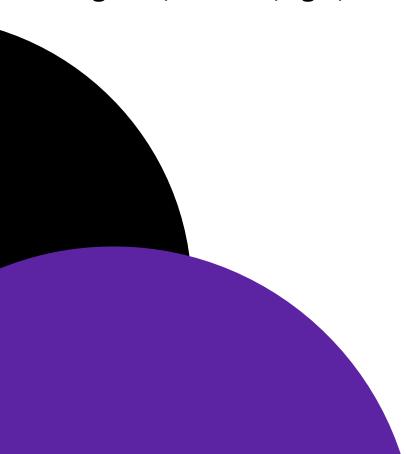


CREATIVE ECONOMY AND ENTERPRISE: A EURASIAN ALLIANCE

Study program in India: Bangalore, Varanasi, Agra, New Delhi



New experience is always about learning and being open

June 17-28, 2023

The Study Tour Program in INDIA was designed for the new Eurasian leaders of today and tomorrow who are hoping to learn from and break into the fast-expanding Indian market.

India's economy is growing fast and is projected to be one of the largest in the coming decades. According to the World Bank, India's GDP growth is expected to be 6.4% in 2023 and 6.7% in 2024. This makes the Indian economy the ideal ecosystem for budding enterprises and entrepreneurs.

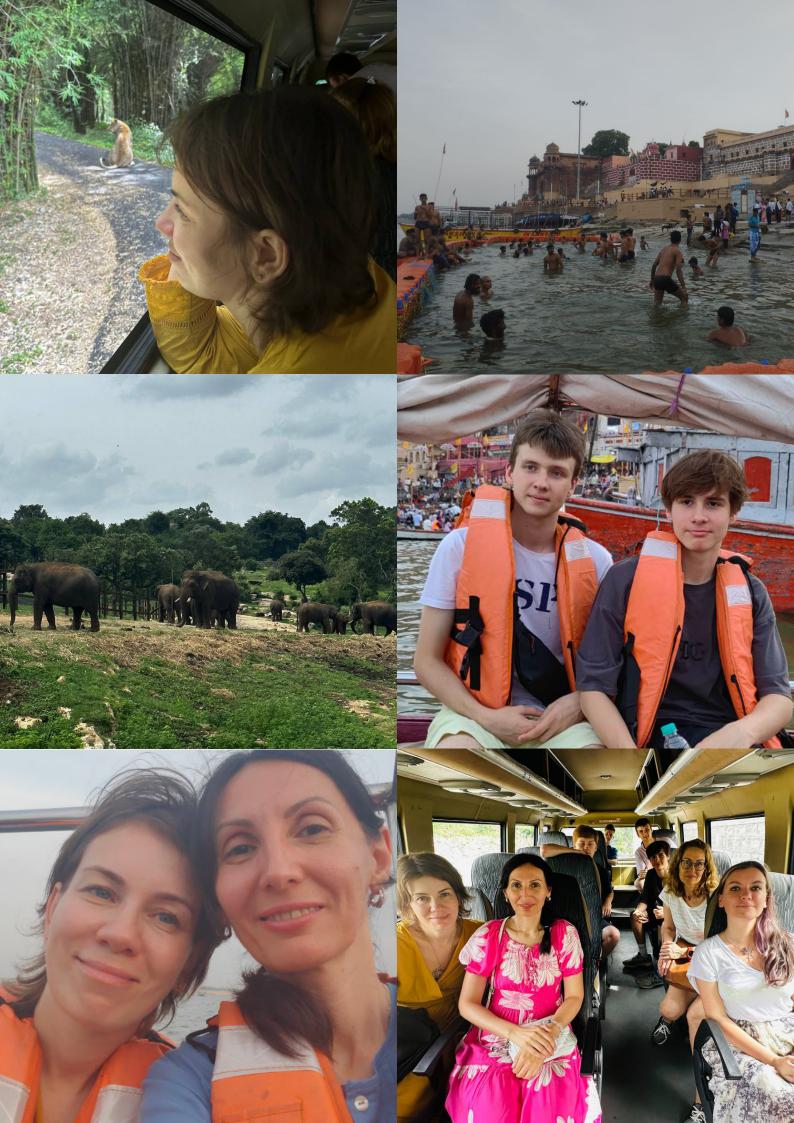
Hosted by Alliance University (Bangalore, India) and Sampurnanand Sanskrit University (Varanasi, India) the **Study Tour Program combined** lecture sessions, company visits and cultural heritage tours. Participants were offered the opportunity to enhance their **English & Hindi skills, learn how** to conduct business in India and discover the social, cultural and legal factors that shaped India's economic environment. Company visits gave access to successful start-ups, cultural heritage tours helped to understand the country from the past and within.



All sessions were held by internationally recognized experts with significant field experience in their respective industries from both within the academic sector and outside. They introduced the participants to the basics of economics in the Indian context, guided them to develop a market entry strategy, and helped to make the convergence of business, soft and technical skills.

Our teaching methods built around the pillars: critical thinking, problem solving, leadership, creativity are rooted in current business issues. We are targeted at training responsible, innovative enterprising managers willing to become a force for change on both local and international levels.





Dr. Julien Paret

Director, Alliance Centre for Eurasian Studies, Department of Language & Literature Removing Barriers to Break into India's Booming Market: How to Move your Entry Strategy Forward

Dr. Ray Titus

Professor, Alliance School of Business Building an «Authentic» Personal Brand

Mr. Mohan Kumar

Practice Head, Wipro Limited Legal Factors That Shaped India's Economic Environment

Dr. Liju Jacob Kuriakose

Assistant Dean, Alliance School of Liberal Arts, Department of Language & Literature The Mosaic of Multiplicities: Crosscultural Language Skills To Navigate India's Diversity

Mr. Sudhir Swamy

Sr. Strategy Consultant, PROMAG Consultancy Services, Market Entry Strategy For Doing Business in India

Dr. Shamim Mondal

Program Director, MA Economics and PhD in Economics, Department of Economics Indian Economy in the Global Context: Opportunities and Challenges

Dr. Ravi Chakraborty

Director of Communication for Liberal Arts, Department of Language & Literature The Liberal Arts Student as an Entrepreneur: Tapping the Content Creation Boom

Dr. Anupama Tiwari

Assitant Professor, Department of Language & Literature Hindi Language Session

Mr. Umeysh Ramalingachar

Partner, Growth Advisor SpicyRocket

Mr. Harikrishnan Ramakrishnan

Founder & CEO in WeAssist & Karthika Insurance Market Entry Strategy for Doing Business in India **Tummoc** gives everyone the access to the widespread intricate network of public transport.

Company vision is to make public transport more accessible by creating a data-driven, all-in-one transit platform. Thus, solving the problems faced by millions of commuters through end-to-end connectivity.



Cyclops Medtech thrives at the confluence of deep tech and healthcare. Blending the power of frontier technologies like eye tracking, VR, smart sensors, etc. with deep learning to build diagnostic and therapeutic products in the areas of Neurology, Neurotology, Physical Therapy, Audiology and Ophthalmology.



LaundroKart provides the best online Laundry Service in Bangalore. Our laundry app offers all laundry services including dry cleaning, ironing.

