

# AIMA News

AIMA'S MONTHLY E-MAGAZINE

M A N A G E M E N T T I M E S

OCTOBER 2021



Dear Readers,

It gives me great pleasure to present the October issue of AIMA News.

With your support and encouragement; AIMA continued to strive to spread management thought and build capability through its various initiatives and programmes during the period.

AIMA continued with its hugely popular LeaderSpeak Series, and rolled out the 49th edition last month. Ambassador G Parthasarathy, Former Diplomat - Ambassador to Myanmar, Australia, Pakistan and Cyprus & Author spoke on 'India's two front test: Tackling China and Taliban'. The session was moderated by Mr Nikhil Sawhney, Vice President AIMA & Vice Chairman and Managing Director, Triveni Turbine Limited and Director, Triveni Engineering and Industries Limited. The session was very well received with participants joining through Zoom, Facebook and YouTube. A brief report is carried inside.

The annual LMA CEOs Forum was successfully held in an online mode a few weeks back. Representatives from over 40 LMAs joined for an interaction and discussion with the new AIMA President, Mr CK Ranganathan, Chairman & Managing Director, CavinKare Pvt Ltd. A few LMAs also made presentations on their new initiatives and innovations, which enabled them to perform well during the pandemic. This annual meeting helps forge a stronger relationship between not just the LMAs and AIMA; but also amongst their peers and fellow association representatives as well.

The AIMA Young Leaders Council continued to roll out online sessions for its members. AIMA YLC organised a session on the theme 'Leading Digital Transformation: Using Technology to Enable Humans'; while another session was held with the authors of the book 'CFO Niti'. Both programmes witnessed active participation.

AIMA's Simulation-based Business Acumen Workshops are also picking up pace with several organisations participating in these monthly management development programmes. These workshops provide a risk-free, simulated business environment where innovation and creativity can be applied to build competencies and strengthen critical thinking skills.

Brief reports can be found inside along with other updates from AIMA ICRC, training programmes and webinars. During the period AIMA continued to offer its education programmes to aspiring and practicing managers; and its testing and assessment solutions to students and leading organisations & institutions.

This edition of AIMA News also brings you updates from the Local Management Associations and some interesting articles on management.

I hope you enjoy this issue of AIMA News and look forward to your feedback and suggestions.

Warm Regards

Rekha Sethi  
Director General

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### Published by

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# 22<sup>nd</sup> National Management Quiz (ONLINE)

**New Segments added - Marketing and Academic**

## NMQ

Brand, Business, Marketing, Advertising, HR, Management theories, Personalities and Current Affairs

### HR Quiz

HR theories, Concepts, Terms and Learning & Development

### Women Quiz

Management of Business, History, Science, Sports and Current Affairs

### Marketing Quiz

Branding, Advertising, Digital Marketing, Promotion and PR

### Academic Quiz

Research Papers, Concepts & Theories, Current Affairs and General

### Eligibility criteria

1. Employees from PSU, Corporate sector, Academic, HR Professional, Women Leaders and Marketing Enthusiast
2. No bar on age and Number of teams participating from an organisation

Quiz Name	Date of Quiz
NMQ	
Regional 1	November 26, 2021
Regional 2	December 3, 2021
Regional 3	December 10, 2021
Regional 4	December 15, 2021
Women Quiz (I) & Academic Quiz	November 25, 2021
HR Quiz (I) & Women Quiz (II)	December 2, 2021
HR Quiz (II) & Marketing Quiz	December 14, 2021
National Finale	
HR Quiz, Women Quiz and Academic Quiz	December 16, 2021
Marketing Quiz and NMQ	December 17, 2021

### Quiz Master - Ajay Poonia

#### Participation fee (per team)\*

1-2 Teams	3-5 Teams	More than 5
₹ 15,000/- (Per team)	₹ 12,000/- (Per team)	₹ 10,000/- (Per team)

Plus 18% GST, GST No. AAATA 1644 AST001, PAN No. AAATA 1644 A

**\*Each Team consists of 2 members**

**Registrations will be confirmed upon receipt of payment only**

#### Bank Transfer Details:

**Account Name :** All India Management Association  
**Bank :** ICICI Bank Ltd **A/c No. :** 000701220419  
**Branch Name :** NBCC Branch **IFSC Code :** ICIC0000548  
**M ICR No. :** 110229069

**Top three teams in each segment would be awarded with trophies and certificates**

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# LeaderSpeak Session



*(L-R) Nikhil Sawhney, Vice President AIMA & Vice Chairman and Managing Director, Triveni Turbine Limited and Director, Triveni Engineering and Industries Limited; Ambassador G Parthasarathy, Former Diplomat - Ambassador to Myanmar, Australia, Pakistan and Cyprus & Author and Rekha Sethi, Director General, AIMA*

AIMA organised the 49th LeaderSpeak session on 28th October 2021 with Ambassador G Parthasarathy, Former Diplomat - Ambassador to Myanmar, Australia, Pakistan and Cyprus & Author. The theme of the session was 'India's two front test: Tackling China and Taliban'. The session was moderated by Mr Nikhil Sawhney, Vice President AIMA & Vice Chairman and Managing Director, Triveni Turbine Limited and Director, Triveni Engineering and Industries Limited. Ms Rekha Sethi, Director General, AIMA, introduced the speaker and the session. Ambassador Parthasarathy shared how in the world today geo-economics is as important as geopolitics. India has maintained very good

relations with other countries but it is important for India to expand. China has to be addressed unitedly with our allies like Americans, Vietnamese, Japanese and others. We will need to be careful as China is also very powerful. We don't need to provoke the Chinese but we need to take our stand. There is a need to push diplomatically both in the east and west to define our frontiers. Concerning the Taliban Ambassador Parthasarathy advised that India must not take the Taliban as a threat, keep in touch if played well we can build a better relationship with them as compared to other countries. A dialogue with all is a must to work out the way forward. The session was very well received by the participants.



