

First Webinar introduced by AIPMA on How to Sustain & Grow Your Business During & After Lockdown held on 21st April, 2020

The First webinar which was attended by more than 450 people from Industry on How to Sustain & Grow Your Business During & After Lockdown held on 21st April, 2020. The webinar was introduced jointly with AIPMA's Arvind Mehta Technological & Entrepreneurship Centre (AMTEC) & EXPLORRA.

Mr. Jagat Killawala, President – AIPMA has informed industry that what initiatives AIPMA has taken for the industry and he insisted to visit webpage to keep yourself abreast on industry information. Mr. Arvind Mehta, Chairman Governing Council of AIPMA also shared his knowledge & expertise and how to remain positive during lockdown period.

Each mentor shared their perspective on various aspect of sustaining business operation during & after lockdown; such as how shared value concept can address the current business challenges, steps and initiatives to get cash flows, strategies for customer connect, revisiting assets utilization ratio in terms of employees, managing operations, balancing social contribution and sustainability.

Dr. Piyush Kumar Sinha, Trustee- Innovation & Research Foundation, Former Professor, Marketing and Retailing – IIM Ahmedabad emphasized not only on tangible aspect of business but also on keeping positive mindset to business owner's and decision maker of company; he said very business owner's must take full advantage of lockdown period in forming strategies for business operation and how you want to look at your business after lockdown, discuss & brainstorm with experts , exchange thoughts, know business gaps, keep yourself informed with business trends due to current situation because after this pandemic market and economy will behave very differently and we as stakeholders should be ready to mould ourselves as per market trend and demand.

Dr. Raju Desai, MD, Jyoti Plastics said current problem is not of one firm, industry or country but of whole humanity. We need to come together to solve this problem and connect, build trust and alliance.

The webinar also emphasized to review all process for cost, quality and delivery. Explore technology to augment human effort : Think High Tech – High Touch, Harness Digitalisation, be scientific and clinical in terms of processes, inventory and account receivables, optimise for efficiency using data not just guts or intuitions and more such thoughts has been shared and discussed during conducting webinar.

Another mentor emphasized on looking human resource as assets, hold o them in this situation, nurture them, invest on them for better productivity and use this time to build a strong, talented and dedicated team because later you may not get talented pool of human resource.

Likewise many other such aspects has been discussed and brainstormed. Many questions were raised by participants to panellist. Each question was well answered by each panellist. The entire webinar was a very successful initiative and received good feedback from industry.