



Rashtriya Sikshana Samithi Trust
R V Institute of Management
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Department of Marketing
Centre for Business Development studies

**A Report and Relevant documents of Online Faculty
Development Programme on**

“Implications of COVID-19 on world economy”

From 20th to 22nd May 2020

Organized by Centre for Business Development studies
R V Institute of Management
Bangalore

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Rashtriya Sikshana Samithi Trust

R V Institute of Management

DEPARTMENT OF MARKETING

Proposal on Online Faculty Development Programme

On

“Implications of COVID-19 on world economy”

From 20th to 22nd May, 2020

About the FDP:

The outbreak of pandemic Covid-19 all over the world has disturbed the political, social, economic, religious and financial structures of the whole world. World's topmost economies such as the US, China, UK, Germany, France, Italy, Japan and many others are at the verge of collapse. Besides, Stock Markets around the world have been pounded and oil prices have fallen off a cliff. Indian economy is also witnessing a lot of transformation in its system. Business is also struggling to create demand and sustain. Many experts on economic and financial matters have warned about the worsening condition of global economic and financial structure. Such as Kristalina Georgieva, Managing Director of International Monetary Fund (IMF), explained that “a recession at least as bad as during the Global Financial Crisis or worse”. Moreover, Covid-19 is harming the global economy because the world has been experiencing the most difficult economic situation since World War-II. From this perspective, R V Institute of Management is organizing this faculty development programme, to explore the Implications of COVID-19 on world economy, Business and on Indian Economy.

Objectives of the FDP:

To explore the implications of COVID-19 on world economy, Business and on Indian Economy.

Who should attend?

- Faculty from academic institutions who want to gain knowledge on Implications of COVID-19
- Research scholars in the area of Business Management.

Session and Resource person details:


Session & Time	Topic	Resource Person
Session I Date: 20/05/2020 Time: 3.00 pm to 4.30 pm	Competitive Advantage of India. Where does it stand in attracting new Investment post COVID-19	Prof. G Ramesh Professor, Public Policy IIM, Bangalore
Session II Date: 21/05/2020 Time: 3.00 pm to 4.30 pm	COVID-19 and Indian economy	Prof. Charan Singh CEO and Director, EGROW Foundation, NOIDA
Session I Date: 20/05/2020 Time: 3.00 pm to 4.30 pm	Recovering of Indian Business from COVID-19 crisis	Mr. Ullas Kamath Joint Managing Director, Jyothy Laboratories Limited, Bangalore

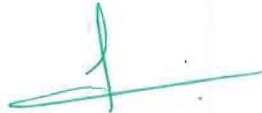
Fee of the program

Nil as no expenditure is involved.

Allotment of Responsibilities

Sl.No	Responsibilities	In Charge
1.	Preparation of proposal and taking the approval, Identification of the resources person and coordinating with them, Marketing, Documentation.	Dr. Noor Firdoos Jahan
2.	Registration, e-Certificates, collecting Feedback and Marketing.	Ms. Anitha D Silva


Dr. Noor Firdoos Jahan
Professor, Department of Marketing
R V Institute of Management

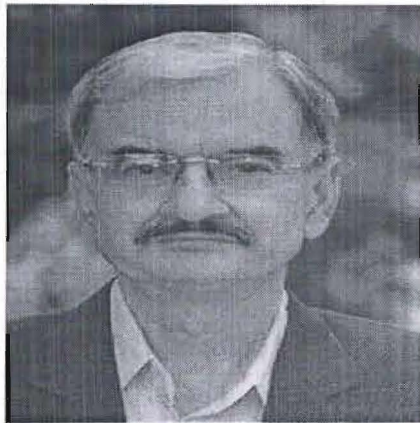

Director

Session 1

Topic: "Competitive Advantage of India. Where does it stand in attracting new Investment post COVID-19"

Date and time: 20/05/2020 at 3.00 pm to 4.30 pm

Resource person



Prof. G Ramesh
Professor, Public Policy
IIM, Bangalore

Prof. Ramesh started his session with Michael porter's Diamond model and applied it to Indian economy very well during Covid-19 times and brought the opportunities where India can excel and attract FDI. The sectors very badly effected with this pandemic was also discussed by him very well. The session was very informative and interactive. At the end the session was concluded with the question and answers from the participants.

