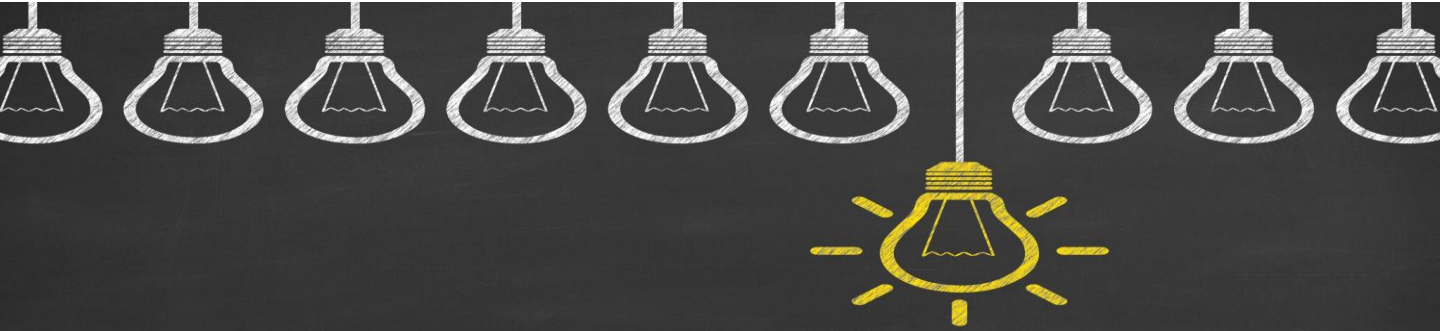




**National Productivity Council**  
**Under DPIIT, Ministry of Commerce & Industry**  
**Govt of India**



**Webinar on “Value Analysis for Industries Coping with Pandemic”**  
**11<sup>th</sup> Dec. 2020, 11.30 AM**

**About the Webinar:**

Covid-19 is likely to impact a wide range of value chains and activities within them. While the virus’s impact may look decidedly different in each activity and national context, some broad drivers that determine the impact on the value chain can be distinguished. A first pathway leads through a revenue impact on companies caused by the wider economic slowdown setting in.

As countries implement lockdowns and factory shutdowns, demand from both consumers and businesses slumps for the duration of the lockdown. Secondary effects related to reduced consumer expenditure, consumer confidence companies selling stocks rather than newly produced products and the wider economic slowdown will ensure demand is unlikely to return to pre-COVID-19 levels rapidly.

Lower demand in virus-affected states across the world will be transferred down the value chain, affecting demand and production levels at each stage, even in areas not directly affected by the virus. Demand impacts are likely to vary strongly across sectors (e.g. demand for agricultural products is likely to fall less than demand for seasonal garments) and the number of employees affected is also strongly mediated by the degree of labour-intensive stages in the production process. Industry 4.0, especially automation, unlocks new labour-saving technologies, which could potentially reduce reliance on low-skill labour in manufacturing and therefore reduce the benefits of offshoring.

This webinar shall focus on the various aspects value chain and shall throw light on the strategy, technologies for coping up with this pandemic situation.

**Key Learnings:**

- ❑ Staying relevant to the ever-evolving technology landscape and analysing the changing business environment
- ❑ Developing competency building plans for technical workforce
- ❑ Plan to up skill workforce with the skills of tomorrow
- ❑ Challenges and advantages of collaborating with L&D teams in communicating data literacy across the organization

**About the Speaker:**

Dr. Pranjal Kumar Phukan is an accomplished nationally & internationally acclaimed supply chain professional with over 25 years of industrial experience in supply chain & operations management with leading companies in India With Automotive, Telecommunication, Engineering and Oil & Gas sectors.



He has successfully executed high value procurements through e-Sourcing & e-reverse auctions, global source development, system integration with Ariba, SAP, and correlating the data based on analysis viz., SWOT, PEST, Porters five force analysis and magic quadrant analysis.

Dr. Phukan has authored the book titled ‘Limits to Infinity’ [on philosophy and science] which was published in 2013 by White Flacon Publishing, Chandigarh.

**Participation Fee: Rs 590/- (inclusive of GST)**

**E-certificates shall be provided to all participants**

**Registration Link: <https://www.npcindia.gov.in/NPC/User/webinarpag>**

**More details- Email us at [guwahati@npcindia.gov.in](mailto:guwahati@npcindia.gov.in)**

**National Productivity Council, Regional Directorate**

**2<sup>nd</sup> Floor Minakshi Bhawan, Raigarh Road, Guwahati – 781007, Assam**