# LMA CEOs Meet



*C K Ranganathan, President, AIMA and Chairman & Managing Director, CavinKare Pvt Ltd.*



*Rekha Sethi, Director General, AIMA*

AIMA organised a virtual LMA CEOs Meet on 29th October 2021. Ms Rekha Sethi, Director General, delivered the introductory remarks, followed by the special address by Mr C K Ranganathan, President AIMA. The representatives of the Local Management Association actively participated in the meet with representation from 39 LMAs. During the interaction, one of the key suggestion which emerged was setting up the LMA Regional Coordination Groups. LMAs from each region would come together to form these Groups - North, South, East and West,

the objective being better coordination among the LMAs. This would help to improve and ensure growth of smaller and medium sized LMAs. Few select LMAs also made a presentation and shared their respective best practices and new initiatives, which enabled them to perform well during this pandemic. The LMAs which made a presentation included Madras, Jamshedpur, Indore, Kerala and Lucknow Management Associations. The meeting was very well received by the LMA CEOs.



*Local Management Association CEOs with AIMA President*

## AIMA YLC Session



*(L-R) Rakhee Malik, Director and Head HR- Kearney, India & AIMA YLC National Mentorship Programme Chair; Nishant Gaharwar, People Head, A Leading OTT platform and Kartik Rao, CHRO, MYGlamm*

AIMA YLC organised a session in association with CoreHRIR on the theme 'Leading Digital Transformation: Using Technology to Enable Humans' on 8th October 2021. Mr Kartik Rao, CHRO, MYGlamm and Mr Nishant Gaharwar, People Head, A Leading OTT platform were the speakers of the session. The session was moderated by Ms Rakhee Malik, Director and Head HR- Kearney, India & AIMA YLC National Mentorship Programme Chair. The session was well appreciated by the audience.

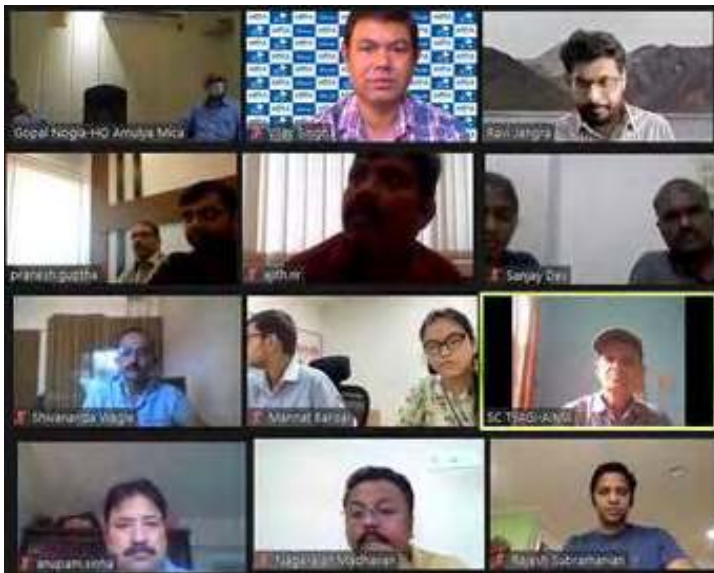
Another session with co-authors of the book CFONiti,

Mr Pramod Kumar Bagri, Digital Finance Professional and Mr Sandeep Kumar, Founder, Torre Capital was held on 29th October 2021. Ms Latha Nathan - Vice President Fidelity Investments and AIMA YLC Chennai Chapter Chair was the moderator of the session. The session brought out the insights from the book which essentially is a candid conversation with India's finest finance leaders, detailed story of Chief Financial Officers of India's biggest corporates, their personal growth stories, insights into how the CFO office functions, and their perspectives on the rapid evolution of the CFO Office in the past decade.



*(L-R) Pramod Kumar Bagri, Digital Finance Professional; Sandeep Kumar, Founder, Torre Capital and Latha Nathan - Vice President Fidelity Investments and AIMA YLC Chennai Chapter Chair*

# eMDP - Simulation-based Business Acumen Workshop



*e-MDP - Simulation based Business Acumen Workshop participants*

AIMA conducted a monthly Management Development Programme, Simulation-based Business Acumen Workshop on 22nd & 23rd October, 2021. The workshop mainly focused on recreating a

real-life business environment in a virtual game. It provided a risk-free, learning environment where innovation and creativity can be applied in a real-world setting to build competencies and strengthen critical thinking skills.

Organisations like Saint Gobain, GATI, Mahindra University, Gujarat Sidhee Cement Limited, QuEST Global Services Pte. Ltd, Nifco India Pvt. Ltd., NLC India Ltd., Tata Motors, Tata Steel Long Products Limited, BSCPL Infrastructure Limited, College of Engineering Pune, Indian Oil Corporation Limited, Seksaria Group, Avineon India, XIME, Bangalore, TCI Group, Tata Motors, SeedWorks International Pvt. Ltd, The Manipal Group, Shipping Corporation of India, CLP India and Croda India, Minda Industries, Zoryboard Technologies, Purbanchal Laminates Ltd, Maa Sarsawati Group of Institutions and Primacy Industries have participated in these MDPs so far.

## AIMA - ICRC

AIMA ICRC was the Knowledge Partner of 'Finergy 21' organised by Shri Ram College of Commerce, Delhi University. Casser Le Cas was the flagship case study competition of Finergy. The competition was divided into three rounds starting from an online quiz, followed by case submissions and then the final presentation of their solutions in front of a

panel of esteemed judges. The competition saw over 1100+ participants in the initial round with the top 8 teams reaching the presentation round. The final round was held on 22nd October 2021. The case study published by AIMA 'IOCL: Hedging Strategies Amidst Volatile Indian Rupee' by Ujjawal Sawarn & Dr Rashmi Shukla was discussed by the students in Finergy'21.