Session 2

Topic "COVID-19 and Indian economy"

Date and Time: 21/05/2020 at 3.00 pm to 4.30 pm

Resource person

Rashtreeya Sikshana Samithi Trust
R. V. Institute of Management

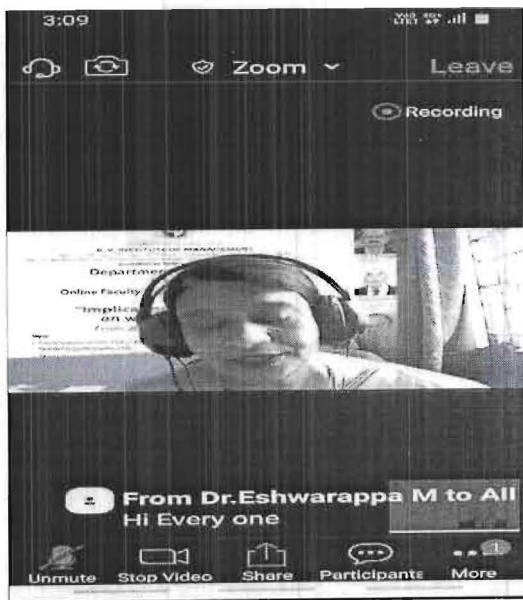
Report on Online Faculty Development Programme

From 20th to 22nd May 2020

Preamble

Online Faculty Development Programme on “Implications of COVID-19 on world economy” was organized by the department of Marketing, R V Institute of management, Bangalore From 20th to 22nd May 2020. The objective of this programme was to explore the implications of COVID-19 on world economy, Business and on Indian Economy. The FDP comprised of three sessions with 480 registered for the programme from across India. The Zoom platform was used to conduct the programme. A brief report on each of the three sessions of the programme are given below:

Inaugural Session



The FDP was hosted by Dr. Noor Firdoos Jahan, Professor, R V Institute of Management, Bangalore. The host welcome every one for the session and introduced the first speaker to the audience and requested him to start the session.

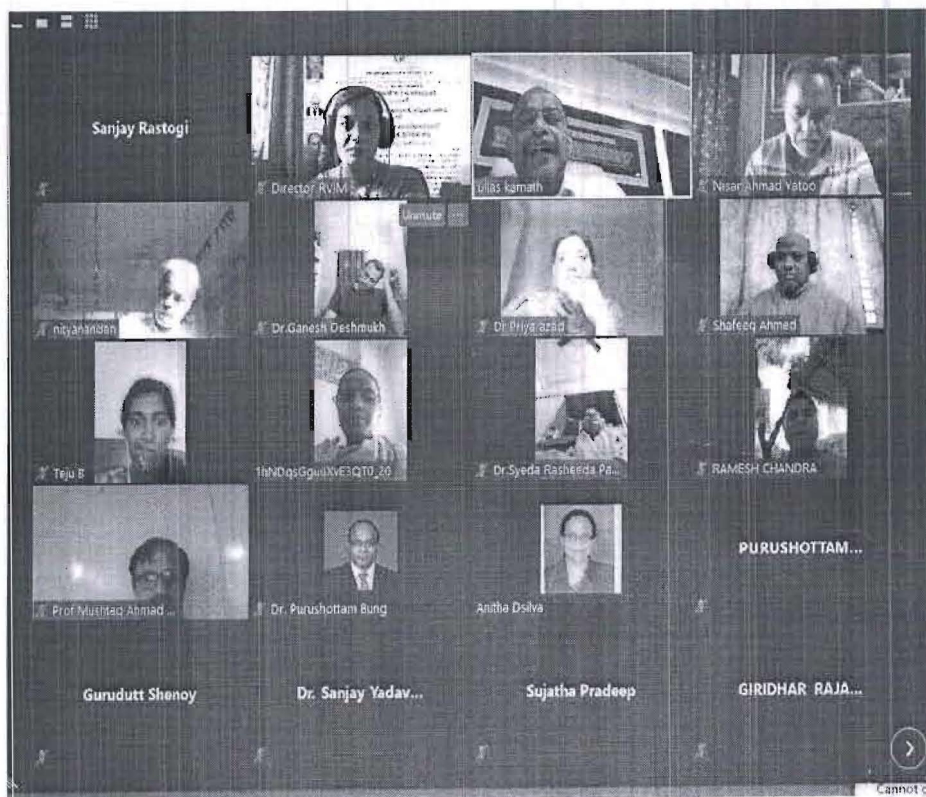
Mr. Ullas Kamth started his session by giving the present scenario of Indian Business during Pandemic times and told that 30% of economy is working even during lockdown time. He said that the Government should play a key role in creating a demand for the product. The small sector is very badly affected with this pandemic and may take time to come back. He told FMCG sector is not much affected and they are trying to launch new product like hand sanitizers, disinfectant etc. to sustain in the market and explained how Jyothi Laboratories introduced Margo sanitizers in the market. The session was very well taken by the audience and it was concluded with question and answers round.

