

2nd ASMA Annual Convention and Awards 2018 Discusses Upcoming Digital & Edu-Tech Trends Impacting Academia

BANGALORE, MAHARASHTRA, INDIA, September 18, 2018 / EINPresswire.com/ -- '2nd ASMA Annual Convention and Awards 2018' sponsored by Microsoft was held at The Leela Palace, Bangalore on August 31 and September 1, 2018 on the theme of Digital Transformation of Higher Education: Emerging Role of Social Media. The event was attended by 200+ thought leaders, opinion makers and change agents from the Academia, Government and Technology sectors.



The conference commenced with lighting of the lamp. Mr. Rahul Jain (Project Director, ASMA; Director and Co-Founder, [FMA Digital](#)) delivered a welcome address. In his welcome address, Mr. Jain highlighted, "I am very happy about the way [ASMA \(Adoption of Social Media in Academia\)](#)

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Rahul Jain (Project Director, ASMA)

has shaped up in the past four years. In our 5th year, with active involvement from government and industry partners, our resolve of being a catalyst to help academia grow further using digital media & technologies has deepened further. For last five years, our research and portal has engaged academic community in good numbers. We are also receiving some good international participation and interest, and we are hopeful to launch some international collaboration soon. This year, with an intention to take the community learnings to the 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 five years in the areas like AI, ML, VR, Cloud, Social Media etc. He requested

collaboration support from both the industry and government, and requested to extend the possible guidance, funding and direction."

Chief Guest, Prof. Anil Sahasrabudhe (Chairman, AICTE) initiated the inaugural session. He said, "It is important to use social media for training teachers as well as students." He recommended that there should be a proper dialogue between teachers and students. The institutions should try out videos, seminars and also encourage students to attend internships to understand the working of the industry. He spoke of the urgent need of updating the curriculum; about building resource centers for training teachers in the area of new technologies including adoption of social media in learning and pedagogy to reach to a larger audience; about pushing overall development of the students by providing additional opportunities; and that the training centers must build electronic ecosystems for effective engagement with student and community alike.

Dr. MP Jaiswal (Director, IIM Sambalpur) spoke on the topic: Digital Disruption in Management Education. He said, "It is mandatory for the students to do live social projects. The 3.0 III (Innovation, Inclusion and Integration) is like a mantra." He spoke about the inclusion of photographic attendance, live projects, digitalizing notes, information and publishing the materials.

Shri H. Chaturvedi (Director, BIMTECH and Alternate President, Education Promotion Society for India) said, "Social Media has evolved as a medium to help Higher Ed institutes connect with the student community across the entire student journey from admissions to alumni relations in a highly effective way."

His speech was followed by Mr Ashish Gupta from Microsoft (Director, Modern Workplace Consumption and Education Product Marketing), who spoke of the usage of Office 365 among teachers and students in remote areas, and how the education system is lacking in technology and tools.

PANEL DISCUSSION 1

The topic was Digital Interventions & Innovation in Universities: The Journey ahead. Dr Ravi Kumar Jain (Director, SIBM Hyderabad) moderated a panel discussion with academicians and administrators from Bangalore, Pune and Chennai. The panelists discussed and agreed on the need to speed up the advancements of technology in the education system in India.

Special Guest of Honor, Dr. Manpreet Singh Manna, (Director, AICTE) gave an engaging and witty presentation focusing on the major pillars of digital initiatives.

PANEL DISCUSSION 2

The topic was Social Media Platforms in Recruitment, Campus Hiring and Alumni Connect, led by Mr. Dhananjay Singh (Director, General and National Board Member of National HRD Network). The panelists said, "The Alumni are the brand ambassadors of the institution and adopting social media is mandatory to have connectivity. Proper strategy has to be induced in the use of Social media to promote the brand image of the institution."

PANEL DISCUSSION 3

The topic was 'Unleashing the Potential of New Age technologies in Digital Transformation of Higher Education Institutions - How Learning in the Classroom is Getting Impacted', moderated by Mr. Bhupesh Daheria (CEO, Aegis School of Data Science; Founder, mUni). Panelists from Amazon, Grant Thornton in India and Microsoft talked about the amazing opportunities in cloud computing, data sciences and machine learning.

A special session on Microsoft in Education was conducted by Ms. Sarah Joshi (Senior Product Manager, Microsoft). She spoke on Microsoft Office 365 and how it enhances teaching and learning experience.

Two more panels were conducted attended by leading authorities from academia and corporate. Prof. Bhimaraya Metri (Director, IIM Trichy) and Mr. Bharat Lal Meena (IAS (R), Ex Additional Chief Secretary, Department of Higher Education, Govt. of Karnataka) were present in Valedictory Session.

The most awaited part, India's Top 30 Marketers in Education 2018 Awards were announced which honored the top marketing talent working in education space in India, who had implemented successful marketing campaigns and drove high ROI for their colleges and universities.

Day 2 consisted of 6 practical workshops by Microsoft, QS iGUAGE, Grant Thornton, ExtraaEdge, Aegis School of Data Science and Innovatus Marketers Touchpoint.

About ASMA (Adoption of Social Media in Academia)

ASMA, an initiative by FMA Digital, is India's first research-based initiative which provides an industry benchmark for the academia while sharing social media best practices, and helping them meet their objectives, and increases the brand value of the universities and colleges. 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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