

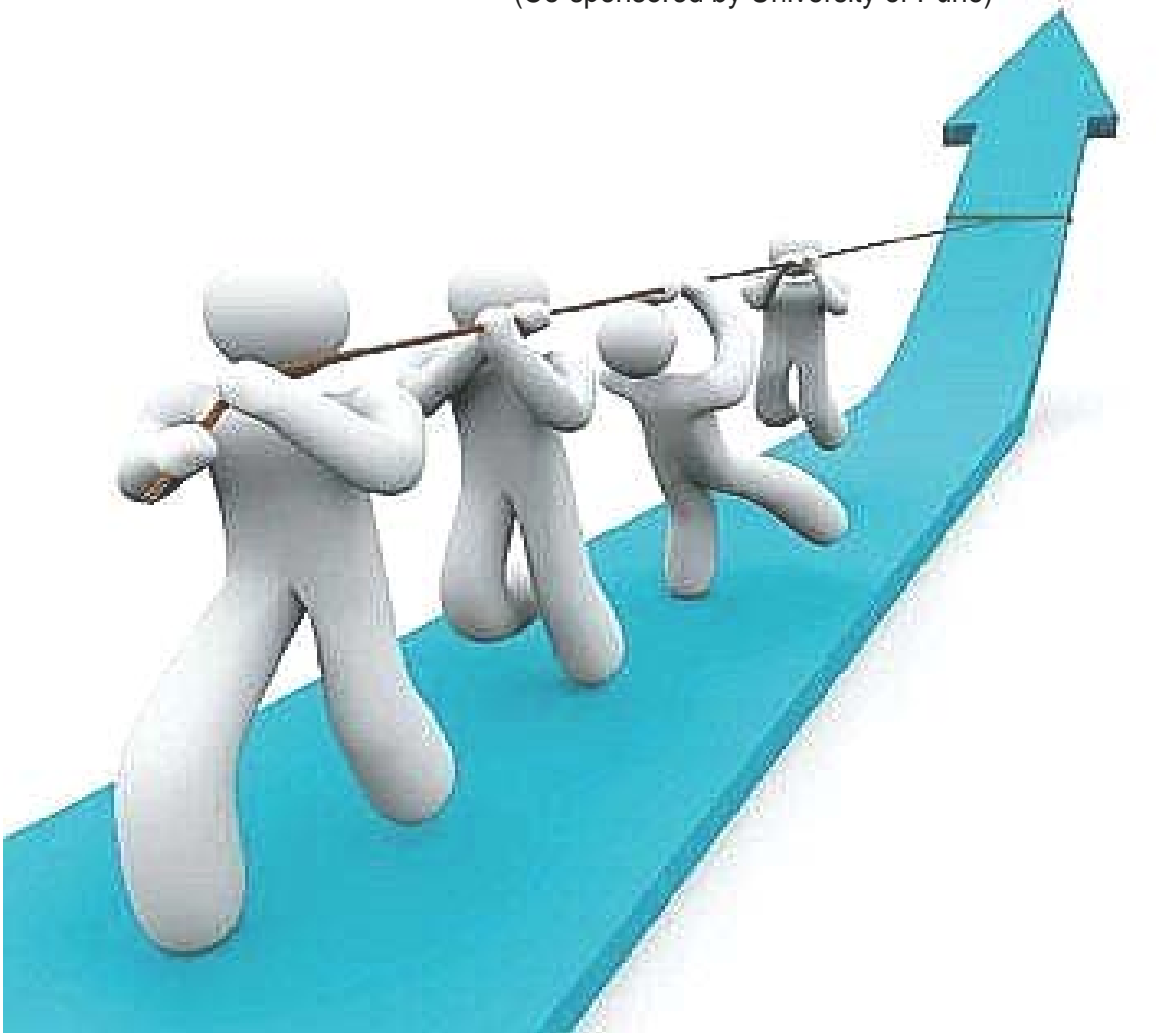


National Seminar



Challenges & Strategies for the Indian Industry in the Emerging Global Economic Scenario

(Co-sponsored by University of Pune)



Date : 09th, 10th & 11th February 2010

Venue : YASHADA Auditorium, Raj Bhavan Complex, Baner Road, Near Sakal Nagar, Pune- 411007