Valedictory Session

The Valedictory session was the concluding session of the FDP on “Implications of Covid-19 on Indian economy”.

The programme concluded with a vote of thank proposed by Dr. Purushottam Bung, Director, RVIM to the resource person and all the participants of the FDP. Dr. Noor Firdoos Jahan thanked Dr. Purushottam Bung, Director, RVIM for his constant support in organizing this event and also thanked her co-host Prof. Anitha D silva for her support for organizing this FDP and thanked all the participants for their active participation on the three days.

Photos:





Prof. Charan Singh
CEO and Director,
EGROW Foundation, NOIDA
Former RBI chair
Professor of Economics,
IIM, Bangalore.

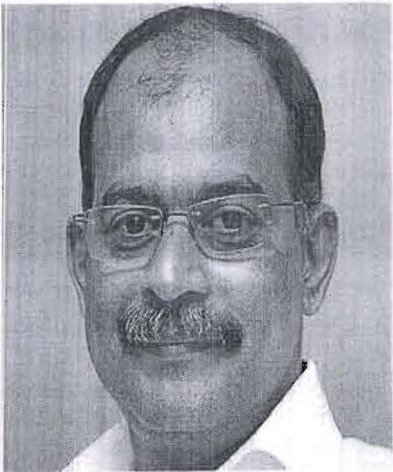
Prof. Charan Singh started his session with a story about how pandemic have changed the world. Very beautifully he brought the implications of Pandemics on Indian economy. His approach was very optimistic and created a very positive side of pandemics and how India can take advantages of these situations. The participants were very happy to hear from him and thanked him for creating some hope for all the Indians. The session was concluded with questions and answers sessions from participants.

Session 3

Topic: Session on “Recovering of Indian Business from COVID-19 crisis”

Date and Time: 22/05/2020 at 3.00 pm to 4.30 pm

Resource person



Mr. Ullas Kamath
Joint Managing Director,
Jyothy Laboratories Limited,
Bangalore

RV INSTITUTE OF MANAGEMENT

4 participants raised hand

Online Faculty Development Program

PROF. CHARAN SINGH
CEO AND DIRECTOR, EGROW FOUNDATION, NOIDA
FORMER RBI CHAIR PROFESSOR OF ECONOMICS, IIM BANGALORE.

