



**SOMAIYA**  
VIDYAVIHAR UNIVERSITY  
K J Somaiya Institute of Management

# DOING BUSINESS WITH INDIA

5 TO 16 FEBRUARY 2024

Two Weeks  
Executive  
Education  
Programme



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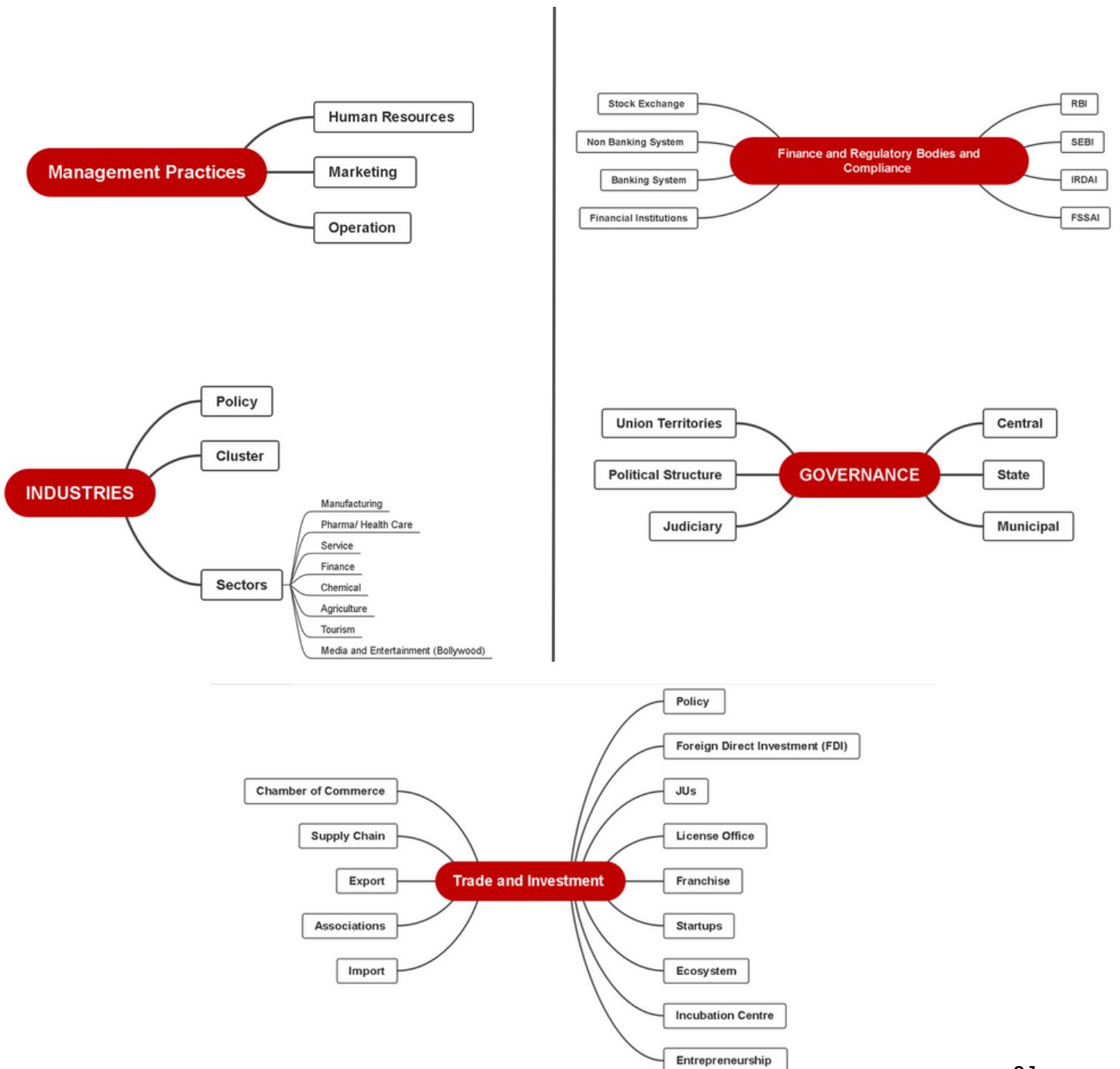
# Introduction

