



Digital Immersion Day: Touch, Try, Transform: Hands-On with Digital Tools

Empowering Leaders to Reimagine the Future with Digital & AI Explore how AI, IoT, and analytics enhance factory operations. Dive into experiential learning with live demos and interactive stations.

EVENT DETAILS



Thursday,
20 November 2025
(10:00 AM – 05:30 PM)



MMA Management Center
No:240 Pathari Road
(Off Anna Salai)
Chennai – 600006.

ABOUT THE PROGRAM

The Digital Immersion Day provides practical, real-world insights into how AI, IoT, analytics, and sustainability can transform business operations. Leaders will see, touch, and experience digital transformation through short knowledge sessions, interactive panels, and live demos. The focus is to show PRACTICALLY how these digital tools can enhance productivity, quality, and sustainability in a connected factory.

KNOWLEDGE PARTNER



Jayam SCM
Consultants

PROGRAM HIGHLIGHTS

- **Inaugural Keynote:** The Future of Digital and AI in Transformation
- **ITech Insight Sessions:** Costs, ROI, and Adoption Levers
- **Panel Discussion:** Overcoming Barriers on Cost, Capability, Change
- **Live Demonstrations:** Smart Factory, Predictive Maintenance, Sustainability, Analytics
- **Group Workshop:** Create Your Digital Roadmap
- **Networking:** Engage with Industry Experts & Innovators

ABOUT MMA & Jayam SCM Consultants

Madras Management Association (MMA)

The Madras Management Association (MMA) is India's largest and most awarded management body, recognized as a "fountainhead of world-class management excellence" and having won the AIMA's Best Management Association honor for 15 consecutive years. It boasts over 9,500 members and annually organizes over 800 development activities that have reached more than 4,00,000 executives and entrepreneurs.

Jayam SCM Consultants

India's leading Supply Chain & Digital Transformation experts. Their expertise spans supply chain digitization, lean transformation, sustainability, and AI-driven analytics.

WHAT MAKES THIS PROGRAM UNIQUE

- Hands-on solution demos across multiple industries.
- Live exercises that will help create connected smart factories.
- Cross-industry use cases on AI, sustainability & analytics.
- Practical, interactive learning from real domain experts.

WHO SHOULD ATTEND

- CXOs and Senior Leaders driving digital or business transformation.
- Heads aiming for process excellence.
- Young Digital Enthusiasts and Change Agents.
- Entrepreneurs and MSME Owners seeking practical digital adoption.

DETAILED AGENDA

TIME	TOPICS
09:30 am – 09:40 am	Introduction and context – Gp Captain Vijaykumar
09:40 am – 11:15 am	Inaugural Address & Introduction to technologies: why and how to embrace them (focus on challenges: Cost, Skills, ROI) – By Mr. Jagdish Ramaswamy
11:15 am – 11:30 am	Tea / Networking Break
11:30 am – 12:00 pm	Most Potential applications – Case studies
12:00 pm – 12:45 pm	Panel: Digital Adoption Challenges – Practical Steps & Partnerships, Overcoming Cost, Skills & ROI Barriers
12:45 pm – 01:30 pm	Lunch
01:30 pm – 03:45 pm	HANDS-ON Experience Sessions: a. Exercise on creating a connected smart factory (1 hour) b. Demo Zones: Utilities, Sustainability/Traceability, Computer Vision for loading & quality, Paperless operations, predictive maintenance, and SAP integration (1 hour 15 mts)
03:45 pm – 04:00 pm	Tea Break
04:00 pm – 05:00 pm	Voice of participants: Identify Top 3 Digital/AI Priorities per Domain & Wrap-up: Building Digital Roadmaps and next steps
05:00 pm – Onwards	High Tea & Networking & Certification

KEY TAKEAWAYS

- Clear understanding of smart factories and how to build them.
- Practical understanding of AI & IoT tools.
- Framework for sustainable transformation.
- Confidence to drive measurable impact.



FACULTIES



Jagdish Ramaswamy

**Business Advisor & Head Digital Transformation –
Jayam SCMConsultants Pvt Ltd**

- Industry veteran with 40 years' experience with proven track record of leading transformative initiatives, deep expertise in operational excellence and digital transformation.
- Led digital transformation initiatives in the manufacturing sector, demonstrating his ability to envision and execute comprehensive digital strategies. He led the LARGEST Oracle ERP transformation program in ASIA.
- Held leadership roles at renowned organizations such as Chief Digital and Information Officer at Hindalco, President and Corporate Head Business Excellence at Aditya Birla Management Group, Chief Quality Officer, Wipro Technologies etc.



Suresh Narasimha

**Founder / Managing Partner,
CoCreate Ventures (Bengaluru)**

- Technology & consumer-focused entrepreneur and investor with over 15 years of experience.
- Involved in founding or leading several ventures such as TELiBrahma, Sensara, MonkeyBox, and consumer brands like JustBooks and Bonhomia.
- Holds over 15 patents issued by USPTO.
- Turnaround operations and supported underperforming startups.
- CoCreate is a venture firm based in Bengaluru (Bangalore), focusing on idea-stage funding, especially for student entrepreneurs and early startups.



Sushant Muley
Founder & CEO of Optiex

- 14+ years of experience in automation, IoT systems, and digital transformation.
- Founder & CEO of Optiex, a leading IoT and Industry 4.0 solutions company.
- Delivered large-scale automation and utility integration projects.
- Worked with top OEMs including Siemens, Rockwell, Honeywell, Yokogawa, and Schneider. Expertise in integration layers for SCADA, PLC, and sensor data systems.
- Digital sustainability tracking and AI/ML-based automation.



Jayashankar M S
Founder/Director at Jayam SCM Consultants

- Founder & Director of Jayam SCM Consultants Pvt. Ltd. since January 2021.
- A specialist and advisor in Logistics, SCM (Supply Chain Management), Technology, and Sustainability.
- Served as Director, Globalcom – Procurement & Contracting based in London.
- Holds an MBA from Loyola College, Chennai (1981-1984).
- Certified by MIT-USA in Supply Chain Technologies, Supply Chain Analytics, Humanitarian Logistics, and Sustainability (2020 to 2024).
- Certified to serve as an Independent Director on Boards by the Ministry of Corporate Affairs, New Delhi.
- Received the "Atmanirbhar Bharat" award in 2022 from the Indian Achievers Forum.



Dr. C. Velan
Advisor – Sustainability & Certifications,
Jayam SCM Consultants Pvt Ltd

- Professor of Practice at Anna University
- Executive Board member in Indian Green Building Council
- Senior Fellowship from Indian Green Building Council
- Chairman – Green Education @ IGBC
- Awarded with Professor of Eminence from Manonmaniam Sundaranar University
- Professor of Practice at Anna University
- Visiting Faculty at IIT Madras
- CEO in CEEBROS Group and Professor of Practice at Anna University. Ph.D. research focused on "Sustainable Design of Green Buildings".
- World Record Holder (2 Guinness + 1 World Records Union) for environmental education.

Fees and Registration

Participation Fee:
Special discounted rate of ₹ 4200 /-
18% GST per participant.

The Fee includes:
Workbook and
Digital participation certificate.

Contact for more details:

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