

DCSCHOOL OF MANAGEMENT AND TECHNOLOGY

VAGAMON #



MBA

**Paper Presentation in International Conference at Rajagiri Center for Business Studies,
Kakkanad**

Date: 10/1/2025

Venue: Rajagiri Center for Business Studies, Kakkanad

Number of Participants/beneficiaries: Ardra and Divya

Classes/Batches Attended: MBA 2024 Batch

Objective: The primary objective of participating in the international conference was to provide students with an opportunity to present academic research on *Natyashastra* and its relevance to contemporary issues. The event aimed to enhance their confidence, improve their public speaking skills, and expose them to a broader academic and professional audience, fostering a deeper understanding of sustainability, economic growth, and cultural heritage in the modern world.

Brief Write up on the Program: The one-day International Conference, themed "*Organic vs. Synthetic: The Evolution of Natya in the Context of the Green Economy and the Age of Artificial Intelligence*", was organized by the Indian Knowledge Centre at Rajagiri College of Social Sciences. Held at the Rajagiri Business School, the event brought together scholars, artists, and industry experts to discuss the integration of traditional Indian arts with emerging global challenges. The sessions focused on sustainability, the impact of artificial intelligence on cultural practices, eco-friendly innovations, and the economic potential of cultural tourism.

Prominent speakers included:

- **Kalamandalam M. P. S. Namboodiri**, Eminent Scholar and Kathakali Guru, who provided insights into the traditional wisdom of Kathakali and its relevance in modern times.
- **Philip Thomas**, Country Head of the World Design Council and Founder of the Academy of Media and Design, who discussed design innovation and its intersection with cultural sustainability.
- **Dr. Saju Thuruthil**, Acclaimed Artist and Associate Professor at Sree Sankaracharya University of Sanskrit (SSUS), who explored "*Indigenous Art in the Digital Age: Navigating Sustainability*".
- **Dr. Kala Rachitha Ravi**, Renowned Artiste and Head of the Department of Dance at Kerala Kalamandalam, who examined the evolving role of classical dance in promoting eco-friendly practices and cultural preservation.

Web URL:(report hosted on website): Nil

Feedback:Ardra and Divya expressed that the conference was an enriching experience that significantly broadened their perspectives on how traditional art forms like Natya can influence economic growth and sustainability. They appreciated the opportunity to interact with industry leaders and renowned scholars, which boosted their confidence in academic presentation and professional networking. Both participants noted that the event helped them better understand the importance of bridging cultural heritage with modern technological and economic developments.

Photo – Geo tagged and Normal photos.





Combating Cor

- Integrates modern innov
- Technology can enhance authenticity
- Choreography involves innovations in traditional
- Integration of tradition and



Brochure/Poster:



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Faculty In Charge/Coordinator#