

OCTOBER-DECEMBER 2020

Division of Alumni Affairs

1. Our newsletter '*Aluminati- August to October 2020 Edition*' was released on 2 November 2020 with a new design and an announcement of the transition of the newsletter to a fully online YouTube-based format.
2. A new video podcast series – '*Tarang*' was launched on the official YouTube channel of the Alumni Relations Committee. Under the banner of '*Tarang*' we have included - Leading Edge, Entrepreneur Speaks, Beyond and Excelsior. The four playlists under the podcast which were launched targeting different segments of our Alumni – ranging from Business Leaders to entrepreneurs.
3. The first episode of '*Tarang*' featuring Mr. Partha Anbil from PGDP batch of 1982 was released on 26 October 2020 under the Leading Edge series.
4. The second episode of '*Tarang*' featuring Mr. Akhil Chandra from MBA-IB batch of 2009 under the series of Entrepreneur Speaks was released on 31 October 2020.
5. Extensive efforts have been put in to drive more engagement to the YouTube channel of the Alumni Relations Committee and our efforts were able to improve the number of subscribers from around 100 to 400 until now.
6. For the upcoming episode of the '*Tarang*' we have also collaborated with BLASH for conducting the interview and the video would be launching soon. We are also looking to collaborate with other clubs, cells, and committees in bringing more diverse alumni to the podcasts.
7. All the pending tickets regarding queries and requests that the alumni posted on the Alumni portal have been attended to and we are awaiting replies from a few members to whom we have requested additional information.
8. The Alumni portal membership requests are being attended to on a regular basis and the team is working to ensure that all the alumni information are being updated as per their requests.
9. The social media team has ensured that the Alumni Relations Committee takes the onus of updating the Alumni about all the latest accomplishments and achievements of our alumni through congratulatory posts across all the social media handles of LinkedIn, Instagram and Facebook. The latest in this line was the congratulatory post of Mr. Jaideep Agarwal appointed as the Managing Director at Goldman Sach and Mr. Manish Gupta appointed as the Chief Information Officer in Aditya Birla Group.
10. The Social Media Team has also ensured that a post is sent across on all the important occasions of festivals and other events so as to wish the alumni on behalf of IIFT.
11. To commemorate the memory of GAR 2019 a video was posted by the social media team on the anniversary week and this post was able to drive massive engagement on the social media handles, where the video reached 1430 views on Instagram which was a massive surge. In total we have seen a 0.3 % rise in engagement on a weekly basis. ●

Presentations by IIFT Faculty

Kapoor. S. and Banerjee, S. (2020), "A Grounded Theory Study on Role of Retailers During Brand Scandal" presented in the 2020 GMC: 2020 Global Marketing Conference at Seoul (organized by Global Alliance of Marketing & Management Associations), 5-7 November 2020 (Virtual Conference). ●

Publications by IIFT Faculty

Dr. Saikat Banerjee, Professor

- Kapoor, S. and Banerjee, S. (2020), On the Relationship between Brand Scandal and Consumer Attitudes: A Literature Review and Research Agenda, *International Journal of Consumer Studies*.
- Sarkar, S. and Banerjee, S. (2020), Brand Co-creation through Participation of Organization, Consumers, and Suppliers: An Empirical Validation, *Journal of Product & Brand Management*.

Dr. Debashis Chakraborty, Associate Professor

- “Trade and Environment: Issues and Emerging Perspectives”, (Co-Author: S. Mukherjee), in A. Roychowdhuri, P. De and S. Gupta (ed), ‘World Trade and India: Multilateralism, Progress and Policy Response’, pp. 176-198, Sage and

Engineering Export Promotion Council: New Delhi, 2021.

- “Labour Market Adjustment and Intra-Industry Trade: Empirical Results from Indian Manufacturing Sectors” (Co-Author: S. Agarwal), *Journal of South Asian Development*, 15(2), 2020, pp. 238-269.
- “Is there any Relationship between Marginal Intra-Industry Trade and Employment Change? Evidence from Indian Industries”, (Co-Author: S. Agarwal), *IIFT Working Paper Series*, No. EC-20-44, 2020.
- “Determinants of Vertical Intra-Industry Trade: Empirical Evidence from Indian Manufacturing Sectors” (Co-Author: S. Agarwal), *Prajnan: Journal of Social and Management Sciences*, 49(3), 2020, pp. 221-252. ●

Activities in Economics Division

Ph.D. (Economics)

Synopsis Confirmation Seminar of Ph.D. 2019 (Economics) was conducted during 28-29 October 2020.