K J Somaiya Institute of Management at Somaiya Vidyavihar University has curated the partnership for Doing Business with India including a blend of experiential learning where international students can tour Indian marketplaces and industries to discover the nuances of working with/in India. Students can also interact with Indian students to learn and share about each other's cultures, societies, and histories. Global citizenship and a global mindset are becoming increasingly important for higher education students as geographical borders disappear and new opportunities for cross-border employment emerge. Students are nurtured with such a mindset through study abroad programs, student exchanges, immersive experiences, and other mobility programs during their time in college.



# OBJECTIVES

India At Glance - Understanding the culture, society, geography, history, religion, value, education system, governance of India, industries , sports and entertainment.



# BUSINESS WITH INDIA

- The Government of India launched the “Make in India” campaign on 25 September 2014. It evolved into the manufacturing power to support investment, encourage innovation, improve skill development, and safeguard intellectual property.
- The economics of India has changed drastically since 1991 by the introduction of Liberalisation, Privatisation and Globalisation (LPG) policy.
- The policy brought major reforms in fiscal, industrial, trade and exchange rate, tax, de-licensing in MSME sector and foreign investment.
- In India one can setup various business establishments, like, one person company, private limited company, public limited company, sole proprietorship, partnership firm, limited liability partnership and foreign company.



India ranks 63rd in Doing Business among the 190 countries

World Bank Report 2020



India's GDP of US\$ 3.73 trillion in 2023

Observer Research Foundation



India's stock market has ranked as fourth-biggest equity market globally. The combined value of shares listed on Indian exchanges reached \$4.33 trillion.

Bloomberg - 2023



India's Total Foreign Trade is USD 1.6 Trillion

Global Trade Research Initiative  
Fiscal Year Ending March 2023

# INDIA AS AN EMERGING MARKET

- India has historically been a country that values trade and education. India had a reputation for being the ideal destination for international students, host to prestigious universities such as Somapura, Takshashila, and Nalanda. The courses offered in ancient times were religious studies, fine arts, medicine, astronomy, mathematics, politics, and the art of war.
- The Indian subcontinent in the ancient times was recognised as a commercial zone due the prominence of India sea routes. The main goods considered for trade were gold, precious stones, species, textiles and metals.

## India's Macroeconomics Indicators Present The Positive View



Demographic  
Powerhouse Marking The  
Population Of 1.42 Billion  
In April 2023

United Nations, Department  
of Economic and Social  
Affairs, Population Division



India has emerged as the  
3rd largest ecosystem in  
2023 for startups globally  
with over 1,12,718 DPIIT-  
recognized startups

Invest India - National  
Investment Promotion &  
Facilitation Agency



India's overall exports in  
2023-24 (April-September)  
were estimated at US\$ 376.29  
billion

India Brand Equity Foundation



India ranks 40th in the  
2023 Global  
Competitiveness Index

The Election Budget India 2024



India overtook the UK and became  
the 5th largest economy in 2023.

# MUMBAI

- Mumbai is the “City of Dreams” due to the presence of prominent industries of finance, commerce, and entertainment and people from all walks of life. Mumbai has Fortune 500 Companies, Bombay Stock Exchange, Reserve Bank of India, and Mumbai World Trade Centre.
- Bombay Stock Exchange (BSE) was established in 1875, is Asia's First & the Fastest Stock Exchange in world with the speed of 6 micro seconds and one of India's leading exchange groups. BSE is the world's fourth largest equity market.
- Mumbai's cultural richness is exemplified by the UNESCO World Heritage sites. Mumbai has the largest transportation infrastructure in India, it varies from local trains, buses, taxi, autorickshaws to airlines and ferry routes.

In the year 2022, Mumbai recorded a gross domestic product of 310 billion U.S. dollars, the highest among major cities in India.

Mumbai is the world's eighth-most populated metropolis having a population of 20 million as of February 2022.