COVID-19 AND INDIAN ECONOMY

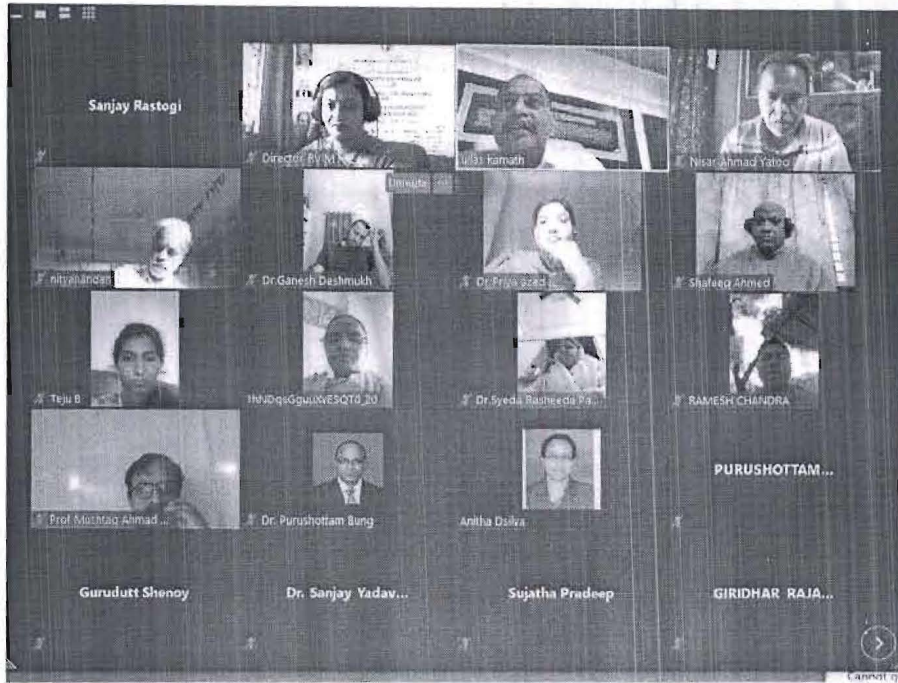
21 MAY, 2020

Director RVIM
Dr. Purushottam Bana
Charan Singh

Windows taskbar: 3:30 PM 5/21/2020

Prepared by
[Signature]
Dr. Noor Firdoos Jahan







Rashtreeya Sikshana Samithi Trust

R. V. INSTITUTE OF MANAGEMENT

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Accredited by NAAC with "A+" Grade

Department of Marketing

Presents

Online Faculty Development Programme

On

"Implications of COVID-19 on world economy"

From 20th to 22nd May 2020

Note

- Participation in this FDP is by registration. Registration is restricted to one hundred participants only.
- There is no registration fees
- E-Certificates will be provided to all participants who attend the programme on all the three days of FDP
- All the sessions will be conducted through ZOOM and the link to join the FDP will be shared to the registered candidates.
- Pre-registration is mandatory to attend FDP. Please register through this link
- Registration link: <https://bit.ly/3cugqL2>



Prof. G Ramesh
Professor, Public Policy
IIM, Bangalore

Session on "Competitive Advantage of India. Where does it stand in attracting new Investment post COVID-19"

On 20/05/2020
from 3.00 pm to 4.30 pm



Prof. Charan Singh

CEO and Director,
EGROW Foundation, NOIDA
Former RBI chair professor of economics,
IIM Bangalore.

Session on "COVID-19 and Indian economy"

On 21/05/2020
from 3.00 pm to 4.30 pm



Mr. Ullas Kamath

Joint Managing Director,
Jyothy Laboratories Limited

Session on "Recovering of Indian Business from COVID-19 crisis"

On 22/05/2020
from 3.00 pm to 4.30 pm

For more details contact Co ordinators:

Dr. Noor Firdoos Jahan

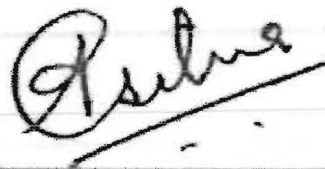
Professor, Department of Marketing, RVIM
9945085937

Ms Anitha D silva

Sr. Asst. Professor, RVIM
9742278574

CERTIFICATE OF PARTICIPATION

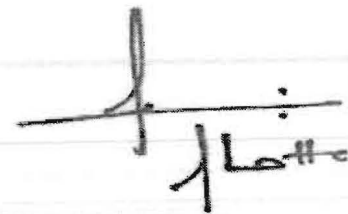
This is to certify that **CHANDRAKALA.M** has participated in the ***Online Faculty Development Program on "Implications of COVID19 on World Economy"*** organised by RV Institute of Management from ***20th May 2020 to 22nd May 2020.***