Panel Discussion on “Virtual Trade and Markets in a Changing World”

On 5 October 2020, The Department of Economics, IIFT, organized a Panel Discussion on “Virtual Trade and Markets in a Changing World” with special reference to the book

“Virtual Trade and Comparative Advantage - The Fourth Dimension” (by Marjit, Mandal and Nakanishi, Springer-Nature, 2020).

Webinar on Farm Bills

On 7 November 2020, M.A. Economics students at IIFT were addressed by Dr. Himanshu, Associate Professor of Economics, Centre for Economic studies and planning, School of Social Sciences, JNU and Dr. Basanta Kumar Sahu, IIFT

WEBINARS/ONLINE TALKS BY CORPORATE SECTOR

Date	Name / Designation	Company	Topic	Attended By
1 Oct. 2020	Mr. Sandeep Dutta Chief Practice Officer	Fractal Analytics	Intelligence for Imagination	Delhi and Kolkata
12 Nov. 2020	Mr. Suvadip Chakraborty Analytics and Data Science Lead	HSBC	Building a Career in Data Science	Delhi and Kolkata
19 Nov. 2020	Mr. Dhaval Thanki Director- Solution Business	Cartesian Consulting	Why Digital is a Game Changing Paradigm	Delhi and Kolkata
21 Nov. 2020	Mr. Rahul Vishwakarma Co-Founder and CEO	Mate Labs	Understanding the domain of AI	Delhi and Kolkata

Student Activities

DELHI CAMPUS

The 2020-2021 academic year has been one of the most unprecedented and challenging ones that students at IIFT Delhi has ever faced. Even though online classes were ensuring that students are not missing out on learning, the challenge was to conduct non-academic events in such a way that it resembles the offline experience. Taking a cue from the quote “A problem is a chance for you to do your best” by Duke Ellington, all student bodies and concerned authorities put their best foot forward to successfully conduct an array of events online. The details of the events are as follows:

1. Chausar, The Annual National Consulting Conclave.
2. Tarang - The Podcast Series.
3. Mélange Manch - Virtual Open Mic Event.
4. Tamasha - Stand Up Comedy Show.
5. Inter-College Competitions.
6. Intra-College Competitions.

Chausar, the Annual National Consulting Conclave

The second edition of Chausar, the Annual National Consulting Conclave organized by Socrates, the Consulting and Strategy Club of IIFT Delhi was held from 5-6 September 2020. The event was inaugurated by Mr. Soumyadeep Ganguly, Partner at McKinsey & Company, and Dr. Rohit Mehtani, Head- CRPD and Professor of International Business Strategy at IIFT.

Five domain-specific workshops spanning across 2 days witnessed a stellar line-up of industry stalwarts including Mr. Rohit Mittal, Manager- Strategy and Operations (Finance Consulting), Deloitte for the Finance Consulting workshop, Mr. Kumar Vivek, Consulting Manager, Accenture Strategy, for the Digital Consulting Workshop; Mr. Krishna N.

Venkitaraman, Managing Partner of X-Leap for the Strategy Consulting Workshop; Mr. Alvis Lazarus, CEO at Hesol Consulting; Logistics & Supply Chain for Operations Consulting Workshop, Mr. Naman Shrivastava, (Ex-Government of India) and Co-Founder at Global Governance Initiative and Ms. Shatakshi Sharma, BCG Management Consultant for the Policy Consulting Workshop.

Tarang - The Podcast Series

An ambitious project from the Alumni Relations Committee for the year 2020 was ‘Tarang - the Podcast Series’. Under the wings of ‘Tarang’, they brought forward a series of podcasts which include playlists under the bailiwicks of ‘Leading edge’, ‘Entrepreneurship Speak’, and ‘Beyond’. The Leading-edge series focuses on connecting with alumni who are senior figures in our community and learning from their experience. Entrepreneurship Speak as the name depicts centers around our alumni who have delved into entrepreneurship expedition and are on the course of establishing themselves. Beyond series involves getting to know an alumnus in detail and also talking about their journey post IIFT.

