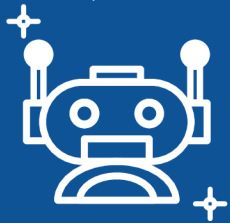


ABOUT SMIT

Sikkim Manipal Institute of Technology, established in 1997, is a constituent college of Sikkim Manipal University, formed under the State Legislative Act of 1995 and approved by the UGC. Part of the Manipal Group, SMIT is accredited by AICTE, NAAC, and ISO 9001 certified. Ranked 2nd among top private engineering colleges in the East Zone by India Today, the campus houses over 3000 students and 260 faculty and staff. Known for its modern infrastructure, well-stocked library, and advanced labs, SMIT's CSE, CA and CE departments are NBA-accredited. The institute hosts an Atal Incubation Centre supported by NITI Aayog and conducts research funded by agencies like ISRO, DST, DRDO, and AICTE.



ABOUT CSFD

The Centre for Faculty & Staff Development at SMIT was established in 2017 to offer technical, social, academic, ethical, and administrative training for both in-house and external faculty. It has successfully organized AICTE-sponsored programs, along with webinars, workshops, and FDPs on emerging technologies to enhance teaching and align with industry trends.

**AICTE SPONSORED
1 WEEK FDP ON**

APPLICATIONS OF GENERATIVE AI IN CONTEMPORARY MANAGEMENT

**ALL INDIA COUNCIL FOR TECHNICAL
EDUCATION
(AICTE-ATAL SCHEME)
GOVERNMENT OF INDIA, NEW DELHI**

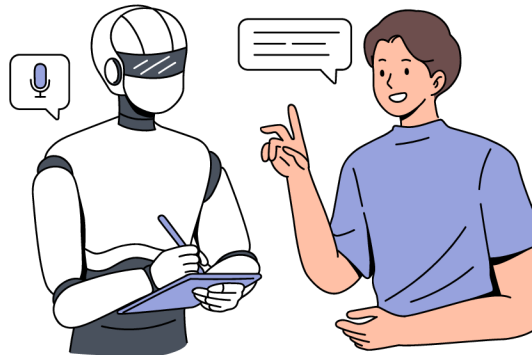
**ORGANIZED BY
DEPARTMENT OF MANAGEMENT STUDIES
SIKKIM MANIPAL INSTITUTE OF
TECHNOLOGY, SIKKIM**



8-13 September 2025



**Sikkim Manipal Institute of
Technology, Majitar, Sikkim**



SMIT SIKKIM
MANIPAL
UNIVERSITY
SIKKIM MANIPAL INSTITUTE OF TECHNOLOGY



ABOUT THE PROGRAMME

This 6-day Faculty Development Program (FDP) on Application of Generative AI in Contemporary Management is designed for faculty members, PhD scholars & PG students working in the fields of management. This immersive program is designed to provide participants with the understanding of generative AI and its applications in management, develop skills in applying AI concepts to real-world management problems and opportunities for collaborative learning and networking in an offline setting.

ABOUT DEPARTMENT OF MANAGEMENT STUDIES

The Department of Management Studies commenced in the year 2003. During these 22 years, the department has moved from strength to strength and today is a sought after destination for students aspiring to acquire a degree in Management at graduate as well as at post graduate level. The department offers three year BBA, two year quality MBA degree (with dual specialization) and Doctoral Programme in Management. The courses are approved by AICTE. The aim of the department is to impart a holistic education to budding managers so that when they graduate they are not only industry and corporate ready but also life ready. The department has an excellent record of academics, research and placement.

KEY FOCUS AREAS

- Understanding Marketing and Marketing Research
- Role of Artificial Intelligence in Managing Organizations / Enterprises Under Changing Scenarios of Industry 4.0
- Understanding Sampling Design, and Hypotheses Testing
- Application of Generative AI in Banking and Personal Finance
- Use of Generative AI in HR
- AI and Ethics
- Use of Generative AI in production management
- Managing Value Chain Innovation: The Digital Transformation Perspective in Pharma

IMPORTANT INSTRUCTION

- Free accommodation on twin sharing basis
- No Registration Fee
- TA Will be provided as per the AICTE norms

WHO SHOULD ATTEND

Associate Professors/Assistant Professors/Ph.D. Scholars/ PG Students can register as participants.

