



Certified Organization



Sri Venkateswara
College of
Engineering



35 Years of Excellence

DEPARTMENT OF INFORMATION TECHNOLOGY

ASSOCIATION OF INFORMATION TECHNOLOGISTS

Protocol 23e

Symposium Inaugural Function

Dated: 17.05.2021



Submitted to the Principal

[Signature]
21/05/21



A REPORT

Pranav
27/05/21



Invitation for Protocol 23e

HOD IT <hodit@svce.ac.in>

Sat, May 15, 2021 at 9:05 PM

To: Secretary SVCE <secretary@svce.ac.in>, Principal SVCE <principal@svce.ac.in>, HODs Group <hod@svce.ac.in>, Faculty Group <svcefaculty@svce.ac.in>

Dear Sir/Madam,

The Department of Information Technology and Association of Information Technologists cordially invite you all for the "**National level Technical Symposium - Protocol 23e**".

Inauguration Function

Mr. Selvaganasan Govindan, Founder - Director consulting, BFSI Mindtree is inaugurating the function on **17.05.2021 at 9.00 AM Via online**

Online Link: meet.google.com/ige-rnos-rka

Validatory Function

Dr. R. Muthucumaraswamy- Professor and Head, Department of Mathematics, Sri Venkateswara College of Engineering is presiding over Validatory function on 17.05.2021 at **4.PM** Via Online

Online Link: meet.google.com/ige-rnos-rka

Attaching herewith the invitation for the Inaugural, Validatory function of "Protocol 23e" and banners of various events for your kind reference.

With regards,

AIT coordinators

Dr. V.M. Sivagami, ASP/INT

Mr Rajaram, AP/IT

&

Dr.V.Vidhya

Professor & Hod/IT

10 attachments

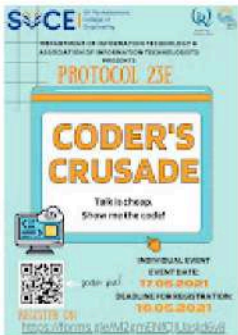
AIT Invitation page 1.png
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AIT Invitation Page 2.png
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Event 2 Crpyt it.jpg
269K



Event 1 Coders Crusade.jpg
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Event 4 Tag hunt.jpg
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Event 3 Paper Presentation.jpeg
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**SRI VENKATESWARA COLLEGE OF ENGINEERING
(AUTONOMOUS – AFFILIATED TO ANNA UNIVERSITY)
DEPARTMENT OF INFORMATION TECHNOLOGY
ASSOCIATION OF INFORMATION TECHNOLOGISTS**

Report

Inaugural Function

Chief Guest: Mr. Selvaganesan Govindan, Director, Consulting, BFSI Mindtree Solutions

Audience: 2nd, 3rd year A and B section

Venue: Google Meet (Online platform)

Date & Time: 17.05.2021, 09:30 AM

Objectives

- To know the current scenario on Customer Centricity Transformation
- To know the latest methods in Customer centricity transformation and tools associated.

On 17th of May 2021, the inaugural function of Protocol 23e, a National level technical Symposium was conducted by the Department of Information Technology, SVCE and the Association of Information Technologists (AIT), SVCE. The function was presided by Mr. Selvaganesan Govindan, Director, Consulting, BFSI Mindtree Solutions and delivered a talk on the topic “**Customer centricity transformation**”.

The event was compered by Ms. Poonam B N, Executive Member of AIT and prayer was rendered by Ms. Gayathri N R, a 2nd year student from the Department of Information Technology. The welcome address was given by Ms. Kaaviya Bhaskaran, President, AIT. Introduction of the Chief Guest was given by Ms. Nicholas Lil, Treasurer, AIT. Dr. V. Vidhya, Head of the Department delivered a warm welcome to the Chief Guest prior to the inauguration.

The session lasted for about one and a half hours. The chief guest delivered a talk on the below mentioned points:

Indeed, customer expectations and demands are creating critical challenges—as well as opportunities—for employees across sales, services, support, and product functions.

