

**K.S.R COLLEGE OF ENGINEERING, TIRUCHENGODE**

**(Autonomous)**

**Approved by AICTE, New Delhi & Affiliated to Anna University,  
Chennai**

**ORGANIZED BY**

**DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION**

**NATIONAL LEVEL CONFERENCE**

**Academic Year: 2020 - 2021**

**TITLE**

**“GROWTH AND IMPACT OF CRYPTOCURRENCIES  
AND BLOCK CHAIN IN INDIA”**

**On**

**24.01.2020**

*NSSL*  
**Dr. N.S. SHANTHI,**  
Professor & Head  
Department of MBA  
K.S.R. College of Engineering  
Tiruchengode - 637 215.



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K.S.R. KALVI NAGAR,  
TIRUCHENGODE 637 215.  
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## REPORT ON EVENT

1.	Name of the Event	National Level Conference
2.	Name of the Department	Master of Business Administration
3.	Date of Event	24.01.2020
4.	Venue of the Event Co-ordinators	Conference Hall 'C' Block
5.	Title of the Event	"Growth and Impact of Crypto currencies And Block Chain In India"
6.	Details of the Resource Person(s)	CA.G.N. Jayaram., FCA., DISA Chartered Accountant, Erode  CA. V. Sreeraman, FCA, CWA, CS, MS, Dip OR, PGDHRM, Chennai
7.	Name of the Coordinators	Dr. K. Jothilingam, Professor Mr. K.Selvaraju, Associate Professor Dr. T.Vijayalakshmi, Assistant Professor Mr. K. Sivasubramani, Assistant Professor Mr. S. Vinothkumar, Assistant Professor
8.	Total Participants	100
9.	Objectives Of The Event	To Create A Basic Idea about The Crypto currencies & Block Chain Technology Used In Crypto Currencies. To Provide An Forum To The Participants To Exchange Their Views And Ideas About The Crypto currencies In India.
10.	Out Come Of The Event	Participants Got Knowledge On Crypto Currencies And Block Chain Technology. Participants Exchanged Their Views And Ideas And Discussed Various Aspects Of Crypto currencies And Block Chain Technology.

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**PROFILE OF THE RESOURCE PERSON**

**CA.G.N. Jayaram., FCA., DISA**  
**Chartered Accountant**

- Qualified as a Chartered Accountant in 1987 and in continuous practice since then- over 32 years in active practice at Erode., Into corporate audits, Internal audits and Taxation.
- Partner of M/s.Karthikeyan & Jayaram, Chartered Accountants and a 45 year old firm with offices at Erode, Coimbatore and Chennai.
- Qualified Information Systems Auditor .
- Qualified Enterprise Valuer.
- Was a part of 5 day conference in Blockchain technology conducted by ICAI, Bangalore.
- Has presented various papers in branches of ICAI ( Institute of Chartered Accountants of India), Confederation of Indian Industry (CII), Young Indians (YI) and Rotary Club on corporate taxation, corporate laws., Clean Development Mechanism and prudent financial management for businesses.
- Presented papers topics on
  - Growing the business,
  - Money Management,
  - Business Funding methods,
  - Securing Business funds through SME IPO etc
- Independent Director and Audit Committee Chairman of M/s. SKM Egg Products India Limited., a public listed Company at Erode
- Director – investment vertical in NAN- Native Angels Network- a start up investment group in TamilNadu.
- Certified over 150 CDM (Carbon credits) projects in various countries such as India, Malaysia, Thailand, Pakistan, Indonesia, UAE and Sri Lanka for the United Nations (UNFCCC) for financial addition ability - the highest number of projects by an Indian financial appraiser.
- Married to Mrs Ananthi Jayaram - an acu healer and Yoga teacher., One son studying in Class XII.

**Dr. N.S. SHANTHI,**  
**Professor & Head**  
**Department of MBA**



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**CA. V. Sreeraman, FCA, CWA, CS, MS, Dip OR, PGDHRM,**

**Objective in life** – While engaged in professional practice as CA, explore opportunities constantly to inspire as many young minds as possible to follow “**Value Systems**” in life

Practising Chartered Accountant

--Corporate Trainer and Subject Matter Expert (Finance and Banking Domain) for I.T. firms like Tech Mahindra (erstwhile Satyam Computer Services Limited) (since July 2006)&Corporate advisory service for business start ups

- Financial Advisor for civil construction / architect firms engaged in implement infrastructure projects under PPP (Public Private Partnership) mode as well as “Rukmagraha-a R & D unit engaged in solar energy projects

-Visiting Faculty at Business Schools in Chennai, Salem, Coimbatore, Bangalore and Hyderabad and ICAI/ICSI Institutes (Has been engaged in academics since 1991) in addition to VITBS, Vellore& Chennai campus

