



Symbiosis Centre for Management Studies

Department of Symbiosis International (Deemed University)



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L'INSTITUT SHASTRI INDO-CANADIAN
INDO-CANADIEN INSTITUTE

SCLSG Grant

Virtual Lecture Series

Sustainability Strategies - Dealing with Uncertainty

**10-11 MARCH
2022**

Over the past two years, businesses from all domains have been facing critical internal and external challenges as the economy came to a standstill due to the covid-19 pandemic. While many companies were forced to shut down operations, many had to confront and work around an altered business landscape. The period was marked by uncertainty, both in terms of demand and supply, as well as ambiguous consumer behavior. The aftermath of the 'new normal' is still unclear for the corporate sector. But more and more businesses are now adapting to the changed circumstances and formulating strategies to sustain in the corporate jungle.

Within a typical organization, different functions and departments faced their own set of challenges amid the pandemic. Technology helped tackle many of these challenges efficiently.

In the above background SCMS, Pune would be organizing two days lecture series revolving around the various sub-themes addressing the key challenges and innovation that the businesses have been witnessing.

Themes of the Session

- Strategic Shift of Marketing to the Digital Paradigm
- Management lessons from the World of Sports
- Fintech is the New Normal
- Sports Leadership after Covid -19
- People first in New Normal
- Changing Landscape of Education Sector



Prof. Dr. Bruce Kidd

Dr. Bruce Kidd is a Canadian academician, author, and athlete. He won 18 national senior championships in Canada, the United States, and Britain. He won a gold (in the 6 Miles event) and bronze medal (in the 3 Miles event) at the 1962 British Empire and Commonwealth Games and was a member of the Canadian 1964 Summer Olympics team. On February 27, 2014, Dr. Bruce was named to become the interim vice president and principal for University of Toronto Scarborough. Subsequently, in December 2014, he was appointed as the tenth principal of University of Toronto Scarborough. He is an honorary member of the Canadian Olympic Committee and volunteer chair of the Selection Committee, Canada's Sports Hall of Fame. In 2018, he was inducted into the Scarborough Walk of Fame



Dr. Boria Majumdar

Dr. Boria Majumdar is a renowned Sports journalist and historian. He was awarded the Rhodes scholar in 1999-2000 and went to St John's College, the University of Oxford to do a D.Phil on the Social History of Indian Cricket in October 2000. He completed his Doctorate in March 2004 and the thesis was subsequently nominated for publication in the Oxford monographs series. It was published in India by Penguin- Viking as the much acclaimed Twenty-Two Yards to Freedom: A Social History of Indian Cricket in December 2004. He is a senior research fellow in the School of Sport and Well being at the University of Central Lancashire. In 2021, Boria Majumdar launched his innovative sports venture Rev Sportz with backing from multiple corporates.



Mr. Ashok Namboodiri

Mr. Ashok Namboodiri is the Chief Business Officer - International Business at Zee Entertainment Enterprises Limited based in Dubai. He is a Chief Executive Officer and business leader with in-depth understanding of leading and managing businesses in the Indian environment and has a proven track record of consistent results across sectors. He is a certified film maker, prolific writer and occasional painter and is passionate about training and mentoring young people. He also dabbles in amateur magic. He has over 20 years of working experience with companies like Hindustan Unilever, Coca-Cola, Tata Global Beverages and Britannia.



Mr. Saurabh Nigam

Mr. Saurabh Nigam is a Post Graduate Diploma holder in Personnel Management and Industrial Relations (PM&IR) from XLRI School of Business and Human Resources, Jamshedpur, India. He has been recognized as one of the Top 25 Future HR Leaders of the Country by People Matters & DDI International. He is a regular speaker on Compensation & Benefits, Talent Management, and Managing Gen Y. He started off his early career as AGM - Human Resources at Aditya Birla Group. He then served at various senior HR positions at several companies. He is now currently Vice President- Human Capital at Omidyar Network India



Mr. Saurabh Tripathi

Mr. Saurabh Tripathi is the director of Risk Consulting at KPMG and has spent over 15 years in the industry. His experience covers a gamut of services to help improve the governance, risk and compliance environment through services like Internal Audit, Enterprise Risk Management, Developing Model Business Processes and Forensic investigations. He has worked in a wide range of industries such as Automobile, Consumer markets, Engineering, Infrastructure, IT-ITES, Metals and Mining, Pharmaceuticals, Ports & logistics and Real estate. He focuses on helping clients drive digital initiative, especially Data Analytics driven controls through analytics tools such as Power BI/ interactive dashboards and SQL.



