



iift

# NEWSLETTER



JANUARY-MARCH 2021

## TRADE WINDS 2021

### International Business Conclave

The Era of Digital Vogue: From Crisis to Solution  
(9-11 January 2021)

The Annual International Business Conclave of IIFT Delhi was hosted on the online medium this time with 28 distinguished guests gracing us with their presence across 6 different summits spread over 3 days.

#### National Digital Summit

The National Digital Summit was hosted on 9 January 2021 with the theme of discussion being Business Transformations in the era of digitization post-COVID. We had the honour of hosting an esteemed panel consisting of Mr. Thomson Thomas, Executive Vice President, Business Systems & Technology at HDFC Life; Ms. Nimilita Chatterjee, Partner at EY, Financial Services Analytics; Mr. Madhur Arora, Lead, Mobile App Solutions at Google; Mr. Amit Verma, Director of Engineering at Big Basket; and Mr. Abhay Tandon, Director & Head of Lowe's Innovation Labs India. The Moderation of the discussion was done by Dr. O.P. Wali, Professor & Head, Centre for International Trade in Technology, IIFT Delhi.

The Annual Digital Magazine of IIFT Delhi, Techtonix 2021 was also unveiled during the summit in front of the esteemed panelists and the audience which featured the top articles from the Techtonix competition – a national level article writing competition held during Trade Winds.

#### National Operations Summit

The National Operations Summit was the second summit of the Day 1 of Trade Winds 2021 - the Annual Business Conclave at Indian Institute of Foreign Trade, Delhi. The theme for this year's conclave was – "The Era of Digital Vogue: From Crisis to Solution". OpSigma Club, IIFT, was proud to host the National Operations Summit as part of Trade Winds 2021 with the theme - "The Role of Data Analytics and Digitization in Operations Management". The event began with the introduction of the Guest Speakers, starting with Mr. Prahlad Chandrasekharan, Director, Management Consulting at PwC India followed by Miss Ira Gilani Lal who is a Management Consultant currently associated with Goldratt India and then with the introduction of Miss Kreeti Mahajan who is the Global Purchase Manager at IKEA followed up by the introduction of Mr. Arun Pandit who is Head of Sales at Load Share Network, a Matrix Partners Funded Logistics Startup.

Post that the Annual magazine of the Opsigma club "Opulence" was unveiled themed around digitalization along with the announcement of winners of "OpsMagnum"- The National article writing Competition organized by Opsigma Club.

## National Trade Summit

The National Trade Summit was hosted on 10 January 2021 with the theme of discussion being Navigating the Next Normal: The Future of Trade and Upcoming Digital Trends and had an esteemed panel from a varied experience in the trade domain Dr. Vandana Kumar, presently serving as Joint Secretary in Department of Industry and Internal Trade under Ministry of Commerce, Government of India; Dr. Jitarani Udgate, Assistant Director at Gems & Jewellery Export Promotion Council & Strategic Advisor at Javion Fashion; Mr. Tabrez Ahmed, Group Director Government Affairs & Public Policy at DELL Technologies; and Mr. Abhijith Bhadrans, Head, operations in Greenwich Metals. The Moderation of the discussion was done by Dr. Rohit Mehtani, Head Corporate Relations and Placements Committee, IIFT and Consultant at the level of Professor for International Business Strategy & Political Economy.

The annual Trade Magazine of IIFT Delhi, “Inside Trade” was also unveiled during the summit in front of the esteemed panelists and the audience. The Magazine featured the top articles from the Commercio Artikel Competition - an article writing competition open to all across India.

## National Finance Summit

The National Finance Summit was hosted on 10 January 2021 with the theme of discussion: “Investment and M&A Opportunities in the Digital Age Amidst the Pandemic”. The investment industry has endured and recovered a lot from the past crises, including the burst of the Dot-com Bubble, the Great Recession, and more. But this time, things are different. The impact of the pandemic is not just on the financial system, valuation of sellers, and the appetite of buyers to get deals done in the short-term, but also on a multitude of other factors; consequently affecting the investment opportunities.

To understand how to navigate this scenario and make most of the opportunities that might arise due to this, the Finance Society, IIFT Delhi invited an esteemed panel from varied verticals of the BFSI sector - Dr. Sheeba Kapil, Professor of Finance, IIFT, New Delhi; Mr. Pramod Kumar,

Managing Director & Head of Banking, India, Barclays Investment Bank; Mr. Vinay Joseph, Chief Investment Strategist at Standard Chartered Bank India; Mr. Divyanshu Tambe, Executive Director, EY; Mr. Rambhushan Kanumuri, Chief Strategy and Operating Officer, Investec India; and Mr. Tej Kapoor, Co-Executive President, Fosun RZ Capital (India & SEA). The discussion was moderated by Mr. Priyank Jain, Corporate Treasury Analyst, Goldman Sachs. The speakers touched upon various topics like navigating the investment landscape for retail investors, mergers & acquisition challenges during the pandemic and potential trends arising in a post-pandemic world, COVID impact on the start-up ecosystem and industries that stand to benefit in the near future, and more.

