Report of Marketing Club Activity

Presentation Session on "Navigating Trump's Tariffs: Retail and Supply Chain Strategies to Safeguard India's Economy"

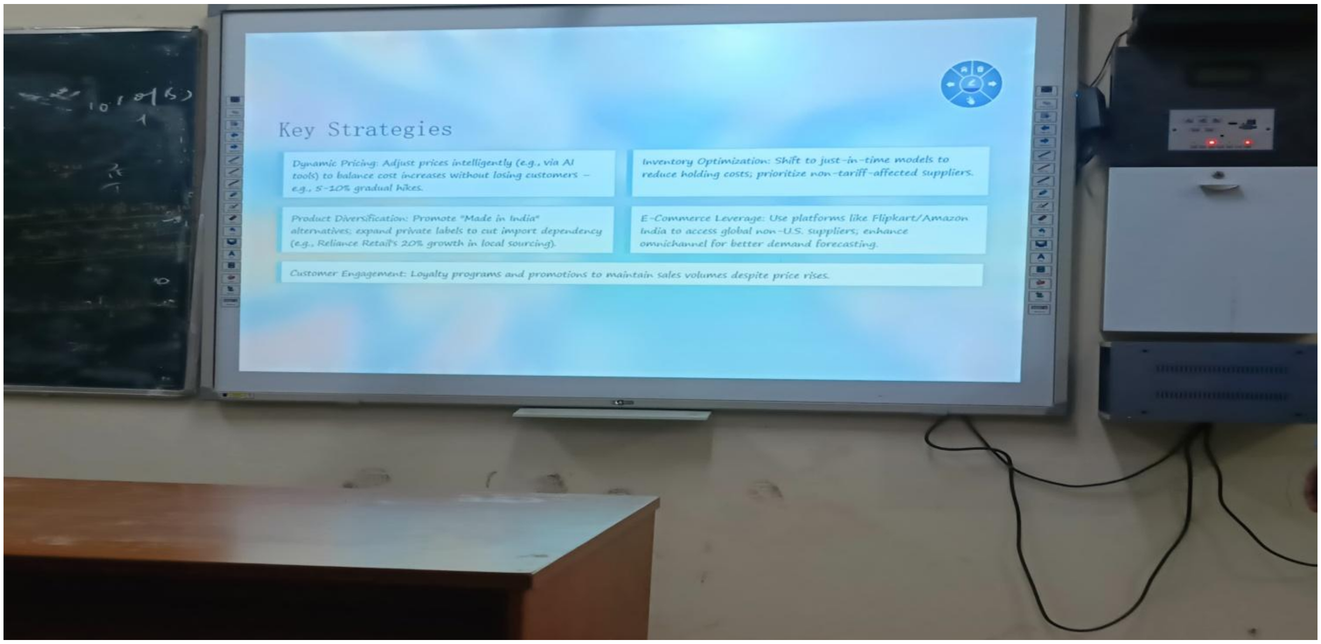
(August 28, 2025)

Department of Business Administration

Deen Dayal Upadhyaya Gorakhpur University

On **August 28**, 2025, the Department of Business Administration at Deen Dayal Upadhyaya Gorakhpur University organized a special lecture on "Navigating Trump's Tariffs: Retail and Supply Chain Strategies to Safeguard India's Economy". The session, delivered by Dr. Mohd Irfan, Assistant Professor at Dept. of Business Administration, DDUGU, focused on the economic implications of U.S. President Donald Trump's tariff policies and their impact on India's trade, retail, and manufacturing sectors. The speaker highlighted how tariff wars have reshaped global supply chains, increased import costs, and challenged export competitiveness, urging India to respond with innovation, diversification, and self-reliance.

He emphasized strategies such as strengthening domestic manufacturing under Atmanirbhar Bharat, expanding Free Trade Agreements, and leveraging digital logistics and AI-based supply chain systems to minimize dependency on imports. The lecture concluded with an engaging discussion where participants explored how India can convert global trade challenges into opportunities for growth and resilience.


Key Strategies
Dynamic Pricing: Adjust prices intelligently (e.g., via AI tools) to balance cost increases without losing customers – e.g., 5-10% gradual hikes.
Inventory Optimization: Shift to just-in-time models to reduce holding costs; prioritize non-tariff-affected suppliers.
Product Diversification: Promote "Made in India" alternatives; expand private labels to cut import dependency (e.g., Reliance Retail's 20% growth in local sourcing).
E-Commerce Leverage: Use platforms like Flipkart/Amazon India to access global non-U.S. suppliers; enhance omnichannel for better demand forecasting.
Customer Engagement: Loyalty programs and promotions to maintain sales volumes despite price rises.