

E-PLS ON “COMPARISON OF CHANGE IN TREND AND PERSPECTIVE AMONGST INDUSTRIES: PRE & POST COVID 19 PANDEMIC”

18TH SEPTEMBER, 2020

Gitarattan International Business School organized E-PLS on,” **Comparison of change in Trend and Perspective amongst Industries: pre and post Covid-19 Pandemic**” on 18th September, 2020 for BBA- 5th Semester. The session was carried by Mr. Vivek Nanda, a Corporate Leader, Motivational Speaker & a Happiness Coach. He has over 30 years of Corporate Experience in Top Japanese MNC’s and the last Corporate Position he held was at Sharp Business as National Sales Head.



This e-PLS aims to give an insight to the students to think about the various new career options after this pandemic. He discussed that no doubt virus is affected our economy very badly but the good news is that we have a large domestic economy and the dependence on exports is not really high. The risk, of course, is that the economy was weakening even before the crisis, and we could have comorbidity. India has to move the focus now from lives to lives, and livelihood.

He further discussed that the impact is not going to be uniform. It won’t be uniform across countries. It won’t be uniform across industries. And, the conclusion will have to be very specific to the kind of business you are. He gave insight to the students about the various opportunities lying ahead in the new normal scenario

Further answering to the questions of students he responded that it’s the matter of maximum one year that the economy will be back on track, unemployment will be converted into employment and reemployment. Aatamnirbhar concept given by our Prime Minister Mr. Narendra Modi will help the economy to recover from the losses of this pandemic. Moreover he emphasised on the concept of direct marketing through twitter and other social media in branding which has changed the concept of marketing.

Prepared by:- Ms. Manisha Kaushal Arora, Assistant Professor, giBS