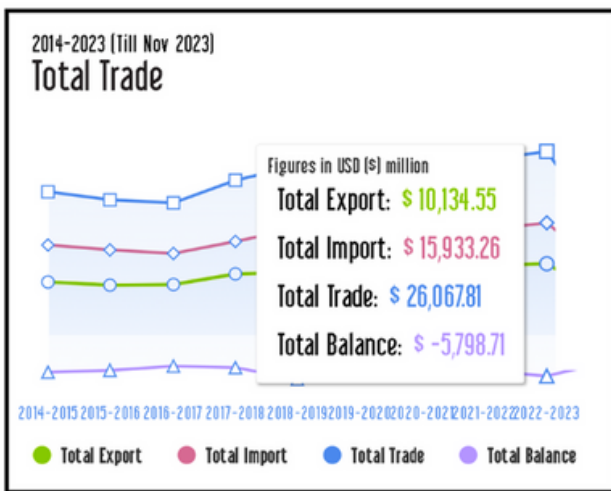
# GERMANY

The statistics from the Federal Statistical Office of Germany, the number of Indian students pursuing higher education in Germany has increased by 26% in the last year, reaching 42,997 for the Winter Semester 2022-23.

Germany is one of the most sustainable industrialised nations in the world, excelling in areas such as growth, employment, social security, and environmental preservation. The country's dedication to sustainability enhances its appeal as a desirable location for international students seeking high-quality education and a supportive atmosphere for personal and academic development.

As the 5th most popular destination for international students, Germany holds a prominent position in global education.

Times Higher Education recognizes Germany as the second-affordable country in Europe for studying. With a remarkable educational landscape, Germany boasts over 380 universities offering a diverse range of more than 17,000 study programs.



India's Bilateral Trade with Germany (November 2023)  
Source – Ministry of External Affairs, Government of India

According to World Bank Data, Germany has a GDP of 4.26 lakh crores USD (2021), establishing itself as the largest economy in the European Union. The bilateral trade between Germany and India is reported at \$26,061, as per the Ministry of External Affairs, Government of India.





# Hochschule für Wirtschaft und Gesellschaft Ludwigshafen

The Ludwigshafen University of Economics and Society was founded in 1965 as the Ludwigshafen State Higher School of Economics, which became part of the Rhineland-Palatinate University of Applied Sciences in 1971 as the Ludwigshafen department .

With around 4,500 students, the Ludwigshafen University of Economics and Society is a medium-sized institution in the diverse university landscape of the Rhine-Neckar metropolitan region.

- The Ludwigshafen University of Economics and Society offers a wide range of bachelor's degree programs in the areas of economics, social and health care, as well as the opportunity to pursue a master's degree directly afterwards or part-time.
- The range of courses currently includes 44 courses – full-time, part-time, dual and distance learning. Small learning groups and teachers trained in university didactics guarantee personal contact with the teachers and the efficient transfer of specialist knowledge, methodology and social skills.
- The bachelor's degree programs in Hochschule für Wirtschaft und Gesellschaft Ludwigshafen -
  - Business Taxation and Auditing
  - Business Administration - Controlling, Financial Services and Corporate Finance
  - International Business Management (East Asia)
  - International Management Eastern Europe
  - International Human Resources Management and Organization
  - Midwifery (dual)
  - Logistics
  - Marketing
  - Nursing ( dual) - Nursing Education, Social Work and Business Informatics.



# PROGRAM DETAILS

The delegates and students from Hochschule für Wirtschaft und Gesellschaft Ludwigshafen, Germany participated in two weeks Executive Education Programme “Doing Business With India” in Somaiya Vidyavihar University from 5 February 2024 to 16 February 2024. The programme was strategically designed to give students a thorough grasp of Indian culture, society, economics, and business processes, including insights into startups and interactions with prominent corporations. The programme covered a wide range of topics, including India's industry, trade and investment, governance, management and finance, compliance, culture, yoga and sports. The program not only included classroom sessions but also industrial visits and city tour.



