

Mathrubhumi associates with MaxEd webinar series

The first webinar in the series will go live on 5 July, 2020



The graphic features a blue background with white virus-like icons. At the top, it displays the Mathrubhumi.com logo (a blue 'M' in a square) and the MaxEd | WEBINAR series logo (with the tagline 'We Gain We Share'). Below this, the title 'Living with Pandemic COVID-19: Finding the new normal' is written in white, followed by the dates '5th July - 15th August 2020'. A central black box contains a large yellow number '7', with three orange bars to its right labeled 'Speakers', 'Areas', and 'Weeks'. At the bottom, an illustration shows five diverse people wearing face masks and walking. The bottom left corner features the MaxUpskill logo and text: 'An initiative of MaxUpskill www.maxupskill.com'. The bottom right corner contains three logos: 'PASSIONATE IN FINANCE' (with a green bar chart icon), 'PASSIONATE IN MARKETING' (with a colorful geometric icon and the tagline 'Marketers In Conversation'), and 'PASSIONATE IN ANALYTICS' (with a blue bar chart icon).

Mathrubhumi.com
MaxEd | WEBINAR series
We Gain We Share

**Living with Pandemic COVID-19:
Finding the new normal**
5th July - 15th August 2020

7 Speakers
Areas
Weeks

MaxUpskill
An initiative of MaxUpskill
www.maxupskill.com

PASSIONATE IN FINANCE
PASSIONATE IN MARKETING
Marketers In Conversation
PASSIONATE IN ANALYTICS

Thiruvananthapuram, Jul 6, 2020 (Issuewire.com) - MaxEd, the academia-industry connect platform has announced a Webinar Series in association with one of the largest media houses in India, Mathrubhumi.com. The seven week-long series will feature seven distinguished speakers from seven different business spheres talking about the disruption in Kerala in the post Covid era.

Mathrubhumi has a legacy dating back to 1923 and is one of the most widely read Malayalam

newspapers with an impressive circulation of over 1.5 million copies worldwide. Their digital edition was launched in 2005 and has made rapid strides as an authentic source of information for digital citizens in Kerala.

This Mathrubhumi.com MaxEd webinar series is intended to discuss how the new normal has challenged various industries in Kerala and how these industries are devising new strategies to survive and thrive in the post covid era.

The first webinar in the series will go live on 5 July 2020 from 6:30 PM. Mr Vijay Babu, a noted Malayalam film actor, successful producer and founder of film production company Friday Film House will talk on "Living with the new normal in the Entertainment Industry: Is OTT the future?". His production company is behind many critically acclaimed and successful films including Friday, Philips and Monkey Pen and June.

In times of the Covid 19 pandemic, with public recreation places like theatres and malls being closed, film industry, which is one of the most labor intensive sectors is facing one of its most challenging times across India. To overcome the delays in theater releases, the film industry is turning to OTT platforms like Amazon Prime. Mr. Vijay Babu is spearheading this transformational move in Mollywood with the much-awaited release of the film "Sufiyum Sujathayum" on 3rd July 2020 featuring Jayasurya and Aditi Rao.

The webinar session will be moderated by Mr. Krishnabhaskar Mangalasserri, who is a novelist and screenwriter and also the Global Head of Aster Volunteers in MARCOM Dept. of DM Aster Health Care, UAE.

MaxEd Community, an initiative of [ImiRa Knowledge Solutions](#) is a first of its kind industry-academia connect platform, has many renowned academicians, domain experts and professionals as its members from different parts of country and world. They conduct many events, workshops and training programs as well as take up research and consultancy projects for corporates and SME's.

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