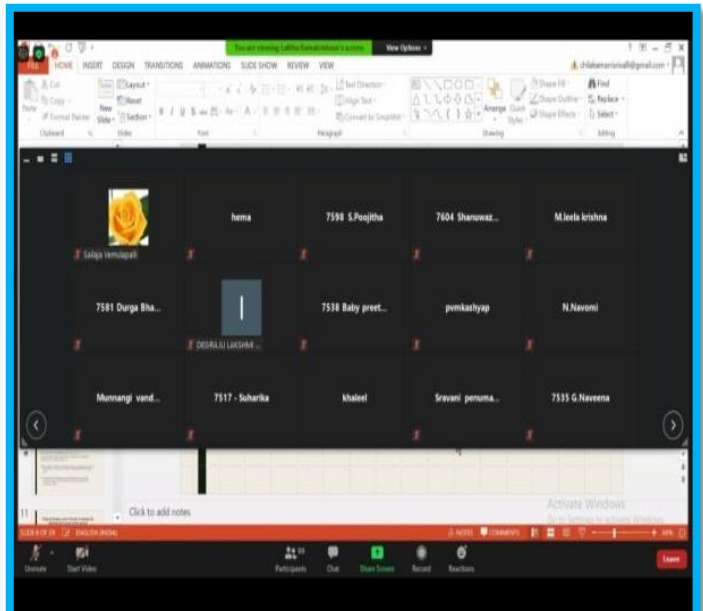
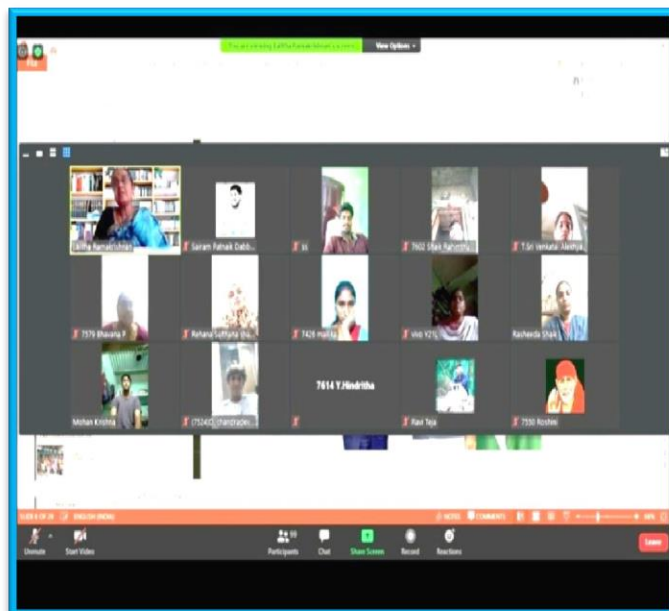
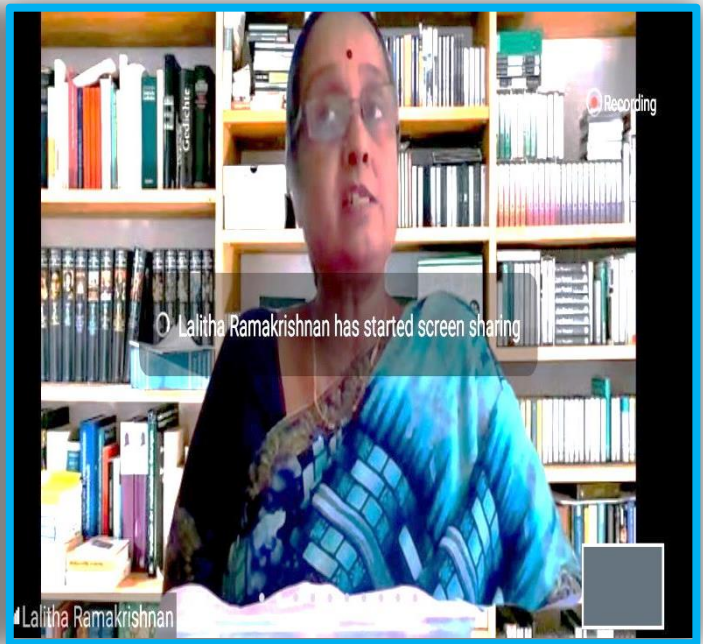
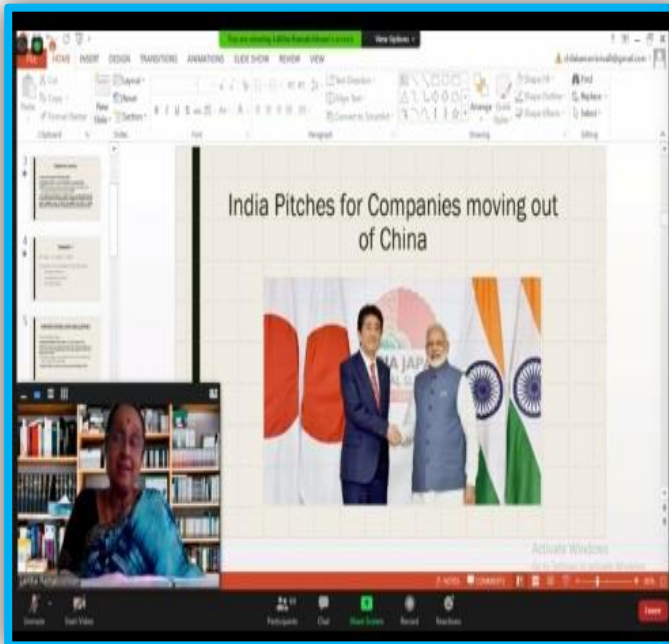


Online Guest Lecture (Webinar) on

'Strategic Management'

23rd June, 2020

Organized by: Department of MBA



Lecture by Dr. Lalitha Ramakrishnan, Professor, Pondichery University, Puduchery

REPORT

Dr. Lalitha Ramakrishnan, Professor, Pondichery University, Puduchery.

In her talk, she focused on the following areas:

- Importance of rural economy and development of rural economic hubs.
- Creating conducive environment and attracting FDI's.
- Diverting consumers to buy domestic products and discarding of about 1000 Chinese products.
- Challenges faced by various sectors viz.. real estate, hotel & tourism, aviation, automobiles etc...
- Fall down of employment levels in IT sector and mental status of the job losers.
- Less work force in the industries and no global demand for production and operations.
- Limited demand for personal loans, car loans, housing loans in retail banking services.
- Drastic rise in the telecom sector during this pandemic (COVID 19) situation by providing network facilities to the employees, students, businesses for online trading activities, use of laptops, mobiles for education purposes.
- Use of digital apps for money transfers.
- Subsidies from the central and state governments provided to several sectors.