To successfully ride this wave of change, companies need to continuously evaluate how digital disruption is changing customer behavior, rethink their customer engagement model to leverage disruptive technologies, and redesign employees’ roles to form Customer Success (CS) capability that maximizes the value for customers and enables an enhanced experience for them.

The ever-changing technology landscape – currently shaped by technologies such as Cloud Computing, Anything as a Service (XaaS), and the Internet of Things (including industrial IoT) – has solidified the need for businesses to adopt a customer-in-mindset, shifting focus from selling a product to nourishing a customer relationship: understanding expectations and maximizing customer value from offerings.

B2B companies that invest in a CS function are looking for a range of gains, including lower cost to serve, higher willingness to spend, increased loyalty, and brand advocacy. Unsurprisingly, good customer success capability execution brings the following tangible benefits:

- **Spend.** 62% of B2B customers have purchased more from a company after a good customer service experience.
- **Tenure.** After building a relationship, customers grow alongside trust. Eventually, loyal customers spend 67% more than new ones. Over the course of a year, experience-driven businesses grew revenue 1.4 times faster and increased customer lifetime value 1.6 times more than other companies.
- **Cost of service.** Maximizing satisfaction with customer journeys has the potential of lowering the cost of serving B2B customers by as much as 20%.

The students were highly benefited, motivated and acquired knowledge about the importance and role of **Customer Centricity Transformation** in different fields from the lecture. The session came to an end with Dr. V. Vidhya thanking the chief guest and motivating students to explore more on the related topics. Further, the feedback forms were filled by the students at the end of the session. The event was concluded with Mr. Tharun, Vice President, AIT, delivering the vote of thanks.

Outcome of the program:

- Faculty and students were exposed to the importance of Customer centricity transformation
- Faculty and students have gained idea on how Customer centricity transformation is applied in different fields.

Total no of participants from SVCE 155

Total no of participants from other college 25

Total number of participants=180


AIT Coordinators


HOD/IT

Department of Information Technology

&

Association of Information Technologists

Cordially solicit your esteemed presence for the
Inaugural Function

OF

PROTOCOL 23e

A Technical Symposium

MR.SELVAGANESAN GOVINDAN

**DIRECTOR - CONSULTING, BFSI
MINDTREE SOLUTIONS**

Will preside over

&

Deliver a special talk

17th May 2021

Venue- Online

Time - 9.00am



meet.google.com/ige-rnos-rka

svce.ac.in



ASSOCIATION OF INFORMATION TECHNOLOGISTS
&
ALUMNI ASSOCIATION OF INFORMATION TECHNOLOGY

solicit your esteemed presence for the

Inaugural Function

of

PROTOCOL 23E

A National Level Technical Symposium

presided by

Mr. Selvaganesan Govindan

Director,

Consulting,

BFSI Mindtree Solutions

Venue: Online Mode

Date: 17.04.2021

Time: 09.30AM

SRI VENKATESWARA COLLEGE OF ENGINEERING

DEPARTMENT OF INFORMATION TECHNOLOGY

15th May 2021

To

Mr. Selvaganesan
Govindan Director
Consulting, BFSI,
Mindtree Solutions.

Dear Sir,

Subject: Invitation for Technical Symposium (Protocol 23e) and Special Talk - reg.

At the outset we would like to thank you for your graceful acceptance of our Invitation for

Technical Symposium (Protocol 23e) and Special Talk - on 17th May 2021, 09.00 am
onwards.

Department of IT engages in several activities like Workshops, Expert Lectures, Symposia and Industrial visits aimed to benefit our students and faculty members. These activities equip them to sharpen their technical skills and create awareness & bonding among our students. Department of IT looks forward to your presence amongst our faculty members & students for sharing your valuable thoughts and advice on this topic will definitely benefit them.

We thank you once again for accepting our invitation. We eagerly await the interaction with you to enrich our faculty members with your expertise.

