

Author's Speak with Ms. Rama Bijapurkar



Centre for Independent Directors, IICA organized **Author's Speak with Ms. Rama Bijapurkar** program for the members of Independent Director's Databank on Friday 07th May, 2021. Subject matter of the program was her book "**Customer in the Boardroom? Crafting Customer- Based Business Strategy**".

The main objective of this event was to highlight the importance of Costumer centric business strategies and its impact on decision making in board rooms.

The Program commenced on 07th May, 2021 at 04:00 PM with the theme address of Dr. Niraj Gupta, Head, School of Corporate Governance and Public Policy & Nodal Officer, Independent Director's Databank, IICA. He briefed the participants about **Ms. Rama Bijapurkar** and the importance of consumer experience based business policies.

Principal speaker:

Rama Bijapurkar is an independent management consultant who describes her mission as "bringing market and customer focus to business strategy". She is also a Professor of Management Practice at IIM Ahmedabad.

Ms. Bijapurkar is amongst India's most experienced independent directors having served on several blue chip listed boards. Present boards include Mahindra Finance, ICICI Bank, Cummins India and Nestle India. Past boards include Infosys Technologies, Bharat Petroleum, National Payments Corporation of India, Titan Industries and several others.

The book she was talking to us about today Customer in the boardroom – Crafting Customer Based Business Strategy is the outcome of her extensive consulting, teaching and board experience.

Customer expectations are higher than ever before, and your customers are scrutinizing your business more intensely than ever. They're comparing their experience with your brand to the easy, fast, and personalized experiences they're having with the best of the best. And it's these customer-focused businesses that get to reap the benefits of renewed loyalty and competitive advantage. Alignment of business strategies with changing customer purchasing behaviour is important to keep relevant in ever increasing competition.

There were lots of questions from participants and Ms. Bijapurkar gave answers to all these queries with the satisfaction of the participants.

Program concluded with the valedictory address of remarks of Dr. Niraj Gupta, Head, School of Corporate Governance and Public Policy & Nodal Officer, Centre for Independent Director, IICA. Centre for Independent Directors coordinated the event and ensured successful delivery of the program.

<https://youtu.be/gkvcpp0ISuM>