

2 Caught in a cycle of crisis

4 Lighting up the lives of the needy

8 Buses, trains full to the brim

Conference in business and technology held

Sri Sai Ram Institute of Management Studies (SIMS), a unit of Sri Sai Ram Engineering College, recently conducted the Sixth International Conference on Competency Building Strategies in Business & Technology for Sustainable Development.

More than 600 delegates participated in the conference of which 60 were from countries such as Netherlands, Kenya, UAE, Iran, Iraq, Sri Lanka and Malaysia.

The event was inaugurated by the chief guest of honour, Kim Jun Franzen, Country Head, Franzen/Partners(C), Netherlands and Dr. S.R. Nageshwara Rao, Director, DDE-Annamalai University.

Dr. K. Maran, Director SIMS, rendered a welcome address and the presidential address was delivered by J. Sai Prakash Leo Muthu, CEO, Sri Sai Ram Group of Institutions.

Dr. S. Seetharaman, Chief Strategy Officer, Sri Sai Ram Engineer-

ing College, delivered the special address. The International Conference (INCON) edited book volume, "Competency Building Strategies in Business and Technology" was released by J. Sai Prakash Leo Muthu and the first copy was received by the chief guest, Dr. S.R. Nageshwara Rao. Dr. C.V. Jayakumar, Principal-SSEC, Dr. S. Seetharaman, CSO-SSEC, Prof. V.R. Rajamannickam, Director-Sai Ram Institutions, were also present in the inaugural programme.

Dr. Nageshwara Rao in his inaugural address emphasised the need for such a conference in the global scenario and focused on the vitality of business.

Ms. Kim Jun Franzen in her key note presentation revealed the insights of having an international conference of this nature that focused on the multi-facet aspects of business research on sustainable development.



FOCUS: Delegates at the sixth international conference on Competency Building Strategies in Business and Technology for Sustainable Development organised by Sri Sai Ram Institute of Management Studies.