# Training Programme



*Participants of training programme*

AIMA conducted a one day virtual training programme on ‘Assertive Behaviour–The Secret of Job Satisfaction and Life’s Happiness’ on 19th October 2021. The objective of the programme was to learn how to be more assertive rather than meek and aggressive, identify your weak areas that are hampering your relationships and career, practice assertive behaviour and make it a habit. Assertive communication is ideal for communication in personal life as well as in professional life as it is stronger and more effective than passive communication and more polite and considerate than aggressive communication. The session was very appreciated by all the participants.

# Webinar

AIMA organised a webinar on ‘Entrepreneurship, Education Today & Tomorrow: Discovering New Opportunities’ on 12th October 2021. Mr S M Rounaque Mustafa, CEO, IIM Lucknow Enterprise Incubation Center; Dr Sonia Mehrotra, Professor & Head, Centre of Excellence for Case Development, S.P. Mandalis’ Prin. L.N. Welingkar Institute of Management Development and Research; Col. Anil Kumar Pokhriyal (Retd.), CEO and Executive Board

Member, MEPSC and Dr Raj Agrawal, Director, AIMA CME were the speakers of the session. The webinar focused on Entrepreneurship Education models and the role of Incubator Centres, developing Entrepreneurial Mindset and Government Schemes to support Entrepreneurship and Start Ups. The PGCM – Entrepreneurship & Family Business Programme (approved by AICTE, Ministry of HRD) was also launched in the event.



# 25<sup>th</sup> STUDENT MANAGEMENT GAMES (SMG 2021-22) ONLINE



## A NATIONAL COMPETITION Experience, Compete and Win!

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### What is Business Management Simulation?

Management Simulation is a Computer based event that simulates a Business Scenario. It creates an opportunity for the participants to manage a business with multiple functional areas. They get to experience active competition and the perspective to handle it. They take strategic business decisions and see the impact through AIMA's indigenously developed software 'CHANAKYA'. The essence of Management Simulation is 'Learning by Doing'.

### Eligibility

A team of maximum of 3-4 members can be nominated by the Institution. Students of MBA, PGDM, BBA, B.Com, Engineering, CFA and equivalent Professional programmes of any college or Institution can participate.

### Prizes for Winners

Top three teams would be awarded with trophies and certificates.

### Sponsorship Options for Institutes

Category	Fees	Benefits
Associate Sponsor	₹ 24,000	10 Teams + 2 Complimentary
Co-Sponsor	₹ 48,000	20 Teams + 4 Complimentary
Principal Sponsor	₹ 96,000	40 Teams + 10 Complimentary



### Participation Fee (Inclusive of Tax)

1 Team	- ₹ 3,500 Per Team
2 – 4 Teams	- ₹ 3,000 Per Team
5 Teams and above	- ₹ 2,400 Per Team

AIMA GST NO 07AAATA1644A1ZH, PAN NO. AAATA1644A

Participation Fee through Cheque / Demand Draft should be sent in favour of "All India Management Association", payable at New Delhi.

The fee paid is non-refundable / non adjustable, although participation by a substitute team is allowed.

### For online PAYMENT

[https://apps.aima.in/PAYAIMA/AIMA\\_PAYMENT\\_FILLDETAILS.ASPX](https://apps.aima.in/PAYAIMA/AIMA_PAYMENT_FILLDETAILS.ASPX)

For online registration, please visit <https://simulation.aima.in>

### Dates & Regions (Online Rounds)

Southern	- 26th – 27th October
Eastern	- 30th November – 1st December
Western	- 21st – 22nd December
Central India	- 24th – 25th January
Northern	- 8th – 9th February
PAN India	- 18th – 19th February
Semi-Final - 22nd February	
<b>INDIA FINALE - 23rd February</b>	

Associate Sponsor



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## Relative Mystery

*Our new neighbors were having a big party. The ladies had met casually in the market and they had graciously invited us. They had moved in only a couple of weeks earlier and this was the traditional house-warming.*

*And what a house they had built! Construction was confined to hardly a third of the huge plot and the rest was a sprawling lawn - complete with a waterfall, lily pond, gorgeous flower beds and trees. Actually, we had seen it all come up, as we have a clear view from our terrace. Yet, being actually there was something else. It was a grand entrance. Imposing steel gates, a regular stonewalled guard house, marble-floored driveway and the handsome double storied house were all decked with flowers. There were attendants all over the place, sporting the family name on their shirt pockets; even a guy with the word 'housekeeper' embroidered on his tunic. White gloved bearers - carrying snacks and drinks - discreetly moved among the guests. Everything looked so well organized.*

*We were received at the gate by the lady of the house. My wife introduced me and the hostess gestured to the man next to her. "Meet my Jijaji", she said. Then she introduced her children. We assumed that her 'worse half' would be talking to other guests and we'd meet him later. It did cross my mind that she looked too young to be the mother of three grown up kids but I didn't think much about it. She must be older, I thought. Perhaps a well preserved 50-plus, who managed to look 35. We enjoyed the gourmet meal. It*

*was sheer luxury sitting on the manicured, sun-drenched lawns, admiring beautiful flowers and gorging on delicious vegetarian food. Lunch over; everyone was taken for a conducted tour of the house. Every room was beautifully - perhaps somewhat gaudily - appointed; rich carpets and drapes, intricately carved furniture, tons of bric-a-brac, silver, crystal, bone-china; everything was there. There were the usual "Oh! So beautiful", "Marvelous" and other suitable adjectives from the satiated guests, and the hostess appeared pleased.*

*It was time to leave and we hadn't yet met the head of the family. Curiously the Jija was hanging around most of the time. Finally, I couldn't wait, "We haven't met your husband, perhaps he's busy, please do convey our thanks to him". "Oh," the lady blushed, her cheeks becoming more and more pink; she caught hold of the Jija by the arm and almost whispered, "He is also my husband."*

