

OCTOBER-DECEMBER 2019

Grand Alumni Reunion of 2019

The Grand Alumni Reunion of 2019 was hosted on 17 November 2019 at New Delhi Campus. The event attracted a good turn-out again this year, with alumni travelling from all corners of the globe to attend. After the Director's address, students of IIFT presented cultural performances. Mr. Shankar Gupta CEO, President and COO – ACG Worldwide was presented with the Alumni of The Year Award 2019 – Corporate Leadership Category and Mr. Manu Chopra, Director - PDS International Pvt. Ltd. was presented with the Alumni of The Year Award 2019 – Entrepreneurship Category. Later, the alumni reminisced their campus days, the students utilized the opportunity to network with the alumni over dinner. Entertainment this year came courtesy of The Postbox Band, who wowed guests with their wizardry. The mellifluous music by the band added to the crisp cool night as IIFT's alumni and students bonded over dinner.



Executive Council Meet 2019

The division of Alumni Affairs recently conducted an Executive Council meeting on 17 November 2019. The meeting was attended by all chapter heads, IIFT faculty and the student body heads. After a detailed brief by Dr. Sanjay Rastogi, head of the Department of Alumni Affairs, all the student body heads including the Alumni Coordinator, the IMF President and the Placement Convener presented the activities conducted at IIFT over the last 6 month to the committee.

This was followed by a presentation on the progress of all our regional chapters by the respective chapter heads.

The meeting saw a healthy inflow of ideas on how the rich network of IIFT Alumni could truly act as an asset to help build the brand IIFT. ●

Logistics Conclave and Conference (19-20 November 2019)

The Indian Institute of Foreign Trade (IIFT)'s Centre for Trade Facilitation and Logistics (CTFL) in association with the Logistics Division, Ministry of Commerce and Industry, jointly organized a Logistics Conclave and Conference on 19-20 November 2019 at the New Delhi campus.

The two-day conference was attended by policy-makers, practitioners, logistics experts, exporters, researchers and academicians. Shri N. Sivasailam, Special Secretary (Logistics), Shri Anant Swaroop, Joint Secretary (Logistics) and other senior officials from specific sectors and ministries were key invitees for the event.

The conference comes at a time when an efficient logistics system is proving to be a must for the facilitation and growth of trade in a highly evolving business landscape. In recent times, effective logistics are being viewed as an opportunity for cost reduction and increased responsiveness. Govt. of India is working to reduce logistics costs in the country to 9 per cent of GDP by 2022 from the current 14 per cent. The conclave aimed at providing a common platform to bring together a host of stakeholders including private as well as government players who expressed their views on logistics issues and challenges. It majorly focused on logistics opportunities and challenges across nine specific sectors including Engineering Goods, Gems & Jewellery, Marine Products, Apparels, Leather, Pharmaceutical, Chemicals, Agriculture and Electronics. A total of 10 panel sessions and presentations were covered during the conclave with government representatives providing valuable inputs on government support towards gaining logistics competitiveness. More



than 40 research papers were presented on various themes such as Innovation and Industrial Logistics, Cloud, Big Data and Artificial Intelligence (AI) in Logistics, Industry 4.0, Logistics and Supply Chain 4.0, Supply Chain Risk and Security, etc. by academicians and research scholars. The research presentations provided new insights and solutions to achieve logistics edge in India.

The Valedictory Session and Vote of Thanks were presented by Conference Convenors Prof. Nitin Seth and Prof. Deepankar Sinha. ●

Round Table Discussion on “Regulatory Barriers & Trade in Services - A Global Perspective”

The Institute is undertaking a study on developing a Services Trade Restrictiveness Index, commissioned by the Ministry of Commerce and Industry (MoCI, Govt. of India). The objective of the study is to develop an alternative to the OECD's index, which is theoretically and empirically advanced. As a part of this initiative, the roundtable discussions on “Regulatory Barriers and Trade in Services - A Global Perspective” were organized on 16 October 2019 and 8 November 2019 at IIFT, New Delhi Campus. The objective was to closely examine the nature and importance of several policy areas such as Restrictions on foreign entry, Movement of people, Regulatory transparency, Barriers to competition and other discriminatory as well as non-discriminatory measures in affecting exports and imports of three professional services viz. Legal, Accounting/Auditing, and Architectural services. It is hoped that the study by MoCI and IIFT will throw up new ideas at the time when services trade liberalization is taken forward at various multilateral and plurilateral fora.



