



Innovating to Survive: Adapting to the Post- Covid World
Saturday, 06 June, 2020

PROGAMME SCHEDULE

1000 - 1100 hrs

Session 1

Innovating to Survive: Adapting to the Post-Covid World

Covid crisis has changed the economic landscape and the fear of its return will continue to constrain behaviour. The needs and priorities of businesses and consumers have been reshaped by health concerns, lockdowns, loss of income and uncertainty of prospects. In this situation, business survival depends on innovation and creating new markets instead of hoping for the market to stabilize. Hunkering down is not a survival strategy in a fast-changing world and only those who intensify efforts to help and excite the customers with innovative and relevant products, services, delivery, engagement etc. would come out winners in the post Covid world.

Speaker

T V Mohandas Pai

Chairman, Manipal Global Education Services

Interaction with Audience

1100 – 1115 hrs

Break

1115 – 1215 hrs

Session 2

Business Model Innovation in a Highly Digital World

Disruptive business models emerged during and following the financial crisis and now the Covid crisis presents another opportunity for radical business model innovation. While the previous wave of innovation was driven by search, matching buyers and sellers and sharing of assets in a lightly digitized world, the new innovation opportunities are about virtualization and automation in a highly digital world. Covid fear and lockdowns have made business and life mostly contactless - a change that is likely to stick. The market is ripe for businesses that can ensure economy and convenience with the least amount of touch and the highest level of dependability.

Speaker

Solomon Darwin

Executive Director, Garwood Center Corporate Innovation,
Haas School of Business, UC Berkeley

Interaction with Audience

1215 – 1230 hrs

Break

1230 - 1330 hrs

Session 3

Business Process Innovation to Avoid Operations Disruption

The biggest lesson of the Covid crisis is that world can actually come to a standstill and uncertainty can be unending. Enterprises have to plan for such a scenario and come up with innovative business processes that can ensure business continuity under all circumstances. Remote work has been a big part of the solution during the lockdowns but virtualization has to become a standard practice. Innovative automation has to go with reorganization of internal and outsourced business processes. Digital platforms, AI and robots can play a vital role in sustaining the critical communication, transactions and deliveries and in responding to sudden surges and slumps in demand. Business process innovation must be stepped up to ensure business resilience.

Speaker

C P Gurnani

CEO and Managing Director, Tech Mahindra

Interaction with Audience

1330 – 1430 hrs

Break

1430 - 1530 hrs

Session 4

Product and Pricing Innovation to Stimulate Demand

At a time of high economic uncertainty and anxiety, it is only natural for businesses and consumers to conserve cash and defer purchases. The constraints on commerce and consumption because of lockdown diminish the demand further. The onus is on enterprises to stimulate demand with product and pricing innovations. A dramatic change in circumstances and behaviour requires catering to the changed needs and priorities of customers. At the same time, new technologies and benefits can get customers excited about new products and innovative pricing can enable them to purchase despite financial stress. Instead of waiting for the demand to revive, enterprises have to create new demand to stay in business.

Speaker

D Shivakumar

Group Executive President – Corporate Strategy and Business, Aditya Birla Group

Interaction with Audience

1530 – 1545 hrs

Break

1545 - 1645 hrs

Session 5

Fire-side Chat: - Reviving Contact and Travel Based Business with Innovation

Lockdowns and social distancing have dealt a body blow to businesses based on assembly and travel. Sectors like events, education, hospitality, tourism and mass transportation have been frozen out of the emergency economy. With no end to Covid in sight yet, reviving these high-employment sectors is possible only with innovations. Virtualization can facilitate contactless visits, viewing, interaction and transaction but physical innovations in spatial design, service delivery and dress and behaviour codes are critical to revive these businesses. Significant marketing and financial innovations are also required by the contact and travel based businesses to be viable in times of social distancing.

Moderator

Pranjal Sharma

Economic Analyst, Advisor & Writer and
Author, India Automated

In conversation with

Speaker

Deep Kalra

Founder & Group Executive Chairman, MakeMyTrip Limited

Interaction with Audience

1645 hrs

Programme Concludes