*We were to learn later that her elder sister had died nearly 15 years ago, leaving behind her husband and three kids. The young Saali was persuaded to marry the Jija, and thus the children's Masi became their new mother. Poor girl never got over her old habit of calling him Jijaji.*



*by Krishan Kalra  
Past President, AIMA*

# AIMA

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## The Secrets of Highly Successful Young Entrepreneurs

*Getting a head start may help founders, but learning and taking risks are key to growth.*

November 03, 2021 | by Deborah Lynn Blumber



*In entrepreneurial circles, there's a long-running, often contentious debate about who's ultimately more successful — middle-aged founders or those who launch ventures in their 20s and 30s. Recent research has shown the average age of successful startup founders is 45. Yet founders under 40 run more than 40% of all new firms.*

*Young portfolio founders are the "stars" of serial entrepreneurs. | iStock/stonepic*

Plenty of well-known entrepreneurs got an early start. Mark Zuckerberg, Bill Gates, and Steve Jobs began their companies when they were in their 20s, contributing to the popular belief that the most successful entrepreneurs start young. (As the 22-year-old Zuckerberg stated, "Young people are just smarter.") Those who see middle-aged founders as more accomplished say older founders' years of experience and lessons learned contribute to their outsized success.

Kathryn Shaw, a professor of economics at Stanford Graduate School of Business, contributes to the ongoing discussion with a new paper coauthored with Anders Sørensen open in new window of Copenhagen Business School. Their research finds that founders in their mid-20s to early 30s learn and invest over time and can ultimately run new firms that are even more productive than those founded by older entrepreneurs.

In particular, entrepreneurs who get an early start



running a firm and then open a second one can be quite successful, and in many cases are even more successful than founders who get started in middle age. Shaw and Sørensen find that young founders who become serial entrepreneurs see their sales revenues nearly double between their first and second firm. Their second firm is usually larger than the typical firm of older entrepreneurs.

The authors suggest that these ambitious young serial entrepreneurs share certain traits that feed into their success. “Serial entrepreneurs are very successful when they start young,” Shaw says. “Young people who end up being serial entrepreneurs learn on the job.”

These young businesspeople who “come of age” as serial entrepreneurs — 9% of all new founders — can evolve to be highly successful, Shaw says. “They’re a select group and they’re real go-getters.”

#### The Serial Entrepreneur’s Advantage

The researchers looked at data from Denmark on firm sales from 2001 to 2016, following more than 131,000 firms, most of which had founders who started only one firm.

On average, the founders they tracked were 38 years old and had 13 years of education. Seventy-five percent were male. Of all the firms analyzed — a combination of sole proprietorships and limited liability corporations across industries — nearly 18% were run by serial entrepreneurs.<sup>p</sup>

**Young businesspeople who “come of age” as serial entrepreneurs can become highly successful. “They’re a select group and they’re real go-getters,” Shaw says.**

“In general, these subsequent firms tended to be more successful over time than novice, or standalone, ones. On average, serial entrepreneurs’ first firms were 57% bigger on their opening day than firms founded by novices.

The researchers discovered that young serial entrepreneurs, those in their mid-20s to early 30s, realize higher returns as they open their second business. Sales at younger founders’ first firms averaged \$92,750 and \$169,000 at their second, a jump of 82%. While sales at older founders’ first firms started off higher, at nearly \$125,000, their second firms were only 20% larger than their first firms, and never matched the average sales level of younger entrepreneurs’ second firms.

#### Getting Older and Bolder

While some founders with a thriving first firm will choose to stick with a single endeavor, a subset will have both a great idea and the needed energy to start a second. Shaw and Sørensen also looked at these portfolio founders, who kept their first firm open as they opened their second firm, and made up 83% of all serial founders.

Young serial entrepreneurs’ second firms generally don’t fail as often or as fast as those run by novice founders. New firms run by novices fail, on average, three and a half years after opening.

The researchers also looked at the effects of parental business experience. Seven percent of the founders they studied had a father who was an entrepreneur. The probability that these founders would open an incorporated firm rather than a sole proprietorship was 4.3 percentage points higher when their fathers were entrepreneurs. The children of entrepreneur fathers also generated sales that were 5.9% higher than those of other founders.

As young serial entrepreneurs progress, they’re also

more likely than older ones to register their second new business as an LLC, the researchers discovered, which protects them from personal losses should their firms fail. This increase in LLCs as young founders age also corresponded with the rise in sales between first and second firms, suggesting a link between the two.

Founders with an LLC may be even more emboldened, Shaw says. "The advantage of an LLC is that no creditors can go after your personal wealth if your firm fails," says Shaw. "It gives downside protection, and when you have downside protection, you're

going to take on riskier projects in starting your new firm. Outsized firm success is then more likely when the entrepreneur takes greater risks, thus moving to LLC status with the second firm underpins the second firm's greater sales success."

"Young successful serial entrepreneurship is synonymous with portfolio entrepreneurship," Shaw and Sørensen conclude. They describe these portfolio founders as the "stars" of serial founders. "We show that's a clear way of achieving success," Shaw says.

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**Disclaimer:**

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# INTERNET MARKETING

# AIMA

ALL INDIA MANAGEMENT ASSOCIATION

# PGCM IN DIGITAL MARKETING & STRATEGY

Approved by AICTE\*

The digital technology and internet has emerged as a platform to facilitate global businesses and communication. Virtually, every organisation today is using some or the other digital/online marketing tools.

Leveraging the digital marketing tools, and technology to achieve the competitive advantage and building market lead, CRM and innovations is the main objective of the digital marketing strategy programme.

The programme is intended for Sales & Marketing and IT professionals, who want to take, advantage of digital marketing tools and techniques to upscale their career and achieve better revenues for the organisation and create business values.

