

ASMA hosts 2nd Annual Convention and Awards 2018 Presented by Microsoft and an Initiative of FMA Digital

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BENGALURU, INDIA, September 6, 2018 /EINPresswire.com/ -- ASMA (Adoption of Social Media in Academia), The second ASMA Annual Convention and Awards 2018 an initiative of [FMA Digital](#), presented by Microsoft and powered by NoPaperForms celebrated the exclusive amalgamation of social media with academia. The 2-day event was held from August 31 - September 1, 2018, at Leela Palace, Bangalore. The conclave that was co-hosted by Asia Inc. 500, the leading Digital Platform for Thought Leaders in Asia, had 200+ Thought Leaders and Change Agents from the Academia, Government, and Corporate on one single platform.

The conference commenced with the lighting of the lamp following which [Mr. Rahul Jain](#), Project Director of ASMA, Director, and Co-Founder of FMA Digital, delivered a welcome address.

Chairman of AICTE, Mr. Anil Sahasrabuddhe was the chief guest and Guests of honor were Director of BIMTECH and Alternate President Education Promotion Society for India (EPSI), Shri H. Chaturvedi, Dr. MP Jaiswal and Director, Modern Workplace Consumption and Education Product Marketing of Microsoft, Mr. Ashish Gupta, who shared their views on the theme "Digital Transformation of Academia - Emerging Role of Social Media".

Later, a 6 Expert-led panel discussion and 3 special sessions were held which witnessed the participation of more than 35 academic & industry experts. The discussion emphasized the current best practices for digital transformation in education and discussed the upcoming Digital & Edu-Tech Trends impacting Academia. Preceding which Mr. Swapnil Jain Director of ASMA, Director, and Co-Founder of FMA Digital took over the announcement of India's Top 30 Marketers in Education 2018 comprising of top marketing talent from the country who had implemented successful marketing campaigns which drove high ROI.

The second day of the event was insightful with 6 In-depth Training & Workshops held by



eminent speakers from various fields of education and technology. Ms. Sarah Joshi, a Senior Product Manager at Microsoft conducted an informative session on Artificial Intelligence Classroom/Cloud in Campus. Dr. Vidya Priya Rao, Founder, and Director of Innovatus Marketers Touchpoint conducted an interactive session on Student Journey Mapping. Mr. Parikshit Jain from Grant Thornton spoke about the Blockchain Technology. Mr. Abhishek Ballabh, Co-founder of ExtraaEdge, spoke regarding admissions and how institutions can leverage marketing automation for enrolments in education Institutes. All the workshops held by ASMA were interactive and informative with great response and learning experience for the audience.



Speaking on the inaugural event, Mr. Rahul Jain, Project Director - ASMA, said, "For last five years, our research and portal has engaged academic community in good numbers. This year, with an intention to take the community learnings to next level, we have launched [ASMA TV](#)." He further added, "We also plan to launch a series of FDPs and MDPs with an objective to train 10,000 Faculties in the next 5 years in the areas like AI, ML, VR, Cloud, Social Media etc. He requested collaboration support from both industry and government, and requested to extend the possible guidance, funding, and direction."

About ASMA: ASMA (Adoption of Social Media in Academia) is India's first research-based initiative which provides an industry benchmark for the academia while sharing social media best practices and helps them meet their objectives and increase the brand value. ASMA's research and events have seen participation from over 200+ Universities / Institutions and engaged audience base of over 5000+ academic stakeholders.

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