Mélange Manch – Virtual Open Mic Event

Mélange Manch, organized by Mélange, The Cultural Committee at IIFT, Delhi was the first cultural event of the year, hosted on 24 August 2020, where a myriad of talents across the student fraternity was at display. An evening full of a great display of singing, music, poetry, and standup comedy.

The event witnessed enthusiastic participation from both, the senior as well the junior batch to portray their mesmerizing talents.

Tamasha – Stand Up Comedy Show

Tamasha, organized by Mélange, The Cultural Committee at IIFT, Delhi was a night filled with

laughter and giggles as the sensational and hilarious Rahul Dua set the stage on fire with his comedy set. The event held on 7 December 2020, was also graced by a stand-up performance by comedian, Shubhang Yadav.

Inter-College Competitions

1. QFiesta by Quintessential

Quintessential, the Quizzing Club of IIFT Delhi has organized *QFiesta- The Yearly Quizzing Competition* on 15-17 January 2021, consisting of a online quiz for Round 1 and Live Webinar quiz for Round 2. The Quiz event was based on assessing business acumen and the event saw participation of over 1100+ teams. Finale was held among top 18 teams and top 3 teams were rewarded with cash prizes.

2. Markscribble by Brandwagon

Brandwagon, the Marketing Club at IIFT Delhi organized *Markscribble, the article writing competition* from 27 November - 12 December 2020. The competition received enthusiastic participation from about 250+ teams. The competition was a single round competition where the participating team had to submit a 1200-word article on the given topic mostly centered around marketing and sales practices during the pandemic. All the winning articles have been published in the yearly magazine of the club, Markdarshan.

3. Commercio Artikel by Blash & IBC

Trade Society IIFT Delhi conducted *Commercio Artikel - an article writing competition* from 5-18 December 2020. The competition involved writing relevant articles on international trade topics. 133 teams across various B-schools participated in the event.

4. Inscribe by Market Research Cell

Insights, The Marketing Research Cell, IIFT Delhi organized *Inscribe- The Article Writing Competition* on 17 of December 2020. Held under the theme “Marketing 4.0: New Age Marketing Trends”, the competition witnessed enthusiastic

participation from premium B-schools across India. The top 3 teams were rewarded with cash prizes and the winning articles were also published in MRC’s annual magazine, Insights.

5. Techtonix by Systemix

Systemix, SMAC club of IIFT Delhi organized its *annual writing competition- Techtonix* on 4-20 December 2020. The theme was “Transformation in the Era of Digitalization: Post COVID-19”. Over 300 registrations were received, and top 3 articles were rewarded with cash prizes.

6. Fight the Floods by Koshish

Koshish, The Social Awareness Cell of IIFT Delhi organized *Fight the Floods* in Association with *Goonj - a Non-Profit Organization for their Rahat Flood Initiative* for the people who are affected during the Assam and Bihar Floods. The Competition was held in two Rounds from 22 August 2020 to 26 August 2020. Round 1 was a quiz that saw a participation of 557 teams with 25 teams advancing to the 2nd Round. In the 2nd Round, participants were given a live case competition by Goonj, and finally, the Top 3 teams were provided a PPI opportunity for an internship with Goonj with a cash prize of ₹ 5,000/- to the winner. Through this initiative, Koshish was able to donate ₹ 28,400/- for people affected by floods.

7. Strategos and Chausar by Socrates

Socrates, the Consulting and Strategy Club of IIFT Delhi conducted two inter college competitions.

Chausar, a month-long pan India Case Competition saw immense participation of more than 2000 students, and primarily had 4 rounds. The first round was Consulting Quiz, and the the second round was Simulation-based, concerning a business situation. And the third round was a Case competition, in partnership with Cases over Coffee, for the case study. The top 5 finalists from the Competition presented in the final round of the event, on 6 September. We had esteemed panelists Mr. Himanshu Joshi-Principal, Accenture Strategy; Mr. Apaar

Bhatnagar- Associate Director at Monitor Deloitte; and Mr. Anantha Keerthi, TOC Practitioner, Management Consultant at Vector Consulting Group.

Strategos - The annual article writing competition was held in January. The event got more than 150 registrations from all over India.

Intra College Competitions

1. OG Wars by Sports Committee

OG wars, organized by the Sports Committee of IIFT Delhi was a 4 week-long event held from 5-27 December 2020 comprising of an assortment of 7 games over the weekends. From the light-hearted fun of Pictionary and traditional games like chess, it had modern-day games like Call of Duty and the excitement of Fifa Fantasy Draft too.

