



INDIA
GOLD POLICY
CENTRE

GOLD AND GOLD MARKETS 2020, 7-8 FEBRUARY 2020 INDIA HABITAT CENTRE, NEW DELHI

Agenda

Day 1 : 7th February 2020

- 9 AM Registration
- 930 to 1030: Inauguration
Welcome address by Prof Arvind Sahay, Chairperson, IGPC at IIMA
Somasundaram PR., Managing Director, India, World Gold Council
Keynote Address by Chief Guest: Shri K Rajaraman, additional secretary, Department of Economic Affairs
- 1030 to 1050: *Is gold a luxury product? An empirical study by People Research on India's Consumer Economy (PRICE)*
Dr Rajesh Shukla, MD & CEO of PRICE Research
An introduction to IGPC's national household survey on gold consumption
- Session chair: Sanket Mohapatra, Professor of Economics, IIMA**
- 1050 to 1215: *Financial Market Evidence of Gold's Special Role in India,*
Dirk Baur, Professor, University of Western Australia
- Forecasting short run Gold Spot Prices in India using Mixed Frequency Models*
Varun Yadav, Doctoral Student(Economics), IIM Ahmedabad
- Price Discovery in Indian Gold Markets*
Abhishek Haider, Academic Associate, IIM Ahmedabad and Himanshu Sharma, Fixed Income Analyst, Bank of America
- Round the Clock International Price Discovery of Gold*
Neharika Sobti, Department of Financial Studies, University of Delhi
- A Study of Behavioral Pattern of Physical Stocks and Deliveries in Indian Gold Futures Market*
V Shunmugam and Tulsi Lingareddy, MCX India Ltd
- 1215 to 1315: **Panel Discussion: Stepping up the product offerings in gold derivatives, and importance of International Bullion Exchange at IFSC in GIFT City.**
Moderated by Viral Shah, India Infoline Wealth
Shivanshu Mehta, MCX India Ltd
Nagendra Kumar, NSE India Ltd
Amit Suman, MMTC-PAMP India Ltd
Chirag Mehta, Quantum Mutual Fund
- 1315 to 1415: Lunch



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1415 to 1530: Innovations in gold market place:
How Rupeek is helping Indian banks double the personal gold loan market, a presentation by Sumit Maniyar, CEO, Rupeek
Panel discussion: How new generation players are shaping gold and jewellery trade as consumers move from a collectivist to an individualistic culture.
Moderated by Prof. Arvind Sahay
Rhea Chaterjee, Vice President, Safe Gold
Prasad Sahane, Head of Lender Partnerships, Rupeek
Gold traceability, GMS, bullion banking, and trusted SIP's using Blockchain technology - Abhinav Ramesh, CEO Chainflux Technologies.

Session Chair: Arvind Sahay, Professor of Marketing and International Trade, IIMA

1530 to 1630: Preferences, Use and Impact of Gold Savings product in Migrant Corridors
Jithin Jose and Shashank Sreedharan, IFMR LEAD (Krea University)
Behavioural Factors impacting the investment decisions in Gold - Exploratory study
Pranita M Waghmare, Doctoral Student and Dr. Smita Shukla, Professor, University of Mumbai.
Gold purchase preferences and consumption values of women teachers in Kerala
Sruthy Madhavan, Research Scholar, SMS, Cochin
Online consumer behaviour, and consumer perception of Wishlist vs Cart, in context to jewellery retailing
Sukriti Sekhri, Doctoral Student, IIMA

1630 to 1730: Enhancing Global Presence of Jewellery Products
Key International Marketing Developmental Models, India's penetration in World Market for Gold & Silver Jewellery, Available Government benefits w.r.t Marketing, Promotion & Branding
Sabyasachi Ray, Executive Director, GJEPC
The opportunities for the Indian jewellery industry to improve margins
Jayant Raniga, Pure Jewels, UK
Should gold continue to hold relevance in GATT?
Arjun Raghavendra, Independent Legal Consultant, Former IRS officer