Prof. Anitha BM D'Silva
Organiser



Dr. Noor Firdoos Jahan,
Professor and Coordinator,
Department of Marketing



Dr. Purushottam
Professor and Dir
RV Institute of Mana

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Assistant Professor	Government First Grade	Belagavi	Karnataka	9964577248	AJIT KADAM
PROFESSOR	MORADABAD, UP	MORADABAD	PRADESH	9627328932	RAMESH CHANDA
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mathematics and	aurangabad	Aurangabad	Maharashtra	8669395695	SIDDHARTH DNYANESHWAR SARKATE
Professor	College, Kolhar	Kolhar	Maharashtra	9421471669	DR. GANESH RAMCHANDRA DESHMUKH
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PROFESSOR	COLLEGE KADUGUDI	BANGALORE	KARNATAKA	9844898003	KALPANA
PRINCIPAL	SCIENCE COLLEGE, NIPHAD	NASHIK	RA	9423962910	DR. RAVINDRA NARAYANRAO BHAVARE
Gfgc Saligrama	Gfgc saligrama	Saligrama	Karnataka	9686835972	RAJESHA A S
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Assistant Professor	Govt. First Grade College	Raichur	Karnataka	7892325967	AYESHA SULTANA
Principal	Kyathi college	BANGALORE	Karnataka	7795865560	Dr A.RAVIKUMAR

CONCLUSION

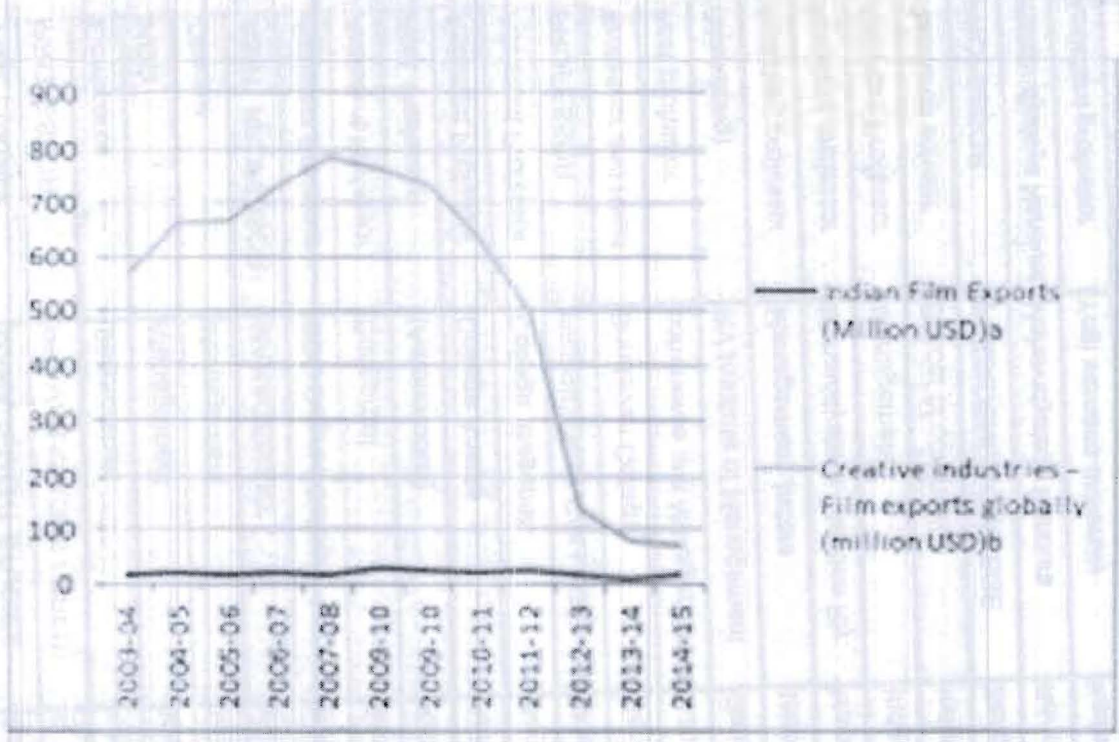
It can be concluded that the film industry and the insurance industry in India is doing extremely well and they can do better if they adapt certain changes that will benefit both the industry as well as the common people or the public.