**Areas of Interest** – Financial Accounting, Cost and Management Accounting, Financial Management, Financial Markets, Security Analysis and Portfolio Management, International Finance, Derivatives, Valuation, Corporate Restructuring, Business Strategy, Corporate Governance and Business Ethics, Corporate tax management, Financial Planning, Corporate Risk management, Value based management, Indian Ethos

- Member, Board of Studies, Stella Maris College, Chennai and Member, Recruitment Panel, Bank of India (ICAI Campus Recruitment)

**Educational Qualifications-**

- B.Sc. Chemistry, Gold medallist from Loyola College, Chennai (State Rank Holder in Std X and HSC examinations)

-Qualified Chartered Accountant (All India Rank Holder), Cost Accountant, Company Secretary

-Masters in Management System from BITS, Pilani

-PG Diploma in Operations Research, PG Diploma in Human Resource Management

-Sahityaratna in Hindi Literature

-MBA and MPhil in Management

**Industry Experience-**

-8 ½ years in RANE and SPIC group gaining experience in financial accounting, cost accounting, budgeting, MIS, Direct and Indirect Taxation, Project Financing and Appraisal

-Since 2005, has trained over 1500 employees of various corporate houses in the areas of financial management, financial markets, banking and insurance for clients like Syntel Limited, Catholic Syrian Bank, Tata Consultancy Services Limited, HCL Limited, Nidhyana Associates (US based Private Equity Firm), Kotak Mahindra Bank, AXIS Bank, etc.

**Other interests-**

- Has published articles in The Chartered Accountant Journal, Case Folio, ICFAI reader on a wide ranging topics from risk management to organizational behavior related issues
- Actively participates in social service activities of a Trust as a Trustee working for taking education to the marginalized sections of the society.

**Dr. N. S. SHANTHI**  
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## DETAILED PROGRAM REPORT

### K.S.R. COLLEGE OF ENGINEERING

#### DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION (MBA)

#### NATIONAL LEVEL CONFERENCE ON "GROWTH AND IMPACT OF CRYPTO CURRENCIES AND BLOCK CHAIN IN INDIA" ON 24.01.2020

- Welcome Address : Dr. N.S. Shanthi,  
Professor & Head, KSRCE.
- Presidential Address : Lion. Dr. K.S. Rangasamy,  
Founder-Chairman,  
KSR Educational Institutions.
- Felicitation : Mr. R. Srinivasan,  
Vice Chairman,  
KSR Educational Institutions.
- Keynote Address : Dr. P. Senthilkumar,  
Principal, KSRCE.  
: CA. G.N. Jayaram,  
Chartered Accountant, Erode.  
CA. Sreeraman Venkatesan,  
Chartered Accountant, Chennai &  
Corporate Trainer.
- Vote of Thanks : Dr. S.P. Sreekala,  
Associate Professor, KSRCE.

#### 12.30pm to 1.30pm - Lunch Break

##### Technical Session – I

- Time : 1.30 am – 2.30 pm  
Session Chair : Dr. T. Vijayalakshmi, AP/MBA, KSRCE

##### Technical Session – II

- Time : 02.30 pm – 03.30 pm  
Session Chair : Dr. K. Selvaraju, ASP/MBA, KSRCE  
Valedictory Function : 03.30 pm – 04.30 pm

*N.S.S.*  
**Dr. N.S. SHANTHI,**  
Professor & Head  
Department of MBA



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# K.S.R. COLLEGE OF ENGINEERING

(Autonomous)

(Affiliated to Anna University Chennai, Approved by AICTE, Accredited by NAAC  
with 'A' Grade)

## DEPARTMENT OF BUSINESS ADMINISTRATION (MBA)

The Management, Principal, Staff Members and Students

Cordially invite you to the

National Conference on

### "GROWTH AND IMPACT OF CRYPTOCURRENCIES AND BLOCK CHAIN IN INDIA"

On 24<sup>th</sup> January 2020, at 10.00 am in Conference Hall – "C" Block, KSRCE

**Lion Dr. K.S. Rangasamy,**

Founder Chairman, KSR Educational Institutions

Presides over the function

In the presence of

**Thiru R. Srinivasan,**

Vice Chairman, KSR Educational Institutions

**CA. Sreeraman Venkatesan,**

Chartered Accountant, Chennai, Corporate Trainer

&

**CA. G.N. Jayaram,**

Chartered Accountant, Erode

Will be the keynote speakers

**Dr. P. Senthilkumar**

Principal

Will present an introductory Note

**Dr. N.S. Shanthi**

Professor & Head

Welcome the gathering

*N.S.S.*  
**Dr. N.S. SHANTHI,**  
Professor & Head

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- ❖ All papers should be submitted along with authors name, affiliation of authors, contact number and e-mailid.
- ❖ Only selected papers will be allowed for presentation on the dais and it will be intimated through e-mail.

