

JIDNYASA

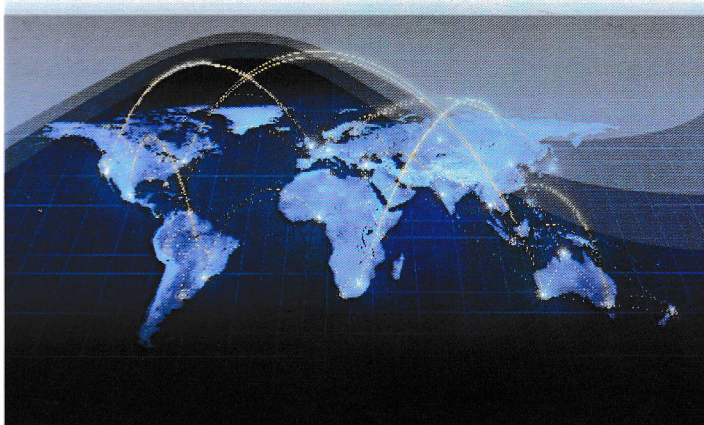
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A Special Edition
International Conference 2017 on

India: An International Business Destination



In association with
BCUD, Savitribai Phule Pune University
(Under Quality Improvement Programme)

Content of Full Paper

Work life Balance: The key drive for a happier life

Training Needs for bridging the gap between
Students and Corporate Challenges & opportunities

Start Up India

The Platform For budding Entrepreneurship

Green Supply Chain Management:
Introduction and Practices

Study through the Lens of Human Resources
Analytics to assess HR's strategic Role

Study of bilateral trade between
India and USA with respect to exports.

MICE Tourism: Poised for growth in India

Impact of FDI on Indian Economy

Tribulation of Silk Route

Organised By

Maharshi Karve Stree Shikshan Samstha's



**SMT. HIRABEN NANAVATI INSTITUTE OF
MANAGEMENT AND RESEARCH FOR WOMEN
(HNIMR)**



Jidnyasa,

Vol 10, March 2017

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**International Conference on
India: An International Business Destination**

Jidnyasa

(ISSN : 0973-7936)

A Special edition for
Conference Proceedings

**International Conference on
India: An International Business Destination
[10th and 11th February, 2017]**

Organised By

Maharshi Karve Stree Shikshan Samstha's

Smt. Hiraben Nanavati Institute of Management & Research for Women,

Cummins College Campus, Karvenagar, Pune

In association with

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Editorial Preface

Dear Reader,

With immense pleasure we present a Special edition of our Research Journal "Jidnyasa" in the context of the International Conference held in the Month of February 2017. This special issue has been focused on the Main Theme of the conference "**India : An International Business Destination**". The conference received overwhelming response from both the Corporate and the Academic fraternity giving us a chance to have a proper Corporate Industry exchange of ideas and knowledge sharing.

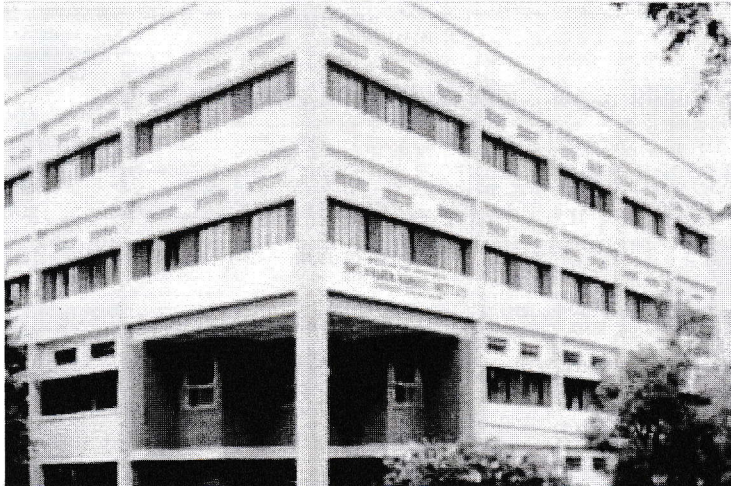
For the Conference, we received research papers and articles; from both corporate and academicians, which were double blind reviewed by our review Committee. We appreciate the efforts taken by our Advisory Committee Members and the Review Committee members for their guidance and support.

