

Student Welfare Department

Report

On

Monthly Seminar Series

Date: 25-09-2020

Organized by

Student Welfare Department

In association with

Institute Innovation Council

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Summary Report of Monthly Seminar Series

There's been a lot of talk about "tech-lash," or pushback against the latest technology. But the facts don't bear this out: people are using technology more than ever. According to the Technology Vision Consumer Survey, 52% of consumers say that technology plays a prominent role or is ingrained into almost all aspects of their day-to-day lives. In fact, 19% report that technology is so intertwined with their lives that they view it as an extension of themselves. Globally, people spend an average of 6.4 hours online daily. They are post-digital.

Rather than a tech-lash, what we're seeing is a tech-clash. People don't oppose technology; they remain excited and intrigued by it. But businesses are developing and deploying that technology using the playbooks of decades past, from the days before tech had such a major, meaningful impact in our lives. Closed ecosystems can make experiences disjointed. Navigating tech-clash is a key challenge for C-suite leaders in the next decade. Up until now, businesses have largely benefited from following the technology roadmap laid out by digital pioneers. Now, digital technology is evolving from an advantage to a basic expectation—and yesterday's best practices are turning into today's shortcomings. Companies must deliver more human-focused experiences, in line with what people have come to expect.

This means that the way forward can be guided by people's expectations, but there is no one roadmap. The success of the next generation of products and services will rest on companies' ability to elevate the human experience, adapting to the world they've created.

None of the steps on the journey are incremental changes, nor are they as simple as finding the next technological tool to do what you're already doing today. Leading in the future will demand rethinking core assumptions about how an enterprise works and redefining the intersection between people and technology.



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Photographs with Description

**MONTHLY
SEMINAR
SERIES
TECHNOLOGY
INNOVATION**

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**MR. HARSHA VARDHAN
KOMANA**
CEO - Matchday .ai

**25th September
2:00 to 3:00 P.M**

[http://collab.swecha.org/b/
uma-onr-qba](http://collab.swecha.org/b/uma-onr-qba)

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Poster of Monthly Seminar Series

Resource Person Profile: Mr.Harshavardhan Komana

Harshavardhan Komana – Senior Program Manager Lead – Microsoft Teams

Harshavardhan Komana is a Product Manager lead at Microsoft working on Customer & Partner Growth strategy for Microsoft Teams. An Electronics and Communications engineering graduate from Manipal, she spent some time working in Microsoft prior to completing her MBA from Indian School of Business in Strategy and Marketing. A customer obsessed B2B product professional, Harshavardhan Komana has worked across various products and industries.