The film industry can do much better in their field if they make better films and films that addresses the social problems that the country and the citizens of India are facing rather than the common masala films which the industry is keen on making and producing. The production company should also make films with low budget to save the economy of the country.

The film industry should also reduce the ticket charges of the movies to make it affordable to people of all income levels. The ticket prices are too high in multiplexes which makes it difficult for middle class people to watch a movie.

The insurance industry can do much better if they include better insurance schemes and if the deposit charges for the various schemes are reduced.

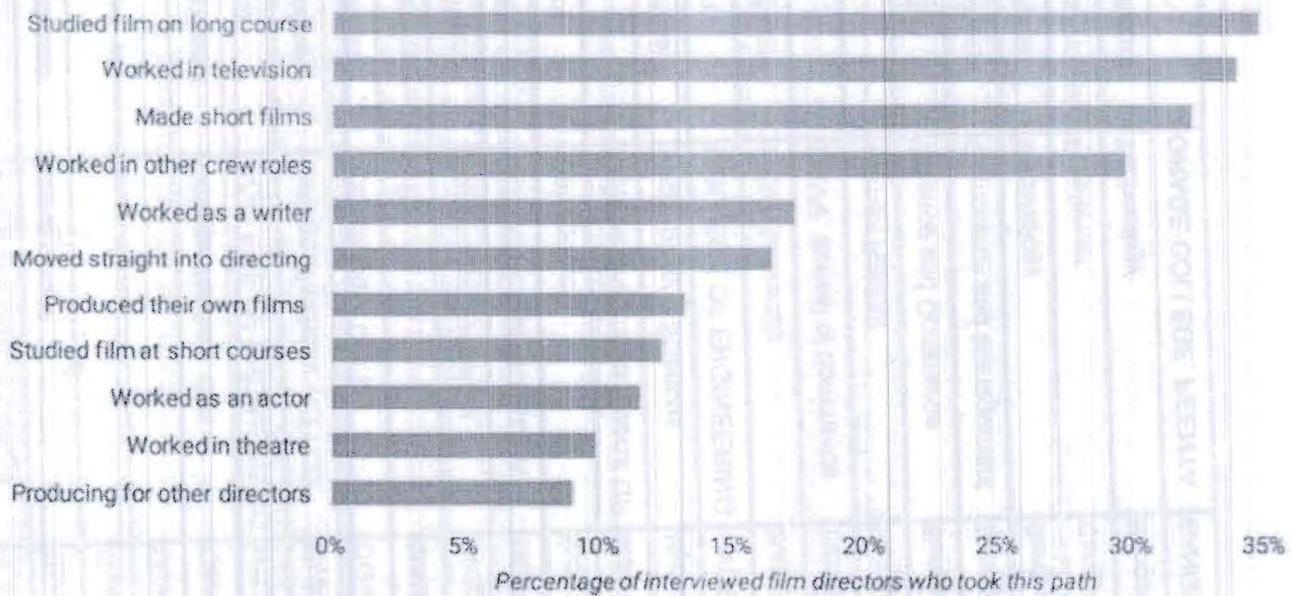
PROFESSOR	MORADABAD UP	MORADABAD	PRADESH	7830055650	SUNIL KUMAR
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Assistant professor	Mahavidyalaya, Mandira Rly.	Nandura	Maharashtra	97637210628	Mr. BHOYE SHANTARAM BABAN
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Associate prof and HOD	studies	Bangalore	Karnataka	8310376838	Prof. Deepak Singh MC



It can be concluded from this image that the number of films that has been exported from India is almost the same from the year 2003 to 2015 but the creative industries that exports films globally had drastically reduced.

