

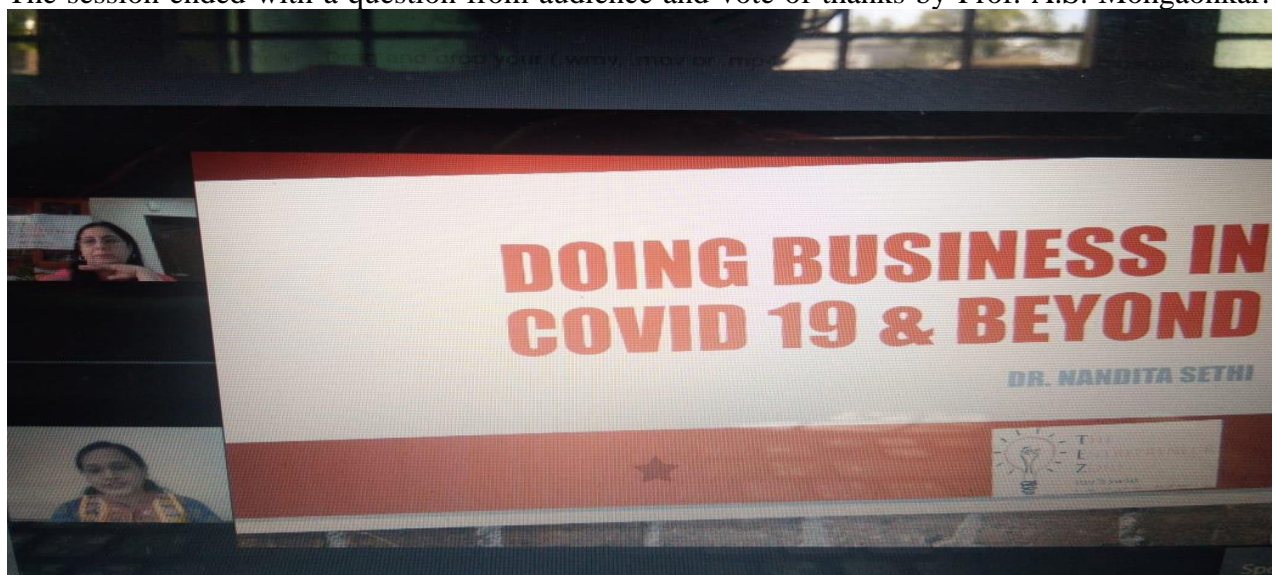
K.K. WAGH INSTITUTE OF ENGINEERING EDUCATION AND RESEARCH, NASHIK
DEPARTMENT OF MANAGEMENT STUDIES
WEBINAR
ON
‘DOING BUSINESS IN COVID TIMES’

The webinar was conducted for Industry people, Entrepreneurs, and Professors to give them insights on ‘how to do business in this Covid times’. The main aim was to provide great thoughts from a great leader, Dr. Nandita Sethi.

The webinar started with an introduction of Dr. Nandita Sethi by Prof. Amrutha Hippalgaonkar. Dr. Nandita Sethi is the Founder & MD of The Entrepreneur Zone (TEZ), (A Unit of Zen SkillProc Pvt Ltd) (www.tez.co.in) which is an Entrepreneurship Development Centre and a Startup Accelerator, providing mentorship and consultancy to startups and businesses. She has a Masters in Economics and a doctorate in International Economics. With around 28 yrs of experience, she has trained several executives in top/mid-management levels on Global Markets, Business Environment, Corporate Reforms, Marketing Trends, Strategy & Leadership, Entrepreneurship & Intrapreneurship.

Then the session was continued by Dr. Nandita Sethi. She started her presentation by history of crisis and during this situations paving to innovations showing the hope of ray for industry people. Later she emphasized on Covid -19 and the macro picture related to it. To continue with she posed questions faced by industries in this pandemic situation such as impact of strategy and leadership, impact on business, customers, operations, finance, marketing and so on while taking questions in between from audience to break the monotonous delivery and answering them. She elaborated on common issues faced by organizations, what businesses can do to protect themselves and a model developed by her on leaders need to think on five horizons: Resolve, Resilience, Return, Reimagination and Reform. Even she has thrown light on industries which have a scope to increase and which will fall due to this pandemic situation, this has provided valuable guidance for new start-ups and Entrepreneurs. She has added to it by saying, ‘there is lot of scope for innovations and start-ups can succeed with innovative strategy in the market and justified it with examples. In between the sessions, nearly 12-14 questions have been taken so that attendees should benefit much of this webinar.

A discussion on new normal and convert it to work in never normal as a strategy for industries was considered. A remarkable Q & A session was when an industry person from ABB India Ltd. posed question on sources of skilled labor which is a current issue faced by the company was discussed and she even provided wonderful insight to get retired military person as Nashik has military training centre, even it can be a source other than colleges and labor suppliers. The session ended with a question from audience and vote of thanks by Prof. A.S. Mohgaonkar.





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DEPARTMENT OF MANAGEMENT STUDIES
ORGANISES
WEBINAR FOR MANAGERS AND
EXECUTIVES FROM INDUSTRY ON

DOING BUSINESS IN COVID TIMES!!!



By
Dr. NANDITA SETHI

**DATE: 6 JUNE 2020,
TIME: 3.00 P.M. TO 4.30 P.M.**

**For free
register at:
<https://attendee.gotowebinar.com/register/175579219987521039>**

Dr. Nandita Sethi is the Founder & MD of The Entrepreneur Zone (TEZ), which is an Entrepreneurship Development Centre and a Startup Accelerator. She has a Masters in Economics and a doctorate in International Economics. She has trained several executives in top/mid-management levels on Global Markets, Business Environment, Corporate Reforms, Marketing Trends, Strategy & Leadership, Entrepreneurship & Intrapreneurship.