

Two Days Online Seminar on
*“Strategic Thinking about Movement from
Global to Local”*

on 29th July 2020 and 30th July 2020



Organized by
School of Management Studies and Commerce (SOMC),
Uttarakhand Open University Haldwani

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Conceptual Note about the Online Seminar

Recently on the 12th May 2020, the Hon'ble PM of India Shri Narendra Modi Ji gave a call for '*AATM NIRBHAR BHARAT*' (Self-Reliant India). In this address, he laid stress on the need to focus on local in manufacturing, supply chain management and Marketing, *etc.* He rightly said that 'local is not only essential for us but, it is also our responsibility'.

Taking a cue from this great address, the School of Management Studies and Commerce (SOMC) proposes to organize an Online Seminar on "*Strategic Thinking about Movement from Global to Local*". As the students of Commerce and Management, we know it that a large number of negligible manufacturing practices and other smaller business initiatives emerged locally in different locations but over the period of time these insignificant start-ups came to be known as the global giants. Similarly, in the area of innovative thinking, even related to various aspects of trade, commerce and management, Indian genius has proved its worth. Sometimes, people call it *Jugaad*, but technically it is nothing but the application of innovation. Naturally, therefore, we need to think about the strategies in various segments of the activities related to Commerce and Management, say, relevant policy guidelines to be framed, management strategies, issues related to employment, organizational change, hospitality industry, and role of MSMEs in this new direction.

We know that the Government of India has announced the Economic Stimulus Package of Rs. 20 lakh crores, in many critical sectors like MSME, Power, Coal, Mining, Defence, Aviation, and Agriculture. The definition of MSMEs has been thoroughly revised to accomplish the objective of economic stimulus to these units.

Thus, in this Online Seminar an attempt shall be made to deliberate upon the academic thinking related to this critical movement from '*Global to Local*'. Accordingly, the following sub-themes have been chalked-out for this online seminar:

Sub-Themes

- 1) Policy planning related to required Infrastructure/ Economic Policies regarding '*Aatm Nirbhar Bharat*'.
- 2) Relevant Management Strategies.
- 3) Issues related to Employment and Self-employment.
- 4) Socio-Cultural Issues.
- 5) Organizational Change.
- 6) Role of MSMEs.
- 7) Fresh Thinking on Issues Related to Regional Trade.
- 8) New dimensions for Tourism & Hotel Industry.
- 9) Issues Related to Migration and Reverse Migration.
- 10) Issues Related to Rural Economy.

Day I- 29th July 2020

Keynote Address



Professor Nageshwar Rao
Vice Chancellor,
Indira Gandhi National Open University (IGNOU), New Delhi

Technical Session– I: *Behavioural Issues for Self Reliance*



Professor Pawan Kumar Singh
Director,
Management Development Institute (MDI) Gurgaon, Haryana

Day II– 30th July 2020

Technical Session– II: *Disengaging China: Future of India’s Trade Policy*



Professor Ram Singh
Professor & Head (MDPs) ,
Indian Institute of Foreign Trade (IIFT), New Delhi

Technical Session– III and Valedictory



Professor H. S. Bajpai
Department of Commerce,
D.D.U. Gorakhpur University, Gorakhpur

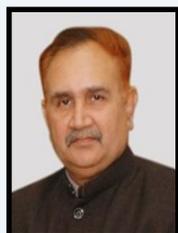
About the School

School of Management Studies and Commerce of Uttarakhand Open University offers MBA, PGDMM, PGDHRM, M. Com, BBA and B. Com programmes of study. Currently 5841 learners are enrolled in all these programmes.

Programme Schedule

Date	Time	Session	Name of Expert
29 th July 2020	11:00 am- 12:30 pm	Inaugural Session	Professor Nageshwar Rao
	12:45 pm- 01:30 pm	Technical Session- I	Professor Pawan Kumar Singh
30 th July 2020	11:00 am- 11:45 am	Technical Session- II	Professor Ram Singh
	11:46 am– 12:30 pm	Technical Session- III and Valedictory Session	Professor H S Bajpai

Keynote Address



*Professor Nageshwar
Rao*
Vice Chancellor,
IGNOU, New Delhi

Patron



Professor O. P. S. Negi
Vice Chancellor,
Uttarakhand Open University
Haldwani

Convenor



*Professor Ramesh
Chandra Mishra*
Director– SOMC
Uttarakhand Open
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forms.gle/2ZvxKiiNFhM8VFi8A](https://forms.gle/2ZvxKiiNFhM8VFi8A)