\*in ODL mode

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# Leaders: Stop Confusing Correlation with Causation

by Michael Luca | November 05, 2021



Jorg Greuel/Getty Images

## Summary.

*We must learn to analyze data and assess causal claims — a skill that is increasingly important for business and government leaders. One way to accomplish this is by emphasizing the value of experiments in organizations. A large body of research in behavioral economics and psychology has highlighted systematic mistakes we can make when looking at data. We tend to seek evidence that confirms our preconceived notions and ignore data that might go against our hypotheses. We neglect important aspects of the way that data was generated. More broadly, it's easy to focus on the data in front of you, even when the most important data is missing. This can lead to mistakes and avoidable disasters, whether it's an individual, a company, or a government that's making the decision.*

We've all been told that correlation does not imply causation. Yet many business leaders, elected officials, and media outlets still make causal claims based on misleading correlations. These claims are too often unscrutinized, amplified, and mistakenly used to guide decisions.

Examples abound: Consider a recent health study that set out to understand whether taking baths can reduce the risk of cardiovascular disease. The analysis found that people who took baths regularly were less likely to have cardiovascular disease or suffer strokes. The authors conclude that the data



suggests “a beneficial effect” of baths. Without a controlled experiment, or a natural experiment, one in which subjects are chosen randomly and without variable manipulation, it’s hard to know whether this relationship is causal. For example, it’s possible that regular bath takers are generally less stressed and have more free time to relax, which could be the real reason they have lower rates of heart disease. Still, these findings were widely circulated, with headlines like, “Taking a bath isn’t just relaxing. It could also be good for your heart.”

A large body of research in behavioral economics and psychology has highlighted systematic mistakes we can make when looking at data. We tend to seek evidence that confirms our preconceived notions and ignore data that might go against our hypotheses. We neglect important aspects of the way that data was generated. More broadly, it’s easy to focus on the data in front of you, even when the most important data is missing. As Nobel Laureate Daniel Kahneman has said, it can be as if “what you see is all there is.”

This can lead to mistakes and avoidable disasters, whether it’s an individual, a company, or a government that’s making the decision. The world is increasingly filled with data, and we are regularly bombarded with facts and figures. We must learn to analyze data and assess causal claims — a skill that is increasingly important for business and government leaders. One way to accomplish this is by emphasizing the value of experiments in organizations.

### **How Unsupported Causal Claims Lead Organizations Astray**

A 2020 Washington Post article examined the correlation between police spending and crime. It concluded that, “A review of spending on state and local police over the past 60 years...shows no

correlation nationally between spending and crime rates.” This correlation is misleading. An important driver of police spending is the current level of crime, which creates a chicken and egg scenario. Causal research has, in fact, shown that more police lead to a reduction in crime.

In 2013, eBay was spending roughly \$50 million dollars per year advertising on search engines. An analysis from consultants had shown that in areas where more advertisements were shown, sales were higher. However, economists Tom Blake, Chris Nosko, and Steve Tadelis pushed the company to think more critically about the causal claim. They analyzed natural experiments and conducted a new randomized controlled trial, and found that these ads were largely a waste, despite what the marketing team previously believed. The advertisements were targeting people who were already likely to shop on eBay.

The targeted customers’ pre-existing purchase intentions were responsible for both the advertisements being shown and the purchase decisions. eBay’s marketing team made the mistake of underappreciating this factor, and instead assuming that the observed correlation was a result of advertisements causing purchases. Had eBay explored other factors that may have been responsible for the correlation, they would likely have avoided the mistake.

Yelp overcame a similar challenge in 2015. A consulting report found that companies that advertised on the platform ended up earning more business through Yelp than those that didn’t advertise on the platform. But here’s the problem: Companies that get more business through Yelp may be more likely to advertise. The former COO

and I discussed this challenge and we decided to run a large-scale experiment that gave packages of advertisements to thousands of randomly selected businesses. The key to successfully executing this experiment was determining which factors were driving the correlation. We found that Yelp ads did have a positive effect on sales, and it provided Yelp with new insight into the effect of ads.

### **The Nobel Committee Champions Causal Inference Research**

The landscape of empirical economics has dramatically changed over the past forty years. The field of economics has developed a set of skills that focus on assessing causal relationships. Two out of the last three Nobel Prizes have been awarded for this work. Two years ago, Abhijit Banerjee, Esther Duflo, and Michael Kremer shared the Nobel Prize for “for their experimental approach to alleviating global poverty.” This year, economists Josh Angrist, Guido Imbens, and David Card won the Nobel Prize for spearheading what Angrist dubbed the “credibility revolution” within economics. The committee praised Angrist and Imbens for “their methodological contributions to the analysis of causal relationships,” and Card for “his empirical contributions to labour economics.” They are pioneers in natural experiment research.

The development of the causal inference toolkit has been remarkable, and the work of the Nobel recipients is truly inspiring. But you don’t need to be a PhD economist to think more carefully about causal claims. A good starting place is to take the time to understand the process that is generating the data you are looking at. Rather than assuming a correlation reflects causation (or that a lack of correlation reflects a lack of causation), ask yourself what different factors might be driving the correlation — and whether and how these might be biasing the relationship you are seeing. In some cases, you’ll come out feeling reassured that the relationship is likely causal. In others, you might decide not to trust the finding.

If you are worried that a correlation might not be causal, experiments can be a good starting point. Companies such as Amazon and Booking.com put experiments at the heart of their decision-making process. But experiments are not always feasible. In these cases, you should think about — and seek out — other evidence that might shed light on the question you are asking. In some cases, you might even find a good natural experiment of your own.

#### **About Author:**

**Michael Luca** is the Lee J. Styslinger III Associate Professor of Business Administration at Harvard Business School and a coauthor (with Max H. Bazerman) of *The Power of Experiments: Decision Making in a Data-Driven World* (forthcoming from MIT Press).

