



WEBINAR SERIES ON **'COVID-19 BOUNCE FORWARD'**

COVID-19 pandemic has impacted economy and businesses in multitudinous ways. It has brought the economy to a standstill, crippling the supply chain and cash cycles of organisations across the board. Post lockdown, the country may witness 'fear of spending, minimalism, and drastic reduction in discretionary spending as part of consumer behaviour forcing a downward spiral and near recessionary economic conditions.

Its 'survival' time for the Industry when both demand & supply sides have been affected. To effectively deal with pandemic induced disruptions, industry would need new toolkits towards Cash Cycle reduction, Supply Chain sustenance, Cost Optimisation at one level and Revenue Growth opportunities in new segments, new markets at another. The pandemic has also presented an opportunity to the Indian Industry to become an 'Alternative Production Destination' and all the stakeholders, including the policy makers, should try to capitalize on this.

In this context, FICCI, ICC India and Pro India have partnered to host a webinar series to support the industry retool in areas of; Cost Control, Cash Cycle, Revenue Growth, Digitisation, Innovation, Productivity, Network Optimisation, and more for the industry to 'Bounce Forward' from COVID-19 and to emerge leaner and stronger. Our network of industry experts will conduct a series of webinars focussed on a range of Tools essential for rapid recovery and building resilience and sustainability for long-term growth.

TOPICS COVERED

- Cost Control, Cash Cycle, Revenue Growth, Digitisation, Innovation, Productivity, Network Optimisation

We kick-start our series with the webinar:

'Redesign Supply Chain to Release Cash & Increase Flow' Tuesday, 28 April 2020 || 16:00 – 18:00 Hrs

As Lockdown is lifted, Supply Chain would become the most critical function for Industries. Working Capital, Cash, etc would be an immediate need of many. The challenge of very low and uncertain demand from customers to managing cash for vendors & operations could well turn out to be a double whammy. This webinar aims to provide support to companies with some proven Tools and Ideas. Tools that the first line team can start thinking of even while people work from home in preparation of coming back.

SPEAKERS

- Mr Amit Saha, CEO, Pro India
- Mr Anshul Singhal, Principal, Accenture Strategy

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