

JANUARY-MARCH 2019

## Foundation Stone Laying Ceremony of IIFT's Maidan Garhi Campus

The Union Minister of Commerce & Industry and Civil Aviation, Shri Suresh Prabhu laid the Foundation Stone of new IIFT campus in Maidan Garhi, New Delhi on 22 February 2019. He shared his ideas over the importance of the IIFT campus towards national growth. He also emphasized the importance of IIFT towards policy-making and research for the development of the Ministry of Commerce.

The event witnessed the presence of Prof. Manoj Pant, Director, IIFT; Prof. Vijaya Katti, Dean Administration (Academic); Dr. K. Rangarajan, Centre Head, IIFT Kolkata Campus; and Dr. P.K. Gupta, Registrar, IIFT.

The new campus will be spread over an area of 5.6 acres, and the construction for the same by NBCC Ltd will get completed in over 2 years.

The campus would have state of art audio video system, smart classrooms, building management system (BMS), mechanized basement car parking along with “barrier-free access standards for persons with disabilities”, and a solar power plant comprising of 250 KW.

The campus will also consist of a state of art Auditorium for 1000 pax, a swimming pool, and other indoor games facilities.



## Online “Anytime-Anywhere” Export Awareness Course through MOOC, IIFT

Shri Suresh Prabhu, Minister for Commerce & Industry and Civil Aviation on 15 February 2019, launched a new online “Anytime-Anywhere” export awareness course to train, mentor and hand-hold potential exporters so as to help them to tap international trade opportunities.

This Online Course has been funded under the ‘Niryat Bandhu’ scheme of DGFT and is in collaboration with the Indian Institute of Foreign Trade, New Delhi. On successful completion, a Certificate in Export Import Management under NiryatBandhu Scheme will be awarded to participants.



This is first-ever Massive-Open-Online-Course(MOOC) programme of IIFT and it is an in-house developed MOOC Platform in which Institute is planning to add more short-term courses soon.

### SEMINAR SERIES

## Assessing and Prioritizing International Market Opportunities - An Applied Framework

(14th January 2019)

By **Dr. Atul Parvatiyar**, Professor and Director, Center for Sales & Customer Relationship Excellence, Rawls College of Business, Texas Tech University.



Many frameworks have been suggested to analyze international marketing opportunities but few show how a consumer product goods company can apply it to prioritize country markets according to the “size of the prize” and future strategic growth opportunities. In this presentation, Dr. Parvatiyar shows how a major CPG company assessed market demand and future market penetration opportunities to assess priority markets from a list of over 170 countries under consideration. Using a multi-method technique and multi-layered analysis, opportunities for some household kitchen essential items were studied using desk research and available databases.

## Seminar on Exports to Trade: Realizing the Gains from Trade

A seminar on Exports to Trade: Realizing the Gains from Trade was conducted by World Bank and ILO on 27 February 2019 at IIFT Campus.

The Seminar was addressed by:

- **Ms. Gladys Lopez-Acevedo**, a Lead Economist at the World Bank in the Poverty Global Practice for the South Asia and MENA regions;

- **Mr. Daniel Samaan**, a Senior Economist at the Research Department of the International Labour Organization (ILO) in Geneva;
- **Mr. Martin Rama**, Chief Economist for the South Asia region, the World Bank, based in Delhi.

## International Collaborations

Under the Student Exchange Programme, the number of Outbound and Inbound students was 39 and 23, respectively during Jan. to March 2019.

### Visitors from International Universities

- Ms. Bhoomika Dewan, Country Manager (TranExec) and Rajni Sachdeva, Skill & Education Manager (AITC) visited IIFT on 21 January 2019 to meet with CP (ICCD). The discussion took place on Student Exchange, Faculty Exchange, MDP and Doing Business in India or Australia.
- One-member delegation from TranExec visited IIFT and met with CP(ICCD) on 15 February 2019 to explore the areas for collaboration between IIFT & TranExec, Australia.
- Two students came to IIFT for Internship on Indian Economy & Indian Culture and Society from Hankuk University during 28 Jan. to 24 Feb. 2019. The internship was supervised under the guidance of Dr. Jaydeep Mukherjee, and Dr. Sweta Malla (Associate Professors).