Principal	Studies	Bengaluru	Karnataka	9483415235	B.PARVATHI DEVI
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		Guwahati	Assam	9401614786	VARSHA JAIN
		Guwahati	Assam	9401614786	VARSHA JAIN
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Assistant Professor	U.P.)	Moradabad	Uttar Pradesh	8923903245	DR. DEEPA BALIYAN
Assistant professor	Rajajinagar Bengaluru	Bengaluru	Karnataka	9844297624	Mahalakshmi k
PROFESSOR	COLLEGE KHARKHAUDA	MEERUT	Uttar Pradesh	9634894999	RACHNA BALYAN
Asst professor	management	Indore	Pradesh	7828025024	ANUJ SHARMA
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Specialist/HRBP/Visiting	Freelancer	Bangalore	Karnataka	9980343857	Prof. Dr. JUSTIN PL
Associate Professor	Technology	Bengaluru	Karnataka	9900100486	DR PRADEEP N E
PROFESSOR	GRADE COLLEGE, PEENYA	BANGALORE	KARNATAKA	9342048589	THARAMANI.S

Paths towards becoming a professional film director



This image summarizes the efforts taken by people to become a film director. Approximately 35% of the people study film course to become a director and almost the same percentage of people work in television before becoming a director.

Approximately 32% of the people make short films before becoming a film director. Around 17% of the people who aspire to become a director, work as a writer initially. Also, 12-12% of the people who were actors have now turned into directors.

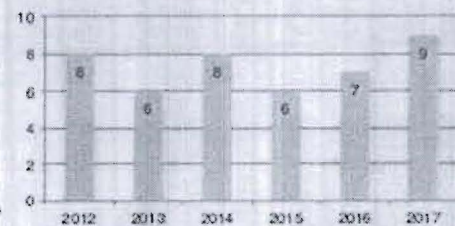
PROFESSOR	SVIT	BANGALORE	KARNATAKA	9148599316	DEEPALI KUSANALE
College Librarian SS	Ramanagara	Ramanagara	Karnataka	9743961839	CHANNANKEGOWDA
PROFESSOR	Kluniversity	Guntur	Pradesh	9160028805	Dr. S. DURGA
Assist. Profeasor	management	Indore	Mp	9827622232	YOGESH VAKARE
Assistant Professor	Kempapura	Bangalore	Karnataka	9741755325	Debasmita Koley
PROFESSOR	AUTONOMOUS	BENGALURU	KARNATAKA	9538847636	AJAI ABRAHAM THOMAS
Assistant Professor	Kristu Jayanti College	Bangalore	Karnataka	9686081876	GOKILAVANI S
Assistant Professor	technology	Bangalore	Karnataka	8123221835	NINGAMBIKA G METI
Asst Professor	Autonomous	Bangalore	Karnataka	9066440208	Chandrakala. M
PROFESSOR	GRADE COLLEGE,	BANGALORE	KARNATAKA	9900100333	DR.DEVIKA. S
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Assistant Professor	Studies	Satellite Town	Karnataka	9845421454	Prabhu A
Assistant Professor	Pallavi Engineering College	Hyderabad	Telangana	9652311898	BANOTHU RAJU
PROFESSRO GOVT	COLLEGE	A	KARNATAKA	9945084502	DR.MANJULA R.S.
Associate Professor	Arts Science and Commerce	Bangalore	Karnataka	9885429867	Dr. C B Venkata Krishna Prasad
Assistant Professor	Technology	Bengaluru	Karnataka	9677542026	SUMATHY V M S
Assistant professor	Arts,Science and Commerce	Bangalore	KARNATAKA	9945553342	DR.R.SAVITHA
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Assistant Professor	Bareilly College Bareilly	Bareilly	Uttar Pradesh	9889425927	Dr. Yasharth Gautam
Assistant professor	COLLEGE	Bangalore	Karnataka	9035662170	UMA CHAUDHARY
PROFESSOR	MORADABAD	MORADABAD	PRADESH	9412634377	DR. SANJAY KUMAR RASTOGI
Asst professor	GFGC CHINCHOLI	Kalaburagi	Karnataka	9739266665	DR. MANJUNATH G DESHPANDE
Assistant professor	management Indore	Indore	Pradesh	9302945888	JALAJ SETHI