The event witnessed humongous participation from the entire batch wherein students battled it out against each other to be the ultimate winner.

2. Photographer of the Month Competition by PixCell

‘Photographer of the Month’ Competitions were held by PixCell, the Photography Cell at IIFT Delhi. The competition was conducted in August, September, and November under various themes.

3. Covfeffe, Fantasia 3.0 and Minutiae by Trading Thoughts

Trading Thoughts, the Literary Cell of IIFT organized Covfeffe, Fantasia 3.0 and Minutiae in the months of November and December 2020.

Covfeffe - the literary quiz night which was held on 21 November 2020 received an overwhelming response from the batch.

Fantasia 3.0- the annual open mic night which was held on 6 December 2020 received mesmerizing and heartwarming performances witnessed by batches of '21, '22 and our alumni.

Minutiae - a micro tales contest which ended on 29 December 2020 had brought together all the literary enthusiasts to pen down their thoughts on selected themes.

4. The Real Trader 2020 by BLASH

The competition was held by BLASH, the International Trade Club of IIFT Delhi, in November 2020. The participants were given HS codes and locations and were required to make an export strategy and do logistics planning. There were 2 rounds, and the shortlisted candidates were required to expand their idea and make the submissions. The best 3 submissions were given cash prizes and certificates.

5. Fusion - Financial Distress: “Bankruptcy or Opportunity” (The EIC Challenge)

Fusion is the annual event organized by Capital, the Finance and Investments Club at IIFT Delhi. The finance competition held in multiple rounds involved detailed analysis of companies in distress and the participating teams were required to strategise a recovery plan.

6. Aavishkar 2020 by Brandwagon

Aavishkar 2020 is a case study competition organized by Brandwagon, the Marketing Club at IIFT Delhi. It was conducted in August 2020 in three rounds.

7. Data Wizard By Systemix

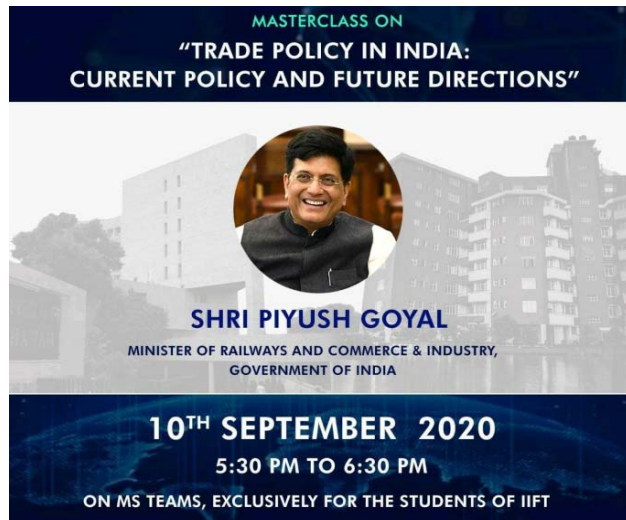
Data wizard is a Data Visualization competition organized by Systemix, the SMAC club of IIFT Delhi in the month of August 2020.

Master Class

Master class is held with the vision to prepare our students for nurturing the business while making them fully aware of the impact that the state of a country and the efficiency of policy execution can have on their business function.

We have had eminent personalities deliver the Master class over the past 6 months.

Shri Piyush Goyal, Hon'ble Minister of Railways and Commerce & Industry discussed 'Trade Policy in India: Current Policy and Future Directions' on 10 September 2020.



Shri AK Bhalla, Home Secretary, Government of India talked to the students about 'Organizational Management of Large Systems: The Case of India' on 10 October 2020.



We also had, Shri Anil Swarup, IAS (Retd.), the former Secretary of the Ministry of Education who enlightened our students on "The Ethical Dilemmas in Professional Life" as well as Shri Pawan Kumar Agarwal, Special Secretary (Logistics), Ministry of Commerce & Industry, who discussed in great depth about "The Transforming Logistics Sector in India".

Our students had the opportunity to have their questions answered in great detail by these industry stalwarts and took away some invaluable insights during these sessions.

