

About AITAM

Aditya Institute of Technology and Management (AITAM) is one of the Premier Engineering Institutions in Andhra Pradesh located at TEKKALI adjacent to NH-16 (old NH-5) at a distance of 45 kms from its District Head Quarters, SRIKAKULAM and 150 kms from Visakhapatnam Airport. It was established in the year of 2001 with a group of Philanthropic Elites, Spread in a vast expanse of 40 acres amidst green pastures furnished with all the upgraded infrastructural facilities. It has a strong commitment to provide quality education in Engineering, Technology and Management Streams, Approved by AICTE, Accredited by NBA, NAAC & Recognized under 2(f), 12(B) by UGC and permanently affiliated to JNTU Kakinada .It is one amongst a few Technical Institutions in India under TEQIP Phase –II (A World Bank Assisted Ministry and HRD Project). AITAM offers B.Tech, M.Tech, MBA & Shift – II Polytechnic courses.

MBA DEPARTMENT

Aditya Institute of Technology and Management established the Department of Master of Business Administration in 2006 with an intake of 60 students. Academic strengths of the department are much appreciated by 6 doctorates, exclusive infrastructural and technological resources, Business incubation centre (Ministry of MSME), EDC activities, ACME (PDP centre) and Industry Institute Interface. Department is proud to announce the milestones associated with academics, research, consultancy and community services which have been dynamically continuous with certain granted activities such as a Major Research Project from UGC, grants from AICTE for different Conferences and Faculty Development Programs and Consultancy for Government Organization, NGO and Securities Exchange Board of India (SEBI).

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Chairman, AITAM

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CONVENER

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DR. K. Venugopal
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Professor & HOD MBA
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**4 DAY INTERNATIONAL
ONLINE SEMINAR ON POST**

**COVID-19 BUSINESS
CHALLENGES AND
OPPORTUNITIES IN INDIA**

From 21ST- To 24th June

2020

Organized

By

**Department of Business
Administration**



**ADITYA INSTITUTE OF
TECHNOLOGY AND
MANAGEMENT**

**An Autonomous Institution
(Under JNTU Kakinada)**

**Accredited by NBA; NAAC A+
Grade, Recognized**

By

**UGC under 2(f) & 12(B)
K. Kotturu, Tekkali-532201,
Srikakulam District,
Andhra Pradesh, India**

<https://www.adityatekkali.edu.in/>

ABOUT THE PROGRAM

The Covid-19 pandemic has not only managed to just slowdown the progress on the business front, but also has led to bringing certain businesses and entire industries to a standstill. It is a challenging phase for all, and in particular to common man. Indians are facing a new set of challenges dealing with which could really be taxing. Though this is a tricky situation to deal with, it is definitely not the time to lose heart over the losses that businesses might have incurred. Certain supporting conditions have, however, been favourable to showcase the development in India in general and the development of way of life in particular. Testing conditions added to these are our age-old socio-cultural taboos arresting the Indian mind set within the four walls of their houses a cynical approach. This program catapults the opportunities and remedies at the stand point of pandemic situations.

SEMINAR HIGHLIGHTS

1. Wider deliberations and interaction among the learned Delegates
2. Keeping abreast of current scenario and dimensions of diverse fields in pandemic situations in India with global perspective.
3. Bringing into limelight the potential citizens their apprehensions, their way of life in both the rural and urban Indian environment.

OBJECTIVES

- To provide basic platform of business models and general approaches to planning and designing business models
- To focus on the selection of entrepreneurial ideas and discussion of individual ideas
- To highlight the opportunities (key assumptions: good value proposition for customer target segments)
- To implement a business model adjustment to an individual testing of conditions to enable sustainability in the market.

Eligibility: Faculty from various AICTE, approved Management Colleges/Institutions and working professionals from Industry/utilities/R&D/ Other organizations, Research Scholars, PG Students working in various specializations, Entrepreneurs and learned fraternity from all faculty.

Certifications:

E Certificates will be issued to participants who pay the Registration Fee and attend the SEMINAR during all the three days & Fill the feedback form shared at the end of the programme.

The E-Content will be shared to all the respective participants along with the certificates after successful completion of Seminar.

Registration:

The Aspirant has to pay an amount of Rs.100/- via Google pay/ PhonePe to 9440343567

Name: Chintamani Prasad Patnaik
UPI-chintamani.prasad@ybl

Registration form:

<https://forms.gle/fLM1Z4U8XXiYQ5yN6>

Last date of registration is 20th June 2020 UPTO 11.00 PM

Venue: Zoom Platform

Link will be shared to Individually

Registered Email Ids and Waatsapp group

SCHEDULE

- **21.06.2020 – 03.45 PM to 05.15 PM**
INAGURATION 03.45 PM- 04.00 PM
SESSION-I 04.00 PM – 05.15 PM
- **22.06.2020 - 02.45 PM- 04.30 PM**
SESSION -II 03.00PM to 04.15 PM
- **23.06.2020 - 02.45 PM - 05.15 PM**
SESSION -III 03.00PM to 04.15 PM
SESSION -IV 04.15PM to 05.15 PM
- **24.06.2020 - 02.45 PM - 05.15 PM**
SESSION -V 03.00 PM to 04.15 PM
SESSION -VI 04.15 PM to 05.15 PM

SCHEDULE

21.06.2020

SESSION-I DAVE PATNAIK
GLOBAL BUSINESS BUILDER ANALYTICS
CANBERRA AUSTRALIA

As A Service Cloud, Cyber Security, Networking,
Expanded Analytics As A Service (AAAS)
Business In Asia Pacific, Japan.