Fintellect - The Annual Finance Magazine of IIFT Delhi was also unveiled during the summit in front of the esteemed panelists and audience. The Magazine features top articles from our national article writing competition. It also includes the winning decks of Stockathon 2020, our annual equity research competition on companies from the industrials, auto ancillaries, and pharmaceuticals sector.

## National Leadership Summit

The National Leadership Summit was hosted on 11 January 2021 with the theme of discussion Ushering the Age of Innovation: Physical to Phygital and had an esteemed panel from a varied domain in consulting Mr. Vishal Sharma, Managing Director & Leader Consulting Business-Deloitte Consulting India Pvt. Ltd.; Mr. Nitin Nandrajog, Partner, Consulting – KPMG; Ms. Nimilita Chatterjee, Partner, Business Consulting Financial Services Analytics - Ernst & Young; Ms. Deepa Sayal, CEO & Founder, ADG online Solutions Pvt. Ltd. and President & Chief Patron - IWIL India; Mr. Abhishek, Partner, Ernst & Young Consulting (India, Middle East, Africa & Europe); and Mr. Saurabh Singh, Senior Vice President - Polestar Solutions Pvt. Ltd. The Moderation of the discussion was done by Prof. Biswajit Nag, Professor and Head, Economics Division, IIFT Delhi.

The annual Consulting Magazine of IIFT Delhi, Strategos was also unveiled during the summit in front

of the esteemed panelists and the audience. Socrates collaborated with PHI - The Pharmaceutical, Healthcare and Insurance Cell, Infra Cell - The Infrastructure & Real Estate cell and E-cell - The Entrepreneurship Cell.

## National Marketing Summit

The Annual Marketing Summit at IIFT was held on 11 January 2021 which was graced by eminent industry personalities with the theme Pandemic Led Brand Dynamics: Precedence or Transience. The panelists were Mr. Nikhil Kehair, Head, Modern Trade, Johnson & Johnson; Mr. Aditya Mittal,

Associate Director, Sales, North India, Kellogg's Company; Ms. Apoorva Divgikar, Global Brand Director, Danone; Ms. Dola Halder - Brand Head, Doritos, PepsiCo India. The event was moderated by Mr. Aditya Goel, Chief Business Officer at Love In-Store and an IIFT alumnus from the batch of 2013. The event initially started with all guests pitching their point of view about the changed practices in sales and marketing and later engaged in a fireside chat moderated by Mr. Aditya Goel.

The event concluded with the launch of the Magazine of Brandwagon, Marketing Club at IIFT & Insights, The market research cell at IIFT. ●

## Activities in EMP Divison

Successfully completed the conduct of Final End-term examination of EPGDIB (On-campus & hybrid) 2019-2020 and EPGDIB (On-campus & Hybrid) 2020-2021 batch first semester through online mechanism. Results are yet to be announced.

Commencement of the second semester from 10 January 2021 of EPGDIB (On-campus & Hybrid) 2020-2021 batch along with the launch of fresh batch of MBA (IB) in collaboration with IFM, Tanzania on 1 March 2021.

An online interactive contact week of 5 days was conducted in January 2021 for EPGDIB (On-campus & Hybrid) 2020-2021 batch with a strength of 109 participants.

Participated in International Week as "Knowledge Partner" organized by PHDCCI during 15-19 March 2021 at PHD House, New Delhi. Prof. Manoj Pant, Director, IIFT was cordially invited as Chief Guest.



## MasterClass at IIFT

- Institute's MasterClass series, Prof. Bibek Debroy, Chairman and Economic Advisor Council to the PM delivered a lecture on "Law and Economics" on 9 February 2021 at 3.30 p.m. to 4.30 p.m..
- Dr. Anup Wadhawan, Commerce Secretary, Ministry of Commerce took MasterClass on 18 February at 03.30 p.m..
- MasterClass on 12 March 2021 from 2.00 p.m. by Mr. Mohit Joshi, President, Global Infosys UK, his topic for discussion were "My Career Journey and Learnings & Infosys Strategy and It's Linkage to Key Trends in Enterprise Technology".
- Mr. Ahmed Elsheikh, who is the President, Pepsico, delivered the online MasterClass on 26 February from 2.00 to 3.00 p.m. He gave motivational talk and sharing his professional journey and learning.

## Articles & Interview

*India Today* interview held in February 2021.

Article on Agri Reforms: Seeding Consensus, *Financial Express*, 15 January.

## Projects and Collaboration

IIFT Pay Pal collaboration is going to start soon.

