



SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management



K J Somaiya Institute of Management

(A Constituent Institute of Somaiya Vidyavihar University)

Centre for Economic Policy Analysis & Research (CEPAR)

Presents

CEPAR's Vichar Manch An Interface on Current Economic Policy

Organizes its 4th program

'Post-pandemic Indian Economy'

Sector-specific case study competition

Date: Nov 15, 2021, Monday

Time: 4 pm onwards

Venue: K J Somaiya Institute of Management

(Virtual Mode)

COVID-19 has put the global economy into a tailspin. Many countries experienced sudden and unprecedented recession. This crisis has catalysed paradigm shift in the way business is done. India's dream to make India a US\$ 5 trillion economy by 2025, currently looks difficult given the impact of Covid-19 on the economy. The Indian economy contracted by 23.9% YoY in Q1 2020—the largest GDP contraction recorded in a quarter. Almost all sectors, except for the agriculture, forestry and fishing sector, have been hit hard because of the nationwide lockdown. Airlines, factories, shops and restaurants have suffered the greatest economic shocks. The manufacturing and construction sectors shrunk by 39.3% and 50.3%, respectively, while the overall services sector, the key driver of the Indian economy, contracted by 20.6%. National India's lockdown resulted in millions job losses, of these, the vast majority were small traders and labourers. Unemployment is skyrocketing, while policymakers across countries race to implement fiscal and monetary measures to alleviate the financial burden on citizens and shore up economies under severe strain. Due to government reforms and stimulus packages, liquidity is coming back to the market and economy is reviving rapidly. The pandemic is forcing a rebirth of many industries, re-assessing and re-imagining modes of consumption, supply chain and productivity. Businesses are coping with lost revenue and disrupted supply chains due to lockdowns and restricting movement and commerce within as well as between countries. It is clear that this crisis will cull a lot of outdated practices in business, and requires a new vision for India and focussed economic reforms.

In keeping with this trend and anticipation of an economic revival, this forum intends to serve as a platform to bring together academicians and students to exchange and share their experiences, views and ideas on contemporary challenges, threats and prospects in Indian economy.

Case studies of companies from different sectors would be useful to understand the impact of pandemic in term of challenges and opportunities, short- and long-term implications, paradigm shifts in doing businesses, game-changing government policies / strategies and some pandemic lessons for sustainable economic growth.



(Sectors include Manufacturing, Agriculture, Education, Financial Services, Insurance and Banking, Healthcare, Information Technology, Pharmaceutical sector, Infrastructure -Real Estate, transportation, Power, Oil & Gas, Telecom, Technology, Entertainment, Tourism and Hospitality)

Panelists of the Program:

Dr. Asha Prasuna,
Professor in Economics &
Chairperson, CEPAR

Dr. Pankaj Trivedi,
ACP-Finance and Dean,
Faculty of Commerce &
Business Studies

Dr. SNV Sivakumar,
ACP-Economics and Dean,
Faculty of Humanities &
Social Sciences

Program Schedule

- Introduction
- Student's case presentation
- Panel discussion
- Question answer session
- Prize/ certificates distribution
- Vote of Thanks

Guidelines for student participants:

Competition theme is 'Post pandemic Indian Economy – sector-specific case studies'

- The competition is open to the students of full-time MBA/PGDM programs of the management institutes in India.
- The case studies can range from 8 -12 pages including figures, tables, annexes, and bibliography. The first page must include title of the case study, the names and email addresses and contact numbers of all authors and writers.
- Case studies should be single spaced, Times New Roman, font size 10pt, including tables, figures and references.
- Documents to be submitted are the case study file, in word doc format and case PPT.
- Students would be given 10 minutes time for their case presentation, followed by 2 minutes question and answer.
- Only two students from each group are allowed to present the case, although maximum four students can form a group.
- Only six case studies would be shortlisted by the judges for the final presentation. Cash prizes for the best three cases will be awarded. Judge's decision would be final.
- Cash prize for winners: **1st - Rs. 10,000/**, **2nd - Rs. 7,000/**, **3rd - Rs. 5,000/** & all the short-listed participants will be awarded with certificates of participation.
- The last date for submitting the Case study is **10th Nov. 2021**. Kindly submit your Case at shaila@somaiya.edu
- Any change in the date and time of the competition, will be communicated well in advance.
- If you have any questions, please contact under signed.

Dr. Shaila Srivastava

shaila@somaiya.edu