

SquirrLE

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: Cross-
cultural 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.

