



भारतीय बागान प्रबन्ध संस्थान बेंगलुरु  
INDIAN INSTITUTE OF PLANTATION MANAGEMENT BENGALURU  
(An Autonomous Organization of the Ministry of Commerce & Industry - Govt. of India)



## POST-PANDEMIC BUSINESS RESILIENCE & CASH FLOW MANAGEMENT STRATEGIES FOR ENTREPRENEURS

Date: 24th - 25th September 2021 (Friday & Saturday)

The Covid-19 pandemic has thrown challenges globally in all spheres of business and impacted livelihoods, especially in the developing economies where almost 70% of the workforce are in self-employment or running micro, small and medium enterprises. There is evidence of a paradigm shift in business models, strategies and tactics in every business in all functional areas. The pandemic has forced businesses to leverage on technologies due to health and labor issues driving down the business sustainability, thereby necessitating entrepreneurs and prospective intrapreneurs to rethink and reinvent their businesses. This program is designed to provide a platform to entrepreneurs to “re-think” their business strategies and work on new business models relevant to address the current crisis innovatively. Since management of cash flows is critical for business sustainability, the program will focus on strategies to improve cash flows and profitability in the post-pandemic phase of the economy.

### ABOUT IIPMB

IIPM Bengaluru is an autonomous organization of the Ministry of Commerce & Industry, Government of India imparting management education, training, research & consultancy for plantations and associated agri-business sector. It is co-promoted by the Commodity Boards of India viz. Coffee Board, Tea Board, Tobacco Board, Rubber Board, Spices Board and Agri-Plantation Associations & Industries. The vision of the institute is to promote sustainable entrepreneurship to various stakeholders in the society.

### PROGRAM CONTENT

- Challenges thrown by pandemic and need for business resilience
- Understanding different business models and appropriate strategy formulation
- Process of revamping and reinventing your business models and strategies
- Strategies to attain profitability
  - Revenue Enhancement strategies
  - Cost Management strategies
- Understanding cash flows and the story it reveals about your business operations
- Strategies and its linkage with Cash flows

**MODE OF DELIVERY (ONLINE & OFFLINE)** Resource Persons : Experts from IIPMB, IIM and Industry Strategists

**PEDAGOGY** Interactive discussions, Case Study Analysis, Excel Demonstration and live interactions with mentors.

**FOR WHOM** Aspiring or Current Entrepreneurs from any Domain and Facilitators who work towards promoting entrepreneurship

**DATE, DURATION & TIMING**

September 24th & 25th 2021 ; 2 Days; 10.00 am to 1.00 pm, and 2.30 pm to 5:30 pm

**LOCATION** Indian Institute of Plantation Management, Bengaluru Campus

**PROGRAM TYPE** Non-Residential

Days	Session - 1 10:00 am to 11:15 am	Session - 2 11:30 am to 12:45 pm	Session - 3 2:00 to 3:15 pm	Session - 4 3:30 pm to 4:45 pm
24th Sep. (Friday)	"Significance of Business Resilience and Preparedness by organizations" Speaker : <b>Prof. Mithileswar Jha</b> , IIMB	"Evolving Business Models and Strategies to combat challenges thrown by the Pandemic" Speaker : <b>Prof. Arun Bhattacharyya</b> , IIPMB	"Brainstorming discussion with participants on current challenges" Speaker : <b>Prof. Arun Bhattacharyya &amp; Prof. Sudha Srinivasan</b> , IIPMB	
25th Sep (Saturday)	"Buy Finance, Sell Cash"- Practical Illustrations of Business Model Strategies and Its Impact on Cash Flows" Speaker : <b>Mr. Vikram</b> , CFO-ZeroPay Pvt Ltd, Bangalore, an angel investor & IIMC Alumnus	"Understanding Cash Flows, Timing and its Management" Speaker: <b>Prof. Sudha Srinivasan</b> IIPMB	"Cost Management Strategies and its impact on Cash Flows" Speaker : <b>Prof. Sudha Srinivasan</b> IIPMB	

**PROGRAM FEE** Offline Registration ₹ 3,000 including GST@ 18%

(Fee includes Program kit, refreshments, Lunch and certificate) Offline participants need to bring their laptops.

**ONLINE REGISTRATION** ₹ 2,400 including GST@18%

(Certificates will be dispatched to addresses shared by online participants)

**FEE PAYMENT MODE :** NEFT

**BANK DETAILS :** PUNJAB NATIONAL BANK

**A/c No. :** 1586050000611

**IFSC :** PUNB0158620 (5th Character Read as "Zero")

**PROGRAM CO-ORDINATORS**

**Dr. S. Sudha**

Finance & Accounting

**Dr. Arun Bhattacharyya**

Strategy & Entrepreneurship

**RESOURCE PERSONS :** IIPMB, IIM and Industry Strategists

IIPM



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**STEPS FOR REGISTRATION :** (1) Pay Fee & Save Transaction Details. (2) Use the link below to fill the form.

**Registration Link**

<https://forms.gle/Qu9og1gcgJZP1eSq7>

**FOR ANY QUERIES CONTACT :** Dr. S. Sudha, 8778963154