



CMEE
Centre for Marketing
in Emerging Economies

Webinar

Tourism in the Covid-19 Pandemic Era: Challenges and the Way Forward

19th September, 2020 | 11:00 am - 01:30 pm

Programme Agenda

Time	Agenda
11:00 am - 11:20 am	Setting the tone: Prof. Priyanka Sharma , IIML Prof. Satyabhusan Dash , IIML
11:20 - 11:30 am	Welcome Address by: Prof. Archana Shukla Director Indian Institute of Management Lucknow & Professor of Organizational Behavior
11:30 - 11:40 am	Perspectives from Tour and Travel Operators: Jyoti Mayal President Travel Agents Association of India (TAAI)
11:40 am - 11:50 am	Perspectives from Hotel and Restaurant Industry: Gurbaxish Singh Kohli Vice-President, Federation of Hotel & Restaurant Association (FHRAI) & Joint Managing Director, Pritam Group of Hotels
11:50 - 12:00 pm	Perspectives from Online Travel service provider Sunil Suresh Chief Marketing Officer MakeMyTrip



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12:00 - 12:15 pm	<p>Perspective from Indian Railways:</p> <p>Rajni Hasija Director - Tourism & Marketing, Indian Railways Catering and Tourism Corporation (IRCTC) Ministry of Railways, Government of India</p> <p>Special A/V by IRCTC</p>
12:15 - 12:25 pm	<p>Perspectives from the Uttar Pradesh state tourism:</p> <p>Shri Mukesh Meshram , IAS Principal Secretary - Tourism & Culture, Government of Uttar Pradesh</p>
12:25 - 12:35	<p>Perspectives from Tourism in India</p> <p>Meenakshi Sharma Director General - Tourism, Ministry of Tourism, Government of India</p>
12:35 - 12:45 pm	<p>Perspective from lifestyle, tourism & travel:</p> <p>Divia Thani Editor Conde Nast Traveller India</p>
12:45 - 12:55 pm	<p>Perspectives from the academia:</p> <p>Prof. Devashish Das Gupta IIM Lucknow</p>
12: 55 - 01:30 pm	<p>Q & A session and Vote of Thanks</p>

For session related queries, please contact:

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