ICSSR-ESRC-UKRI for collaboration research. ●

## Presentations by IIFT Faculty

### Prof. Manoj Pant, Director

- Invited as Distinguished Alumni at 1st SMU Economics Alumni Conference for a special talk on “Macro Economics and Global Recessions: Why Emerging Countries Matter”.
- Article on “Agri Reforms: Seeding Consensus” printed in *Financial Express*, 15 January 2021.

### Dr. Saikat Banerjee, Professor

- Invited as a Speaker on 14 January 2021 in the Technical Session-V “Marketing and Trade of High Value Crop” in National Webinar on “Marketing of Agricultural Commodities- Challenges and Opportunities” Organized by Division of Dairy Economics, Statistics & Management, ICAR- National Dairy Research Institute, Karnal, Haryana, 12-14 January 2021.
- Invited as Resource Person to offer a session on “Personal Branding for Sales Professionals” to sales personnel of ROINET Solution Pvt. Ltd.

organized at Hotel Siamton Inn, Kolkata, 6 March 2021.

### Dr. P.K. Das, Professor

- Delivered a talk on “Risk Assessment of Global Stock Markets During COVID-19 Pandemic Using Coherent and Alternative Measures” at 23rd Annual Conference of SSCA (online) on “Visionary Innovations in Statistical Theory and Applications (VISTA-2021)” during 24-28 February 2021 at ICAR - NAARM, Hyderabad.

### Dr. Rajendra Prasad Sharma, Associate Professor

- Delivered a talk on “Why Exporters Fail: The Recipe of Success “ at Vidarbha Industries Association, Nagpur.
- Keynote Speaker in the Valedictory, UEM.
- Won best paper award in the Conference organized by Jaipuria Institute. ●

## Webinar

### Corporate Governance and Firm Performance in Emerging Markets

(12 February 2021)



**Dr. Rakesh Mishra**, General Manager (Director Secretariat), Indian Oil Corporation Ltd.

Dr. Rakesh Mishra, a doctorate in Business Strategy from Indian Institute of Foreign Trade (IIFT), Master in Business Administration from IIM Lucknow and Master in Industrial Management from IIT Kharagpur, possess over 22 years of experience in Strategic Decision Making, Project Management, Operations & Maintenance and Human Resource Management with Indian Oil Corporation Limited. He is competent, astute and committed to professional development and acquisition of continual knowledge. He has numerous publications in reputed national and international journals; and in-depth experience in assessing the project’s requirements and proactively leading the project planning groups to facilitate improvements-ensuring on-time delivery.

The webinar highlighted the key factors of corporate governance affecting the firm performance in the emerging economies and the structure of Indian corporate governance. The speaker also covered the broad points from composing a diverse and talented board and the challenges of striking the right balance within the organization, to implementing a robust and effective workplace culture and further talked about the impact of COVID-19 on the corporate governance parameters as well.

## Publications by IIFT Faculty

### Dr. Saikat Banerjee, Professor

- Banerjee, S., and Mukherjee, P.M. (2021) Revamping Heritage Brand: A Case of Murshidabad, West Bengal, India, *Place Brand Public Diplomacy*. (Published online on 16.3.2021) <https://doi.org/10.1057/s41254-021-00202-w> (ABDC B).

### Dr. Rajendra Prasad Sharma, Associate Professor

- Sharma, R.P. (2020), Will Women Do Better at Marketing to Women? *ET Brand Equity*, 14 February 2021. Available at <https://brandequity.economicstimes.indiatimes.com/news/marketing/will-women-do-better-at-marketing-to-women/80912569>
- Sharma, R.P. (2020), “Is Personal Selling Dead? The Rise of Virtual Selling”, *ET Brand Equity*, 23 January 2021, Available at <https://brandequity.economicstimes.indiatimes.com/news/digital/is-personal-selling-dead-the-rise-of-virtual-selling/80417593>

### Dr. Debashish Chakraborty, Associate Professor

- “The Mystery of Reciprocal Demand for Regional Trade Partnership: Indian Experience in RCEP Regional Value Chains”, (Co-author: J. Chaisse), *Law and Development Review*, 14(1), 2021, pp. 163-214.
- “The Proposed India-EU Trade Agreement and UNECE 1958 Provisions: Empirical Results for Indian Automobile Sector”, (Co-authors: B. Nag and R. Bhardwaj), *IIFT Working Paper Series No. EC-21-06*, 2021.
- “India’s Act East Policy: RCEP Negotiations and beyond”, (Co-Authors: B. Nag and S. Agarwal), *IIFT Working Paper Series No. EC-21-01*, 2021.
- “Opportunities in Trade and Commerce between India and Taiwan in the Post-COVID-19 Era”, in International Webinar on “India-Taiwan Collaboration in the Post-COVID-19

Era: Opportunities and Challenges”, Center for South and Southeast Asia Studies, FLAME University, 15 March 2020.

