

## ACTIVITY REPORT

*3.2.2 Number of workshops/seminars/conferences including programs conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the last five years*

NALBARI COMMERCE COLLEGE  
NALBARI, ASSAM



**NALBARI COMMERCE COLLEGE**

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## DETAILS OF ACTIVITIES

NALBARI COMMERCE COLLEGE Nalbari, Assam	
Event	Seminar on “Digital India and its dynamics”
Place	Conference Hall
Date	28/3/2023
Organized by	Department of Finance in collaboration with IQAC, Nalbari Commerce college
Details of Activity	Department of Finance in collaboration with IQAC, Nalbari Commerce college organized a seminar on “Digital India and its dynamics” for M.com students dated 28/3/2023. Total 10 papers were presented in the seminar. Additionally, 19 participants were present in the program. The resource persons were Dr. Nupur Kalita, HOD, Dept of Accy, Nalbari Commerce College, Dr. Rimakhi Borah, Asst prof, Dept of Accy, Nalbari Commerce College and Mr. Manoj Kalita, HOD, Dept of English, Nalbari commerce college.
Number of participants	19

Two Photograph of the event	Pasted Below
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 Principal cum Secretary  
 Nalbari Commerce College  
 Nalbari, Assam



# Seminar on Digital India and its Dynamics

organised by Dept. of Finance  
in collaboration with ISAC

Venue: Conference Hall, NCC

Date: 28/03/2023

<u>Name of the Student</u>	<u>Semester</u>	<u>Signature</u>
① Nitumoni Kalita	4th Sem (M.Com)	N Kalita
② Ancerag Dey	M.Com 4th Sem	Dey
③ Abduy Rejjak	M.Com 4th Sem	Abduy Rejjak
④ Preitarka Kalita	M.Com 4th Sem	Preitarka Kalita
⑤ Sini Kumar	M.Com 4th Sem	Sini Kumar
⑥ Parasmita Barman	M.Com 4th Sem	BB
⑦ Sina Bhagat	M.Com 4th Sem	SB
⑧ Sikha Bajaj	M.Com 4th Sem	Sikha Bajaj
⑨ Debasis Das	M.Com 2nd Sem	Debasis Das
⑩ Mita Nagar	M.Com 2nd Sem	Mita Nagar
11. Dipangkana Buzar Baruah	M.Com 2nd sem	Dipangkana
12. Pratisekha Bhatta	M.Com 2nd sem	Priti
13. Jyotirmoy Patowary	M.Com 4th Sem	Jyotirmoy Patowary
14. Rahul Sarma	M.Com 4th Sem	Rahul Sarma
15. Rupannar paul.	M.Com 4th Sem	Rupannar paul.
16. Ramai Barumetary	M.Com 4th Sem	Ramai Barumetary
17. Hemen Choudhury	M.Com 4th Sem	H. Choudhury
18. Krishanu Deka	M.COM 2nd sem	K. Deka
19. Kusat Jain	M.COM 2nd Sem	Kusat Jain



## Seminar on

Topic - Digital India and its Dynamics  
organised by

Department of Finance

In Collaboration

IRAC, Nalbari Commerce College.

Venue :- Conference Hall, Nalbari Commerce College.

Date :- 28/03/23 -

Time :- 10:am onwards.

No. of Papers Presented - 10 paper (1 group comprises of 2 students)  
- 8 groups and 2 solo representatives.

Inaugural Session: The inaugural session was anchored by Dr. Uddipona Gogoi and introduced the important people of the day. The program was formally inaugurated by our

Respected ~~Chairman~~ <sup>Speaker</sup> Dr. Basanta Kalita Sir, who is the Principal of Nalbari Commerce College. Invited him to the dias and take the chair.

Secondly, invited the key note addresser - Mr. Bibhuti Bhushan Das Sir.

And then welcomed the highly reputed <sup>resource</sup> persons of the Seminar program -

- ① Dr. Nupur Kalita (Head of Department, Accountancy)
- ② Dr. Rimakshi Borah (Asst Prof. Accountancy Dept)
- ③ Mr. Manoj Kalita (HOD, English Dept)

For the Inauguration session, Dr. Uddipona Gogoi invited Dr. Basanta Kalita for the inaugural speech for the Seminar Program. He congratulated the Department of Finance for such initiatives which will benefit both the faculty and Students Community. He added the topic of today's Seminar is very relevant.

Principal Sir welcomed and encouraged more students



- and take every opportunity in the future in any events.

Dr. Uddipona then thanked Dr. Basanta Kalita Sir for his gracious presence and giving a wonderful speech.

- The Program proceeded with inviting Dr. Bibhuti Bhuyan Das for giving the key note address for the day. He welcomed all the presenter for today's Program. Enlightening with his intelligent words and also congratulating the Finance Department for taking such steps.