KOLKATA CAMPUS

Vivaan 6.0, the annual flagship International Business Summit of Indian Institute of Foreign Trade (IIFT), Kolkata, was conducted from 19-22 November 2020. With its theme of 'New Dawn', the summit focused on the challenges currently being faced by organizations, in the form of many contemporary topics that draw attention and stimulate discussion. The four-day summit played host to distinguished personalities in the domain of Finance, Marketing, Trade & Operations, Strategy & Analytics, Public Policy, Pharmacy, Leadership, Social Responsibility and Entrepreneurship. Vivaan 6.0 ended up being an engaging and stimulating event, with umpteen opportunities to debate and deliberate, to apprehend and comprehend, for students and panelists alike.

Mr. Siraj Azmat Chaudhry, the Managing Director and CEO of National Collateral Management Services Limited and Independent Director at Tata Global Beverages Limited was the Keynote Speaker at Vivaan 6.0.

Marketing Summit

IIFT Kolkata had the proud privilege of hosting Mr. Sanjay Panigrahi, Former Chief Customer Officer-Pidilite Industries; Mr. Karan Kumar, Senior Vice President and CMO-DLF Limited; Mr. Harshavardhan Chauhaan, Vice President, Marketing and Omnichannel of Spencer's Retail and Nature's Basket; Ms. Namita Liz Koshy, Vice President-Ogilvy; and Mr. Rajnish Kishore, Head of Marketing and Communications-Analytics, Web and Content Production, Ericsson-India Global Services, for its Marketing Summit.

The esteemed panel members provided deep insights on innovative selling, product innovation, and unlocking marketing and remote sales in the new normal landscape.

Trade and Operations Summit

IIFT Kolkata had the proud privilege of hosting Ms. Garima Jain, CEO-Agrocorp India Trade Services Pvt. Ltd.; Mr. Vinod Mathur, Senior Director, Strategic Services-Blue Yonder; Ms. Sanjam Sahi Gupta, Director-Sitara Shipping Ltd.; Mr. Jones S., Associate General Manager - Smart/Digital Factory and Advanced Analytics, Schneider Electric; Mr. Sandeep Chatterjee, Associate Director-Deloitte India; and Dr. Deepankar Sinha, Professor and Head of Research, IIFT Kolkata, for its Trade and Operations Summit.

The esteemed panel members provided deep insights on the issues of building resilient supply chains amidst rising protectionism, integration of supply chains, and the future of trade in a post-pandemic world.

Strategy and Analytics

IIFT Kolkata had the proud privilege of hosting Mrs. Pragati Chakraborty, Director, Strategy & Business Design, Deloitte; Mr. Umesh Gupta, Practice Lead for Payments & Analytics, Conduent; Mr. Sandeep Dutta, Chief Practice Officer & Executive Team Member, Fractal Analytics; Mr. Abhishek, Partner, EY; Mr. Ashish Saxena, Vice President & Vertical Head - Manufacturing BU, Wipro Limited at the Strategy and Analytics Summit.

The esteemed panel members provided deep insights on technology and data analytics transforming the way the companies work and also delved into the pre-COVID and post-COVID scenarios and changes that the organizations have faced.

Finance Summit

IIFT Kolkata had the proud privilege of hosting Dr. Jayanta Kumar Seal, Associate Professor, Finance, IIFT; Mr. Kannan Sugantharaman, Chief Financial Officer, Omega Healthcare Management Services Pvt. Ltd.; Mr. Saurabh Jain, Vice President, Finance, Mobikwik; Mr. Abhishek Mohanty, Assistant Director, Moody's Analytics; Mr. Rakesh Singhania, Chief Financial Officer,

Wells Fargo India; and Mr. George Kurien Karappillil, Director, Service Delivery Lead Finance, Accounting, and Procurement, Conduent Business Services, at the Finance Summit.

The conversation revolved around the collaboration and coming together of larger traditional financial firms with FinTech companies, and the use of data and technology solutions to create products and services that are customer-centric. The esteemed panelists also laid out their visions for the future of the financial and banking sector in India.

We are extremely grateful to all the panel members for their presence, insights, and for taking the time to answer questions from the audience.

PPC Summit

IIFT had the privilege of hosting Mr. Prithviraj Shrinivas, Chief Economist at Axis Capital Ltd.; Mr. Sanjeev Duggal, Director and COO of Bruce Clay, India; Dr. Bibek Ray Chaudhuri, Associate Professor of Economics, IIFT; and Mr. Arunendra Kumar, President, Rail and Urban Transportation, JBM Group, as part of the Public Policy Summit.

