

## INVITATION

### College Profile:

Adhiparasakthi College of Arts and Science, G.B. Nagar, Kalavai, sponsored by ACMEC Trust (Adhiparasakthi Charitable, Medical, Educational and Cultural Trust), Melmaruvathur, is the first self-financing co-educational College to be started in the State in the year 1988. The College is governed by a council of Educationists, Scientists and Philanthropists. It was affiliated to Madras University till the academic year 2000 - 2001 and was later affiliated to Thiruvalluvar University, Vellore, from the year 2001 - 2002 onwards. The College has been accredited by NAAC with B grade from 2007 and reaccruited with B++ Grade with a CGPA score of 2.83 in 2014. The college has received permanent affiliation from the Thiruvalluvar University during 2008-2009. The College is conferred with Autonomous status from the year 2011-2012. The College is located on the Vellore - Puducherry Highway, about 45 kms from Vellore. Incultation of character and virtues, besides academic training is our hallmark. Duty, Dignity and Discipline are our watch-words.

### Department Profile:

The Department of Business Administration was started in the year 2004. The Department has competent faculty and their culture of blending knowledge and responsibility has enriched the performance of the students.

### Theme of the Seminar:

Digital payments are transactions that take place via digital or online modes, with no physical exchange of money involved. This means both parties, the payer and the payee, use electronic mediums to exchange money.

The Government of India has been undertaken several measures to promote and encourage digital payments in the country. As part of the '**Digital India**' campaign, the government has an aim to create a 'digitally empowered' economy that is '**Faceless, Paperless, and Cashless**'. There are various types and methods of digital payments like Banking Cards, USSD, Mobile Wallets, UPI, Mobile Banking and Micro ATMs.

Digital payments can take place on the internet as well as on physical premises. For example, if you buy something from Amazon and pay for it via UPI, it qualifies as a digital payment. Similarly, if you purchase something from your

local Kirana store and choose to pay via UPI instead of handing over cash is a digital payment.

Customers transact more online due to ease, convenience, and security of online payments. This means that more people feel comfortable buying online, investing digitally, and transferring funds via electronic mediums. The increase in money movement and online business contributes to the progress of the economy.

However, Digital payments have many challenges. For instance, e-payments that are based on digital cash have a problem of double spending. Digital payments can also generate information, which can be used for other purposes (e.g. for analyzing customer behavior, for investigations), which violates the rights of privacy. The theme of the Seminar is to bring out the deliberations from academicians and finance experts about the Opportunities and Challenges of Digital Payments in India.

### Venue:

Seminar Hall, Adhiparasakthi College of Arts & Science (Autonomous) Campus, G.B. Nagar, Kalavai, Ranipet – District.

### Registration Fee:

- UG / PG: Rs.200, spot registration accepted.
- Research Scholars, Faculty and Industry Participant Rs.250
- Registration fee includes access to all sessions, seminar kit, participation certificate and lunch.

### Invited Speakers:

#### 1. Dr.S.A.SENTHIL KUMAR, MBA, M.Phil, Ph.D, P.D.F

Professor & Head Department of Management,  
Centre Head, Pondicherry University,  
Karaikal Campus, Karaikal - 609605.

#### 2. Mr.JEYAPRAKASH MARIA MICHAEL, B.Sc., MBA

Director, MCUBE Academy, NISM Approved Trainer,  
Chennai.

## REGISTRATION FORM

You are requested to kindly fill the given form and send it to the Organising Secretary.

**Name** : .....

**Designation** : .....

**Address** : .....

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**City** : .....

**Pin Code** : .....

**State** : .....

**Phone** : .....

**Email** : .....

**Amount** : .....

**Signature** : .....

**Note: Photocopy of the Registration form can also be used**

To

Organizing Secretary,  
National Level Seminar,  
Department of Business Administration,  
Adhiparasakthi College of Arts and Science,  
G.B. Nagar, Kalavai – 632 506,  
Ranipet District, Tamil Nadu.

**Programme Schedule**  
**Monday, March 21, 2022**

09.00 am – 09.30 am – Registration

**Session 1**

09.30 am – 10.00 am – Inauguration  
10.00 am – 11.30 am – Lecture 1  
11.30 am – 11.45 am – Tea Break

**Session 2**

11.45 am – 01.00 pm – Lecture 2  
01.00 pm – 02.00 pm – Lunch Break

**Session 3**

02.00 pm – 03.30 pm – Adzap & Business Quiz  
03.30 pm – 04.00 pm – Valediction

**Chief Patron : ArulThiru Bangaru Adigalar,**

Founder President

**Patrons : Tmt. Lakshmi Bangaru Adigalar,**

Vice-President

**: Sakthi Thiru G.B. Anbalagan,**

Managing Trustee

**: Sakthi Thiru G.K. Sathishkumar,**

Director

**Organizing Committee**

**Chairman : Dr. A. Mohamed Sadiq,**

Principal

**Organizing Secretary : Mr. A. Nisar Ahamed,** Head of the Department

**Members : Mr. A. Ashokan**

**Mrs. S. Anith Neema**

**For information, contact**

**Mr. A. Nisar Ahamed - 79041 66879**

**Mrs. S. Anith Neema - 99806 11880**

**E-Mail : apcasbba16@gmail.com**

Om Sakthi



**NATIONAL LEVEL SEMINAR**  
**ON**  
**DIGITAL PAYMENT**  
**OPPORTUNITIES AND**  
**CHALLENGES IN INDIA**

*DPOCI '22*

**March 21, 2022**



**Organized by**

**Department of Business Administration**  
**Adhiparasakthi College of Arts and Science**

**(Autonomous)**

**Re-accredited by NAAC with B++ Grade (CGPA 2.83)**

**Affiliated to Thiruvalluvar University**

**G.B. Nagar, Kalavai – 632 506,**

**Ranipet District, Tamil Nadu.**

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**Email: apcasgbn19@rediffmail.com**