Let's wish to have a great leap through digital transformation with innovation in India in the coming days! Have a happy reading

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About MKSSS's HNIMR, Pune

Maharshi Karve Stree Shikshan Samstha, (MKSSS), Pune is a 116- year-old parent body committed to "Empowerment of women through education". MKSSS was established in 1896 by the great visionary and



social worker Bharat Ratna Maharshi Dhondo Keshav Karve to provide shelter to destitute women. It has nearly 60 educational and other units including institutions imparting professional education like Cummins Engineering college, Bhanuben Nanavati Architecture College, School of Fashion Technology and Hiraben Nanavati Institute of Management and Research for Women (HNIMR). An all-women management institute established in 1996; affiliated to Savitribai Phule Pune University and recognized by AICTE & DTE; it was accredited by National Board of

Accreditation for the period 2008-2011. The reaccreditation is in process. The institute has also been accredited with IAO accreditation. HNIMR has three divisions comprising 180 students for the First year and; 140 students for the second year of the MBA course offering various specialisations namely- Finance, HR, Marketing, International Business Management, IT, and Operation. It has a well-equipped computer lab, rich library resource with e-subscriptions. It has a strong Corporate - Interface with the help of concurrent interactive sessions by experts from Corporate on current issues, IT Tools and also HR Conclave, Marketing Meet, Finance Summit keep the students acquainted with the current affairs. The students are also enhanced with the operational acquaintances by visits to different organizations like IBM, Godrej, Tata Motors, TechMahindra Ltd, Synechron, Volkswagen, Mercedes Benz, Labour Court and Labour Commissioner Office and many other organizations. with the current affairs. The students are also enhanced with the operational acquaintances by visits to different organizations like IBM, Godrej, Tata Motors, TechMahindra Ltd, Synechron, Volkswagen, Mercedes Benz, Labour Court and Labour Commissioner Office and many other organizations. The Intellectual Asset of HNIMR consists of 7 Doctorate faculty members and 12 faculty members pursuing their Ph.D. This enriched faculty resource with extensive academic and industrial experience facilitates the fulfilment of the objectives of HNIMR.

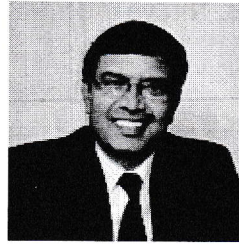
Departments of HNIMR

- Family Business
- Finance
- Human Resources
- Information Technology
- Marketing
- Operations
- Ph.D. Research Center
- International Business Management

Special Features of HNIMR

- Classrooms with Audio-Visual Systems
- Community Development Cell
- Entrepreneurship Development Cell
- Institute's Development Cell
- IT Lab
- Library
- Management Development Programme
- Alumnae Cell
- Placement Cell
- International Interface Cell
- Cultural & Sports
- Faculty Development Programme

Message from the Director



We are having great pleasure while presenting this Special Edition of "Jidnyasa" in the form of Post Proceedings after the two full day International Conference 2017 on "India: An International Business Destination" at MKSSS's HNIMR. This Conference was a grand success with a very huge response from the Corporate Professionals within India and abroad. There were 12 Corporate professionals who enlightened us including the Director General of MCCIA, Senior Manager, Inbound Services, Indo – German Chamber of Commerce and other renowned VPs, CEOs, Senior Managers from top companies in India ; with their views and experiences and around 290 academicians, corporate, library professionals, students and others who were part of this intellectual gathering at HNIMR.