Thank you.

Yours sincerely, (Dr. V. Vidhya)

HoD /Information Technology



Sri Venkateswara
College of
Engineering



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AGENDA

Date: 17.04.2021

Time: 09.30AM

Venue: Online Mode (meet.google.com/ige-rnos-rka)

- Prayer Song
- Welcome address
- Introduction of Chief Guest
- Short note by HOD
- Special Talk by resource person
- Vote of Thanks

AIT Coordinators

Ms.V.Sivagami,ASP/INT

Mr.V. Rajaram, AP/INT

svce.ac.in



SCREEN SHOT OF THE EVENT

and these Digital Experiences are becoming a table – stakes proposition



Selvagesh Govindan

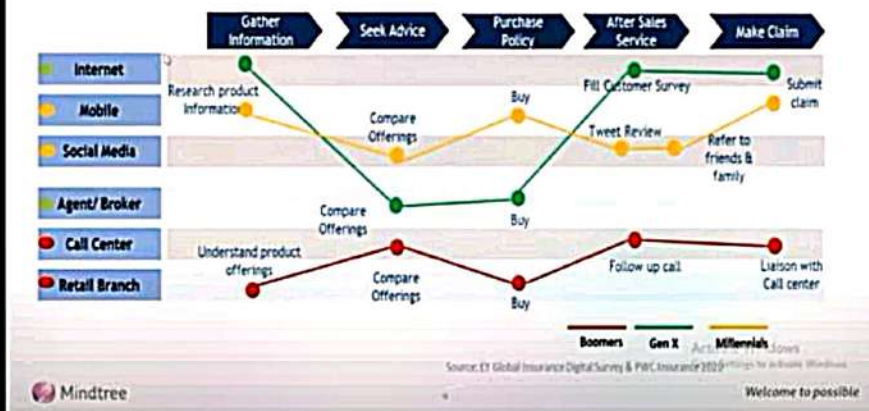
PRESENTATION BY CHIEF GUEST

Shift towards being a digital organization



Selvagesh Govindan

Customer Interaction



Selvagesh Govindan

Presentation by Chief Guest

Digital forces are driving change ...

Connected Consumer

Disruptive Tech (Cloud) Cognitive & Analytics (Data)

Social IoT

Mobility

Business Challenges → **Consumers are hyper connected, enabled and empowered**

- Leading to increased consumer expectations
- They have different ways to engage digitally
- Looking for holistic and personalized solutions


Business Challenges → **Disruption and Innovation is coming from new & different areas**

- Competition and disruption - from other industries
- Changes in ecosystem, new players, leaders
- New types of collaboration, engagement

Business Challenges → **Transformation in operations and business models**

- Empowering intermediaries
- Changes in operation models, leading towards phygital
- Focus on customer life time value

Mindtree
Play (k)
Welcome to possible



IT department Symposium (2021-05-16 at 20:30 GMT-7) Open with

We are in a cusp of change...

Customer is Fulcrum Point

- New Normal - Disruption in business
- Newer business models - Work from Anywhere
- Integrated Digital Environment
- Newer challenges and problems
- Different strokes for different folks