# PHOTOGRAPHIC ARRAY



# CLASSROOM SESSIONS

- Dr. Satyendra Kumar Upadhyay, Director of International Relations at Somaiya Vidyavihar University, presented the overview of Somaiya Vidyavihar University and conducted the campus tour.
- Dr. Chhaya Goswami delivered the session on “Introduction of Indian History”, followed by Dr. Ganesh Devi, who commended on the “Germany-India Cultural Relation.”
- Dr. Charlotte Braganza provided the German students and delegates with an “Introduction of Geography of India” while Dr. Vidhya Thakker gave a talk on “Decoding the Culture Quotient for Business Success in India” and “Indian Society.”
- Dr. Jaya Mathew conducted the sessions on “Polity of India” and “Governance and Regulatory Bodies in India”, Dr. Vaishali Padake presented the “Sectoral Structure of India ”and ”MSME in India” and Dr. Radha Iyer gave insights on “Entrepreneurial Ecosystem in India.”
- Dr. Anant Dwivedi led a session on Hindi linguistics for the German delegates and students.



# PHOTO ALBUM



# PHOTO EXHIBIT



# CLASSROOM SESSIONS

- Dr. Pramod Shetty delivered the sessions on “Manufacturing Sectors In India” and “Supply Chain in India” while Dr. Vandana Khanna presented the “Service Sectors in India.”
- Dr. Hitesh Punjabi delivered session on “Finance Sector in India” while Dr. Avdhut Patvardhan presented on “Healthcare/Pharam Sectors in India.”
- Dr.Amit Kumar led a talk on “Commerce and Trade in India (Export and Import)” and Dr. Pankaj Trivedi presented a lecture on “Investment In India (Setting Up of Office/Business).”
- Dr. Swati Godbole delivered the session on “Business Compliance and Taxation in India” while, Prof Isaac Jacob conducted a lecture on “Marketing and Advertisement in India.”
- Yoga sessions were held by Dr. Brijesh Singh and various kinds of sports were played in Somaiya Sports Academy.



# PHOTO COLLECTION



Yoga images to be added



# SNAPSHOT GALLERY



# INDUSTRIAL VISITS

- The German delegates and students had the Mumbai city tour to Bandra Linking Road, Gateway of India, Elephanta Caves, Crawford Market and Kitakhana.
- The industrial visits included the tour to the Fredun Pharmaceuticals Limited, Camlin India, Eirich India Private Limited, Emmay Entertainment & Motion Pictures, Bahubali Studio, Borivali, Indian Merchant Chamber of Commerce, Godavari Biorefineries Head Office, The Times of India, Airoli an Bloomberg Data Services Centre.
- The farewell dinner was served in Taj The Trees, Vikhroli.



# VISUAL PORTFOLIO



# VISUAL ARCHIVE



# VISUAL CATALOG



# Remarks from Prof Dr Manuel Vermeer & Prof Frank Roevekamp

On my initiative, 19 students and a colleague from the HWG Ludwigshafen are currently at the K J Somaiya Institute of Management in Mumbai for two weeks! A week of exciting lectures, then company visits to pharmaceutical companies and the German medium-sized company Eirich in Pune; Meetings at the TOI Times of India, Bloomberg and Bollywood Studios are on the agenda. On weekends we spent a few hours in Dharavi, the second largest slum in Asia; more of a business hub with impressive economic activity. A very tightly planned, perfectly organized and highly interesting program. We are still looking forward to exciting discussions with Indian fellow students and startups, rides on the local trains and 3-wheelers and of course the indispensable and delicious Masala Chai!

Greetings from the dance class on Bharatnatyam with Vishnupriya Ajith. We had the great honor of meeting IMC President Samir Somaiya and his wonderful team in Mumbai! Thanks for an exciting discussion and looking forward to future cooperation between Germany and India!

Great experience this week, besides company visits we also went to Bollywood! And witnessed the making of a fantastic film, which we can watch next year...HWG Ludwigshafen goes Bollywood!