New Research Project

Study on Formulation of New Financial Assistance Scheme for the Period 2020-2025

Sponsored by : APEDA

Cost of the Study : ₹20.0 Lakh

The primary objective of this study is to prepare a comprehensive framework of export promotion schemes for APEDA. It would also include a complete framework for phasing out existing incentives and introducing contemporary, new incentives for export promotion in line with WTO requirements. ●

ACHIEVED A MILESTONE

Publication Division achieved a milestone with its first International Subscription from Germany for *FOCUS_{WTO}.IB*.

Seminar Series

“Preparing for BREXIT – Its Business and Economic Implications for India”

(23 December 2019)

Dr. Atul Mishra is lecturer in Strategic Management with Plymouth Business School, UK.

He is member of several associations like Development Studies Association, International Council of Small Business and Indian Council of Labour Economies. His teaching interest range from international business to corporate finance. Dr. Mishra delivered a lecture on “Preparing for BREXIT – Its Business and Economic Implications for India” and shared insights about BREXIT, how BREXIT would act as an opportunity window for Indian companies, and much more.



Publications by IIFT Faculty

Dr. K. Rangarajan, Professor & Head, IIFT Kolkata

Lahiry. S., Rangarajan. K. (2019), Strategic Use of Patents by An Entrepreneurial Multinational Organization in Indian Context, *J. Global Business Advancement*, Vol. 12, Issue 3, pp. 356-381.

Das, M., Rangarajan, K. (2019), “Corporate Sustainability in Small and Medium Enterprises – A Literature Analysis and Road Ahead”, *Journal of Indian Business Research*.

Dr. Sugata Marjit, Distinguished Professor

Research Papers

Unskilled Immigration, Technical Progress and Wages – Role of the Household Sector, *Review of International Economics* (Co-authors: M. Pant and S. Huria) 8 October 2019, (Online).

Inequality and Trade: A Behavioral Economics and Social Psychology Perspective, *Review of Economics* (Co-authors: R. Oladi and P. Raychaudhuri), 2019 (Forthcoming).

Globalization and Environment in India (Co-author: Eden Yu), Chapter 10 – in B. Huang and E. Yu (eds.) – Ways to Achieve Clean Asia, *Asian Development Bank*, 2019 (Forthcoming).

Book: Virtual Trade and Comparative Advantage: The Fourth Dimension (Co-authors: B. Mandal and N. Nakanishi), 2019, Springer-Nature (Forthcoming).

Dr. Ginni Chawla, Assistant Professor

Book: Jain, P., Arushi, Chawla, G., Tandon, A. (2019), The Merit Pay Dilemma at Nearbuy.com (Chapter 4). In *Ethics and Responsibility in Human Resources, Leadership and Start-Up Business* (eds. Lehtamäki, H., and Dey, A.K.).

Dr. Naman Sharma, Assistant Professor

Sharma, N. (2019), Startup Corner: The Dynamics of Success, *Human Capital*, October 23(5), pp. 58-59.



International Collaborations

Under the Student Exchange Programme, the number of Outbound and Inbound students was 22 and 3, respectively during September to November 2019.

AACSB Accreditation

1. On August 2019 the Initial Accreditation Committee (IAC) accepted the IIFT's Third ISER and invited the Institute to submit Initial Accreditation Application which the Institute submitted on 15 October 2019.
2. AACSB has appointed the Peer-Review Team (PRT) which will visit IIFT in the last quarter of 2020. Chairman of PRT will visit IIFT in March 2020 for initial review.

New Collaborations under Discussion

- Collaboration with Tulane University USA is under discussion.
- Collaboration with Bangladesh Foreign Trade Institute, Dhaka is at its final stage.
- Collaboration with IPAG, Dhaka, Bangladesh is under discussion.

