

KESHAV MEMORIAL INSTITUTE OF COMMERCE & SCIENCES

(Affiliated to Osmania University & NAAC Accredited)

Narayanaguda, Hyderabad – 500029

A Unit of Keshav Memorial Educational Society

Report on session regarding Data Technologies with Ethical and Sustainable Business Practices

Date: September/18/ 2025

Venue: Keshav Memorial Institute of Commerce and Sciences – White Building

Budget: ₹1500/-

No. of Hours: 2 hours

No. of Student Teams Participated: 51

Objectives of the Session

To understand the role of data technologies in modern business.

To explore how ethical frameworks guide data usage.

To analyse the impact of data-driven decisions on sustainable business practices.

To understand how data technologies can be better utilised in decision making and Management.

Program Outcomes

- Understood the role of data technologies in modern business.
 - Realized the importance of ethics in data usage and decision-making.
 - Learned data-driven insights to solve business challenges.
 - Awareness about data privacy, security, and fairness.
 - Understood how businesses can adopt green and sustainable practices.
 - Learned about emerging technologies with an ethical and sustainable mindset.
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Remarks

The session on Integrating Data Technologies with Ethical and Sustainable Business practices, was highly informative and gave the students a clear understanding of how data technologies can be integrated with ethical and sustainable business practices.

•The session successfully emphasized that technology alone is not enough; ethical values and sustainability considerations are equally important.

•Participants expressed that the session broadened their perspective on responsible use of data in business.

•Overall, the session was impactful, thought-provoking, and aligned well with current global business trends. The event saw active student engagement, creativity, and professional-level presentations.

Programme Highlights

The program commenced at 11:30 AM in the White Building and was coordinated by **Smt. J. Madhurima**, along with **Mr. J. Manohar** and **Mrs. Namitha Pavithran**, under the guidance of **Smt. V. Santhi**, Principal.

Conclusion

The session on Integrating Data Technologies with Ethical and Sustainable Business Practices successfully highlighted the critical role of technology in shaping modern organizations while emphasizing the need for ethics and sustainability in decision-making. The speaker Mr. Arjunrao Rajanala (HOD and Associate professor Aurora's PG College) delivered the session with great clarity and depth, combining technological knowledge with practical business insight. Overall, the session enabled students to develop a holistic perspective on using data technologies as enablers of sustainable growth, preparing them to become responsible and forward-thinking business leaders.



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A UNIT OF KESHAV MEMORIAL EDUCATIONAL SOCIETY

Estd :1994

INSTITUTION'S INNOVATION COUNCIL
(Ministry of Education Initiative)

Welcome You
to
**Session on Integrating Data Technologies With
Ethical and Sustainable Business Practices**

Date : 18/09/2025
Venue : Seminar Hall
Time: 11:30 am


Guest speaker : Arjunrao Rajanala
HOD & Associate Professor
Aurora's PG College

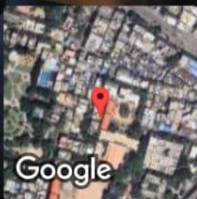
Smt. J. Madhurima
Convenor

Smt. L. Deepika
IQAC Cordinator

Smt. V. Santhi
Principal



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