Session Chair: Sudheesh Nambiath, Head, India Gold Policy Centre at IIMA

1730 to 1830: The Role of Family Members in Gold Buying Decision - An Empirical Study Using Correspondence Analysis
Girish S Pathy, Assistant Professor, Bhavan's Royal Institute of Management, Kochi

An Empirical Analysis of Perceptions of Investors towards Gold
Navjot Kaur, Research Scholar, GNDU, Amritsar

Analysis of consumer behavior: A special reference to gold jewellery purchase
Aanchal Amitabh, Associate Professor, SRM IST, Delhi
Sentimental Impact of U.S. President Trump Tweets on Financial Markets in 2019 and the prediction of the percentage change in Gold price using machine learning model and natural language processing
Renisha Chainani and Anuradha Poddar, IIMA

1900 to 2000: Dinner



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Day 2: 8th February 2020

Session Chair: Sudheesh Nambiath, Head, India Gold Policy Centre at IIMA

930 to 1100: *Impact of Financial Knowledge in Ascertaining Risk Appetite and Risk Tolerance of Gold Investors- A Test of Expected Utility Theory*
Vandana Panwar, Professor, Prin. L. N. Welingkar Institute of Management

A Golden Death of Dogma to Invest in Gold: A New Investment Approach to Transform the Sector with Respect to Consumer Behaviour
Sudhi Ranjan Dash, Strategy consultant and Jita Rani Udgate, Asst Director, Trade Policy at GJEPC

Understanding working capital requirement of Indian jewellers
Pooja Thakker, ACS, CA (Inter), IIMA

New paradigm of Bullion Banking in India- An Empirical Investigation
P. Hemavathy, S. Gurusamy, Department of Commerce, University of Madras

Session Chair: Arvind Sahay, Professor of Marketing and International Trade, IIMA

1110 to 1200: **Panel discussion: Setting a benchmark on compliance, who takes the lead?**

Moderated by: Arjun Raghavendra, Independent consultant (legal) and former IRS officer

Sharad Jobanputra, Chairman, Sequel Logistics

Prem Nath, Associate Vice President, Karur Vysa Bank

D.D. Karel, Director, N.M. Karel & Sons

Venkatesh Chanda, Caps Gold Pvt Ltd.

Surendra Mehta, National Secretary, India Bullion & Jewellers Association

1200 to 1300: *Creating a Market for Indian Refined Gold: A Survey*
Paramita Mukherjee, IMI Kolkatta and Vivekanada Mukerjee, Jadavpur University

Gold Exploration and Mining in India: Current Status and The Prospect
Prabhakar Sangurmth, Former Executive Director, Hutti Gold Mines
Kapil Shukla, IIMA, Minal Marathe, IIMA

1300 to 1400: Lunch

1400 to 1500: **Panel discussion: Creating a vibrant domestic gold lease rate for Indian gold trade**

Moderated by Gambhir Singh, HDFC Bank Ltd.

Mehul Thakker, FirstRand Bank, India

Vipin Raina, MMTC-PAMP India Ltd

Manish Goel, ICICI Bank Ltd

Dileep Narayanan, Malabar Gold Pvt Ltd



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Session chair: Biju Varkkey, Professor of HR & Industrial Relations, IIMA

1500 to 1600: *A sociological study of goldsmiths of Bengal: migration, artisanal entrepreneurship, and social mobility.*
Anindita Chakrabarti, IIT Kanpur

'Our ears have been bare since then': Gold ownership in a raw silk producing town through the economic reform period.
Nithya Joseph, French Institute, Pondicherry

State Policies in India and the Gold Industry: Exploring the Labour Process in the Gold Jewellery Making Industry in Kerala, India.
Sumeetha M., Christ University

1600 to 1630: *Exploring new areas of research- Open house*

1630: *Vote of thanks*

For any queries please contact Sudheesh Nambiath 9909 038 709 / mail: indiagoldevent@iima.ac.in