#### **Disclaimer:**

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# Champions of change

## Inspiring, Creating and Innovating

With a vision to be a leader in Management Development AIMA facilitates individuals and organisations to realise their potential. And in its endeavour to shape the management destiny of the new age India, AIMA has constituted **YOUNG LEADERS COUNCIL** for young leaders. A non-lobbying platform to mentor and nurture young leaders for the next wave transformation.



**Thought  
Leadership**



**Peer to Peer  
Networking**



**Professional  
development**



**Best Practice  
Sharing**



**Be a Young Leaders Council  
Member today!**

## Ahmedabad Management Association

College of Defence Management, Secunderabad, comprising twenty serving officers from Armed Forces visited Ahmedabad Management Association on 21st October as part of their Management Education Tour. The purpose of the visit was to understand the active role played by AMA in taking forward the management movement in the region through various programmes and activities. Mr. Neeraj Pandey welcomed the group and briefed them about AMA's activities and initiatives. The delegation was taken for a guided tour where they visited AMA's Management Library, Japan Information and Study Centre, Zen Garden, Kaizen Academy, in-house media centre, auditoriums and seminar halls. The delegation appreciated the activities and programmes offered to professional managers and institutions in the region.



*Delegation visit from College of Defence Management in AMA*

## Allahabad Management Association

### Management Talk

Allahabad Management Association organised a special management talk on 6th October on 'Management of Spiritualism through Science'. The speaker was Mr. Sanjeev Sareen, Ex Unit Head Reliance Industries, Naini, Allahabad and a spiritual practitioner. In his presentation, he emphasised that spirituality is to be treated as the highest science and to be practiced scientifically. The talk was followed by a review by Mr. Ravi Prakash, President AMA who also presented a memento to the speaker. The vote of thanks was proposed by Mr. Ajay Shanker Srivastava, Jt. Secretary. Mr. O P Goel, Secretary and Dr. Shanti Chaudhri, PRO coordinated the event. The executive committee members and 25 students attended the event.



*Mr. Ravi Prakash, President AMA presenting a memento*

### Joint Programme

Allahabad Management Association under an MOU with India Post organised a talk on 13th October on 'Importance of Postal Services in the Electronic Era'. The chief guest was Mr. K.P. Singh, IG Allahabad. The speakers were Mr P. K. Bansal, Treasurer, AMA and Mr. Gaurav Srivastava, Director, India Post Allahabad. In his address, Mr Srivastava highlighted the relevance of postal communications even in this electronic era. International Philately Week was also celebrated by releasing a first day cover



*Mr. Pramod Bansal, Treasurer AMA releasing the special cover*



on Allahabadi Surkha – the globally famous Allahabadi Red Guava. Mr. P K. Bansal, Treasurer also released the special cover and thanked the members of Allahabad Management Association for their presence and making the event successful.

Allahabad Management Association in a significant development signed an MOU on 20th October with JJ Group of Hospitals, Allahabad. AMA and JJ Group under this agreement, planned to do six programmes and workshops in the health management and geriatric care segment to benefit the members of AMA. Mr Ravi Prakash, President AMA welcomed the directors of the hospital and enrolled Dr Mrs Vandana Bansal, MS Chairman and Dr Arpit Bansal, Director as members of Allahabad Management Association. The core committee members were present on the occasion.

## Baroda Management Association

### World Architecture Day Celebration

The Indian Institute of Architects and Baroda Management Association jointly celebrated World Architecture Day on 4th October. The keynote speaker was AR. Jayesh Harayani, Chairman and Managing Director, INI GROUP. He spoke on 'Design Guided by Sustainable Ethos'. The other speakers were, AR. Percy Engineer, Provost of Sarvajanik University, Surat; AR. Vishal Vyas, Chief Architect and Town Planner, Roads and Building, Department Government of Gujarat and Mr. Ajith Prabhakar, CAD Specialist and Technical Solutions Specialist Tech Data, a Td Synnex Company. Mr. Dipak Shah, President of BMA facilitated the speakers with mementos.



*Mr. Dipak Shah, President of BMA presenting a memento*



*Speaker, Mr. Uday Dholakia addressing the participants*

### MDP

BMA organised a full day MDP on 12th October, and the speaker was Mr. Uday Dholakia, a Certified Leadership Coach, Chief Mentor and a key-note speaker. The intensive MDP was attended by few people who were deeply interested in the subject and remained in the various games etc. Programme Officer of BMA, Ms. Shivani Mathur welcomed the speaker and all the participants. Mr. Uday Dholakia started the session with the introduction of all the participants through a very interesting activity. He asked all the participants to list down the expectations from this MDP, for him to include during the programme. Lastly, Mr. Dipak Shah, President of Baroda Management Association gave the vote of thanks and concluded the session.

BMA organised a full day MDP on 22nd October by Mr. Pushkar Tiwari a Communicator adviser (Freelancer).

Mr. Tiwari started with his introduction about career and what digital market is actually about. He also gave a brief introduction and history of digital marketing and how it helps businesses worldwide locally. Lastly Mr. Sharad Jain, Hon. Treasurer of BMA gave the vote of thanks and concluded the session.



Speaker - Mr. Pushkar Tiwari with the participants



Participants during the Management Quiz

### Management Quiz

BMA organised a Management Quiz 'Kaun Banega Chanakya' with Mr. Suresh Purohit, Chairman for the quiz and founder of the gaming APP called Qizousie. 260 participants took part in the quiz from different management colleges of Vadodara and nearby districts.

### Friday Talks

Baroda Management Association organised its evening talk on 1st October on the topic 'First Things First' with Dr. Kirit M. Makwana. He spoke about time management, few things that most matter in our life, time management for personal leaderships and how to keep first things first.



