synapse 2018 features Plenary on Creativity and Innovation and Entrepreneurship panel besides various panels on functional areas.

Inaugural Function
27-10-2018 Saturday (09:31 AM - 11:30 AM)
First Day

Registration

University Anthem

Welcome Address **Prof. R. CHITRA SIVASUBRAMANIAN**
HOD, DMS, PU

Scope of Synapse '18 **Prof. S. HARIHARAN**
Convenor, Synapse '18, DMS, PU

Special Address **Prof. G. ANJANEYASWAMY**
Dean, School of Management, PU

Shri. E. MARRIAPAN
*Additional Director General,
Press Information Bureau India, Chennai
Former ADG(M&C), IIS, Director - News Doordarshan, Chennai*

Keynote Address **Prof. A. P. DASH**
Vice Chancellor, Central University of Tamil Nadu, Thiruvavur

Inaugural Address **Shri. RAKESH KUMAR**
Chairman cum Managing Director, NLC India Ltd, Neyveli

Presidential Address **Prof. GURMEET SINGH**
Vice Chancellor, Pondicherry University

Concluding Remarks **Prof. B. CHARUMATHI**
Co-Convenor Synapse '18, DMS, PU

Vote of Thanks **Shri. AMIT KUMAR**
Student Chairman, Synapse '18, DMS, PU

Panel Discussion

October 27, 2018 (Saturday)

Strategy Panel (11:46 AM - 01:15 PM)

Focused Artificial Intelligence strategy
"Explore, Excel and Emerge"

Shri. ANAND PILLAI

MD, Leadership Matters Inc., New Delhi

Shri. VEERABATHRAN DURAIKKANNAN

VP, Infiniti Software Solutions, Chennai

Shri. B. CHANDRAMOULI

VP, Accel Front Line Ltd, Chennai

Shri. JITEN JAIN

DGM, EBIX India, New Delhi

Prof. LALITHA RAMAKRISHNAN

DMS, PU, Karaikal

Finance Panel (02:01 PM - 03:30 PM)

Robotic Process and Automation

"Resource optimization, Risk minimization, Revenue maximization"

Shri. KANNAN GANESAN

GM, HUL, Mumbai

Shri. VAIBHAV GUPTA

Senior VP, HSBC, Chennai

Shri. ARVIND KUMAR

*Head North & East India,
DealMoney Securities, New Delhi*

Shri. CHINNSAMY GANESAN

*Senior Partner, M/s. CNGSN & Associates
Chennai*

Prof. B. CHARUMATHI

DMS, PU

Marketing Panel (03:46 PM - 05:15 PM)

Enhancing Marketing ROI with Technovation
"Clarity, Credibility and Continuity"

Dr. P. SIVA KUMAR
*Healthcare Consultant,
esi MedTech Solution, New Delhi*

Shri. PARMESHWARAN HARIHARAN
*Senior VP, Willis Tower Watson India,
Chennai*

Smt. LATA RAMASESHAN
GM, R K SWAMY BBDO, Chennai

Shri. T. RAVI SESHADRI
VP, Bharti AXA General Insurance, Chennai

Prof. S. VICTOR ANANDKUMAR
DMS, PU

Plenary Session (05:16 PM - 06:15PM)

"Creativity & Innovation"

Prof. SHIVA SUBRAMANIAM
Chief Innovation Officer, IIT Chennai

October 28, 2018 (Sunday)

Second Day

Human Resource Panel (09:01 AM - 10:30 AM)

Building Agile Workforce

"Transforming Talent, Technology and Ideas"

Shri. MADHU RAGHUNATH
*COO - Dealership Business,
Group Head - HR & OC, TVS Division of
TVS & Sons Pvt Ltd, Chennai*

Shri. BHARATHAN PRAHALAD
*AVP - HR,
Financial Software & Systems,
Chennai*

Shri. VIJAYA SARADHI
GM - HR, ITC, Secunderabad

Shri. DANIEL JACOB
AVP - HR, EC Group Datasoft, Chennai

Shri. SHASHIKANTH JAYARAMAN
*Director (HR), DISYS India, Chennai
Founder, HR Sangam, Chennai*

