



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

Affiliated to GGS IP University; Recognized u/s 2(f) of UGC
Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution
Sector 22, Rohini, Delhi -110086, India www.maims.ac.in

Department of Business Administration

Under the Aegis of IQAC

In Association with

PCJ School of Management

Maharaja Agrasen University, Baddi, HP

organizes

8th MAIMS International Conference (MICON 2021)

On

THE PANDEMIC AND FINANCIAL LANDSCAPE

CONFERENCE REPORT

Date: Thursday, September 30 2021

The Department of Business Administration of Maharaja Agrasen Institute of Management Studies organized *8th MAIMS International Conference MICON 2021: The Pandemic and Financial Landscape*, on 30 September 2021, to deliberate on the topic of the impact of Covid-19 Pandemic on the Financial landscape.

The event was marked by the gracious presence of Honorable Chief Patron Dr. Nand Kishore Garg, Founder & Chief Advisor, MATES & Chancellor-MAU; Special invitee Sh. Sanjay Paswan, Ex-Minister of State, HRD, Government of India; Chief Guest C. A. Vipul Garg, Director & Team Head - Acquisition, Medium Enterprises, Commercial Banking, Standard Chartered Bank, Delhi; Keynote Speaker—Professor Javier Gonzalez Nuñez, International University, Professor, Consultant, Courses Creator, Strategist & Entrepreneur; Prof. (Dr.) S.K. Garg, Director General MAIMS; Prof. (Dr.) G.P.Govil, Advisor, MATES; and Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS. The event was also attended by Conference delegates, Dean MAIMS, Principal Law, Heads of various Departments, faculty, students, and participants. A total of 72 participants registered for the conference.

Dr. Nand Kishore Garg in his presidential remarks noted that India being world's largest democracy has faced this pandemic with great strength. He also noted that due to the wisdom and a lot of support schemes and programmes by the government, industries, people and economy has survived this pandemic and sustained even during these very difficult times. He also appreciated financial professionals who have guided the country through this pandemic. Dr. Nand Kishore Garg expressed confidence that the Indian economy would thrive well and rebound very fast. He congratulated the organizing team for organizing the conference. The chief guest C.A. Vipul Garg in his address drew his attention to the fact that Covid-19 impact was far greater than the subprime crisis of 2008. He pointed to crude price, currency value and nifty as key indicators of any crisis including that of the pandemic. All industries and sectors including that of banking have significantly changed as they are consolidating due to pandemic. He said that COVID loans of 20% of their working capital are given by the government as one of the ways companies have sustained. Further, he also said that not all was negative during these pandemic times as some Industries such as auto ancillaries, steel products, and



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labour intensive manufacturing stand to gain both because of the 'Make in India' shift and the widespread negative sentiment against China.

Mr. Sanjay Paswan, Ex Minister of State, HRD Government of India expressed his pleasure on the organization of such a conference. He congratulated the institute for organizing regularly. He highlighted the difference between pandemic and endemic. He reiterated the need to adopt new normals and also highlighted that the Government is spending a large outlay of budget for financial support. He said the pandemic calls for a poor friendly, people friendly, industry friendly approach. He said that the need of the hour is a vibrant collaboration between academia and organizations such as NEETI Aayog. Javier Gonzalez Nunez, the Keynote speaker in his address, spoke on the topic of "Key Success Factors for Crisis Entrepreneurship in Times of Financial Uncertainty". He said that he had consciously chosen this topic keeping students in mind, hoping that many students can become entrepreneurs. He indicated that times like these are also times of great opportunities. He said that entrepreneurship during these times calls for adaptability, creativity and change management.

Conference Advisor, Prof. S.K. Garg in his address emphasised that the institute has been organizing a large number of conferences and seminars online. Prof. (Dr.)Ravi Kumar Gupta, Director, MAIMS expressed his pleasure for organizing such an appropriate conference.

With the conference seeing a total of 69 authors, 42 papers in five technical sessions and participants from across India and many from other countries, the conference was a resounding success. The event ended with the valedictory session. This valedictory session had the benign presence of Prof. (Dr.) Anil , Vashisht, Deputy Pro Vice Chancellor, Director Amity Business School as the Chief Guest and Prof.(Dr.) Vishal Kumar. Dean Research, Director-PCJ School of Management, Maharaja Agrasen University, Baddi as the Guest of Honour.

Prof. (Dr.) Vishal Kumar hoped that the deliberations of the conference would open new vistas and avenues for financial research and services for all of us. He observed that the pandemic and its corresponding lockdowns brought life to a standstill; With India being the 6th worst nation hit globally by the pandemic, it unleashed new challenges. But despite all these difficulties, he was happy that these challenges brought national resilience in the form of *Atma Nirbhar Bharat*.

Prof. (Dr.) Anil Vashisht, Chief Guest of the valedictory session in his talk brought to light many woes that companies are experiencing in the form of balance sheets stress and shrinking markets. He notes that these challenges have pushed regulators to pro-actively intervene in consumer markets and act in their consumer's best interest. He highlighted that with the pandemic the financial landscape of investment, raising capital and blended finance has got a new perspective.

In the end, Dr. Monica Sharma, Convener & Assistant Professor - Business Administration and Dr. Ekta Dargan, Co- Convener, Assistant Professor - Business Administration expressed gratitude for all the researchers, delegates, dignitaries, and participants for the successful completion of the event.



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Faculty Coordinators :

Dr. Monica Sharma (Convener), Assistant Professor
Department of Business Administration, MAIMS

Dr. Ekta Dargan (Co-convener), Assistant Professor
Department of Business Administration, MAIMS

Glimpse of the event:

