

Panel Discussion

SUSTAINABILITY THROUGH INNOVATION

Opportunities and Challenges for Organized
Retail in Turbulent Times

February 15, 2012 at Assocham House, New Delhi





Panel Discussion: Sustainability through Innovation - Opportunities and Challenges for Organized Retail in Turbulent Times

THEME

Sustainability entails the methods of meeting the present day needs of people without compromising those of future generations. The quest for sustainability has already started to transform the competitive scenario, which has forced companies to change the way they think about technologies, products, business models and processes. The key to evolution, particularly in times of economic catastrophe, is innovation.

Innovations acts as saviour to businesses. They provide a way to improve our social as well as economical progress through smarter ways of conducting activities. There are three broad areas which present major innovation related challenges and opportunities to retailers:

1. Consumer based challenges and opportunities are related to differences in the characteristics of customers in the markets.
2. Industry and operation based challenges and opportunities are related to differences in the nature of competition, technology and suppliers in the markets.
3. Legal and regulatory based challenges and opportunities are related to differences in governance and regulations in different markets. The stability of political and legal systems strongly affects innovativeness and R&D capacity of the companies.

The Indian organized retailers' are persistently focusing towards innovative trends that will revolutionize the retail industry to create better incentives for people, give consumers a superior shopping experience and improve brand loyalty. Today, they are remotely targeting consumers through numerous options which include cell phones, catalogs, e-commerce sites, call centers, and physical storefronts. Retailers have gradually shifted from the method of inserting coupons into magazines and newspapers to sending messages on mobile. Retail payment technologies are undergoing radical change, as small fobs dangle off key chains to pay for everything from gas and tolls to books and coffee.

With this advancement in the retailing sector, the question for brick-and-mortar retailers is whether physical stores will be able to compete? And, the question for pure e-tailers is whether consumers are willing to totally engage themselves in a 3D e-commerce environment.





Who should attend

Middle level managers in marketing, operations, IT and supply chain in retail and FMCG companies

Entrepreneurs and franchisee owners in retail

Researchers and consulting managers in retailing

PhD and Management students in retail and marketing domain

February 15, 2012

15.30 - 16.00 hrs: REGISTRATION

16.00 - 16.30 hrs: Inaugural Address Dr. H. Chaturvedi
Director-BIMTECH

SUSTAINABILITY THROUGH INNOVATION

16.30 - 19.00 hrs: Opportunities and Challenges for Organized Retail in Turbulent Times

Mr. Kenneth Nisch
(Chairperson, JGA, USA)

Mr. Rajesh Jain
(CEO, Miraaya)

Ms. Bindu Sharma
(Director, World One Consulting)

Mr. Parveen Sahni
(Director, Canon India)

Mr. Paras Malhotra
(Regional Head, TITAN Eye Plus)

Mr. Rakesh Rana
(Operations Head, Subway)

Ms. Susmita Misra *
(Head - Consumer Insights & Retail Analytics, Bharti Walmart)

Mr. Rajeev Karwal *
(CEO, Milagrow)

Mr. Pawan Bakshi *
(Business Head, Airtel Money)

19.00 - 21.00 hrs: HIGH TEA FOLLOWED BY COCKTAIL NETWORKING DINNER

* Confirmation Awaited

CENTRE FOR RETAIL

The Center for Retail was launched by BIMTECH in 2002, in order to supply quality managers, capable of shouldering responsibilities in a highly competitive retail marketing environment. Since its inception in 2002 it has been striving to create a new generation of smart retail professionals of international caliber.

The Centre aims at enhancing employability of student with the most modern techniques and practices in retailing, as seen and experienced around the world. The approach to classroom education is interactive and is supplemented by On-the-Job training at various retail outlets during the first year and handling short term projects for the retailers in the second year.

Over the years, the Centre has also emerged as a knowledge centre in the field of retail management. E-newsletters and journals, brought out by the Centre on the business initiatives and evolution of retail are acknowledged within the fraternity and outside. A report on "Impact on FDI in Multibrand Retail" submitted to Government of India has been acclaimed by the stakeholders.

BIMTECH has formed strategic alliances with a number of retail companies in India to provide project work and support, Industry experts are regularly invited to deliver guest lectures. In addition, seminars and panel discussions on issues related to retail industry are organized. The Institute has entered into a tie-up arrangement with some of the well known Indian as well as International retail institutions, so as to get access to the best resources available in retailing and merchandising.

To strengthen the bonding of the centre with industry, students work with retailers on weekends on continuous basis and get hands on experience.





About BIMTECH

The Birla Institute of Management Technology (BIMTECH) was established in 1988 under the aegis of the Birla Academy of Art and Culture. The Institute is supported by the B.K. Birla group of companies. Dr. (Smt.) Sarala Birla, Chairperson of Birla Academy and Syt. B K Birla, Chairperson of the B K Birla Group of companies are the founders of our business school. The Institute is governed by an eminent Board of Governors mostly drawn from the top echelons of industry.

The fully residential campus of Birla Institute of Management Technology (BIMTECH) is located in the National Capital Region (NCR). Its ambience is predominantly green. The institute has an enviable infrastructure fully connected with Wimax facility.

Over 60 faculty members with brilliant academic and industry track record engage the students. Their efforts are supplemented by inputs from guest faculty serving the industry in senior positions working in manufacturing, trading, financials, operations etc. In addition, young research fellows are in carrying out research in industry relevant issues.

The academic pursuits of students are fully supported by a modern, well stocked library and seven state-of-the-art data bases. BIMTECH has international academic tie ups with several leading European, American and Asian centres of management education under which there is a regular exchange of students and faculty.

BIMTECH offers two year AICTE approved post graduate courses - PGDM, PGDM (International Business), PGDM (Insurance Business Management), PGDM (Retail Management) and PGDM (Sustainable Development).

The Centre for Research Studies conducts doctoral and post-doctoral programmes and academic and industry focused researches. It has been one of the earliest centres of its kind in private business schools in the country. The centre has influenced policy and structure in many organizations through its research output. The programme is offered in collaboration with University of Mysore, Mohan Lal Sukhadia University, Rajasthan and University of Assam, Silchar.

BIMTECH has been able to establish strong industry linkages through its Management Development Programmes, short term projects with industry, colloquiums etc. organized with industry and research bodies.

BIMTECH is a mini-India in itself. It has students hailing from almost all the states of India, and also from a few foreign countries. It is this mix of nationalities, cultural backgrounds, academic and professional experiences, which makes BIMTECH one of the most exciting and enriching business schools in the country today.

Registration Fees

Delegate	:	1000/-
Discount		
3 Delegates		10%
5 or more Delegates		20%

The registration fees includes access to the panel discussion, tea/coffee and cocktail networking dinner.

For details contact:

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Students Representatives

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