### New Collaborations under Discussion

- IIFT is in talk with University of Bari Aldo Moro, Italy to become an Associate Partner for the Masters Programme on Economics of Globalization and European Integration (EGEI) for the academic year 2020-2021.
- The Kent State University (KSU), Ohio (USA) has agreed to enter into Memorandum of Agreement with IIFT. MOA with Kent State University has been finalised.
- A meeting with Prof. Mike Ewing, Pro-VC of Deakin University was held on 12 March 2019 to discuss potential areas of collaboration with IIFT. The Deakin University, Victoria, Australia has agreed to enter into Memorandum of Understanding with IIFT.

### Faculty Development Programme

The approved faculty participation for national/international conferences /training programmes under Faculty Development Programme during the period January to March 2019 is given below.

Name of the Faculty	Conference/Traning Programme	Venue/Date
1. <b>Dr. Sweta Srivastava Malla</b> Associate Professor	FDP on Structural Equation Modelling (AMOS), IMI New Delhi	IMI, New Delhi 24-25 January 2019
2. <b>Dr. Himani Gupta</b> Associate Professor	Third International Conference on Evidence Based Management 2019 (ICEBM 2019)	BITS Pilani, Rajasthan 1-2 February 2019
3. <b>Dr. Jacqueline Symss</b> Associate Professor	Faculty Skill Upgradation Programme in Finance and Statistics for Research	Career Avenues, Green Park, New Delhi 1 February - 10 April 2019
4. <b>Dr. B.K. Sahu</b> Associate Professor	International Conference on Business and Social Sciences (ICBASS -2019)	Kyoto, Japan 26-28 March 2019

## New Research Project

### Case Analysis of Domestic Supply versus Imported Raw Bamboo Sticks for Aggarbatti

(Sponsored by: National Bamboo Mission under National Mission for Sustainable Agriculture (NMSA), Ministry of Agriculture and Farmers Welfare)

The world bamboo market is currently worth US\$8 billion/year, of which China's share is US\$5.5 billion. After China, India is the second richest in bamboo in terms of genetic resources. Bamboo belongs to the grass family and India has approximately 148 species of bamboo. Of

the 148 species, 90 species are found in the north-eastern hilly states with 41 species endemic to that region. The extent of these Bamboo resources shows clearly that resources are available for a vibrant domestic industry in the same, and raises questions as to why firms nonetheless must import Bamboo for their products? In light of the above-mentioned facts, this research study is being conducted towards assessing two major objectives; Export Promotion Possibility and Import Substitution Feasibility. ●

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## Presentations by IIFT Faculty

### Dr. M. Venkatesan, Professor

- Presented a paper on “A Study of Female Domestic Workers and their Understanding about Labour Standards and Bargaining Difficulties in North 24 Parganas, West Bengal” at International HR Conference on HR Trends 2030, 1-2 March 2019 in IISWBM, Kolkata. (Co Author)
- Presented a paper titled “A Study of Personality, Self-Esteem and Happiness Among Graduates of Delhi-NCR” at 54th National and 23rd International Conference of Indian Academy of Applied Psychology (IAAP), 14-16 February 2019 at Kurushetra University, Kurushetra. (Co- Author)
- Delivered a series of lecture on “Role of Psychometric Tests in Career Counselling and Guidance” to Young Professionals at National Institute for Careers, Ministry of Labour and Employment, Noida on 22 January 2019.
- Delivered a special lecture on “Positive Emotions and Happiness” for Faculty of National Power Training Institute, Faridabad, Delhi NCR on 25 January 2019.
- Delivered a lecture on “Developing Interpersonal Skills for Service Excellence” to Officials of Government of India at Institute of

Secretariat and Management, New Delhi on 7 March 2019.

