Zeal Education Society's

Zeal Institute of Management and Computer Application

(Approved by AICTE, Govt. of Maharashtra & Affiliated to Pune University)

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Affiliated to Savitribai Phule Pune University)

REPORT

National Level Seminar

On

"Trend Spotting: A Competitive Advantage"

Report Prepared By:

Prof. Nilesh Limbore, Assistant Professor, ZIMCA, Pune

1. **EVENT DETAILS**

      Event Type   : National Seminar on Trend Spotting

        Title   : **Trend Spotting: A Competitive Advantage**

       Venue   : **Chhatrapati Shivaji Maharaj Auditorium**
                                                 Zeal Education Society,
                                                 Sr. No. 39, Narhe, Pune -411041

       Date   : 27/02/2018
                                           10.00 am - 05:00pm

2. **CONCEPTION OF THE PROGRAMME**

In the Modern VUCA (Volatility, Uncertainty Complexity and Ambiguity) world, it is becoming increasingly difficult to predict what the future looks like. It introduces learners to concept trends, trend spotting through industrial, social and cultural challenges as well as new technological developments. This national seminar will be endeavors to work towards the big difference of past, present, and future trend.   Trend spotting has become an important organizational intelligence tool for identifying and tracking general tendencies in societal interest and behavior. Currently, trend spotting is done qualitatively and quantitatively by an analyst, who monitors individual indicators, Trend spotting is about observing patterns, tendencies, directions of change in societal behavior. It is about understands the shifts in the wider context/environment and its interrelations with behavior and ultimately, it's about understanding how people feel about altogether.

Peoples' life, behavior and habits change rapidly, especially nowadays within the framework of economic crisis and technological evolution. What will become main stream in the future?

The outcome is to reveal what is fresh, what is new in the selected area and also it gives leads on how to apply the trends and the insights to your own business to make it grow profitably.

In business everything begins and ends with consumers. So it is vital to monitor their behavior. Why to do that? To get inspiration and discover opportunities for your business, to come up with profitable product and brand news!

After this national seminar you will be able to identify emerging future trends that will be beneficial to various businesses.

3. **OBJECTIVES**

- Understanding the concepts of trends, trend-spotting.
- Discover and discuss different types of trends from macro and megatrends to fashionable fads and micro-trends
- Reveal and further develop reliable sources for trend spotting
- To analyze current industry scenario to spot trend.

4. **RESOURCE PERSON**

    a. **Honorable Mr. R S Aralikatti-** Cost Accountant & has recently retired from ALFA LAVAL (INDIA) LTD as a Senior Gen. Manager and head of the Operations Finance Div

    b. **Dr. Monika Roy-** Sr. Delivery Manager, Agile Enthusiast at IBM, Product Manager at Moadbus Inc [Feb 2009 – Oct 2009], Multiple Roles (Project Manager, Team Lead, Software Developer) at TechMahindra [Jul 2000 – Feb 2009]

    c. **Mr. Sachin G. Thombare -** Assistant Professor, Pratibha College of Commerce Science And Computer Science, Proprietor of Tax Consultancy Office,

5. **PREPARATION OF THE EVENT**

National Seminar on "Trend Spotting: A Competitive Advantage" hosted by ZES's Zeal Institute of Management and Computer Application, Pune on 27th February 2018 at Chhatrapati Shivaji Auditorium, Zeal Education Society, Pune -41 at 09:30 pm to 5:00 pm. Where, faculty members and Students were participated in seminar. This event also included Research paper presentation hence the participants from outside also attended and presented their research work in this seminar.

6. **AGENDA OF THE SEMINAR**

Sr. No.	Particulars	Time
1	Registration	10.00 am to 11.00 am
2	Inauguration by lighting lamp & Saraswati Poojan	11.00 am to 11.03 am
3	Introduction & Felicitation of Guests	11.03 am to 11.05 am
4	Welcome address by Director	11.05 am to 11.10 am
5	Address by Executive Director / Campus Director	11.10 am to 11.15 am
6	Address by Chief Guest – Mr. R.S. Aralikatti	11.15 am to 12.15 pm
7	Address by Guest of Honor – Dr. Monika Roy	12.15 pm to 01.15 pm
8	Lunch Break	1.15 pm to 2.00 pm

Sr. No.	Particulars	Time
9	Address by Guest Speaker – Mr. Sachin Thombare	2.00 pm to 3.00 pm
10	Paper Presentation Track	3.00 pm to 4.00 pm
11	Vote of Thanks	4.00 pm to 4.05 pm

7. PARTICIPANTS:

All students and faculty members of Zeal Institute of Management and Computer Application, Pune attended the National Seminar on "Trend Spotting: A Competitive Advantage". This event also included Research paper presentation hence the participants from outside Pune and Maharashtra also attended this seminar.

8. EXECUTIVE SUMMARY

Zeal Institute of Management and Computer Application took an enormous initiative to organize national seminar on "Trend Spotting: A Competitive Advantage". As the name suggests the main objective of this seminar was understand the concepts of trends, trend-spotting. With this intention we called for research paper, articles and case studies, evaluating and assessing all the facets of the trend spotting.

After the inauguration of the event by lighting the traditional lamp and Saraswati Vandan, the guests were felicitated with a bouquet of flowers.

