



The New Rules for Doing Business in Covid Times



ABOUT THE PROGRAMME:

Business Environment: Business have come to a grinding alt. Revenues have dried up. Consumer behaviors are changing. Employees working styles are getting altered. Competitive landscapes are undergoing shifts.

Result: Existing rules for doing business are getting dismantled and new rules are getting established in their place.

Business Challenge: Amidst this turmoil, business leaders need to re-energize their business.

Solution: Business leaders should acquaint themselves with 'new rules' for doing business in Covid times.

What will you learn?

5 New Rules for doing Business during Covid times.

- Armed with them, participants can embark on the journey to re-energize their business.
- These new rules are insightful but practical and can be applied to any business from the very 'next day'.
- They will be narrated in form of business stories. Therefore, they will be easy to understand and remember.

WHO SHOULD ATTEND THIS PROGRAM?

- Business Professional community working across industries
- Start-up community - especially the founders / co-founders & key team members
- Venture Capitalist (VC) community
- MSME community
- Business Journalists community
- Marketing, Advertising, and Market Research community
- Business School - Faculty and Student community



ABOUT THE FACILITATOR

Rajesh Srivastava graduated from IIT (Kanpur) and IIM (Bangalore). He has over three decades of corporate & academic experience. At United Spirits (now Diageo India) he played a significant role in creating some of India's most recognized, beloved and enduring alcohol brands, including McDowell Signature, Royal Challenge, Bagpiper and Blue Riband Duet. He went on to become the President of J.K. Helene Curtis, where he reenergized the company & the deodorant category by relaunching Park Avenue deodorant as a 'perfume'. Today, 'perfume' has become a generic benefit for the deodorant category.

Since 2008, he has directed his focus toward teaching and conducting corporate workshops. As an educator, he has taught at IIM Indore and S P Jain School of Global Management. As a corporate trainer, he has worked with prestigious companies like Siemens India, Mercedes Benz Research Centre and Reliance Industries amongst others.

Throughout his career, his columns and writings have appeared in various publications, including: Outlook, The Telegraph, Mid-Day, Business Standard and Mint.

His first book, 'The New Rules of Business', is published by Penguin Random House India, in December 2019.

REGISTRATION:

Registration is mandatory for all participants. Please click the link given in the description box.

For BMA Members: Rs. 500/- +18%GST /

Early Bird Discount (Till 17th May) Rs. 400/- +18%GST

Non-BMA members: Rs. 650/- +18%GST /

Early Bird Discount (Till 17th May) Rs. 500/- +18%GST

For Further Academic/ Corporate Bookings and Bulk Registration:

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