Dr. Adya Sharma

Dr. Adya Sharma is a Professor currently working as the director in Symbiosis Centre for Management Studies, Pune. She is a dedicated professional with more than 20 years of experience. She brings with her rich practical experience from the corporate world. Articles written by her have been featured in different National newspapers and magazines. She visited the A4+ Consortium universities in Spain through University of Pompeu Fabra (UPF) mobility Programme under Erasmus grant and also to Leeds Beckett University, London to promote and strengthen international relations. She introduced COIL (Collaborative Online International Learning) as another step to provide international exposure to students



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10-11 March Virtual
Lecture series

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**Register in advance with the
following Zoom Link**

<https://zoom.us/join/zoom/register/tJEudOyrqDouGdJ8hUyGDnJmHolXuGM0Y9mH>

The Campus

Symbiosis Centre for Management
Studies,
Survey #231,
Near Lunkad Gold Coast,
Symbiosis Road
Vimannagar, Pune- 411014

OR
**Scan the QR Code to register with
Zoom Link**



Organizing Committee Chairperson

- Dr. Adya Sharma
Director
Symbiosis Centre for
Management Studies, Pune

Organizing Committee Members

- Dr. Ashutosh Mathur
Assistant Professor, Head-
Placements and Corporate
Affairs- SCMS, Pune
- Dr. Shreya Virani
Assistant Professor, SCMS
Pune



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Funded By:
Shastri Indo-Canadian Institute (SICI)

The Shastri Indo-Canadian Institute (SICI) is a unique bi-national organization, mandated by governments of India and Canada to promote, facilitate and nurture academic linkages, collaborations & exchanges, research partnerships, and networks on bi-national corridors. With its physical presence in New Delhi, India and Calgary, Canada, and a strong base of 131 Indian and 37 Canadian member institutions, for past 53 years, SICI is the only organization in the Canada-India higher education corridor that is instrumental in building and strengthening intellectual and cultural relationship through research and dialogue. Funded by the Ministry of Education, Government of India, it supports diverse disciplines including Social Sciences, Humanities, Science & Technology, Biotechnology, Agriculture, Arts, Literature, Culture, Law, Business, Economic Reform, etc. and covers all levels of higher education from undergraduate to postdoc and from faculty to collaborative research.

About Symbiosis International (Deemed University)

Symbiosis is a family of academic institutions which include University, Colleges, Centres, and Schools which have been imparting quality education for 50 years. It is host to over 40,000 Indian and International students on campus. These campuses epitomize the Symbiosis vision, 'Promoting International Understanding through Quality Education', and are a beehive of international students from all across the globe, being privy to Indian culture and hospitality. Many of these campuses are fully residential and have recreational facilities which include swimming pools, amphitheatres & Health Care Centers. Today it is a home to students from more than 85 different countries. These students are offered the best learning resources, industry, exposure, a strong International Students' Alumni network, a global recognition and above all, a truly enriching India experience.

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About Symbiosis Centre for Management Studies, Pune

SCMS, Pune is an undergraduate business school under the wing of Symbiosis International (Deemed University). We offer a three-year BBA programme, which is spread across six semesters. The course follows the "Cafeteria approach" where students are offered a list of courses to choose from based on their interest and aptitude. Apart from the basic and specialized curriculum, SCMS, Pune provides an opportunity to students to go abroad under Global Immersion Program (GIP) for Semester exchange, summer school, study tour and Service learning.

The ultimate aim of the institute is always to empower its students with a sound knowledge base, to stimulate in students an interest in research, inculcation of values, overall development through cultural and sports activities and provide an environment that is conducive to learning.