The conversation revolved around the importance of technology for businesses in tiding over times of economic upheaval, how the Government should start taking businesses to rural areas to increase consumption, and that there should be a focus on increasing the gains from rural economic activity, by leveling the competitive landscape for pricing.

Entrepreneurship Summit

IIFT is proud to have hosted Mr. Piyush Jain, Co-founder, and COO of Phocket; Mr. Krishna Kumar, Co-founder, and CEO of GreenPepper; Mr. Jayant Bhagat, Co-Founder of Athanasius Pharma Private Limited; Mr. Jaiprakash Singh Hasrajani, Co-founder & CEO at ValeurHR, vExecution and Taaleem India; and Mr. Sunny Garg, Co-founder, and CEO of AE group, an esteemed group of speakers for the Entrepreneurship Summit.

The conversation revolved around the dramatic transformation that the Indian EdTech and FinTech industries and their future in different

scenarios and market segments. Another avenue of discussion was the dramatic shift in the sales strategy of Pharmaceutical companies, because of the pandemic, as well as the importance of cross-functional roles in these kinds of organizations. The conversation also included deep dives into the unexplored markets of e-commerce, as well as the role of strategic business partnerships and internal organizational efficiency in the success of a startup, and the role of the government in fostering innovation and helping startups succeed.

Leadership Talk

IIFT had the proud privilege of hosting Mr. Manan Khokhani, Director, Financial Planning & Analysis - APAC, Worley for the Leadership Talk.

Mr. Khokhani used stories from his career, to impart to the attendees, the qualities that make an effective leader. He told stories from his own long professional career from his experiences as both, a follower as well as a leader, to highlight how good leadership can change the path of people as well as organizations. He identified Integrity, Compassion, and Accountability as traits that are imperative to one becoming an effective leader. He talked about how there is no 'one size fits all' kind of leadership and that diversity can be the backbone of an effective team. He ended by encouraging the budding managers to look within themselves and learn to adapt their leadership styles depending on the need of the moment.

Pharma Colloquy

IIFT has the honor of hosting Dr. Partha Banerjee, Associate Director for Clinical Development, Novartis Healthcare Ltd., as an Esteemed Guest for Vivaan.

Dr. Banerjee, as a leading expert in innovation in med-technology as well as global clinical programmes, elaborated on the current landscape of the pharma industry in the face of a pandemic during which the eyes of the entire world are on it. Dr. Banerjee elaborated that efficient supply chain and proper distribution governs end to end solution delivery are crucial to distribution within the pharmaceutical industry. He emphasized focusing

on the end consumers of products, on providing for unmet needs, and on customer satisfaction and improvement of quality of life as future priorities of the healthcare industry. Dr. Banerjee spoke on the importance of innovation, on the idea of 'Code up, Game up, Test-up, Best up' as the path forward and using technology and data to build systems that can increase customer satisfaction. He shed light on how creating value, impact, scalability, flexibility, and insights are key to any innovation in the pharmaceutical sector, and that adapting to geography is the path to success. Dr. Banerjee is a visionary who believes in serving and his commitment was incredibly inspiring to the attendees.

Social Symposium

IIFT had the proud privilege of hosting Ms. Srichandana Nagoji, APAC Programmes Manager, Global Philanthropy, and Engagement at Salesforce, as a Distinguished Speaker at the Social Symposium.

Ms. Nagoji talked about the top three values for social impact - Freedom, Impact, and Learning, and the increasing importance of technology to bring about social change. She cited the example of Salesforce, which gives 1 per cent of its equity back to society. She firmly believes in the fact that it is more important to invest in a good teacher, rather than just in the infrastructure, and thus she ensured that the company's investments were being optimally allocated to reach the areas that created social impact, and tried to motivate the audience to do the same. She also shed some light on the company's response to COVID and how it helped the different strata of society - migrant workers and underprivileged students, by contributing in the areas of technological awareness, fundraising, STEM mentoring programmes, and others to create a positive social impact during challenging times.

She also interacted with the students and, told how they, as a young professional, could contribute by picking an organization that cares, and, as individuals, by volunteering, making small donations, and sharing our experiences to motivate others.