

## WEBINAR WRITEUP

On 6<sup>th</sup> of February 2021, the Events Committee of Indian Institute Of Social Welfare And Business Management hosted Mr. Rajesh Sahay (Chief Human Resource Officer, Wipro Consumer Care And Lighting) for a Virtual Webinar organized for the MBA(Day) batch. The topic was “Covid Impact- Marketing Strategies For The New Normal”, and the discussion primarily revolved around how the current pandemic has affected different businesses and how the companies are coming up with new marketing ideas, how they are customizing their services for their customers and what changes are we expecting to see in the industry in near future. He talked about how the economy is expected to recover in the coming year and which sectors are going to be the major contributors. The webinar saw an overwhelming participation from both the senior and junior batch. At the end the participants got a chance to ask questions directly to Mr. Sahay relating to the topic. The webinar was conducted on the official Zoom platform of The Events Committee and was live broadcasted on the YouTube channel Events IISWBM.