Operations Panel (10:46 AM - 12:15 PM)

Workplace Automation
"Collaborate, Connect and Captivate"

Shri. V. MURALIDHARAN

*GM - ICT,
TBS India, Bengaluru*

Shri. K. UTHANDARAMAN

*Country Quality Head,
Nexteer Automotive India, Bengaluru*

Shri. S. VIJAYARAGHAVAN

Director, Manatec Electronics, Pondicherry

Shri. S. JAYARAMAN

Senior GM, ACT Plast Paints, Chennai

Prof. T. NAMBIRAJAN

DMS, PU

Entrepreneurship Panel (02:01 PM - 03:30 PM)

Stimulating Startups in Industry 4.0
"Innovate, Create and Develop"

Shri. SANJAY BHARTI

India Head, Billions in Change, New Delhi

Shri. SRIRAMIYER

Affiliate Head, Inthree Access, Chennai

Shri. DAYAL NATHAN

Founder & CEO, Energyly, Chennai

Shri. HARISH SURI

*Founder & CEO,
Arknemesis Gaming India, Chennai*

Shri. SIVAKUMAR PALANISWAMY

*CEO, NABARD's Madurai
Agribusiness Incubation Centre, Madurai*

Valedictory Function (03:46 PM - 05:10 PM)

Welcome Address	Prof. R. CHITRA SIVASUBRAMANIAN <i>HOD, DMS, PU</i>
Report of Synapse '18	Prof. B. CHARUMATHI <i>Co-Convenor Synapse '18, DMS, PU</i>
Felicitation	Shri. B. VEERARAGHAVAN <i>Zonal Manager, Indian Bank, Pondicherry</i>
Special Address	Shri. RANGARAJ PANDEY <i>Chief News Editor, Thanthi TV, Chennai</i>
Keynote Address	Shri. C. K. KUMARAVEL <i>Co-Founder & CEO, Naturals Salon & Spa, Chennai</i> Prof. SANDEEP SANCHETI <i>President, Association of Indian Universities, New Delhi</i> <i>Vice Chancellor, SRM Inst. of Science & Technology, Chennai</i> <i>Former President, Manipal University, Jaipur</i> <i>Former Director, NIT Delhi & NITK Surathkal</i>
Benefactor's Address	Shri. A. K. PRAKASH <i>Finance Officer, Pondicherry University</i>
Valedictory Address	Shri. R. BASKAR BABU <i>MD & CEO, Suryoday Small Finance Bank, Mumbai</i>
Concluding Remarks	Prof. S. HARIHARAN <i>Convenor Synapse '18, DMS, PU</i>
Vote of Thanks	S. V. SUNETHRAA <i>Student Representative, I MBA, DMS, PU</i>
National Anthem	

Program at a glance

Industry Institute Interface (*Synapse '18*)

October 27 - 28, 2018

Augmented Intelligence

"a posse ad esse" (from possibility to actuality)

27/10/2018 Saturday (1st Day)

09:00 am	Registration
09:31 am	Inaugural Function
11:30 am	High Tea and Interaction
11:46 am	Strategy Panel
01:15 pm	Working Lunch
02:01 pm	Finance Panel
03:30 pm	Tea Break
03:46 pm	Marketing Panel
05:16 pm	Plenary Session

28/10/2018 Sunday (2nd Day)

09:01 am	HR Panel
10:30 am	Tea Break
10:46 am	Operations Panel
01:15 pm	Working Lunch
02:01 pm	Entrepreneurship Panel
03:30 pm	Tea Break
03:46 pm	Valedictory Function
05:15 pm	Group Photo Session
07:00 pm	Business Dinner

All are Welcome

DMS: Defining Managerial Success

Minute to Minute Programme

Inaugural Function 27/10/2018 (09:30 AM - 11:30 AM)

08:31 AM Onwards	Registration
09:31 AM - 09:35 AM	University Anthem
09:36 AM - 09:40 AM	Welcome Address Prof. R. CHITRA SIVASUBRAMANIAN , <i>HOD, DMS, PU</i>
09:41 AM - 09:50 AM	Scope of Synapse 2018 Prof. S. HARIHARAN , <i>Convenor, Synapse 2018, DMS, PU</i>
09:51 AM - 10:00 AM	Special address Prof. G. ANJANEYSWAMY , <i>Dean, SOM, PU</i>
10:01 AM - 10:15 AM	Shri. E. MARIAPPAN <i>Additional Director General, Press Information Bureau India, Chennai Former ADG(M&C), IIS, Director – News, Doordarshan, Chennai</i>
10:16 AM - 10:30 AM	Keynote Address Prof A. P. DASH <i>Vice Chancellor, Central University of Tamil Nadu, Thiruvavur</i>
10:31 AM - 10:50 AM	Inaugural Address Shri. RAKESH KUMAR <i>Chairman cum Managing Director, NLC India Ltd, Neyveli</i>
10:51 AM - 10:55 AM	Release of Synapse '18 Magazine – Impressions By Prof. GURMEET SINGH , <i>VC, PU.</i> <i>First copy received by Shri. RAKESH KUMAR, CMD, NLC</i> Release of Synapse '18 Magazine CD – Impressions By Prof. GURMEET SINGH , <i>VC, PU.</i> <i>First copy received by Prof. A. P. DASH, VC, CUTN</i> Release of material on High-tech Leadership Model By Prof. GURMEET SINGH , <i>VC, PU.</i> <i>First copy received by Shri. E. MARIAPPAN, ADG, PIB</i> Release of DMS Placement Brochure CD By Prof. GURMEET SINGH , <i>VC, PU.</i> <i>First copy received by Shri. RAKESH KUMAR, CMD, NLC</i>
10:56 AM - 11:15 AM	Presidential Address Prof. GURMEET SINGH <i>Vice Chancellor, Pondicherry University</i>
11:16 AM - 11:20 AM	Honouring the Guest
11:21 AM – 11:25 AM	Concluding Remarks Prof. B. CHARUMATHI , <i>Co-Convenor, Synapse '18, DMS, PU</i>
11:26 AM – 11:30 AM	Vote of Thanks Shri. AMIT KUMAR , <i>Student Chairman, Synapse '18, DMS, PU</i>

Valedictory Function 28/10/2018 (03:45 PM - 05:30 PM)

- 03:46 PM - 03:50 PM **University Anthem**
- 03:51 PM - 03:55 PM **Welcome Address**
Prof. R. CHITRA SIVASUBRAMANIAN
HOD, DMS, PU
- 03:56 PM - 04:05 PM **Report on Synapse '18**
Prof. B. CHARUMATHI
Co-Convenor Synapse '18, DMS, PU
- 04:06 PM - 04:10 PM **Felicitations**
Shri. B. VEERARAGHAVAN,
Zonal Manager, Indian Bank, Pondicherry
- 04:11 PM - 04:30 PM **Special address**
Shri. RANGARAJ PANDEY
Chief News Editor, Thanthi TV, Chennai
- 04:31 PM - 04:40 PM **Keynote Address**
Shri. C. K. KUMARAVEL
Co-Founder & CEO, Naturals Salon & Spa, Chennai
- 04:41 PM - 04:50 PM **Prof. SANDEEP SANCHETI**
*President, Association of Indian Universities, New Delhi,
Vice Chancellor, SRM Inst. of Science & Technology, Chennai
Former President, Manipal University, Jaipur
Former Director, NIT Delhi & NITK Surathkal*
- 04:51 PM - 05:00 PM **Benefactor's Address**
Shri. A. K. PRAKASH
Finance Officer, Pondicherry University
- 05:01 PM - 05:15 PM **Valedictory Address**
Shri. R. BASKAR BABU
MD & CEO, Suryoday Small Finance Bank, Mumbai
- 05:16 PM - 05:20 PM **Concluding Remarks**
Prof. S. HARIHARAN
Convenor Synapse '18, DMS, PU
- 05:21 PM - 05:25 PM **Vote of Thanks**
S. V. SUNETHRAA
Student Representative, I MBA, DMS, PU
- 05:26 PM - 05:30 PM **National Anthem**
- 05:31 PM **Photo Session**