Mindtree
15:27 / 1:17:15
Welcome to possible



Feedback form for symposium inauguration

Email Address	Name of Participant	Name of the Institution	1 How would you rate the sequence	Year	4 Do you have any suggestion (s) as to how we could
2018it0156@svce.ac.in	Madhumitha E	Sri Venkateswara College Of Engineering	4	III Year	Mathematics in real and virtual life
2018it0281@svce.ac.in	HARITHA K	SRI VENKATESWARA COLLEGE OF ENGINEERING	5	III Year	Climate change awareness
2018it0717@svce.ac.in	Rithika.G	Sri Venkateswara college of engineering	5	III Year	IMPORTANCE OF INTERNSHIPS AND INDUSTRIAL PROJECTS
2018it0584@svce.ac.in	Gokulnath Mohan	Sri Venkateswara College of Engineering	4	III Year	something about world earth day
2018it0598@svca.ac.in	Divya P.K	Sri Venkateswara College of Engineering	4	III Year	Decision in IT
s. badrinarayanan791@gmail.com	Badri Narayanan S	Sri Venkateswara College of Engineering	5	III Year	importance of physics in life
2018it0414@svce.ac.in	MALINI A R	Sri Venkateswara College of Engineering	5	III Year	No suggestions
2018it0596@svce.ac.in	Satheesh Kumar	Sri Venkateswara College of engineering	4	III Year	NIL
2018it0152@svce.ac.in	Thamodaran M	Sri Venkateswara College of Engineering	4	III Year	NA
2019it0590@svce.ac.in	Jayashri P	SVCE	5	II Year	Nil
2018it0262@svce.ac.in	Gokul G	Gokul G	5	III Year	NA
2018it0798@svce.ac.in	D. Selva Abisha	Sri Venkateswara college of engineering	5	III Year	useful
abishek.muralisalem@gmail.com	Abishek Murall	Abishek Murali	5	III Year	good
girbalaakilesh@gmail.com	Akilesh G	Sri Venkateswara College of Engineering	5	III Year	nil
2018it0213@svce.ac.in	Surya Prakash M	Sri Venkateswara College Of Engineering	5	III Year	None
vimalprasath23@gmail.com	Vimal Prasath D	Sri Venkateswara College Of Engineering	5	III Year	Yes. Very well appreciated in future
ajaykumarr3024@gmail.com	Ajay Kumar R	Sri Venkateswara College of Engineering	5	III Year	good
2019it0750@svce.ac.in	Keerthana V	Sri Venkateswara college of engineering	4	II Year	good
2018it0897@svce.ac.in	Mayank Sharma	Sri Venkateswara College of engineering	4	III Year	.
2019it0377@svce.ac.in	Pratheeba R	Sri Venkateswara College of Engineering	4	II Year	None
oshinisenithilkumar1@gmail.com	Roshini S	Sri Venkateswara College of Engineering	4	III Year	None
divya61200@gmail.com	Divya T	Sri Venkateswara College of Engineering	5	III Year	
2019it0026@svce.ac.in	SNEHA M	SRI VENKATESWARA COLLEGE OF ENGINEERING	5	II Year	
2018it0776@svce.ac.in	Sherwin Samuel M	Sri Venkateswara college of engineering	5	III Year	
2018it0027@svce.ac.in	SIVAKUMAR R	SRI VENKATESWARA COLLEGE OF ENGINEERING	4	III Year	Yaa,very useful event...
ishwaa.ishwaa2@gmail.com	Vishwaa VS	Sri Venkateswara College of engineering	4	III Year	Good
2018it0604@svce.ac.in	Dharshan V	Sn Venkateswara College of Engineering	4	III Year	Good
2018it0611@svce.ac.in	NAVISH VARDANAA .S	Sri Venkateswara College of Engineering	4	III Year	Nil
hakith4447@gmail.com	Pagadala Chakith Kumar Reddy	Sri Venkateswara College of engineering	5	III Year	Good
ribalajimsb7@gmail.com	Sri Balaji M	Sri Venkateswara College of Engineering	4	III Year	No
2018it0387@svce.ac.in	A. Thilakesh Raj	Sri venkateswara college of engineering	5	III Year	No
2018it0105@svce.ac.in	Chandra Moulee	Sn venkateswara College of engineering	4	III Year	None
ishyash2711@gmail.com	Yashwanthkumar V	Sri Venkateswara College of Engineering	5	III Year	Good