- Keynote Speakers** :
- Padmashri Dr. Vijay Bhatkar** Chairman ETH Ltd. Member ACM Fellow IEEE Fellow CSI, INAE, NASI Maharashtra Bhushan
 - Padmashri Dr. A. S. Pillai** - Distinguished Scientist and CCRD- DRDO, CEO & MD of Brahmos Aerospace Delhi
 - Dr. Dinesh Paliwal**, Member Secretary, AICTE New Delhi
 - Prof. Y. K. Alagh**, Chancellor Nagaland University & Former Member Planning Commission.
 - Dr. Chandra Viswanathan**- Sr. Vice President, Regenerative Medicine, Reliance Life Sciences
- Marketing Strategies** : **Mr. Ashutosh. Khosla** - Director Marketing & Sales Piaggio Vehicles Pvt. Ltd
- HR Strategies** : **Mr. Prashant Ahir** - Head HR (CVBU) TATA Motors Ltd
- Finance Strategies** : **Dr. Anil Lamba** - Director Lamcon

National Advisory Committee

Padmashri

Dr. Vijay Bhatkar

Chairman ETH Ltd.
Member ACM
Fellow IEEE
Fellow CSI, INAE, NASI
Maharashtra Bhushan

Padmashri

Dr. A. S. Pillai

Distinguished Scientist and
CCRD- DRDO,
MOD- New Delhi,
CEO & MD- Brahmos Aero-
space, New Delhi

Prof. Y. K. Alagh,

Chancellor Nagaland
University & Former Member
Planning Commission, Former
Minister Science & Technology

Dr. Arun. Nigvekar,

Senior Advisor, Science &
Technology Park,
Raja Ramanna Fellow,
Former Chairman, UGC,
Former Vice Chancellor,
Pune University

Dr. Dinesh Paliwal,

Member Secretary, AICTE
New Delhi

Dr. Chandra

Viswanathan,
Sr. Vice President,
Regenerative Medicine,
Reliance Life Sciences

Mr. Prakash Deshmukh

Managing Director,
(MiG Complex) Hindustan
Aeronautics Ltd. Nashik

Gen. (Retd). Shamsheer Mehta,

Former Director General
Confederation of Indian
Industry, New Delhi

Brig (Retd)

Shriniwas .N. Yargop

Chief HR Officer,
Mahindra Engineering
Services Ltd

Mr. Rajendra Vikhe Patil

Member Managing Council,
University of Pune

Seminar Objectives

- Analyze the current economic situation and identify potential opportunities & challenges
- Initiate a discussion on the contemporary issues faced by the business and economy through academic and research studies
- Generate a declaration document for recommendations



Call for papers

Conceptual and empirical papers on the following topics are invited from corporates, academicians, research scholars and students.

Authors are invited to submit original unpublished manuscripts that demonstrate current research on the following sub topics of the seminar.

Marketing strategies

- Tapping the Niche Markets to create new business opportunities
- Product Augmentation to acquire a sustainable competitive advantage
- Develop Multiple Applications of Core Products to extend Product Life Cycles
- Repositioning of global brands in the Indian context
- Initiate Brand extensions and line extensions
- Convert "Indian Brands" into "Global Brands"

HR strategies

- Formulating and implementing strategic responses to changes in the Human Resource management space which could include but not restrict to areas viz.:
 - ◆ Talent Acquisition
 - ◆ Talent Management
 - ◆ Executive compensation programs
 - ◆ Managing Top executives to meet new challenges of the upturn
- Organization Structure Management
- Initiate relevant Organization Development interventions

Finance strategies

- Strategic cost management
- Risk management
- New funding strategies
- Strategizing optimum investment in R&D
- Initiate work on Strategic investments
- Structure mergers and acquisitions to exploit the emerging opportunities
- Strategies to exploit new opportunities in the area of finance

Guidelines for paper submission

- The paper should contain minimum 2500 words, maximum 4000 words
- To be submitted in both soft copy and a hard copy
- Paper to be submitted in Microsoft word format with font style Arial and font size 12, margin 1" on all sides and 1.5 line spacing
- Papers outside the specified length and requirements are subject to rejection without review
- Blind review: kindly ensure that author's name and affiliations are given on a separate cover sheet
- Selected papers will be invited for presentation during the seminar
- Authors of the papers that are selected for the presentation during the seminar will be intimated by 25th Jan 2010
- **Last date of submission of papers: 15th Jan 2010**

