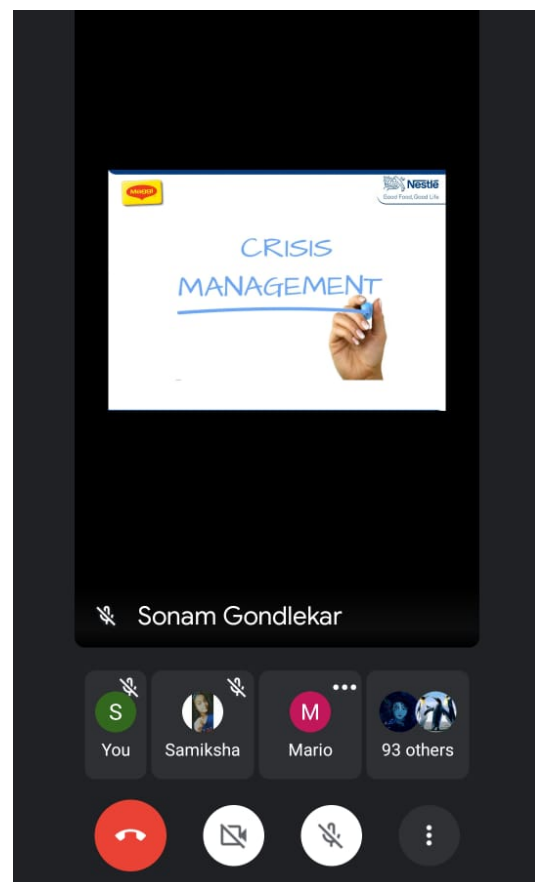
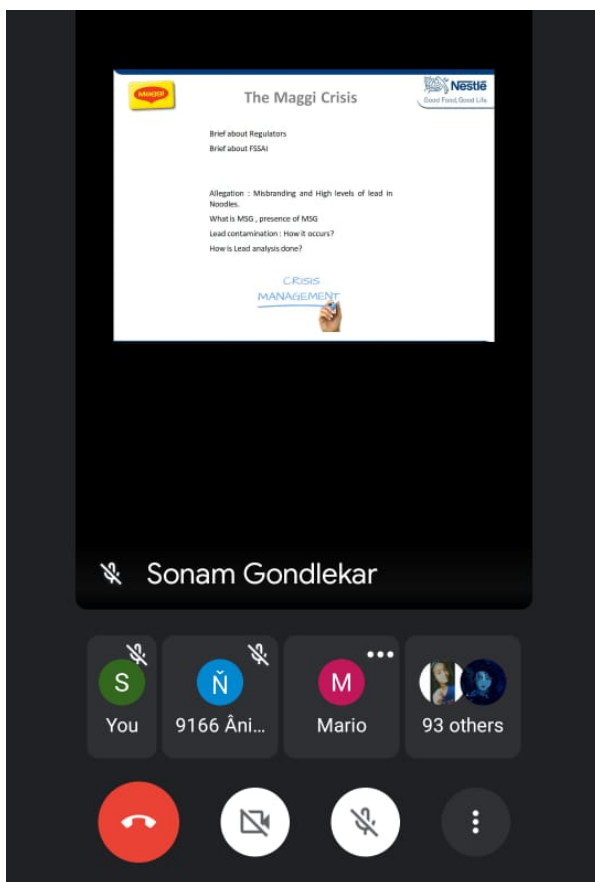


## REPORT OF WEBINAR ON CRISIS MANAGEMENT

Internal Quality Assurance Cell in collaboration with Department of Business Administration, SPES's Goa Multi-Faculty College organised a webinar on "Crisis Management - Maggi Crisis 2015" for all the students of the college. Webinar was attended by around 100 students of FY, SY and TY BBA. Mr. Mario Fernandes, Sr. Manager - Corporate Affairs, Nestle India Ltd was the Resource Person for the webinar.

Webinar commenced with highlight of background of Nestle by Mr. Fernandes. He outlined how Nestle has evolved as a company over the years and also briefly discussed about varied plants and products of Nestle. Further he emphasised on what crisis is and various elements of it. Complex topic like crisis management was simplified by relating it to Maggi Crisis 2015. Narrating the Maggi Crisis chronology, he systematically made students understand the various stages of crisis and how Nestle managed things in each of these stages. Detailed discussion followed on how Nestle managed their Internal Customers that is their employees and the external customers. Strategies adopted by Nestle to overcome this state of crisis was



also elaborately discussed. The most loved part of the session by all the students was how nestle bounced back and regained the trust and confidence of its employees and customers.

On the whole it was a very insightful and interactive session. Response from students was overwhelming and they insisted Resource Person to conduct another session how Nestle managed business during the pandemic. Webinar was coordinated by Asst. Prof. Ms. Sonam Gondlekar and Asst Prof. Mr. Eknath Shirodkar.