19-09-2026

Vidyavardhaka Sangha ®., Mysuru

Vidyavardhaka First Grade College

Sheshadri Iyer Road, Mysuru - 570 001

(Affiliated to University of Mysore, Accredited by NAAC with B++ Grade)

Department of Commerce and Management & IQAC Jointly Organising

ONE DAY NATIONAL LEVEL CONFERENCE

ON

"The Metaverse and Entrepreneurship: Navigating Global Opportunities & Challenges"

Inauguration

Chief Guest & Keynote Speaker: **Mr. Chetan Anand**
National Cybersecurity Scholar and
Digital Trust Leader.
AVP – Information Security and CISO
Profinch Solutions Pvt. Ltd.,
Bengaluru.

President: **Sri. Gundappa Gowda**
Hon. President, V.V. Sangha ®., Mysuru.

Guests of Honor: **Er. P. Vishwanath**
Hon. Secretary, V.V. Sangha ®., Mysuru.

Sri. Shreeshail Ramannavar
Hon. Treasurer, V.V. Sangha ®., Mysuru.

Dr. Tejas Baba K C
Chairman, CMC, VVFGC, Mysuru.

Dr. S. MariGowda
Principal, VVFGC, Mysuru.

Date: 19th September 2026, Saturday
Time: 9:30 A.M.

Venue:
Sri. P.M. Chikkaboraiah Hall

All are cordially invited
Teaching, Non -Teaching Staff & Students

" Regulations take time, but technology is at the swiftest rate of execution"
- Mr. Chetan Anand

On 19th of September 2026, One Day National Level Conference on "The Metaverse and Entrepreneurship: Navigating Global Opportunities and Challenges" was organised by IQAC and Department of Commerce and Management at VVFGC, Sheshadri Iyer Road, Mysuru.

Mr. Chetan Anand, National Cyber Security Scholar and Digital Trust Leader, AVP Information Security and CISO, Profinch Solutions Pvt. Ltd., Bengaluru, was the Chief Guest and The keynote speaker, in his inaugural address, he insisted, India is becoming one of the leading country in Economic Transformation. Every major technological revolution has reshaped the way of societal work.

He felt that, every business at global level or at national level needs of the right opportunities and also same quantum of risk, to become a successful entrepreneur. He advised the students to make use of Virtual, Economics in which every entrepreneurship has always thrived where innovation meets opportunity. He concluded that the, Metaverse opens an unprecedented opportunities for entrepreneurs at vast and to create entirely new business model and also it has introduced digital market places where virtual assets and services passes real world value.

Dr.S.MariGowda, the Principal, VVFGC, Mysuru, in his introductory remarks on this occasion, he gave complete a insight of the conference. He felt, right topic has been chosen for this current situation where, in this digital world the work can be done through virtual reality and assist everyone to learn, to sharpen their skills to earn and to exhibit their unusual abilities at national and at global level. He advised the students to utilize these sessions effectively to bring desirable changes and to implement them in their future business managements.

Sri. Gundappa Gowda. Hon'ble President, V.V.Sangha, Mysuru, in his Presidential address, he advised the students, to engage themselves in learning and exploring new things. Er.P.Vishwanath, Hon'ble Secretary, V.V.Sangha, Mysuru, Guest of Honor, in his address he highlighted about the cyber-attacks that occurs every second and the requirement of cyber security at this era, and the essential need of Metaverse in learning, shaping and overcoming the problems in future endeavours. He wished the gathering to utilize this session effectively.

Shri Shreeshaila Ramannavar, Hon.Treasurer, V.V.Sangha, Dr.Tejas Baba.K.C, Chairman, CMC, VVFGC, Mysuru and Geetha N, Associate Professor, the Organising Secretary were present on the dais. Compering of the programme was done by Chandan.V, Assistant Professor. Words of welcome and introduction of the Chief Guest by Prof. Geetha.N, Associate Professor, Vote of thanks by Smt. Pallavi D, Assitant Professor and Invocation by Sanika and Sanjana, I.B.Com-D. All the teaching and the non-teaching faculties, Research Scholars, Panelists, Raportiers, Media Officials witnessed this One Day National Level Conference.


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Sri.Gundappa Gowda


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Context
We stand today at a remarkable intersection of


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TECHNICAL SESSION
10:45 A.M. to 12:00 P.M.

Theme :
"AI and Entrepreneurship: From Concept to Commercialization"

Chairperson	Resource Person	Rapporteur
Prof. Mahadevappa B Dos in Commerce Manasagangotri, University of Mysore, Mysuru.	**Mr. Mohan Kumar K R** Founder & CEO Bharath Lighthouse Software Solutions Pvt. Ltd., Bengaluru.	**Dr. Shalini A** Assistant Professor Government First Grade College, Chamarajanagara.









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PANEL DISCUSSION - 12:00 P.M. to 1:30 P.M.

Theme : "Can the Metaverse Transform Entrepreneurship - Exploring Global Opportunities, Business Models and Challenges".

Moderator	Panelist	Panelist
Prof. Anand DoS in Business Administration BIMS, University of Mysore, Mysuru.	**Mr. Kiran Kumar K V** Founder, FinTech School Co-Founder, DeltaPe Technologies, Pvt. Ltd., Bengaluru.	**Dr. V. Rajesh Kumar** Professor, ICFAI Foundation For Higher Education Off-Campus, Bengaluru.	**Mr. Tarun Krishnamurthy** Anzen Technology Partners, Vice President-CrashPlan India, Bengaluru.









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OFFLINE PAPER PRESENTATION - 2:30 P.M. Onwards

Chairperson	Co-Chairperson
Dr. Girisha M C Associate Professor & Chairman DoS in Commerce, Mandya University, Mandya.	**Dr. Ashwini S** Assistant Professor, Department of Commerce Government First Grade College, Talakadu.