### Dr. Himani Gupta, Associate Professor

- “Effective Learning Approaches for Sustainability in an Indian Business School: International Business Student Perspective” (Co-Author: N. Singhal) at the 8<sup>th</sup> PRME Asia Forum held at SPJIMR Mumbai, during 13-14 December 2018.
- “Assessment of Learning Approaches for Sustainability among Two Specific Groups in an Indian Business School” (Co-Author: N. Singhal) at 3<sup>rd</sup> International Conference on Evidence based Management (ICEBM 2019) at BITS Pilani, Rajasthan, held during 1-2 February 2019.

**Dr. Tamanna Chaturvedi, Assistant Professor**, gave presentation at National Conference on “Agriculture 2022: Doubling Farmers’ Income” in the presence of Prime Minister Shri Narendra Modi.

**Dr. Ginni Chawla, Assistant Professor**, presented a paper titled “A Snapshot of Industrial Relations Scenario in India” in International Conference on Advances in Theory, Research &

Practices in Management (GLSU-ATRPM 2019) organized by Faculty of Management, Gujarat Law Society University, Ahmedabad, on 23 February 2019.

**Dr. Kavita Wadhwa, Assistant Professor** presented a paper titled “Do Group-affiliated Firms Time their Equity Offerings?” at IFC 2018 Conference held at IIM-Calcutta, Kolkata during 20-22 December 2018.

#### ***National Level Recognition through Awards***

- Dr. M. Venkatesan, Associate Professor was bestowed with *Bharat Excellence Award: Certificate of Excellence in the field of Education 2019* and *Leading Educationist of India Award 2019* by Friendship Forum of India, New Delhi on 24 February 2019. •

## **Results of the Business Chronicle B-School Survey Ranking - 2019**

IIFT participated in Business Chronicle B-School Survey-2019 and the result is as below:

1. On the parameter of Top B-School Overall, IIFT has been **Ranked 7th** Best B-School in India.
2. Secured **A+++ Grade** as Top B-School in Delhi-NCR Region.
3. On the parameter of Social Responsibility, IIFT has been **Ranked 3rd**.
4. On the parameter of ROI, IIFT has been **Ranked 4th**.
5. On the parameter of International Collaborations, IIFT has been **Ranked 4th**.
6. On the parameter of Entrepreneurship Development, IIFT has been **Ranked 5th**.
7. On the parameter of Industry Interaction, IIFT has been **Ranked 8th**.

## **Publications by IIFT Faculty**

### **Dr. Sheeba Kapil, Professor**

- How to Enter into Indian Market? From Inbound & Domestic Acquisitions Perspective: A Review, *International Journal of Economic Research*, Vol. 15, No. 3, 2018 (ABDC indexed) (Co-author)
- Analysis of Control Change Effects on Indian Economy- From Inbound and Domestic Acquisition Perspective: A Review, *Indian Journal of Economics and Business*, Vol. 17, No 2, 2018 (ABDC indexed) (Co- author)

### **Dr. Saikat Banerjee, Professor**

- Banerjee, S. and Mukherjee, M.P. (2019), Electoral Alliance with Sworn Opponent Political Party: Factors Impacting Voting Intention, *Asian Journal of Political Science*, pp.1-29 (doi.org/10.1080/02185377.2019.1579105), {ABDC: B}
- Banerjee, S. and Dash, S. (2018), Disease Awareness Advertising (DAA) in Emerging Economy: A Comparison Between Views of Consumers and Pharmaceutical Professionals, *Health Marketing Quarterly*, Vol. 35, No. 2, pp.134-150 (doi.org/10.1080/07359683.2018.1490554), {ABDC: B}

### **Dr. M. Venkatesan, Professor**

- Employee Engagement in Indian Companies, *Indian Journal of Economics and Business*, V. 17 (2). pp. 311-325, Oct. 2018. (First Author) (ABDC Listed Journal).