Prof Frank Roevekamp  
remarks needs to be  
added

# TESTIMONIALS - GERMAN STUDENTS

I had the incredible opportunity to participate in the 'Doing Business with India' program organized by Somaiya Vidyavihar University and Hochschule für Wirtschaft und Gesellschaft Ludwigshafen. The first week was filled with diverse lectures, while the second week allowed us to visit various companies. Bennett Coleman & Co. Ltd. (The Times of India), Bloomberg Data Services (India) Private Limited, IMC Chamber Of Commerce and Industry (IMC), Fredun Pharmaceuticals Ltd.

I would like to extend my heartfelt thanks to Audrey Dsouza, Priyanka Patil and Dr. Satyendra Kumar Upadhyay for making these two weeks in India truly special. They catered to all our interests and wishes, turning them into reality. Upon learning about my keen interest in the Hindi film industry, they quickly arranged a visit to a film set of Emmay Entertainment & Motion Pictures. Thank you for the unforgettable experience, and I look forward to hopefully seeing you all again soon.

Sincere thanks to Annie Sukheswala for facilitating the set visit and taking the time to answer all our questions. And I am immensely grateful to Prof. Dr. Manuel Vermeer for allowing me to be part of this journey, for the support and for the enlightening yet enjoyable moments.



Aleyna Göndük

The last two weeks I had the opportunity to participate in the Doing Business With India program at K J Somaiya Institute of Management.

It was a unique and exiting opportunity to get insights into the country, the business environment and the cultures. Last but not least... the cuisine as well.

I feel honored and I am grateful to have been a part of it. Thank you, for making that possible! Prof. Dr. Manuel Vermeer And thanks to our Indian friends for the excellent organization arranged by the team around Satyendra Kumar Upadhyay.



Claudia Leiser

# TESTIMONIALS - GERMAN STUDENTS

I am joyful about my new certificate Doing Business With India - Certificate won K J Somaiya Institute of Management

Special thank you to Satyendra Kumar Upadhyay and Prof. Dr. Manuel Vermeer for making this program possible. The last two weeks I was honoured to participate in Doing Business with India at the Somaiya Vidyavihar University Thank you for the truly unique experience. I hope to make great use of my acquired knowledge.



Tabea Röpke



Carolin Lorenz

Thank you for the great experience, it was an honour to be part of the program!

The last two weeks I had the honor to participate at the program Doing Business With India at the Somaiya Vidyavihar University.

A huge thank you to Prof. Dr. Manuel Vermeer for giving us this unique opportunity to expand our horizons and gain extraordinary experiences.

Furthermore, a heartfelt thank you to our new Indian friends Satyendra Kumar Upadhyay, Priyanka Patil, Audrey Dsouza and Nidhi Shetty for the incredibly good organization of our exchange.

Looking forward to come back to India.

धन्यवाद



Isabell Haferung



# TESTIMONIALS - GERMAN STUDENTS

I recently participated in the business program “Doing business with India”. I am grateful for the valuable experiences and knowledge I gained during these two weeks in Mumbai! The experience has been truly enriching, providing me with a lot of new insights and knowledge.

A special thank you to Prof. Dr. Manuel Vermeer and Satyendra Kumar Upadhyay for making this incredible opportunity possible and supporting us throughout the course.



Dana Wittenberg



Maximilian Köhl

I am very happy that I joined the program. The insights into indian culture and business relationships were amazing! Thank you so much for the opportunity!

For the next two weeks, I can take part in the extraordinary program at the K J Somaiya Institute of Management in Mumbai. I am looking forward to getting to know the country, the people and business in India! 🇮🇳

Thank you Prof. Dr. Manuel Vermeer and Satyendra Kumar Upadhyay for the wonderful organization and the unique opportunity!



Philipp Pahl

# TESTIMONIAL – IMC CHAMBER OF COMMERCE AND INDUSTRY

As a part of the IMC's Industry Academia Connect Initiative, IMC organized an interactive session for a visiting German student delegation in association with Somaiya Vidyavihar University on February 14, 2024 at IMC, to help the German students understand the various #businesspractices in India, #businessenvironment and networking opportunities.

