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NATIONAL SEMINAR ON MENTORING ASPIRING ENTREPRENEURS FOR INTERNATIONAL BUSINESS

Date: Tuesday, 16th February, 2016

Venue: Radhakrishnan Auditorium
MDU, Rohtak, Haryana



Jointly Organized by

**INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH
MAHARSHI DAYANAND UNIVERSITY**

AND

INDIAN INSTITUTE OF MANAGEMENT ROHTAK

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National Seminar On
MENTORING ASPIRING ENTREPRENEURS
FOR INTERNATIONAL BUSINESS

Under the Auspices of the
Directorate General of Foreign Trade
Ministry of Commerce and Industry
Government of India

Rationale For The Seminar

Presently, the government has made great strides in improving the ease of doing business in order to transform India into a global manufacturing powerhouse. Many international companies are eager to find space in major Indian industrial schemes. However, the sustainability of manufacturing-led growth relies heavily on exports. In order to propel India's exports there is a need to create high quality technical leaders to accomplish if what is manufactured in India is to be globally competitive. Specifically, the international business graduates can play a very vital role in increasing India's share in the global markets.

This one day seminar is aimed to mentor aspiring entrepreneurs for practical aspects of international business. Apart from developing the basic knowledge on the intricacies of the procedure of entering into export or import business, it will aware the business graduates about the various schemes for trade promotion and facilitation being run by the Government of India. Strangely, it will provide deep insights into empirical issues and global strategy adopted by leading firms for gainful expansion of their products in the foreign markets.

About IIM Rohtak

Indian Institute of Management Rohtak is the eighth IIM inaugurated in June 2010 with a vision to be a global leader in the creation and dissemination of management knowledge, and a global learning centre, in due course of time. It is also India's first IIM north of Delhi. The institute was mentored by IIM Lucknow in its formative years. IIM Rohtak's 80 hectares (200 acres) campus is being constructed at Sunaria near Rohtak city. The foundation stone for the new campus was laid on 1 October 2010. IIM Rohtak is having research & Academic collaborations with Kelly School of Business, Indiana University, Singapore Management University, & California State University USA. This year IIM Rohtak is the first among all IIMs (Old & New) to release its Final Placement (2014-2016) report with 100% placement. IIM Rohtak faculty members are publishing in top rated journals of A* and A category.

About IMSAR

The Institute of Management Studies and Research (IMSAR) is one of the prestigious business schools in north India. The focus is on thought leadership with in-depth knowledge and values of business. IMSAR enjoys the privilege to be a founder part of one of the NACC accredited 'A' grade state Universities – Maharshi Dayanand University, Rohtak. The Institute is enriched with well-qualified and diversified faculty members which provide the advantage of a much wider view and deeper understanding. It offers distinguished Master and Doctoral programmes in business education. The approach to pedagogy blends industrial visits and research studies with a strong emphasis on basic concepts and theory. Apart from producing talented business graduates, the major activities of the Institute include organizing national and international technical conferences and training programmes, executing consultancy projects, academic publications, conducting qualifying examinations etc. A plethora of industrial and commercial houses and reputed research organizations across the globe offer placement to our students.

INVITATION TO DELEGATES AND SPONSORS

For Intensive interaction with all stakeholders, the organisers take pleasure in inviting Delegates, Advertisers and Sponsors to participate in full strength to make the great event a grand success.

WHO SHOULD ATTEND

Students pursuing bachelor, master and doctoral programmes in business education, candidates of various competitive examinations, business consultants, academicians and corporate executives may be benefited from participation in this seminar.

PROGRAMME

- 09.00 am Registration
- 10.00 am Inaugural Session
- 10.30 am Technical Sessions
- 01.00 pm Valedictory Ceremony



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