#### ORGANIZING COMMITTEE:

**Chief Patron:**  
**Lion Dr. K.S. Rangasamy, MJF**  
 Founder and Chairman,  
 K.S.R. Educational Institutions

**Mr. R. Srinivasan, BBM, MISTE**  
 Vice-Chairman,  
 K.S.R. Educational Institutions

**Patron:**  
**Dr.P.Senthil Kumar**  
 Principal, K.S.R. College of Engineering

**Convenor:**  
**Dr.N.S Shanthi**  
 Professor & HOD/MBA

**Co Convenor:**  
**Dr.S.P.Sreelala, Associate Professor**

**Coordinators:**  
**Dr.K.Jothilingam, Professor**  
**Dr.K.Selvaraju, Associate Professor**  
**Dr. T.Vijayalakshmi, Assistant Professor**  
**Mr.K.Sivasubramani, Assistant Professor**  
**Mr.S.Vinothkumar, Assistant Professor**

#### REGISTRATION FEE

Rs. 100 /- for Students / Research scholars  
 Rs. 150/- for Academicians  
 Rs. 200 /- for Industrial Delegates.

Registration fee includes Seminar Kit, Lunch and Refreshments.

#### IMPORTANT DATES

Last date for abstract submission - 13<sup>th</sup> Jan 2020  
 Last date for sending full paper - 20<sup>th</sup> Jan 2020  
 Seminar Date - 24<sup>th</sup> Jan 2020

Abstract and Full paper should be sent through E-Mail- [mbaksrce@gmail.com](mailto:mbaksrce@gmail.com)

Accepted papers will be published in UGC CARE (Group A) listed journal.  
 Additional fee will be charged for Publication.  
**MODE OF PAYMENT**

Payable by the way of Demand Draft drawn in favour of "The Principal, KSR College of Engineering, Tiruchengode" payable at Tiruchengode on or before 21.01.2020 and sent by post / courier to the following address.

**Organizing Secretary**  
**Dr.N.S.Santhi**  
 Professor & HOD/MBA  
 Department of Business Administration (MBA),  
 K.S.R. College of Engineering (Autonomous),  
 KSR Kalvi Nagar, Tiruchengode - 637 215,  
 Namakkal Dt. Tamil Nadu.  
 Contact: +91 9500466527, +91 9486572718  
 E-Mail: [mbaksrce@gmail.com](mailto:mbaksrce@gmail.com)  
**Co Sponsor :**  
**Indian Society for Technical Education (ISTE)**

Spot Registration also accepted

#### NATIONAL CONFERENCE ONGROWTH AND IMPACT OF CRYPTOCURRENCIES AND BLOCK CHAIN IN INDIA

24<sup>th</sup> JANUARY 2020



Organized by

Department of Business Administration  
 (MBA)  
**K.S.R. College of Engineering**  
 (Autonomous)

KSR Kalvi Nagar  
 Tiruchengode. 637 215,  
 Namakkal Dt. Tamil Nadu.  
 Phone : 04288 - 274757  
 Fax : 04288 - 274757  
 E-Mail: [mbaksrce@gmail.com](mailto:mbaksrce@gmail.com)  
 Website : [www.ksrce.ac.in](http://www.ksrce.ac.in)

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**Dr. N.S. SHANTHI,**  
**Professor & Head**  
**Department of MBA**  
**K.S.R. College of Engineering**  
**Tiruchengode - 637 215.**



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#### **About the college**

K.S.R. College of Engineering was established in the year 2001 by the Aarthi Educational and Charitable Trust, approved by AICTE, New Delhi and affiliated to Anna University, Chennai and Accredited by NAAC With 'A' Grade. The institution is conferred with the Autonomous status by UGC & Anna University, Chennai in the year 2011. Our college offers 7 UG and 15 PG Programs in Engineering, Technology and Management. The college has completed eighteen years of dedicated service in the field of Technical Education and Management with an avowed mission to mould students into competitive and considerate Engineers, Technologists and Managers by diligently imparting the best of technical education, nurturing human values, quality and maintain mutually beneficial partnership with industry through knowledge sharing, collaborative research and innovation.

#### **About the Department**

The Department of Business Administration (MBA) was started in the year 2006, under affiliation of Anna University with intake of 60. The department is committed itself to improve academic excellence towards industrial standards with the state of the art infrastructure. The department dedicated to impart need based and value based management education to develop talented managers to face future global challenges and align them to today's societal needs. The entire infrastructure at the campus supports the student to groom as future corporate leaders by providing all support systems to learn at prodigious rate.

