

Preparing for the New Challenges

For the Special FC 2020

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Prediction is vey difficult, especially if its about the future

## Challenges

- Supply chains
- Consumption
- Inequality
- Trade disruption
- Unemployment
- Role of the private sector
- The civil society

Where is this money coming from

- The package
- 20 lakh crores



- When can the Indian government do this?
- The role of the RBI

## The state going alone

- Pricing
- The role of insurance
- Should the state pay?

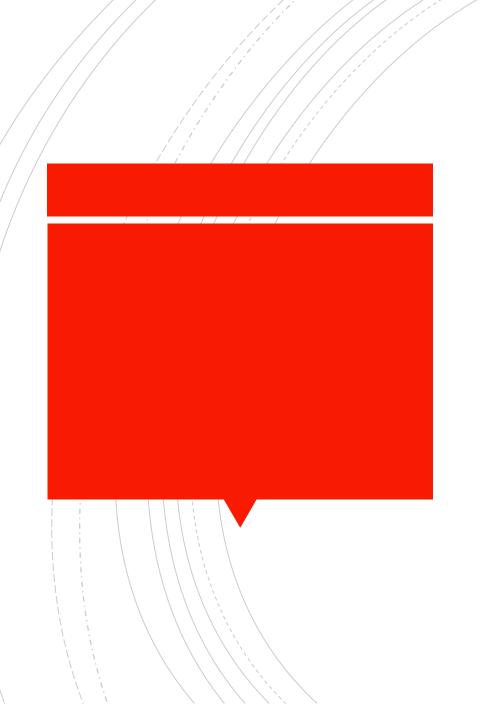
Your role – What busines are you in?

- Theodore Levitt Marketing Myopia
- What do you think we should do?



• We are not in the same boat. We are in the same storm.
Some are on super yachts, some have just one oar

The international response to COVID



- Surveillance
- Educational institutions
- State governments and their attractiveness for FDI and technology transfer
- Is the South better?
- Can India replicate its success in IT and ITES, BPO and KPO domains
- What should be India's competitive differentiation and long term strategy?



Now this is not the end. It is not even the beginning of the end. But it is, perhaps, the end of the beginning.