Faculty Development Programme

Faculty participation for national/international conferences/training programmes under Faculty Development Programme during the period September to November 2019 is given below:

International Conferences/Training Programmes		
Name of the Faculty	Conference/Training Programme	Venue/Date
Dr. Radhika Prosad Datta	International Conference on Advanced Research in Management, Economics and Accounting	Barcelona, Spain 5-7 Sept. 2019
Dr. Ranajoy Bhattacharyya	International Conference on Economics of Global Interactions 2019	Bari, Italy 9-10 Sept. 2019
Dr. Satinder Bhatia	American Society for Competitiveness (ASC) Conference	Washington DC 24-26 Oct. 2019
National Conferences/Training Programmes		
Dr. Himani Gupta	ICKSSD 2019	New Delhi 23-24 Sept. 2019
Dr. Oindrila Dey	The Tenth Biennial Conference of the Indian Society for Ecological Economics (INSEE)	Hyderabad 6-8 Nov. 2019

Inauguration

Four-month weekend Certificate Course in Export-Import Management (December 2019 – March 2020)

Four-month weekend Certificate Course in Export-Import Management (December 2019 – March 2020) at Delhi Campus for working executives will commence on 14 December 2019. Forty-seven students have been admitted to the Programme on the basis of personal interview. The inauguration programme was attended by faculty and concerned staff of IIFT.

Conference Participations by IIFT Faculty

Dr. Ravi Shanker, Chairperson, (ICCD) & AACSB Accreditation attended a one day Seminar on “Engagement, Innovation and Impact” at Amsterdam on 4 October 2019 organized by AACSB.

Dr. S. Banerjee, Professor

- Presented a paper (Co-author: Kapoor, S.) on “Role of Retailers in Transforming Consumer Brand Relationship During Brand Scandal” at Management Doctoral Colloquium (MDC), IIFT Kolkata, 6 December 2019.
- Invited as ‘Resource Person’ at International Centre for Cross Cultural Research and Human Resource Management, University of Jammu for interaction with faculty members and research scholars on teaching pedagogy

and research ecosystem, 19-20 December 2019.

Dr. Ginni Chawla, Assistant Professor

- Presented a case study titled “The Merit Pay Dilemma at Nearbuy.com” at the International Conference on Management Cases (ICMC), organized by Birla Institute of Management Technology (BIMTECH), Greater Noida, Uttar Pradesh, 5-6 December 2019.

Dr. Ankit Kesharwani, Assistant Professor was invited for a session at “Strengthen Your Brand Through Integrated Marketing” during CREDAI BENGAL STATECON 2019 event being organized by CREDAI in association with CBRE, Kolkata, 28 November 2019. ●

Management Development Programmes at IIFT

During the July-September, MDP Division has conducted programmes for Managers and Executives of various levels. Out of these, 3 sponsored programmes were for Government Officers (including ISS and DGFT officers) and executives of PSUs. One Hundred and Three participants benefited from these Programmes.

MDP is also running online Certificate Programmes: Four-month Certificate Programme in Export-Import Management for

BEL executives and One-year Post Graduate Certificate Programme in International Business and Finance.



CATEGORY-WISE PROGRAMME DETAILS

Programmes	No. of programmes	No. of participants
Open Programmes	3	38
Sponsored Programmes	3	65
Total	6	103

Students Activities

Trade Winds 2019, 5-7 August 2019

Trade Winds is IIFT's Annual Business Summit which provides a platform for IIFT's students to interact with eminent professionals from the industry as well as various esteemed international organizations. This year, Trade Winds 2019 was inaugurated by Mr. V.S. Krishnan, National Leader, Tax and Economic Policy Group, EY India. Beginning his inaugural speech, Mr. V.S. Krishnan reminisced India's initial stringent tax regime and elucidated on the rise of consumerism. He shed light on how the new progressive tax regime will usher in renewed growth in due time in the consumer sector and how the age of mere consumerism is rapidly moving towards the age of personalization. He also added that the effects of more co-ordination within the tax department and the use of Aadhaar would produce interesting effects in many sectors of the Indian economy.

The inaugural session of Trade Winds sets the agenda for all the summits in motion. The event comprises of 6 summits: Finance Summit, Marketing Summit, Trade Summit, Leadership Summit, Operations Summit and Digital Summit covering all facts of management education. The summits witness participation from industry leaders from various fields, media personalities and illustrious alumni of IIFT.

Trade Winds 2019 was centred around the theme of "Age of Personalization: Rise of Customer-centric Businesses" through its inaugural session which sets the tone of the conclave.

