



FINANCIAL LITERACY CELL SHAHEED SUKHDEV COLLEGE OF BUSINESS STUDIES NICASA - ICAI SPEAKER SESSION REPORT

The **Financial Literacy Cell** of Shaheed Sukhdev College of Business Studies, in collaboration with the **NICASA Student Body**, hosted an enriching session on “**Digital Etiquettes and the Role of AI**” which was delivered by the esteemed guest speaker, **CA Ayushree Khanna**, the session aimed to shed light on the intersection of artificial intelligence and digital communication. It emphasized how AI empowers individuals to navigate the digital world responsibly and professionally.



Key Takeaways

1. Role of AI in Shaping Digital Behaviour

- AI significantly impacts online behavior by promoting respectful and ethical interactions.
- AI algorithms are designed to encourage constructive engagement and minimize harmful or toxic content.
- Platforms use AI to analyze and adapt user behavior, ensuring a more inclusive digital environment.

2. AI-Powered Tools for Effective Communication

- Applications like Grammarly and ChatGPT assist in enhancing clarity, tone, and professionalism in written communication.
- Real-time translation tools foster global connectivity by breaking language barriers.
- Collaboration tools integrated with AI, such as Microsoft Teams and Google Workspace, ensure seamless teamwork and communication.

3. How AI Ensures Online Safety and Security

- AI plays a vital role in detecting and mitigating cyber threats such as phishing, malware, and identity theft.
- Tools like biometric authentication, CAPTCHA, and AI-powered spam filters ensure secure online interactions.
- Advanced content moderation powered by AI safeguards users from exposure to harmful or inappropriate material.

4. Future Trends in AI and Digital Interaction

- AI-driven personalization: Future platforms will offer even more tailored user experiences.
- Integration of AR/VR with AI promises immersive communication and collaborative environments.
- The shift toward ethical AI ensures that digital tools align with moral and societal values, reducing biases and enhancing inclusivity.

5. Best Practices for Online Communication

- Adhere to professional language and tone in all digital interactions.
- Cross-check facts before sharing any information to prevent misinformation.
- Ensure timely responses to maintain digital etiquette in professional contexts.
- Limit sharing of personal details to protect privacy and security.

Student Engagement and Feedback

The session was highly interactive, with students enthusiastically participating in the Q&A segment. Attendees expressed their gratitude for the practical advice and actionable tips shared by the speaker. “This session gave me clarity on how to shape my career as a Chartered Accountant,” remarked one student.

Another attendee noted, “The discussion on AI trends was particularly eye-opening, and it’s exciting to see how technology can open up new avenues for us.”



Significance of the Collaboration

The seminar was part of NICASA's initiative to organize joint events with reputed colleges and universities, aimed at equipping students with valuable skills and career insights. The collaboration with SSCBS proved to be a successful venture, providing students with not only knowledge but also networking opportunities.

Conclusion

The Financial Literacy Cell at SSCBS, in association with NICASA, the student body of NIRC, ICAI, delivered a session that was both informative and inspiring. It emphasized the importance of adapting to changing industry trends and leveraging technology for career growth.

This seminar marks the beginning of what promises to be a series of valuable collaborations between SSCBS and NICASA, ensuring that students continue to benefit from such enriching learning experiences.