No	Sessions	Time	Activity Details
09th Feb' 10 - Tuesday			
1	Inauguration	2:00 - 2:15 pm	Lighting of lamp by Honorable guests
2	Oration	2:15 – 2:45 pm	Welcome and Introduction of the guests
3	Key Note Address	2:45 – 3:30 pm	Dr. Y. K. Alagh, Chancellor Nagaland University & Former Member Planning Commission
Tea Break – 3.30 – 3.45 pm			
4	Sharing thoughts	3.45 – 4:45 pm	Address by the Chief Guest Padmashri Dr. A. S. Pillai, CEO & MD of Brahmos Aerospace, New Delhi
5	Agenda for next day	4:45 – 5:15 pm	Briefing on next day's session by the Prof. Sunil Kumar, Director PCMRD
10th Feb' 10 – Wednesday			
1	Higher education in India & its relevance to Indian Industry	10:00 – 10:30 am	Keynote Address by Dr. Dinesh Paliwal, Member Secretary, AICTE, New Delhi
2	Marketing Challenges & Strategies	10:30 – 12:00 pm	"Marketing challenges & strategies for Indian Industry" Mr. Ashutosh Khosla, Director, Marketing & Sales Piaggio Vehicles Pvt. Ltd
Tea Break – 12.00 – 12.15 pm			
3	Paper presentation	12:15 – 1:15 pm	Marketing challenges & strategies by research scholars
Lunch Break – 1.15 – 2.00 pm			
4	Regenerative Medicine - the vanguard of 21st century	2:00 – 2:30 pm	Keynote Address by Dr. Chandra Viswanathan- Sr. Vice President, Regenerative Medicine, Reliance Life Sciences
5	Finance Challenges & Strategies	2:30 – 04:00 pm	"Finance challenges & strategies for Indian Industry" Dr. Anil Lamba, Director, Lamcon
Tea Break – 4:00 – 4.15 pm			
6	Paper Presentation	4:15 – 5:15 pm	Finance challenges & strategies by research scholars
7	Conclusion	5:15 – 6:00 pm	Summing up for the day
11th Feb' 10 – Thursday			
1	Challenges faced by Indian IT Industry in the emerging global economic scenario	10:00 – 10:30 am	Key note address by Padmashri Dr. Vijay Bhatkar, Chairman ETH Ltd., Member ACM, Fellow IEEE, Fellow CSI, INAE, NASI, Maharashtra Bhushan
2	HR Challenges & Strategies	10:30 – 12:00 pm	"HR challenges & strategies for Indian Industry" Mr. Prashant Ahir, Head HR (CVBU) TATA Motors Ltd
Tea Break – 12.00 – 12.15 pm			
3	Paper Presentation	12:15 – 1:15 pm	HR challenges & strategies by research scholars
4	Valedictory Session	1:15 – 2:00 pm	

Registration Details

Registration fees

- Non academic delegates : Rs 700/-
- Academic delegates and Teaching faculties : Rs 300/-
- Students : Rs 300/-

Payment procedure

Payment to be made through Local Cheque or Demand draft drawn in favor of '**Director PCMRD, Payable at Pune**'.

Important note

Boarding and lodging: All outstation delegates are expected to make their own boarding and lodging arrangements in Pune.
We can provide assistance for making hotel reservations.

Our Patrons

- Shri Balasaheb Vikhe Patil: Chancellor Pravara Institute of Medical Sciences and Former Union Minister for Heavy Industries and Public Enterprises, Government of India
- Shri Radhakrishna Vikhe Patil: Minister Transport, Law & Judiciary and Ports - Govt. of Maharashtra
- Mrs. Rani Jadhav: Chairperson, Commission for Tariffs of Major Port Trusts, Trustee Dr. Vikhe Patil Foundation and Former CMD Bombay Port Trust
- Dr. Ashok Patil: Chairman, Dr. Vikhe Patil Foundation, Pune
- Mr. Manoj Narwade: Trustee & Secretary Dr. Vikhe Patil Foundation, Pune, Member Senate, University of Pune
- Mrs. Nandini Charles: Jt. Secretary, Dr. Vikhe Patil Foundation, Pune

Contacts

Prof. Minal Wagh Coordinator 9049980448 national.seminar@drvpf.org

All correspondence to be sent to :

Director

**Pravara Centre for Management Research
and Development**

Off. Senapati Bapat Road,

Near Patrakar Nagar

Pune - 411016

Ph.: 020 -25650082, 25651104 Extn: 217

Email ID: national.seminar@drvpf.org

Website: www.pcmrd.org