The event was attended by Prof. Dr. Frank Rövekamp, Director of the East Asia Institute of the Ludwigshafen University of Applied Sciences, Prof. Dr. Manuel Vermeer, Founder and Owner Dr. Vermeer-Consult and Dr. Satyendra Kumar Upadhyay, Director International Business Relations, Somaiya Vidyavihar University.



# TESTIMONIALS - SVU BUDDIES

Participating in the 'Doing Business with India' program organized by K J Somaiya Institute of Management was an incredibly enriching experience.

As an Indian buddy student, I had the privilege of engaging with German students and enhance my understanding of cross-cultural management. The German students were enthusiastic, open-minded, and eager to learn, making our interactions truly rewarding.

I would like to express my heartfelt gratitude to Prof. Vidhya Thacker and Prof. Satyendra Upadhyay for entrusting me with the responsibility of conducting an Indian classical dance workshop for the German participants. Witnessing their curiosity, dedication, and commitment was truly inspiring. This program was a testament to the power of cultural exchange and collaborative learning.



Name : Vishnupriya Ajith  
Course : MBA Marketing



Name : Nidhi Shetty  
Course : MBA First Year

Memories and Friends to Treasure for Life - This is how I would like to describe my experience during Doing Business with India program.

It was not just meeting and getting to know new people (now Friends), it was meeting new perspectives, new learning and unlearning.

The greatest essence of this program should be how it blends two cultures, perspectives, knowledge system, two worlds very gracefully.

Forever grateful for the opportunity to be part of the program.

# LIST OF PARTICIPANTS



Aurora Plagens



Asiye Ates



Carolin Lorenz



Caroline Kozuscheck



Claudia Leiser



Dana Wittenberg



Felix Meissgeier



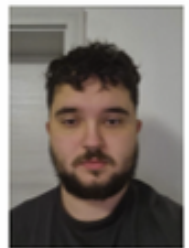
Maximilian Köhl



Isabelle Haferung



Jonas Dümpert



Limani Leutrim



Maximilian Mueller



Mikolaj Majer



Tabea Roepke



Tim Birkle



Noemi Mühlroth



Paula De Fries



Philipp Pahl



Aleyna Göndük



Manuel Vermeer



Frank Roevekamp



# KEY CONTACTS

Each participant received a certificate of participation, in addition, certificates were awarded for the Hindi language and basic Yoga programmes.

Director of KJ Somaiya Institute of Management  
Prof. Dr. Raman Ramachandran, Director & Dean of KJSIM  
Email : director.simsr@somaiya.edu

Program Coordinator: Dr. Satyendra Kumar Upadhyay, Director of International Relations, Somaiya Vidyavihar University  
Email: satyendra.u@somaiya.edu

Business Development Manager: Ms Priyanka Patil  
K J Somaiya Institute of Management

Program Executor: Audreu Dsouza

Program Officer:

Sports Team: Aazaz Khan, Director of Somaiya Sports Academy, Dr. Brijesh Singh

Hospitality and Logistics:

Public Relations Team:

# KEY CONTACTS

## Faculty Support:

- Dr. Chhaya Goswami
- Dr. Ganesh Devi
- Dr. Charlotte Braganza
- Dr. Vidhya Thakker
- Dr. Anant Dwivedi
- Dr. Jaya Mathew
- Dr. Vaishali Padake
- Dr. Radha Iyer
- Dr. Parmod Shetty
- Dr. Vandana Khanna
- Dr. Hitesh Punjabi
- Dr. Avdhut Patvardhan
- Dr. Amit Kumar
- Dr. Pankaj Trivedi
- Dr. Swati Godbole
- Prof Isaac Jacob

## Student Support Team:

- Mr. Yash Jain
- Miss Vishnupriya
- Miss Nidhi Shetty

## Supporting Institutions of Somaiya Vidyavihar University:

- K J Somaiya Institute of Dharma Studies
- Somaiya Sports Academy
- K. J. Somaiya College Of Arts And Commerce
- Bioriidl

## Somaiya Vidyavihar University

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