



NATIONAL PRODUCTIVITY COUNCIL

(Under DPIIT, Ministry of Commerce & Industry, Govt. of India)

Webinar on

SCALING OR SCOPING - DILEMMA FOR SUSTAINABLE BUSINESS

An enterprise is conceptualised based on a business idea and established with an intention to make its mark, survive, and thrive in this landscape of intense competition. If sound financial health would be the only recipe for success, one must wonder why over 80% of the Fortune-500 companies have perished in last 50 years. Does the general perception of growing in size indicating growth of a firm still holds good in terms of a sustainable business? This webinar will take the participants through the design elements of a firm which has a direct bearing on long term survival, by drawing examples from several real life cases around the world.

Speaker Profile:- Prof Dr. Ashish Kumar Panda is an Electronics and Telecom Engineer. He has worked in various industries in production, planning, vendor development, materials management, and general management, etc., for over 20 years within India and Overseas. His research interests are in the fields of Organisation studies, transition strategies for sustainability, and indicators for sustainable performance.



Date: 29th October 2020
Time: 3 PM

Registration Fees: Rs.472/-
Inclusive of GST

E-certificate
will be
provided

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