India is being viewed as a destination for International Business globally. India being the worlds' fastest growing economy, has the highest number of young working population. Hence, there seems to be an increase in the income of the working population thereby, increasing their consumption power. This makes India the largest consumer market too. The increasing FDIs are also helping India to be a preferred investment destination by the global investors. These are some of the few factors that enable India to be an international business destination. The International Conference helped to bring forth such more issues that are taking India ahead for International business. Inorder to enhance the learning approach of the students, some innovative practices like the photo – story collage competition as a pre-event competition, Debate by the students during the conference and the documentary film making competition as a post – event activity were blended with the conference.

This Conference witnessed mind blowing dialogues and presentations from eminent personalities from almost every domain providing an intellectual platter of feast garnished with experiential knowledge. I am proud to share that the conference was highly appreciated by the dignitaries on the stage and off the stage. I am very much confident that the Conference was a value-adding effort and effective platform for knowledge exchange by the participants and other professionals who could be a part of this grand success.

Dr. Jagdish Pol

Director, MKSSS's HNIMR

About Conference

HNIMR has been organising International Conference every year on interesting and thought provoking themes; considering multiple domains. This year HNIMR organizes International Conference on "India – An International Business Destination".

Objectives Of The Conference

Growing Indian Economy:

India is one of the fastest growing economies in the world and has emerged as a key destination for foreign investors in recent years. Economic reforms initiated in 1991 have grown in scope and scale and have yielded increasingly favorable dividends. This has led to the steady improvement in India's relative position in the global economy.

Increasing Consumer Market and Reduction in Labour Costs:

India not only supports one of the largest populations in the world, but also one of the youngest. Fifty per cent of its population is below the age of 25 and two-thirds below the age of 35. Also, about 65 per cent of Indians are in the working age group of 15 to 64 years, giving the country a significant edge in terms of cost competitiveness and low labour costs. As a big chunk of the population shifts into the working age group, the offshoot of that is an increase in disposable income and conspicuous consumption, putting India on the path to becoming one of the world's largest consumer markets by 2025.

Increasing Foreign Direct Investments (FDI):

India's steady economic liberalization and its embrace of the global economy have been key factors in attracting FDI. Trends in India's Foreign Direct Investment (FDI) are an endorsement of its status as a preferred investment destination amongst global investors. India's strengths span telecommunications, information technology, auto components, chemicals, apparels, pharmaceuticals, and jewellery.

India has thus, emerged as one of the most attractive destination not only for investment but also for doing business in the recent years. One of the fastest growing economies in the world which has not only sustained global downturn of 2008-09, India is likely to become one of the largest economies of the world by the year 2025 as per projections made by internationally renowned consultants and International Monetary Fund (IMF). Some of the reasons which make India as a magnet of investments are:

(a) Large and fast growing middle class & graduation of poor to middle class and hence growing domestic consumption (b) Indian Government's constantly evolving investor friendly policy (c) Lower cost of production due to lower labour rates (d) Availability of skilled manpower (e) Abundant natural resources (f) English as one of the major business languages (g) Government's emphasis on infrastructure improvement (h) India's location, close to markets of South East Asia, Middle East and also Europe.

Call For Papers

Researchers may contribute to the knowledge by submitting the research papers related to the following themes or any other, related to the topic of the Conference;

Themes

General Management

1. India - A world leading destination for Manufacturing
2. India - A global hub for Operations
3. Travel & Tourism in India for International Business
4. Start - Up India Policies for International Business
5. Strategy & Entrepreneurial Issues & Challenges in building Sustainable business models : Destination India
6. Changing paradigm of Supply chain, E-CRM & logistics across the world: Indian Outlook

Human Resources

1. India's Labour / Human Resource for enabling India as an International Business destination
2. Cross Cultural & International Issues in HRM
3. HR Analytics & Technology in HR
4. Employee Engagement - A Challenge Ahead
5. HR : Dynamic Impact on HR practices

Finance

1. Role of FDI & FII in various sectors for International Business in India
2. India's Economic & EXIM policies for creating a favorable destination for International Business
3. Venture Capital & other Funding Policies for International Business In India
4. GST in India for attracting FDI to create an International Business Destination
5. Innovation in Banking and Financial services

