

2 Day Workshop on Innovative Role of IT in Modern Biz Environ begins at KU

Need to provide our intelligent youth with opportunity: VC

Srinagar, KU June 3: Vice Chancellor Kashmir University, Prof Riyaz Punjabi Thursday stressed on the need to work hard for capacity building of youth and pave way to make them employable.

He was speaking at the inaugural function of a two day workshop on “Innovative role of Information Technology in Modern Business Environment” organized by the Directorate of Distance Education (DDE), University of Kashmir at its Conference Hall. Prof Nitin Mukadam was Chief Guest on the occasion.

Prof. Punjabi said that the process of globalization has completely overtaken us and this has made us realize that our education system is obsolete and we need to do something about it. VC, who also presided over the function lauded the creative abilities of present generation and said given the opportunity they can excel in all fields of life. Technology said VC, is fast entering into our lives and we need to adopt it as fast as we can or we will be left far behind. Praising the guest speaker he termed the presentation as most brilliant on IT that he had heard in recent times.

Saying that today’s business environment is becoming increasingly competitive, VC asserted that “only Information technology can provide today’s business environment with basic as well as progressive business tools”. This he said would enable enterprises to improve their financial performance and efficiency. Prof S Fayyaz Ahmad, Registrar KU, said IT has entered into every area of Business and it is relevant to our economy. “It is without side effects and can provide job opportunities to management students” he said.

In his key note address, Prof. Nitin Mukadam highlighted Innovative role of Information technology in Modern Business environment saying that innovation rewrites rules of the game and added that IT drives innovation like nothing else. Answering a question from audience, he said educational institutions have to embrace information technology and do it fast as time is running out.

“Academic and Corporate interaction is vital in today’s business environment, which I see is a regular feature in KU. IT has a role to play because most economic activity depends to a great extent on use of IT” he said while addressing a jam packed audience comprising of academicians, young entrepreneurs and distance education students. “IT allows us to organize information and to process it quickly.



Earlier while welcoming guests to the workshop, Prof Shafiqa Parveen, Director DDE highlighted achievements of directorate and urged participants, especially students, to make use of Information technology for innovative programs especially in today's competitive business environment. "Our mission is to help people access and use Information Technology to enable them to design their bright future" she said. She said that because of flexibility, research and innovative role in use of technology, DDE has emerged as an important component of higher education. Prof. Parveen added DDE has introduced modern day relevant programs like computer sciences, cyber law and web designing which she added "would help students to shape a sustainable future for them".

During technical sessions spread over two days, Prof. S Mufeed, Dr. F A Khan, faculty, The Business School (TBS), Manzoor Chachoo, Department of Computer Sciences, Er. Mehraj uj Din, Director IT & SS, Maroof Qadri, Information Technologist - KU, Er. Kaisar Rasheed, Department of Business and Financial Studies (DBFS) and Prof. B L Zutshi are expected to take sessions with participants.

Also present on the occasion were senior officers of the University, heads of departments, directors of various centres, resource persons from various faculties, research scholars and students.