### Naman Sharma, Assistant Professor

- Jain, G., Sharma, N., and Shrivastava, A. (2021), Enhancing Training Effectiveness for Organizations Through Blockchain-Enabled Training Effectiveness Measurement (BETEM), *Journal of Organizational Change Management*, <https://doi.org/10.1108/JOCM-10-2020-0303> (ABDC - B, Scopus)

### Edited Books

- Paul-Dana, L., Sharma, N., and Acharya, S. (2021), Organizing Entrepreneurship and MSMEs across India published by World Scientific [Edited], Singapore. ISBN: 978-981-121-274-1. <https://doi.org/10.1142/11622>
- Yadav, R., Panday, P., and Sharma, N. (2021), Critical Issues on Changing Dynamics in Employee Relations and Workforce Diversity published by IGI-Global [Edited], Hershey, Pennsylvania (USA). ISBN: 978-1-799-83515-8. DOI: 10.4018/978-1-7998-3515-8

## Division of Alumni Affairs

1. The second episode in the entrepreneur speaks series of Tarang which hosted by Mr. Ashish Nichani, CEO and Co-Founder of PostCard - Discover India’s Local Flavours, MBA (IB) batch of 2006 was shot in collaboration with E-Cell IIFT and the video was released on 6 January 2021 on the official YouTube channel of Alumni Relations Committee.
2. ‘Aluminati’- November to January Edition was released on 1 February 2021. This edition featured a foreword by Dr. Niti Nandini Chatnani as the Head, Division of Alumni Affairs.
3. A new podcast under ‘Entrepreneur Speaks’ for ‘Tarang’ featuring Ms. Sonal Biyani was

released on 5 February 2021. She is the founder of Basic Roots Consulting – an M&A advisory firm for early and growth – stage technology-based companies. In the podcast she speaks about her experience working in the finance and technology space and reminisces about her days at IIFT.

4. Netritva - A Virtual Rendition of GAR was planned and organized on 7 March 2021. The coveted Alumnus of the year was conferred to Dr. Anil Jain, PGDIT 1985, Secretary, Ministry of Coal, Government of India, in the Corporate Leadership Category and to Mr. Sridhar Srinivasan, EMIB 2006, Co-Founder and CEO of Web Plastics Company in the Entrepreneurship Category. A Women's day special edition of the quarterly newsletter - 'Aluminati' was released during Netritva on the 7 March 2021 and was an 'all women' feature edition to commemorate the achievements and experience of some notable women members in our Alumni fraternity and also celebrate the International Women's Day. Netritva also witnessed an enthralling panel discussion by an all-women Alumni Panel moderated by our Professor, Dr. Pooja Lakhanpal. The evening

session involved a video montage created by our Alumni about their days at IIFT and a special performance by Comedian Kumar Varun.

5. Another addition to the Leading edge series of Tarang was published on 21 March 2021. Mr Harish Goyal, CEO-Health & Wellness at Zee Essel group from the 1999 batch of 2006 as a part of the In Vision Guest Lecture series on 15 March 2021.
6. IIFT hosted Mr. Santosh Reddy, Senior Director, GEP Worldwide and an Alumnus from the MBA (IB) batch of 2006 as a part of the In Vision Guest Lecture series on 15 March 2021.

Congratulatory posts were published for illustrious achievements of our Alumni:

- Mr. Mohit Malhotra (EMIB 2003).
- Mr. Balaji Vaidyanathan (MBA IB 2000-02).
- Mr. Shubhranshu Singh (MBA IB – 1997-98).
- Mr. Milind Pant (MPIB – 1993-95).
- Mr. Pratik Gauri (MBA IB – 2014-16).
- Mr. Prafull Sharma (MBA IB – 2009-11).
- Ms. Shweta Pathak (EPGDIB 2009-10).

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## International Collaborations & Capacity Development (ICCD) Division

The following activities were undertaken by the International Collaborations & Capacity Development (ICCD) Division.

### Memberships

The Institute has renewed the membership of The European Foundation for Management Development (EFMD) for the period 1 January 2021 to 31 December 2021.

The renewal of membership of Academy of International Business (AIB) from April 2021 to March 2022 is under process.

### Activities under Ranking

- NIRF 2021 data submitted to NIRF portal in February 2021.

### Activities under Accreditation

- Received confirmation of AACSB PRT visit between 5-8 September 2021.
- Application of the AMBA is in process.

### International Collaborations

#### MOU Renewed

- Hanken School of Economics, Finland.
- Grenoble Ecole De Management, France.

#### MOU under Renewal Process

- Universidad Autonoma de Madrid, Spain.

#### MOU under Discussion

- Kardan University, Afghanistan.