Marketing

1. India as International Business Destination : Role / Impact of Social Media and Digital marketing
2. Corporate Governance In Reviving Markets
3. Digital Services Based on Advanced Technology

Information Technology

1. Role of Digital India, ITES & E-Commerce for creating a destination for International Business
2. Growth & Pitfalls in Indian IT sector : Global Stories/Global Saga
3. Technological Trends and Innovations :Contribution of IT Sector for Business In India
4. Future Role & Security Issues of ICT in Indian Economy

International Business

1. Influences of Global Companies and trade blocks
2. Relationship of India with International Forums and Agencies

Conference Organisation

Core Committee

Dr. Jagdish Pol, Director, Chief Convener
Dr. Sonali Parchure, Program Convener
Dr. Rachana Shikhare, Programme Coordinator
Dr. Mihika Kulkarni, Programme Coordinator

Advisory Committee

Dr. Anant Sardeshmukh (Director General - MCCIA)
Mr. Pankaj Pradeep (General Manager, HR - Fiat, Chairman - ISTD)
Dr. Sethi (Founder President - Odser Charitable Trust)
Mr. Frank Hoffman (Senior Manager - Inbound Services /
Delegations, Indo - German Chamber of Commerce)
Prof. N. D. Patil (Chairman - LMC, HNIMR)

Agenda of the Conference

10th Feb. 2017

Time	Sessions
9.00 a.m. - 10.00 a.m.	Registration & Breakfast
10.00 a.m. - 11.00 a.m.	Inauguration - Chief Guest - Mr. Frank Hoffman (Director General - MCCIA) Guest of Honour - Dr. Sethi (Founder President - Odeser Charitable Trust) Prof. N. D. Patil (Vice - Chairman, MKSSS & Chairman, LMC - HNIMR) Key Note Speaker - Dr. Anant Sardeshmukh - Director General, MCCIA
11.00 a.m. - 12.00 noon	India - The Largest Consumer Market 2020 - Mr. Ajay Sawant - Head H.R., Reliance
12.00 p.m. - 1.00 p.m.	India - The Most Preferred Outsourcing Market - Mrs. Sulakshana Sule - Regional Proposals Manager, Metito
1.00 p.m. - 2.00 p.m.	Break
2.00 p.m. - 3.00 p.m.	Bleisure Destination India - Ms. Rukmini Sarkar, Manager - Flexihol, Cox & Kings Ltd.
3.00 p.m. - 4.30 p.m.	Research Paper Presentation
4.30 p.m. - 4.45 p.m.	Tea Break
4.45 p.m. onwards	Cultural Programme

Agenda of the Conference

11th Feb. 2017

Time	Sessions
9.30 a.m. - 10.00 a.m.	Registration & Breakfast
10.00 a.m. - 11.00 a.m.	Empathetic Problem Solving as an Innovative Strategy for Indian Business - Mr. Bala Ramadurai, Innovation Consultant & Professor
11.00 a.m. - 12.00 noon	India - An Attractive Destination for FDI
12.00 p.m. - 1.00 p.m.	Debate (HNIMR Students) - Review by Mr. Anil Gogate , Consultant
1.00 p.m. - 2.00 p.m.	Break
2.00 p.m. - 3.00 p.m.	Changing Landscape for Business in India - Mr. Rajendra Vaidya, Founder and Managing Director, Remunance Systems Pvt Ltd.
3.00 p.m. - 4.30 p.m.	Growth Drive in Technology & Innovation driving India towards International Business - Mr. Neeraj Panchal -
4.30 p.m. - 4.45 p.m.	Tea Break
4.45 p.m. onwards	Valedictory Function - Chief Guest - Mr. Sameer Agashe - Partner, Director, Inunison Pvt. Ltd. Guest of Honour - Prof. N.D. Patil, Mr. Jayant Inamdar

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