International Business Conclave 2019, 4 October 2019

A forum to connect IIFT Alumni and International Businesses to build the IIFT brand, knowledge sharing and professional networking. Theme for this IBC 2019 was Emerging Global Trade-Order or Disorder? – Opportunities & Challenges for Business amidst protectionism, cyber wars and conflict. IBC is organized by IIFT in collaboration with IIFTAAS, a Singapore-registered society with



more than 100 Singapore-based IIFT alumni as its members. Mr. Gopinath Pillai, Ambassador-at-large, Ministry of Foreign Affairs, Govt. of Singapore, was the Chief Guest at IBC 2019. Other dignitaries who were part of panel discussion include:

1. Mr. K.V. Rao, Founder President, IIFT Alumni Association Singapore.
2. Prof. Manoj Pant, Director, IIFT.
3. Mr. Steven Okun, Senior Advisor, McLarthy Associates.
4. Mr. Manu Bhaskaran, Chief Executive, Centennial Asia Advisors.
5. Mr. Frederik Groth, MD APAC, COFCO International.

CHAUSAR – National Consulting Conclave 2019, 12-13 October 2019

The Annual National Consulting Conclave of Indian Institute of Foreign Trade was inaugurated by Ms. Sunita Raju, Chairperson, Graduate Studies Board, Ms. Vijaya Katti, Dean, Administration (Academics), HOD, Economics and Trade Policy and Mr. Rakesh Mohan Joshi, Chairperson, Research. Chausar started with a national case study competition in which students from 25 different institutes of the country participated, followed by four workshops conducted by industry stalwarts in following domains:

- Strategy Consulting
- Operations Consulting
- Financial Advisory Consulting
- IT Consulting

TEDxIIFTDelhi 2019, 19 October 2019

TEDxIIFTDelhi 2019, held on 19 October 2019, was themed ‘Dream, Desire, Discover’. The theme rightly highlighted our message to keep following our ambition, and achieving greater heights. We were honoured to host a plethora of guests from fields as diverse as literature, army, culinary arts, corporate, technology and fitness industries. The guests spoke about their life experiences and journeys, while leaving the audience spellbound with their oration and ideas.

The esteemed speakers are Ashwin Sanghi - Bestselling author; General Bikram Singh - Former Chief of Army Staff; Pankaj Bhadouria - MasterChef India Winner; Omair Tarique - Co-Founder, The Scribbled Stories; Vni Tripathi - Board Member, CBFC & Former Secretary, BJP; Divyansh Mundra, Author and Popular Quora Writer; Himanshu Bakshi - Corporate Leader, Motivational Speaker; Radhika Bose - Famous Fitness and Lifestyle Influencer; Rohan Rathore - Founder of Equity Research Start-up; and Dipanshu Parashar - 15 year old cyber security expert.

Marathon, 9 November 2019

IIFT Marathon, which took place on 9 November 2019, was flagged off by Mr. Lalit Mathur, Indian Olympian and Mr. Mukesh Vats, Coach of Indian Athletics Team, was conducted as a prelude to Quo Vadis – The Annual Cultural & Management Festival of IIFT in association with Lions’ Club International – Chaibasa.

The theme for the event was ‘To Promote Awareness about Diabetes.’ Around 600+ runners from Delhi and NCR became a part of our drive to beat diabetes. The event was a success with the winners being awarded cash prizes and the certificates to all participants.



Blood Donation Camp, 20 November 2019

Melange at IIFT organized Blood Donation Camp in association with HDFC Bank and Rotary Club as a pre event to Quo Vadis 2020 with support from HDFC Bank and Rotary Club.

This event, which was conducted with utmost care and hygiene, saw enthusiastic participation from the staff at IIFT and also from the students. Such response from the participants for contributing to a great cause made the event a huge success.



Workshop on Bourse Game in Foreign Exchange, 19-20 October 2019

Shri Mahendra Mehta, Shri Mohit Agarwal and Shri Paritosh Chandran, Neural Tech Soft, Mumbai conducted an intensive two days’ Workshop on “Bourse Game Programme in Foreign Exchange Markets” during 19-20 October 2019. Six Quiz Sessions were held during the Workshop. Seventy-eight participants of both the batches of full-time MBA(IB) programmes attended the Workshop. Participation certificates were distributed among the attendees.

Workshop on Demand Planning and Sales Forecasting, 21-24 October 2019

A Workshop on “Demand Planning and Sales Forecasting” was conducted between 21-24 October 2019 in two batches by Shri Shubham Dang, Head of Platform and Advanced Analytics Solutions, Bengaluru. Seventy-seven students of both the batches of full-time MBA (IB) programmes attended the Workshop. ●