CHIEF PATRONS

Prof. (Dr.) K. Ramnarayan
Pro Chancellor, SMU, Sikkim

Dr. G. K. Prabhu
Vice Chancellor, SMU, Sikkim

PATRONS

Prof. (Dr.) G.L. Sharma
Director, SMIT, Sikkim

Prof. (Dr.) Karma Sonam Sherpa
Registrar, SMU, Sikkim

CHIEF ADVISER

Dr. Bibeth Sharma

HoD, Department of Management Studies

Dr. Om Prakash Singh

HoD, Department of AI & DS and Head, CFSD

Dr. Palash Ghosal

Assistant Professor, Dept. of IT, SMIT

CO-ORDINATOR

Dr. Neeta Dhusia Sharma

Associate Professor, Dept of Mgt Studies, SMIT

CO-COORDINATOR

Dr. Anindita Adhikary

Addl. Professor, Dept of Mgt Studies, SMIT

ORGANIZING COMMITTEE

Dr. Jaya Rani Pandey

Associate Professor, Dept of Mgt Studies, SMIT

Dr. Samrat Mukherjee

Assistant Professor, Dept of Mgt Studies, SMIT

Dr. Manjari Sharma

Assistant Professor, Dept of Mgt Studies, SMIT

Dr. Kalpana Panigrahi

Assistant Professor, Dept of Mgt Studies, SMIT

Ms. Soumili Bishnu

Assistant Professor, Dept of Mgt Studies, SMIT

Mr. Raj Kumar

Assistant Professor, Dept of Mgt Studies, SMIT

Mr. Anosh Lepcha

Assistant Professor, Dept of Mgt Studies, SMIT

REGISTRATION PROCESS FOR ATAL FDP PARTICIPATION

STEP 1

LOGIN OR REGISTER USING THE QR CODE/LINK

<https://atalacademy.aicte.gov.in/>



STEP 2

ACCESS THE FDP SECTION

- After logging in, look to the left-hand side under your profile.
- Click on "FDPs".

STEP 3

APPLY FILTERS TO FIND THE FDP

- FDP Type: Select ATAL
- FDP Mode: Select Face to Face
- Month: Select September

STEP 4

SELECT THE RELEVANT FDP

- From the displayed list, look for the following title: "Application of Generative AI in Contemporary Management"
- Organised by: Sikkim Manipal Institute of Technology
- Click on Apply/Register to complete your registration.

OUR SPEAKERS



PROF. (DR.) AJEYA JHA

Honourable Vice Chancellor
Arunachal University of Studies



DR. SHAILENDRA KUMAR

ASSISTANT PROFESSOR
HOD I/C DEPARTMENT OF MANAGEMENT
SIKKIM UNIVERSITY



DR. HIREN KUMAR DEVA SARMA

Professor
Department of Information Technology
Gauhati University, Guwahati,



DR. NIRMAL KUMAR

VP, QUALITY
Alkem Laboratories Ltd.



DR. R. VENKATESH

SUBJECT MATTER EXPERT
L&T EDUTECH CHENNAI



DR. ABHIJEET CHANDRA

ASSISTANT PROFESSOR
VINOD GUPTA SCHOOL OF MANAGEMENT
INDIAN INSTITUTE OF TECHNOLOGY KHARAGPUR



MR. SANKALPA SARKAR

PRODUCT GROWTH LEADER
WALMART



MR. DIWAKAR UPADHYAY

DEPUTY GENERAL MANAGER-HR
ALKEM LABORATORIES LTD.