### **Dr. Ginni Chawla, Assistant Professor**

- Singh, R., Chawla, G., and Sharma, P. (2019), A Snapshot of Industrial Relations Scenario in India (Chapter 29), in *Emerging Perspectives in Theory, Research & Practices in Management* (pp. 293 - 298), Gujarat: Billberry Studio (ISBN: 978-81-937673-3-7). [Peer Reviewed].

- Chawla, G., Tyagi, R., Agarwal, S., and Rupali, S. (2018, Jul-Sept.), Self-Help Groups as Influencers of Entrepreneurial Intentions among Women: Building a Conceptual Model, *Indian Journal of Training and Development* (ISSN: 09715592), Vol. 48, No. 3, pp. 31-39.

**Dr. Kavita Wadhwa, Assistant Professor**

- Wadhwa, Kavita, Neupane, Suman and Syamala, Sudhakar Reddy (2019), Do Group-Affiliated Firms time their Equity Offerings *Pacific-Basin Finance Journal*, Vol. 54. (ABDC-A)

## Management Development Programmes at IIFT

During the January to March 2019 period, MDP Division has conducted a total 9 programmes for Managers and Executives of various levels. Out of these, 4 sponsored programmes were for Government Officers (including ISS and DGFT officers) and Executives of PSUs. Besides, one long duration course delivered via hybrid mode and one online MDP under Niryat Bandhu Scheme were conducted. A total of 389 participants benefited from these programmes.



The major programmes include 12 weeks certificate course on Global Supply Chain Management for the officers of Armed Forces, 3 weeks Mid-Career programme for the DGFT officers and Executive Development Programme

on “Strategies in International Business” through online mode.

IIFT being the nodal agency for conducting Foundation Training for Indian Trade Service Probationers, the 9 months residential programme for 5 ITS probationers 2018-19 was inaugurated on 20 December 2018 in presence of Prof. Manoj Pant (Director, IIFT), Shri Nikunj Srivastava (Additional DGFT) and Dr. Ram Singh, Head (MDP).

CATEGORY-WISE PROGRAMME DETAILS		
Programmes	No. of programmes	No. of participants
Open Programmes	1	10
Sponsored Programmes	4	100
Hybrid long duration	1	65
Online EDPs	2	177
Online MDPs (Niryat Bandhu Scheme 2.0)	1	37
<b>Total</b>	<b>9</b>	<b>389</b>

### Dr. David Bull of Springer & Palgrave Macmillan Visits IIFT

**Dr. David Bull, Vice President**, Global Publishing Unit, Springer & Palgrave Macmillan, visited IIFT on 26 February 2019 to discuss the academic association and collaboration for publishing reference and research books, etc.

# Student Activities

## Students Awards / Achievements

- Siddharth Agarwal, Siddharth Tripathi, Yogesh Gidwani, Drishan Vyas and Priyank Jain won the National round of the coveted @CFA Institute Research Challenge, under the mentorship of Prof. Sheeba Kapil. This is the 5th time that Indian Institute of Foreign Trade (IIFT), New Delhi & Kolkata students have won the National Finals.

The team will represent India for the upcoming Asia Pacific Round to be held in Australia.



- Ankush Chaudhary and Mohit Jajoo, first year students from the MBA (IB) batch of 2018-20 won the National Finals of Titan Elevate conducted at Bangalore on 11 January 2019 among a total of 2714 students who participated in the competition nationwide.

Titan Elevate is an Annual Business Case study challenge conducted in premier B-Schools.



The objective of the programme is getting young minds to work on real-life business challenges.

- Aakash Sharma and Ishan Shah of the MBA (IB) Batch of 2018-20, Kolkata Campus (Team “Blue Chip”) were the National Runners-Up of the EXL Acumen 2018 competition.

EXL Acumen is an annual case study contest for the Management students of India’s Top B-Schools with analytics and consulting vigor.