BMA organised an evening talk on 8th October on the topic 'Logistic Infrastructure Challenges and Issues' with Mr. Rajesh Anand Menon.



BMA organised another talk on 22nd October on the topic 'Assets Monetization Clearing the Miasma and Misunderstanding' with CA Manish Baxi.

## Bharuch District Management Association

### Finance and Taxation Forum

BDMA's Finance and Taxation Forum organised a webinar on 2nd October on 'Analysis of Supreme Court Judgement on Refund of Tax in Input Services' with guest speaker Adv. Jigar Shah, Partner, L&S Attorneys. He discussed in detail about the judgment of Supreme Court in regards to refund of tax in Input services. The session was appreciated by all the attendees. Around 45 industry leaders participated in the conversation.



*Adv. Jigar Shah addressing on Finance and Taxation Forum*

### Webinar

EHS Forum organised a webinar on 7th October on the topic 'Lock out Tag out (LOTO) - a key to Prevent Industrial Accidents.' The guest speaker was Mr. Akshit Kachroo, who addressed the session and discussed the importance of LOTO in preventing accidents in industry. It was well received and appreciated by all. Around 45 participants from various industries participated in the session.



*Mr. Akshit Kachroo addressing the session*

### MDP

A Management Development Programme was organised on 16th October on 'First Aid'. It was organised for ERT Team of Yash Speciality Chemical LLP, Dahej. The aim was to provide the skills to overcome a potentially threatening situation long enough for medically trained individuals to arrive on scene. An expert doctor from Red Cross Society, Vadodara trained the participants.



*Training programme on 'First Aid'*

### HR Conclave

BDMA organised its 2nd HR Conclave on 22nd October on the theme 'Re-Imagining HR.' It was appreciated in media by prominent newspapers like Sandesh. The session was quite enriching and attended by over 175 participants. Mr. Ravi Kapoor, MD from Heubach Colour Pvt Ltd was the chief guest; Mr. Mikael Gedin, EVP - People and Care, Perstorp Group was



*Dignitaries at the 2nd HR Conclave*



the keynote speaker and Dr. P. K. Padhi, Professor from XLRI, Jamshedpur was the guest of honour. Mr. Nisheeth Mehta, CEO, Microsign Products who manufactures products made by differently-abled people and Mr. Kannan Hariharan, Chief Strategist, Culture and Belongingness, Avtar Group spoke on the topic 'Diversity and Inclusion'. Mr. Gopal Iyer, Vice President, IIM Ahmedabad and Ms. Vidhya Srinivas, Head - Corporate Relations, IMT, Nagpur had round table discussion on 'Coaching'. Mr. Vinay Trivedi, Global CHRO, TerraPay discussed in detail about 'Emotional Intelligence v/s Artificial Intelligence in HR'. In the end, Dr. P. K. Padhi, one of the eminent speaker from XLRI, threw some light on topic 'Labour Code' and made everyone play a 'Kahoot' game which audience hooked to the Q/A quiz.

### Women's Forum

Women's Forum organised its 7th session of 'Courage Unlimited' series on 26th October with Ms. Maitri Patel as a guest speaker. She shared how she got inspired by her father to become the youngest Pilot in India. She interacted with the students of Vapi Public School and advised all the aspiring participants to chase their dreams. The event received a good response and was attended by nearly 130 participants.



*Ms. Maitri Patel, Youngest Pilot addressing*



*Mr. Nirmalsinh Yadav along with other participants discussing about CSR activities*

### Round Table Discussion

BDMA's CSR Forum organised a 'General Meeting on CSR' on 29th October and discussed in detail about recent CSR activities in Grasim and Aarti Industries and also further discussions were done to organise CSR Conclave.

### Arts and Culture Forum Meet

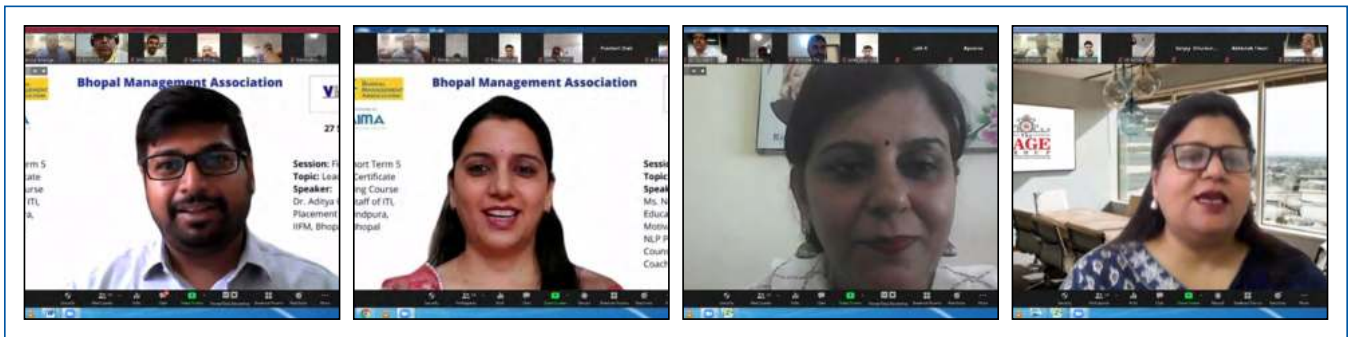
BDMA's newly commenced Arts and Culture Forum started its journey with a book launch on 30th October of 'Rimi, The first drop of rain' by Ms. Darshana Vyas. Dr. Ushaben Upadhyay was the Guest speaker and Padma Shree Dr. Vishnu Pandya, President, Gujarat Sahitya Academy and Mr. Pravinchandra Dave, Ex-Principal, Government High School, Diu were the Honourable Chief Guests. It was followed by Ghazal Utsav at the end. The session was attended by over 80 participants.