GLOBAL BUSINESS
CHALLENGES DURING COVID-19

22.06.2020

SESSION-II DR. SMARAJIT PATNAIK
SENIOR CONSULTANT ORTHOPEDICIAN
APPOLO HOSPITALS BHUVANESHWAR
IMPACT OF COVID-19 ON HOSPITAL
INDUSTRY

23.06.2020

SESSION-III DR. ABHIJIT DUTTA,
DEAN, SCHOOL OF PROFESSIONAL STUDIES,
SIKKIM UNIVERSITY, GANGTOK, SIKKIM
IMPACT OF COVID-19 ON HIGHER
EDUCATION

SESSION-IV DR. ABHIK KUMAR MUKHERJEE
ASSISTANT PROFESSOR, DEPARTMENT OF
BUSINESS ADMINISTRATION, THE UNIVERSITY
OF BURDWAN.
IMPACT OF COVID-19 ON AVIATION
INDUSTRY

24.02.2020

SESSION -V SATYABRATA PATNAIK
CEO DALWIN GROUP - A GLOBAL NETWORK OF
WORKSHOPS IN THE FIELD OF SERVICE AND
REPAIR OF TURBOCHARGERS, DIESEL ENGINES,
AND MARINE EQUIPMENT'S AND COMPLETE
SHIP REPAIRS.
IMPACT OF COVID-19 ON HOTEL INDUSTRY

SESSION-VI DR. D.VISHNUMURTHY,
DEAN (A&P), AITAM, TEKKALI, SRIKAKULAM
DISTRICT. DISTRICT RESOURCE PERSON, RTI,
CONSULTANT - DRDA REALS, ARTIC, NICE,
SETSRI, MSME, DIC, COIR BOARD, REALS IN
SRIKAKULAM. MEMBER ADVISORY BOARD TO
GOVERNMENT OF ANDHRA PRADESH
IMPACT ON MSME CHALLENGES AND IN
INDIA POST COVID-19



**4 DAY INTERNATIONAL ONLINE SEMINAR ON POST COVID-19 BUSINESS
CHALLENGES AND OPPORTUNITIES IN INDIA
From 21ST- To 24th June 2020
ORGANIZED BY DEPARTMENT OF BUSINESS ADMINISTRATION**

DAY- I - 21.06.2020		
03.45 PM to 04.05 PM	04.05 PM to 05.15 PM	TOPIC
INAUGURATION CONVENERS MESSAGE & MESSAGE BY SESSION CHAIR Dr. K.VENUGOPAL	SESSION -I DAVE PATNAIK GLOBAL BUSINESS BUILDER CANBERRA, AUSTRALIA	GLOBAL BUSINESS CHALLENGES DURING COVID-19
DAY- II 22.06.2020		
03.55 PM to 04.00 PM	04.00PM to 05.15 PM	TOPIC
MESSAGE BY SESSION CHAIR DR. S.DAS	SESSION -II DR. SMARAJIT PATNAIK SENIOR CONSULTANT ORTHOPEDICIAN APPOLO HOSPITALS BHUVANESHWAR	IMPACT OF COVID-19 ON HOSPITAL INDUSTRY
DAY- III 23.06.2020		
	03.00 PM-04.00 PM	TOPIC
MESSAGE BY SESSION CHAIR DR.B.BALARAM	SESSION -III DR. ABHIJIT DUTTA, PROFESSOR, COMMERCE AND MANAGEMENT STUDIES. SIKKIM UNIVERSITY, GANGTOK	IMPACT OF COVID-19 ON HIGHER EDUCATION
	04.00 PM-05.00 PM	TOPIC
	SESSION -IV DR. ABHIJIT KUMAR MUKHERJEE ASSISTANT PROFESSOR, DEPARTMENT OF BUSINESS ADMINISTRATION, THE UNIVERSITY OF BURDWAN	IMPACT OF COVID-19 ON AVIATION INDUSTRY
DAY- IV- 24.06.2020		
	03.00 PM-04.00 PM	TOPIC
MESSAGE BY SESSION CHAIR DR. B.SIVAKUMAR	SESSION -V SATYABRATA PATTNAIK CEO DALWIN GROUP, MUMBAI, INDIA	IMPACT OF COVID-19 ON HOTEL INDUSTRY
	04.00 PM-05.00 PM	TOPIC
	SESSION -VI DR. D.VISHNUMURTHY, DEAN (A&P), AITAM, TEKKALI, SRIKAKULAM DISTRICT	IMPACT ON MSMEs IN INDIA POST COVID-19