Feedback form for symposium inauguration

Email Address	Name of Participant	Name of the Institution	1. How would you rate the sequence	Year	4. Do you have any suggestion (s) as to how we could
mudu18215.cs@rmkec.ac.in	111718104054	Rmk Engineering College	4	III Year	
2020ee0337@svce.ac.in	Sabari S	Sri Venkateswara College of Engineering	5	I Year	nil
vigneshsekar5301@gmail.com	Vignesh S	Sri Venkateswara College of Engineering	5	II Year	cyber security and its importance
conveyniranjan@gmail.com	Niranjan.R	Sri Venkateswara College of Engineering	5	III Year	nil
pallaviv00@gmail.com	Pallavi.R	Sri Venkateswara College of Engineering	3	III Year	IT tech oriented topics
nishanth.r2017@gmail.com	NISHANTH KUMAR R	Agni College of Technology	4	IV Year	nil
2018ece0121@svce.ac.in	SAISARAVANAN P K	Sri Venkateswara college of Engineering	1	III Year	No suggestions
monicaravi1712@gmail.com	Monica.R	Sri Venkateswara College Of Engineering	4	III Year	NO COMMENTS
raghavan21.2000@gmail.com	Raghavan R	Sri Venkateswara College of Engineering	2	III Year	nil
sparklerishi1695@gmail.com	RISHI KUMAR R	SRI VENKATESWARA COLLEGE OF ENGINEERING	4	III Year	Regarding cyber security
nrrajaram123@gmail.com	Gayathri N R	svce	4	II Year	no suggestions
kamalikapnm@gmail.com	Kamalika P.N.M	sri venkateswara college of engineering	5	II Year	Personal development
deepaharishit@gmail.com	Deepa	Sri Venkateswara College of Engineering	3	II Year	Topics like image processing , deep learning , etc..
nevethamano731@gmail.com	Nevetha MD	Agni College of Technology	4	IV Year	Stenography
2020me0858@svce.ac.in	S JUSTIN KIRAN KUMAR	SRI VENKATESWARA COLLEGE OF ENGINEERING	5	I Year	Nil
2020it0134@svce.ac.in	Sharan S	Sri venkateshwara college of engineering	2	I Year	no
ithrishathri@gmail.com	T.Mariya bala ithrisha	Sri Venkateswara college of engineering	5	III Year	no
sangeethasangavi295@gmail.com	Sangeetha R	Sri venkateswara college of engineering	5	III Year	no
princymartina2001@gmail.com	Princy Martina R.	Meenakshi Sundararajan Engineering College, Kodambakkam	3	II Year	good
keerthigatamilselvi@gmail.com	KEERTHIGA D	Sri Venkateswara College of Engineering	5	II Year	Thanks for the events
2020it0101@svce.ac.in	Varun Prasadd S D	Varun Prasadd S D	4	I Year	no
rithikabhaskar2@gmail.com	B.RITHIKA	Sri Venkateswara College of Engineering	4	I Year	Mathematical Modeling
2019it0347@svce.ac.in	Bhuvaneshwari T	Sri venkateshwara college of engineering	4	II Year	no
2018it0251@svce.ac.in	SUDHA R	Sri Venkateswara College of Engineering	5	III Year	Nil
2019it0814@svce.ac.in	G.sai ganesh	Svce	1	II Year	Nothing
tejaswibhuma4@gmail.com	BHUMA TEJASWI	SRI VENKATESWARA COLLEGE OF ENGINEERING	4	III Year	no
2019it0178@svce.ac.in	HEMALATHA G	Sri Venkateswara College of Engineering	3	II Year	no
2019it0042@svce.ac.in	Deepika.R	Sri Venkateswara college of engineering	5	II Year	no
prasanthrahul003@gmail.com	Rahul Prasanth K	Sri Venkateswara College of Engineering	5	III Year	Good
gunasuresh549@gmail.com	Gunasekaran A	Sri Venkateswara college of engineering	3	II Year	nil
2019it0076@svce.ac.in	Gayathri S	Sri Venkateswara College Of Engineering	4	II Year	Exploratory Data Analysis (EDA)
nachachitra@gmail.com	CHITRA S	Sri Venkateswara College of Engineering	5	III Year	Mathematics in Cyber Security and Scope of mathematics in Research field


AIT Coordinators


HOD/IT