Mrs. Aditi Markale, Director of ZIMCA, gave a very inspiring welcome to the guests and audience. She spoke about trend spotting and its competitive advantage and connected it well to the entrepreneurs development focus if ZIMCA. She then welcomed Mr. R S Aralikatti- Cost Accountant who has recently retired from ALFA LAVAL (INDIA) LTD as a Senior Gen. Manager and head of the Operations Finance Div.

Mr. Ravindra Aralikatti without going into technical details gave a broader perspective of what trend spotting was Also he spoke on different points like as cost competitiveness thru new

method of Material procurement, Cost competitiveness – Logistics, Activity Based Costing – Tool for better pricing mechanism, Cost reduction Techniques thru use of 6 sigma, Inventory Management – use of ERP system, Business /Operation Performance review thru Score Card – a tool for process improvement (KPI), GST - new chapter for   competitive business process. He widely talks on the impacts of GST. He discussed the introduction of HSN system for classification of goods and services, to a larger scale; the rate of GST applicable for the output has become very clear there by reducing the legal battles with the revenue dept. over the tax rates. Due to the fact that ITC will be allowed only after the confirmation of the tax paid by the earlier supply chain, will ensure faster recording of transaction and may result in reducing the lead times. There is clarity of tax liability unlike earlier Tax system where the final liability was known only after audits which used to take 3-4 years of time.

Next, it was time to hear to Dr. Monika Roy**-** Sr. Delivery Manager, Agile Enthusiast at IBM, Product Manager at Moadbus Inc [Feb 2009 – Oct 2009], Multiple Roles (Project Manager, Team Lead, Software Developer) at TechMahindra [Jul 2000 – Feb 2009]. She spoke an every credit card transaction we make, each GPS pinpoint taken by your smartphone, and every click of the mouse we make online contributes to an increasingly large and varied dataset. Analytics is the software used to turn this data deluge into valuable insights – insights that are being put to use by a broad spectrum of industries all over the world.She spoke about a content management system (CMS) is a software package that provides some level of automation for the tasks required to effectively manage content. She spoke logically; a CMS is comprised of many parts.

The editing interface, repository, publishing mechanisms, etc., might all be separate, autonomous parts of the system behind the scenes. However, to a non-technical editor, all of these parts are generally viewed as a single, monolithic whole: "the CMS." Over the last decade or so, marketing has been revolutionized by data analytics, allowing brands to deliver more targeted messaging and measure their return on investment.

By using data, marketers can now track customers along the journey from initial interest to final purchase. With insights driven by website cookies and click-through rate (CTR), marketers have a much clearer picture of what's working and what isn't, allowing them to prioritize expenditure in the right channels. Best examples of marketing using data analytics are Netflix, ola, youtube, etc *Instead of focusing on what to give to customers focus on why to give!*

Next, it was time to hear to **Mr. Sachin G. Thombare - Assistant** Professor, Pratibha College of Commerce Science And Computer Science, and Proprietor of Tax Consultancy Office.

In his session he spoke about the concept of one tax for one nation. Also he spoke about the concept of IGST and CGST. In broadly he speaks the how the Centre would levy IGST which would be CGST plus SGST on all Inter State transactions and the inter-State seller will charge & pay IGST in his state on value additions after adjusting available credit of IGST, CGST, and SGST on his purchases, How he Exporting State will transfer to the Centre the credit of SGST used in payment of IGST,   How the importing dealer will claim credit of IGST while discharging his output tax liability in his own State, The Centre will transfer to the importing State the credit of IGST used in payment of SGST, The relevant information will also be submitted to the Central Agency which will act as a clearing house mechanism.

Finally he concludes that the session and highlighting the points to Introduction of GST would be a very significant step in the field of indirect tax reforms in India. Revenues of Centre and States would rise due to widening of tax base, increase in trade volumes and improved tax compliance. Introduction of GST would reduce economic distortions caused by inter-State variations in taxes. It will streamline tax administration and avoid harassment of business. Compliance costs for the industry will go down. The GST, because of its transparent nature, would be easier to administer. It would pave the way for a common national market.

Honorable guest speakers, who participated in Trend Spotting: A Competitive Advantage, imparted the true motive behind this mission.

9. **FEEDBACK OF THE EVENT**

The audience impressed and beholds positive feedback on the same. The versatile speakers belong to different field perusing one mission i.e. Trend Spotting: A Competitive Advantage, expressed their work and the contribution of their domain in the success of seminar. The audience was happy for extended the new age and measure the reality of trend spotting and its competitive advantage.

10. **ECONOMIC IMPACT**

This program is organized by ZES's Zeal Institute of management and Computer Application, Pune,

11. **CONTRIBUTION OF THE MANAGEMENT**

The Zeal Education Society is very keen to organize innovative and productive workshops seminars and guest sessions. Management also taking initiative to impart knowledge and information on contemporary business and industry needs, scenario and government approaches and schemes. In this regards, Zeal Institute of Management and Computer Application proposed a National Seminar on current initiative i.e. Trend Spotting: Competitive Advantage.

12. **IMPACT OF THE SEMINAR**

The main impact of this seminar is to spread awareness among the attendees about the Trend Spotting, and its competitive advantage. Another impact of this seminar is to Discover and discuss different types of trends from macro and Reveal and further develop reliable sources for trend spotting, to analyze current industry scenario to spot trend.

Seminar photos

Report Prepared by

Prof. Nilesh Limbore

Director

Dr. Aditi Markale