

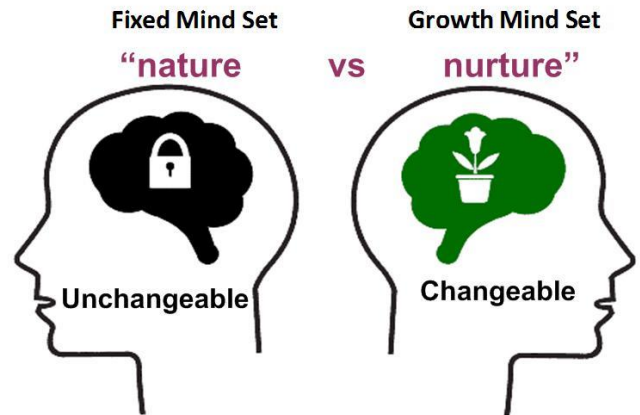
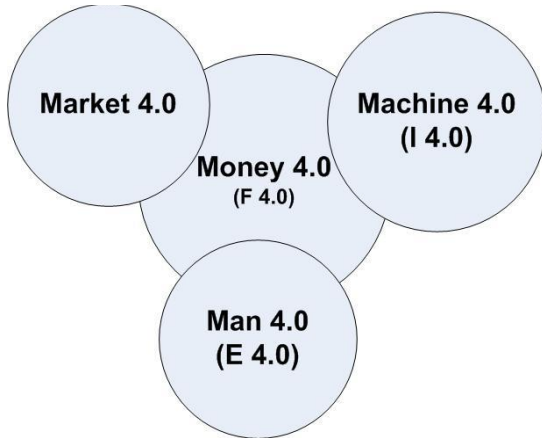
<b>Industry Imperative:</b>	Future business models
<b>Societal Imperative:</b>	Response to health risks on society
<b>Technological Imperative:</b>	Leveraging technology

## Delivering Industry Growth: The 4-M Way

#NPC #Webinar #Series on 06-04-2020 03:00 PM IST

Register Now: [www.npcindia.gov](http://www.npcindia.gov). Whatsaap +918860074140 / +918528261499

[https://negd.zoom.us/webinar/register/WN\\_FNmlw8lmTxGdMNpWOHvAfA](https://negd.zoom.us/webinar/register/WN_FNmlw8lmTxGdMNpWOHvAfA)



## 4 –M of Growth

- Marketing (4.0) : *Developing Millennial (Digital age Youth) as Micropreneure*
- Machine (Industry 4.0): Mobile devices , Digital Control, IoT, Sensors , AI, ML
- Man (Enterprise 4.0): Cyber Physical Systems (CPS), Contactless Digitally Connected, Tech. Experience, Digital Transformation (DT), Human Centric Values
- Money (Finance 4.0) : Fin-tech as business enabler i.e. Peer-to-peer Lending, integrated Online Payment System , Quick Books

## Points of Discussion

- Know & Adapt to new age customers (Millennial)
- Strategize your business as per Millennial demand
- Strategy addressing 'Contactless' Business today
- Collaborative Growth Eco System –Micropreneure
- Don't just think strategy, Do the 'strategy' !!!

# Webinar Overview

## Background:

COVID-19 And The Novel Corona Virus Pandemic effect: Industry growth Freefall Into Massive Downward Spiral.

## • Our offering

- To Help You prepare & Run Your Business amidst global crisis
- Learn About Simple Yet Powerful Techniques That Deliver Results Faster Irrespective Of Your Industry/Sector.
- What You Need Is Not An Overload Of Information, But Specific Strategies And Insights That Would Deliver Impactful Results.
- Experience The Transformation That You Need In Your Business And Your Life.

## Who Should Attend ?

- Growth Oriented Business Owners
- Start Up & Entrepreneurs
- Academia Mentors
- Technology Experts & Suppliers
- Marketing, Finance, Operations & HR

## Our Expert Speakers

**Raj Nidhi Sharma:** Post graduate from BITS-Pilani, Fellow Member of Institution of Engineers, Post Graduate diploma from IIT Roorkee, 33 years of Corporate/ Manufacturing Industries .Headed IT/SAP/Cloud computing projects across globe. Presently Sr. Consultant to NPC India and Industrial Project Head with Sharda University, handling different projects i.e **New , innovative path for Growth Of Industry. Micro- S.U.R.E** project.4 companies



**Kumar Rajesh Singh:** A seasoned & astute Business Professional, CEO - Encore Capabilities Services, Executive Growth Advisor & Mentor – Sharda University, Industry Advisory Board member & Consultant – NPC, India is an alumni of IIM, B'lore, ESADE, Spain &



NIFT, Mumbai. He is a relentless business catalyst, an E4.0 evangelist, a Design Thinking [DT] & DIET practitioner with multiple innovative & proprietary business tools & brand assets in his kitty such as MicroSURE, 10 O' 10, TBB [The Business Barometer] & others.