- Manu Sawhney, an IIFT alumnus from the batch of 1993 will take over from Dave Richardson as International Cricket Council’s new chief executive from June 2019. Mr. Sawhney, who has previously served as the CEO of Singapore Sports Hub and Managing Director of ESPN Star Sports, will join the organisation in mid-February before taking over the reins in July 2019, following the 2019 Men’s World Cup.

## Alumni Activities

- IIFT was elated to host Mr. Srinath Keshavan, Chief Executive of Trade Risk Consulting on 4 February 2019. The session started on an inspiring note with Mr. Keshavan sharing his 35 years of experience about engagements with over 100 leading banks and multilateral institutions in the domain of International Trade, Trade Finance, Trade Risk Management, Commodities Finance and Structured Trade Finance. During the session, he addressed the topic of “Financing Commodity Inventories Held in Cross-Border Flows” and enthralled the students with his practical approach to the topic and real-life examples that captivated audience’s interest throughout.
- *Alumni Mentorship Programme* (Through Webinars and Video Calls) - The Mentorship Programme helps the students in knowing about the companies in which they are going to intern through our Alumni in those companies. They support and guide the students through.

- The students of IIFT Kolkata were delighted to host Mr. Udit Srivastava, Commercial Manager – International Business and E-commerce at NIVEA India on 9 March 2019. He is a qualified MBA (International Business) in Marketing, Finance and Trade from the IIFT batch of 2014-16. He spoke about the importance of retaining confidence in the face of adversities. He also provided invaluable tips to students

regarding the best practices and do's & don'ts ahead of the summer internships. He advised the students to stay focused on academics and keep up-to-date with current events. He also shared helpful perspectives from his experience in sales and marketing. The session ended with Mr. Udit sharing his insights on the questions asked by the students. ●

## Leadership Conclave 2019

The inaugural edition of the Leadership Conclave was conducted on 9 March 2019 at IIFT, Kolkata Campus. The Conclave is a novel venture focused on the thorough reconceptualization and dissemination of new ideas through experience and expertise. It witnessed senior industry experts and leaders convene to share their insights and perceptions on how to adapt to the changes in the external environment and the business scenarios, keeping in track with this year's theme of the #10YearChallenge and its impact on Talent, Tactics, Target & Technology.

The Keynote Session in the morning was helmed by Mr. Suresh Kumar, President of Strategy and HR at Polycab India Ltd.

The Panel Discussion was conducted in the afternoon, with the panelists being Mr. Sajal Gupta, Head – Forex & Rates, Edelweiss Securities Ltd.; Mr. Pravin Lal, Founder & CEO, Capital Quant Solutions Ltd.; Mr. Madhur Arya, COO, Xebia; Ms. Shiwani Vyas, Head of Talent Branding & Corporate Communication, Brillio; Ms. Upasna Nischal, HR Lead & Global Talent Head, Talent Management, Evalueserve Inc.; and the moderator being Mr. Udit Srivastava, Commercial Manager, International Business & E-Commerce, NIVEA India Ltd.

The Endnote Session was conducted by Mr. Salil Garg, Director & Co-Head, Large Corporate Ratings, India Ratings & Research Inc. who gave an in-depth analysis of the myriad of changes in the Indian power sector, throwing light on the gradual shift from thermal to solar power, and the



urgent need for co-operative workforce and legal systems to be in place for solar power & other alternative energy sources to flourish.

In all of these sessions, the students of IIFT shared their analysis and asked intriguing & insightful questions which served to enrich the entire conclave, and transform it into an exchange-hub of sparkling ideas. This has led to the inaugural edition of the Leadership Conclave to be a resounding success. ●

## Conferences & Seminars

**Dr. Ashish Gupta**, **Dr. Prateek Maheshwari** (Assistant Professors) and **Dr. Khush-Hal** participated in a day-long Conference on “Building World-Class Universities: (Trans) Formative Higher Education Spaces and Places”, organized by Deakin University in collaboration with Australian Trade and Investment Commission on the occasion of celebrating Deakin University's 25 Years of Engagement in India, 11 March 2019.