- Dr. Uddipona then gave a brief introduction of our well equipped Research person of Today's program. She mentioned about their successful works, in their fields of knowledge.

- Dr. Uddipona Gogoi then invited the presenters of the of the Seminar to present their paper. The said presenters of the day was -

(1) Title of the Paper

→ Digital India & Education - (4th Semester, Mcom)

Presented by - Sikha Bajaj and Sima Bhagat.

Content of the paper

→ Digital India

→ Vision of the Program

→ Objective

→ Advantages.

→ Barriers.

→ Major Challenges.

→ Conclusion :- Digital education should be seen as a supplement and should not overpower physical education.



2) Followed by -  
Title of paper: 'Digilocker' An initiative towards paperless  
Governance under Digital India.

Presented by - Bonasmita Barman  
(Mcom 4th Sem)

Contents of the paper -

- Objectives
- Definition of digilocker
- Benefits of Digilocker
- How it works.
- Digilocker website.

3) Title of the paper - Study of Internet Banking System of India  
Presented by - Anurag Dey and Ritumoni Kalita  
(Mcom 4th Sem) (Mcom 4th Sem)

Contents of the Paper -

- Overview of Internet Banking
- Various Services
- Promotion of Internet banking.
- Customers behaviours toward internet banking.
- Disadvantages of Internet Banking.

4) Title of the paper: Digital India and digital payment.  
Presented by: Jyotirmoy Patowary and Rahul Sarma  
Mcom 4th Semester.

Contents of the paper -

- Introduction
- Objectives of the Study
- Role of Digital payments
- Different modes of Digital payment
- Impact of Digital Payment
- Major problems and challenges
- Conclusion and Future of Digital Payment.
- replace the use of cash transaction  
in the future.



⑤ Title of the paper: Digital India and its Dynamics  
Selected one basic component -  
'Digital Marketing'.

Presented by: Simi Kumar and Priyanka Katla  
Mcom 4th Semester.

Contents of the paper:

- Digital marketing Landscape in India
- Popular Channels in India.
- Objectives of Digital Marketing
- opportunities and challenges in Digital marketing in India.
- Strategies for effective Digital marketing
- Conclusion and Future of Digital Marketing.
  - Future is promising and businesses that invest in building strong digital marketing capabilities.

⑥ Title of the paper: Digital Marketing  
Presented by: Rupankar Paul and Ransai Basumatary.  
Mcom 4th Semester.

Contents of the Topic :-

- Introduction
- Objectives of Digital Marketing
- Benefits of digital marketing
- Digital marketing tools
- Limitations of digital marketing
- Conclusions.

⑦ Title of the paper:- 'A Study on Market of Gaming Industry in India'

Presented by :- Debashis Das and Nita Nagar.

Contents of the paper -

- Introduction - Gaming Industry in India.
- one of <sup>the</sup> emerging market
- Objectives of the Study
- Data analysis and Interpretation



- Game development companies in India  
Biggest earner - Ludo King.
- Facts presentation.
- Major investors in Indian Games Industry.
- AVG C
- Conclusion - Future of Gaming Industry is on.

⑧ Title of the paper :- "A Study on e-commerce and some online shopping application in India."

Presented by :- Dipankona Bugar Barua and  
Prity Lekha Bhatta  
Mcom 2nd Sem.

Contents of the paper -

- what is e-commerce
- Objectives of the study
- Selected - Myntra, Amazon, flipkart, Ebay.
- Interpretation
- Findings of the study
- Benefits of E-commerce
- Conclusion - Increasing rapidly

⑨ Title of the paper :- Digital India & Education

Presented by - Kushal Jain & Krishanu Deka  
Mcom 2nd Sem.

Contents - Trust of Technological Intervention

- Adoption of Emerging Technology

- Role of NETF

- National Research Foundation

- Development Aspects

- Role of HEIS

- NEP 2020

- challenges of online and Digital education.

- way forward

- Initiatives of Online and Digital Education.



(10) Title of the paper - Digital Marketing  
Presented by - Nupur Kalita  
Mcom 2nd Sem.

Content of the paper -

- What is digital marketing
- Benefits of Digital marketing
- What does digital marketing consist
- SEO
- PPC and its benefits & disadvantages
- SMM - advantage & disadvantages
- Content writing
- Digital marketing measurement
- Digital Marketing areas -
- Benefits of Online marketing over offline marketing.
- Conclusion

The presentation program then proceeded towards the end with a speech by Resource Person Dr. Rimakshi Borah. Mentioning about the various mistakes done by the students. Also talked about the guidelines and the basic rules to keep in mind. Suggested the proper way to prepare or write seminar paper.

- Report Reading by Rapporteurs.
- A note of Thanks by Dr. Uddipona Gogoi.  
And thereby ending the program.