#### **About the Seminar**

The Technology, Information and Communication changes many activities in everyone's day to day and have been merged online that become more flexible and more effective. The online users are increased and they have started using virtual word concepts and initiated a new business phenomenon which is cryptocurrency to make easy the financial activities like buying, selling and trading. Cryptocurrency represent valuable and intangible objects which are employed electronically in various applications and networks such as online social networks, online social games, virtual worlds and peer to peer networks.

Block chain technology has the potential to create new industries and transform existing ones in ways that cannot be imagined. It has the capacity to facilitate nano-payments proportionate to an individual's contribution and value creation in the Internet. Hence, This conference makes an attempt to know the user's expectations of the future of cryptocurrency and Block chain also creates the users' confidence of dealing with cryptocurrency

#### **Objectives of the Proposed Event**

- ❖ To create a platform of exchange and collaboration between academia and industry, financial investors and entrepreneurs, governmental agencies and policymakers and leaders of traditional economical enterprises looking for revolutionizing their industry by block chain technology.
- ❖ To discuss about the latest trends and developments in block chain and cryptocurrency world and to share ideas and insight to new decentralized digital network.

#### **Paper Submission**

We invite unpublished research paper, case studies and reviews from academia, students, research scholar, Faculty members and Industry experts to present their paper in the conference in the Cryptocurrencies, block chain, bitcoin Cryptocurrencies market, cryptocurrency legislations and other related areas.

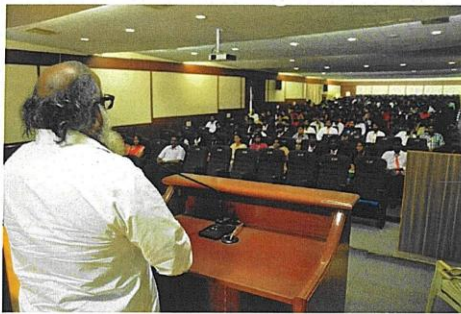
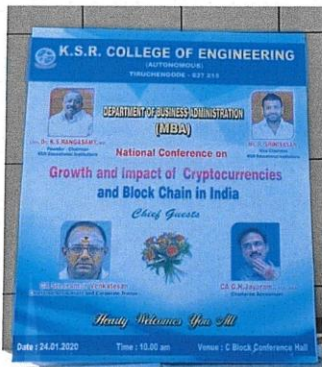
#### **Guidelines for Submission**

- ❖ Empirical research paper must include a clear indication of the purpose of research, Methodology, major findings, implication and key references
- ❖ All papers will be subject to blind review by the expert committee.
- ❖ Abstracts, not exceeding 300 words, should reach us on or before the deadline. Author must clearly indicate the topic.
- ❖ Abstract and Full papers should be sent through email Id - [mbakrce@gmail.com](mailto:mbakrce@gmail.com)
- ❖ The contribution are requested to adhered to the following format:
  - File Format : Ms word (.docx)
  - Layout : Single Column
  - Abstract : One Page
  - Full Paper : Not more than 12 Pages
  - Font & Size : Times New Roman & 12
  - Line Spacing : 1.5
  - Keywords : Maximum of five
  - References should be given at the end of the Paper
- ❖ Maximum three authors shall be permitted per paper and each author should pay the registration fee separately.

*NSSC*  
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 9R4G+MJM, Thiruchengodu, Tamilnadu 637215, India  
 Lat 11.356939  
 Long 77.827228

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**KSR COLLEGE OF ENGINEERING, TIRUCHENGODE – 637 215**  
**DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION (MBA)**

**PROGRAMME REPORT**

**National Level Conference**

**on**

**“GROWTH AND IMPACT OF CRYPTOCURRENCIES AND  
BLOCK CHAIN IN INDIA”**

**on**

**24.01.2020**

K.S.R. College of Engineering, Department of Master of Business Administration conducted on National Level Conference on 24.01.2020. Chairman Lion Dr. K. S. Rangasamy, has given the presidential address, Secretary Mr. R. Srinivasn, and the principal Dr. P. Senthil Kumar, felicitated the gathering. The sessions were handled by CA V Sreeraman, FCA, CWA, CS, MS, Dip OR, PGDHRM, and CA.G.N.Jayaram., FCA.,DISA, Chartered Accountant, Erode

**The Programme was organised with the objectives of ,**

- To create a basic idea about the Crypto currencies & Block Chain Technology Used in Crypto Currencies.
- To provide forum to the participants to exchange their views and ideas about the Crypto currencies In India.

**The outcome of the programme was,**

- Participants Got Knowledge On Crypto Currencies and Block Chain Technology.
- Participants exchanged their views and ideas and discussed various aspects of Crypto Currencies and Block Chain Technology.

More than 100 members were participated and got benefit out of this programme.

*N.S.S.I.L*  
**Dr. N.S. SHANTHI,**  
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