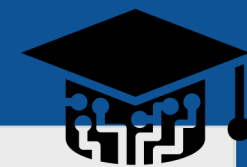


DR. PIYANKA DHAR

ASSOCIATE PROFESSOR
SIKKIM MANIPAL INSTITUTE OF TECHNOLOGY



SCHEDULE OF ATAL BASIC OFFLINE FDP



DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6
9:00 – 9:30 Inauguration					
9:30 – 12:00 <u>Session 1:</u> Understanding Marketing and Marketing Research Prof. (Dr.) Ajeya Jha Honorable Vice Chancellor Arunachal University of Studies, Arunachal Pradesh	9:30 – 12:00 <u>Session 3:</u> AI and Ethics Dr. Shailendra Kumar Assistant Professor & HoD (i/c) Department of Management Sikkim University	9:30 – 12:00 <u>Session 5:</u> Role of Artificial Intelligence in Managing Organizations / Enterprises Under Changing Scenarios of Industry 4.0 Dr. Hiren Kumar Deva Sarma Professor, Department of Information Technology Gauhati University, Guwahati	9:30 – 12:00 <u>Session 7:</u> Responsible AI in Marketing Mr. Sankalpa Sarkar Product Growth Leader Walmart	9:00 – 1:00 Industrial visit at SBL Pvt Ltd Gangtok - Rangpo Rd, Fatak Line, Majitar, Rangpo, Sikkim 737136 Industry Type: Pharma	9:30 – 12:00 <u>Session 10:</u> Use of generative AI in Production Management Dr. R. Venkatesh Subject Matter Expert L&T EduTech Chennai
12:00 – 1:00 <u>Article Discussion on:</u> Generative AI for Finance: Applications, Case Studies and Challenges Name of the journal: Expert Systems, Wiley Year of Publication: 2025	12:00 – 1:00 <u>Article Discussion on:</u> Generative artificial intelligence in management research: a practical guide on mistakes to avoid Name of the journal: Management Review Quarterly Year of Publication: 2024	12:00 – 1:00 <u>Article Discussion on:</u> Generative artificial intelligence as a new context for management theories: analysis of ChatGPT Name of the journal: Central European Management Journal Year of Publication: 2023	12:00 – 1:00 <u>Article Discussion on:</u> Generative artificial intelligence in supply chain and operations management: a capability-based framework for analysis and implementation Name of the journal: International Journal of Production Research Year of Publication:		12:00 – 1:00 Article Summary
1:00 – 2:00 Lunch	1:00 – 2:00 Lunch	1:00 – 2:00 Lunch	1:00 – 2:00 Lunch	1:00 – 2:00 Lunch	1:00 – 2:00 Lunch
2:00 – 4:30 <u>Session 2:</u> Financial markets and AI Dr. Abhijeet Chandra Assistant Professor Vinod Gupta School of Management Indian Institute of Technology Kharagpur	2:00 – 4:30 <u>Session 4:</u> Use of Generative AI in HR Mr. Diwakar Upadhyay Deputy General Manager-HR Alkem Laboratories Ltd.	2:00 – 4:30 <u>Session 6:</u> Managing Value Chain Innovation: The Digital Transformation Perspective in Pharma Dr. Nirmal Kumar VP-Quality Alkem Laboratories Sikkim	2:00 – 4:30 <u>Session 8:</u> Application of Generative AI in Banking and Personal Finance Mr. Sankalpa Sarkar Product Growth Leader Walmart	2:00 – 4:30 <u>Session 9:</u> Understanding Sampling Design, and Hypotheses Testing Dr. Piyanka Dhar Associate Professor Department of Mathematics Sikkim Manipal Institute of Technology	2:00 – 4:00 MCQ & Reflection Journal
4:30 – 5:30 HANDS ON TRAINING /LABS	4:30 – 5:30 HANDS ON TRAINING /LABS	4:30 – 5:30 HANDS ON TRAINING /LABS	4:30 – 5:30 HANDS ON TRAINING /LABS	4:30 – 5:30 HANDS ON TRAINING /LABS	4:00 – 5:00 VALEDICTORY SESSION