FINANCIAL PERFORMANCE OF THE FIRM

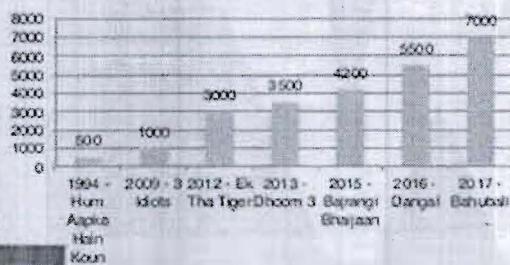
Hindi Industry needs introspection

- Hindi - top 50 films contributed 97.75% of NBOC
- Screens & Average Ticket Price have both increased steadily over the past few yrs. Yet, no of 100Cr+ films have remained around the same.
- NBOC of the top 50 films have remained steady; profitability has halved.
- There is a business-model review needed for the Hindi Film industry.

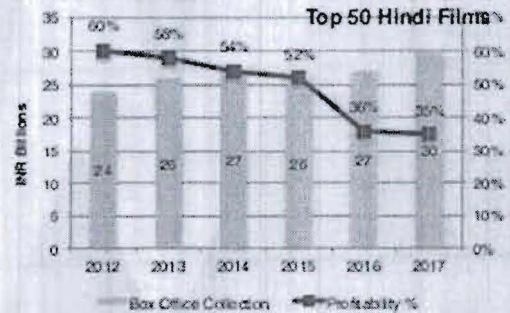
100Cr+ Films



No of Screens



Top 50 Hindi Films %



Source: FICCI-E&Y & NBOC Data till Reports 2018

The Bollywood industry has produced many 100 plus crore films till date. As per the data available, in the year 2017, the Bollywood industry made 9 films that have crossed 100 crores in box office.

As per the data, the profitability of the top 50 Hindi films has declined from the year 2012 to 2017.

The first Bollywood film to be screened in 500 screens was Hum Aapke Hai Koun in the year 1994, the movie Dangal was screened in 5500 screens in the year 2016 and the recent movie that was screened in more than 7000 screens was Bahubali in the year 2017.

Assistant Professor	GRADE COLLEGE, KUDUR	DISTRICT	KARNATAKA	9880511128	VIJAYAKUMAR
Head of the department	GIBS B School	Bangalore	Karnataka	9742666421	LAKSHMI R B
Assistant Professor	REVA University	Bangalore	Karnataka	8861399797	BINDU SHREE D
Asst. Professor	GIBS B School	Bengaluru	Karnataka	7760747670	GIRISH BABU M
Asst Professor	Management Studies	Bangalore	Karnataka	9916096348	Amruta N
Assistant professor	studies	Bangalore	Karnataka	9538695665	Amulya GT
Director	Studies & Research	Bengaluru	Karnataka	8660950038	PUSHPA SHETTY
Associate professor	C.C.B.Bhandari jain college	Bengaluru	Karnataka	9901516801	Lavanya.k
Assistant professor	K.B.N College	Vijayawada	Pradesh	8686641352	Dr B.Ratnavalli
Associate Professor	University	Bangalore	Karnataka	9900845325	Dr.NIRMALA.M
Head	MORADABAD	MORADABAD	U.P	9837101419	DR. NISHAT ULLAH KHAN
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fulfil their passion and dream. It also provides investors, film funds and leading organisations to help discover viable projects for investments In-Film branding and sponsorships. Filmmaker can seek funds for pre-production, production, post-production, marketing, distribution etc. through FFN. The purpose of FFN is to facilitate contact between investors, sponsors and filmmakers.

Globally, film funds are a major source of funding films with various investment models to invest in a film project and are viewed as a non-correlated asset class that has outperformed other non-correlated class in the world. In India, the advent of film funds is very recent and has potential to benefit all the stakeholders and the funds act as an attractive alternative asset class. Currently there are two onshore venture funds: Cinema Capital Venture Fund and Vistaar Religare Film Fund, which are registered with the Securities and Exchange Board of India as domestic venture capital funds. Together they have a corpus of about INR 3500 million.

Film funds are gradually gaining popularity both as an alternative mode of funding for films as well as an alternative investment option. Investment in film assets continues to be perceived as a high risk investment, largely on account of the under developed and nascent state of the film finance industry.

Very Inspiring seminar sir.
a lot of positive vibes.