



**SRI AUROBINDO COLLEGE  
(UNIVERSITY OF DELHI)**



**DEPARTMENT OF COMMERCE**

**in collaboration with**

**PHD CHAMBER OF COMMERCE AND INDUSTRY**

**Presents**

**National Seminar 2022**

**on**

**“Developing Business Resilience: The Way  
Forward”**

Date: May 24, 2022

Time: 9:00 AM to 4:30 PM

Venue: PHDCCI, August Kranti Marg, New Delhi –110016

## **ABOUT THE COLLEGE**

Sri Aurobindo College was established in 1972, the birth centenary of the philosopher, patriot- poet, Sri Aurobindo as a constituent college of the University of Delhi. The college inculcates the ideals of Sri Aurobindo and believes that an active commitment towards excellence is fundamental to the process of education. The college is committed towards building a student-centered environment and is dedicated to education covering a broad spectrum.

## **ABOUT THE DEPARTMENT**

Department of Commerce, a premier department of the college, has been there since its inception. Offering B.Com (Hons) and B.Com, the department emphasizes on an interactive teacher-learner environment. The department actively organises national seminars, conventions, talks, guest lectures, discussions, workshops, outstation trips, as well as the annual festival for holistic development of the students.

## **ABOUT THE PHD CHAMBER OF COMMERCE AND INDUSTRY**

PHD Chamber of Commerce and Industry (PHDCCI), established in 1905, is a proactive National Apex Chamber working for the promotion of industry, trade and entrepreneurship. With its research-based policy advocacy role, the Chamber is committed to contribute towards socio- economic development and capacity building in several fields. PHD Chamber of Commerce and Industry is one of the Premier Chambers in India to have been accredited with “Diamond Grade” by NABET(QCI), at national and international level. Headquartered in Delhi, PHD Chamber provides customised and value-added knowledge and in- formation on matters ranging from business opportunities to important policy changes and their impact.

## **ABOUT THE SEMINAR**

In the past two years, it has been witnessed loud and clear that catastrophic events will grow more frequently with time. In a world where future is uncertain and change comes fast, companies need to look beyond short-term performance and basic organizational health. This year's seminar has thus been planned to set a stage for deliberations on a very crucial theme which has been sub-divided into following three sub-themes:

- ***Operational and Financial Resilience***
- ***Customer Resilience***
- ***Workforce Resilience***

The first sub-theme seeks to highlight the need for organisations to revisit their supply base and digitize their operations quickly for stronger growth. It would also discuss financial resilience that has long been an indispensable contributor to the potential success of business firms. The second sub-theme has been carefully chosen to deliberate upon the means of delivering customer service in a resilient and flexible manner in order to meet the changing customer expectations. The final subtheme targets to discuss the importance of a resilient and healthy work environment where organisations practice empathetic leadership, provide resilience training and develop the total culture of resilience for achieving unwavering and strong workforce. Thus, the seminar shall have a direct impact on the society's outlook of business and vice-versa through the discussions with experts from the government, industry and academia. It is also anticipated that the outcomes of seminar shall prove to be fruitful for students, researchers, policy-makers and regulators.

## **REGISTRATION DETAILS**

*Fee - Rs. 500*

### ***Mode of payment***

The registration fee can be paid by **any one** of the following mode:

- By NEFT/RTGS as per the details:

**Account Holder Name: Sri Aurobindo College Day Boys Account Type: Saving**

**Account Number: 8462101000020**

**Branch: Sri Aurobindo College, Malviya Nagar**

**IFSC Code: CNRB0008462**

- In the form of Cheque/Demand Draft in favour of “Principal, Sri Aurobindo College”, payable at Delhi to be sent at: **The Principal, Sri Aurobindo College, Malviya Nagar, New Delhi - 110017**, or

The registration form can be filled using the following link:

**<https://forms.gle/KWeYTPdxoyW8k9TWA>**

## **ORGANISING COMMITTEE**

### **Chief Patron**

**Shri Devender Tomar**

Chairman, Governing Body, Sri Aurobindo College

### **Patron**

**Prof. Vipin Kumar Aggarwal**

Principal, Sri Aurobindo College

### **Organising Chair**

**Dr. Meenakshi Gupta**

### **Convenor**

**Dr. Subhanjali Chopra**

### **Faculty Coordinators:**

**Ms. Minny Narang**

**Ms. Priyanka Bedi**

**Ms. Silky Jain**

**Dr. Tarunika Jain**

**Dr. Nishita Gupta**

**Ms. Shasta Gupta**

**Ms. Radha Bhola**