

## **PRESS RELEASE**

Vishweshwar Education Society's Indira Institute of Business Management, Sanpada, organized a National Research Conference -EKTAARA (Exploring Knowledge Through Analysis and Research Acumen) on March 10, 2018. The theme of the conference was 'Creating Opportunities Through Obstacles.'

The conference was an enlightening experience, with a galaxy of phenomenal speakers who shared their knowledge, experiences and ideas with the audience. The conference began with the release of a journal that was a compilation of the papers being presented at the conference. The Chief Guest of the event, Mr. Vijay Kumar Khanna, ex Post Master General of Mumbai and presently the CEO of Last Mile Logistics Consultancy, shared the obstacles he encountered in his journey from a student to a civil servant, and consequently an entrepreneur. He also spoke about the need to change and transform oneself in dealing with obstacles. The Guest of Honour, Dr. Kanan Khatau Chikhal, a Psychologist/ Executive Coach/ Brain Mechanic and Ted X speaker, discussed the concept of grit, and the ability of an individual to transform his or her thought process through conscious effort.

This was followed by a panel discussion on 'Growth, Expansion & Diversification in Indian Businesses – Challenges and Opportunities.' The eminent panel consisted of Mr. Vipin Jain (CEO – Logicash Solutions), Mr. Murli Mohan (Managing Director – Quest (Formerly Dell Software), Indian Subcontinent), Mr. Tariq Kachwala (Director – FG Glass Industries, India and Future Architectural Glass LLC, UAE), and Mr. Sandeep Singh (Partner and Director, GBS Group). The panel analysed the current market scenario for future entrepreneurs, and compared the attitudes of youngsters today with the previous generation, the concept of bulk hiring and bulk firing amongst start ups today, and the role of culture and demographics in the sustainability of business.

The next segment of the conference showcased two success stories of individuals who had managed to overcome obstacles and achieve success. Mr. Huzefa Merchant, Founder INSYNC Shop Fittings and Partner Safe Enterprises, shared the rejection he faced when he envisioned standardization in India in the area of furniture for retail showrooms. He was dissuaded from taking this venture forward as it was believed that international standards could not be implemented in India. Moreover, with only 5% vision in his eyes, his 'vision' seemed too far-fetched. However, against all odds, he entered the field, and has recently been awarded one of the top 100 retail minds of India by the Asia Retail Congress, in addition to the other numerous awards that his company has bagged at various international and national events.

The first half of the conference ended with the speech of Mr. Bibhu Datta Raut, an investment banker turned author, who wished to publish his novel. He struggled to find the right publisher, only to discover that publishers demanded money for publication. This led to the birth of Story Mirror, a creative eco-system that has given a platform to aspiring authors to publish their books and share their stories.

The second half of the conference had intriguing paper presentations by academicians and research scholars from various institutes on a wide variety of topics ranging from the role of the government portal e-PG Pathshala in Digital Literacy, to Blind Hiring, Job Satisfaction, Retail Digital Marketing and the Role of Banks in Digital India.

The well-organized conference was indeed an enriching experience for each member of the audience.