

INDO-AMERICAN CHAMBER OF COMMERCE (NIC)

U.P. Branch, Flat No. B-3/22, (2nd Floor), Mint House Colony, Nadesar, Varanasi-221002

Phone: 09838890405 Web: www.iaccindia.com

Email: varanasi@iaccindia.com, iaccvaranasiup@gmail.com

Programme Report

**Workshop on “Marketing Essentials in the Digital Age”
on 20th July, 2019 at Hotel Radisson, Varanasi**



Indo-American Chamber of Commerce (U.P. Branch), Varanasi and PHD Chamber-Konrad Adenauer Stiftung, New Delhi jointly organised a Workshop on the topic, **“Marketing Essentials in the Digital Age”** on 20th July, 2019 at Hotel Radisson, Varanasi. **Professor Sujit Sengupta**, Professor of Marketing, IILM Institute of Higher Education, New Delhi was the Key-note speaker.

Chairman, Indo-American Chamber of Commerce (U.P. Branch), Varanasi **Mr. Vinay Kumar Shukla** welcomed the guest speaker **Professor Sujit Sengupta** and all the participants of the Workshop. Mr. Shukla expressed the hope that deliberations of this workshop shall be highly beneficial to senior and middle level marketing managers from any sector, any size of firm who wish to start getting familiar with the new developments taking place to strategies their future course of action. **Mr. Sahil Garg**, IACC, Varanasi presented a brief bio-data of Professor Sengupta.

In his presentation Professor Sujit Sengupta said that the relentless parade of new technologies is unfolding on many fronts. Almost every advance is billed as a breakthrough, and the list of “next big things” grows ever longer. Not every emerging technology will alter the business or social landscape—but some truly do have the potential to disrupt the status quo, alter the way people live and work, and rearrange value pools.

As a result an ubiquitous presence on the digital platform is the need of the hour. It is not only required for growth per se but also for sustaining oneself in the corporate by providing a good understanding of the business rationale for the transition from traditional to the digital platforms.

Presently trade and business activities are also on the doorstep of a rapid change brought about by two technologies: Artificial Intelligence and Robotics- the key essentials of AI and what this will mean for us to answer are vital to answer the many questions that’s been wondered about. “Will robots take all the jobs, some jobs or no jobs” or create more jobs. This MDP manages address all of them in a way that is both entertaining and engaging, while highlighting marketing tools that add value to the businesses in the digital age. They may be classified in three categories:

- Spotting the technological advances that is transforming life and business.
- Recognizing the big changes in Marketing approaches and accountability
- An acceptance of the great change brought about two technologies: artificial intelligence & robotics.

After presentation of Professor Sengupta, a brief session of Question-Answer took place. **Mr. Saurabh Shah** summed up the proceedings of the Workshop. Participants asked many questions that were replied by the guest speaker to their satisfaction. **(Proff. Sujit Sengupta presentation documents attached)**

Mr. Vinay Kumar Shukla, Chairman of IACC, UP Branch, Varanasi presented memento to **Professor Sujit Sengupta**. **Mr. Saurabh Shah** proposed Vote of Thanks to Professor Sengupta, all the participants and representatives of print/electronic media.

Padmshree **Dr. Rajnikant**, **Dr. Sarika Srivastava**, Director, Ashoka Institute, **Mr. Anupam Raghuwanshi**, Director, TIME, **Mr. V.K. Verma**, Dy. Director, MSME, **Mr. Swapnashish Saha**, Branch Manager, ECGC, **Prof. Ajit Kumar Shukla**, Dean, Faculty of Commerce & Management, Mahatma Gandhi Kashi Vidyapith, Varanasi and **Mr. Arjit Singhal**, Marketing Manager, Kashi Gomti Gramin Bank took active part in the Workshop. Members of EUPEA and Members of AICMA were present.

From Indo-American Chamber of Commerce **Mr. Ahsan Rauf Khan**, **CA Mukul Kumar Agrawal**, **Mr. Shubrato Kumar Paul**, **Dr. Anita Dey**, **Mr. Raj K. Agrawal**, **Mr. Bharat Agrawal** **Mr. Manish Maheshwari**, **Mr J.P. Mundra**, **CA Vinay Kuamr**, **Mr. Amit Baranwal** and others actively participated in the proceedings of the Workshop.

(Vinay Kumar Shukla)

Chairman

IACC (U.P. Branch), Varanasi

M – 09415273815

E-mail: yindhyawasini@carpet@gmail.com,
shuklavinay369@gmail.com