## Bhopal Management Association

### Short Term Certificate Training Course

Bhopal Management Association organised its 3rd Short Term Certificate Training Course on 27th, 28th, 29th September, 1st and 4th October for training the officers of ITI, Govindpura, Bhopal under the leadership of Mr. Suneel Bhargava, Chairman, BMA Training Committee. Dr. Aditya Gupta, Placement Officer, IIFM took the session on leadership. Ms. Neelam Tiwari, Motivational speaker took the session on positive attitude; Dr. Sangeeta Jauhari, Pro-Vice Chancellor, RNT University, Bhopal took the session on class room management and Dr. Seema Rafique, Professor, SIRT, Bhopal and Corporate trainer took the session on team building. Mr. Suneel Bhargava, Chairman, Training Committee, BMA gave the concluding remarks and took feedback from the participants. Mr. Pradeep Karambelkar, Chairman, BMA in his address congratulated and thanked Mr. Suneel Bhargava and ITI, Govindpura, Bhopal. Certificates were given to the participants. The sessions were moderated by Mr. Aamir Khan, Centre Coordinator, BMA.



(L to R) Dr. Aditya Gupta; Ms. Neelam Tiwari; Dr. Sangeeta Jauhari and Dr. Seema Rafique

### Panel Discussion

Bhopal Management Association organised a panel discussion on 9th October on 'Teen's Pandemic Woes'. The panelists were Dr. Ritwick Chatterjee, MD (Psychiatry) and Fellow (Child and Adolescent) and Ms. Preeti Sadhu Pendharkar, Masters in Clinical Psychology, Specialization in Rehabilitation Psychology. The welcome address was given by Mr. Pradeep Karambelkar, Chairman, BMA and moderated by Ms. Jayshree Nair, Member, BMA.

The vote of thanks was given by Dr. Roopali Bajaj, Member, BMA and the programme was coordinated by Ms. Sumana Chatterjee, Chairperson, Women's Life Enrichment Committee, BMA.

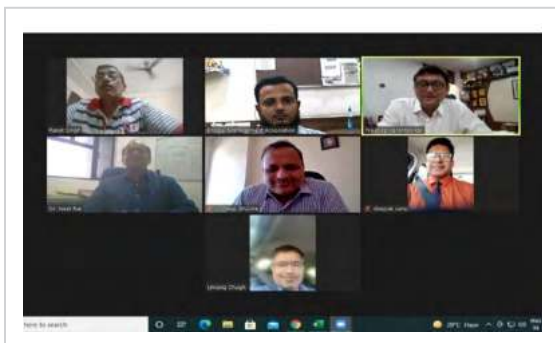


Panel discussion on 'Teen's Pandemic Woes'



(L to R) Ms. Manisha Verma; Mr. Kishore Bagaddeo; Mr. Satish Pande and Mr. Ajay Kumar Verma

Bhopal Management Association organised its 4th Short Term Certificate Training Course from 11th October to 14th October and 18th October for the officers of ITI, Govindpura, Bhopal under the leadership of Mr. Suneel Bhargava, Chairman, BMA Training Committee through Zoom. Ms. Manisha Verma, Asst. Professor, MCNUJC took the session on positive attitude. Mr. Kishore Bagaddeo, Trainer - Life Coach, Counsellor TNA, Specialist NLP Practitioner took the session on leadership and Mr. Satish Pande, Director, Vlite Training and Consultancy took the session on team building and Mr. Ajay Kumar Verma, Certified Trainer and Retd. GM, BHEL Bhopal took the session on class room management. Mr. Pradeep Karambelkar, Chairman, BMA in his address congratulated and thanked Mr. Suneel Bhargava and ITI, Govindpura, Bhopal. Mr. R.G. Dwivedi, Co-Chairman, BMA also shared his views and motivated the participants and trainers. Certificates were also given to the participants. All the sessions were moderated by Mr. Aamir Khan, Centre Coordinator, BMA.



New Members during the Orientation Programme

Bhopal Management Association organised an Orientation Programme for new members of BMA under the Chairmanship of Mr. Vishwas Ghushe, Chairman, Orientation Committee and Co-Chairman, BMA and Mr. Pradeep Karambelkar, Chairman, BMA. Mr. Ajay Kumar Verma also attended the programme.

**National Seminar**

Bhopal Management Association organised a seminar on the topic 'Transform to Perform'

on 23rd October through Zoom. Dr. Rajiv Puri, Executive and Leadership Coach and International Motivational speaker was the guest speaker. Mr. Pradeep Karmabelkar, Chairman, BMA gave the welcome address and the programme was moderated by Dr. Aditya Gupta, EC Member, BMA. The vote of thanks was given by Mr. Ajay Kumar Verma, Hon. Secretary, BMA and coordinated by Dr. Deepak Motwani, Chairman, National Seminar Committee, BMA.



Seminar on 'Transform to Perform'

## Bombay Management Association

### Webinar

BMA conducted a collaborative session on 1st October with ICF, Mumbai Chapter. The webinar was conceptualised to give a first-hand experience on coaching. The interested participants were sent into break-out rooms, each with one coach where they discussed issues on one-on-one basis. The conversation was kept entirely confidential. All the participants thanked coaches and BMA for providing this unique opportunity for them to discuss their ongoing issues.



*Interaction between the Coaches during the debrief session*



*(L-R) Dr. Kavita Laghate, President, BMA; Mr. Indrapal Singh, Past President, BMA with speaker; Mr. Sandeep Gokhale and Mr. Anand Patkar*

BMA MasterClass was held on 6th October on 'Restarting the Investment Cycle' by Prof. Sandeep Gokhale. BMA President, Dr. Kavita Laghate introduced the speaker and welcomed everyone present for the online Masterclass and moderated the webinar. The speaker presented extensively on the concepts of the Capital Investment Cycle, and briefed on the macro factors, Infrastructure financing, life cycle risk, and the typical BOT structure. Dr. Kavita Laghate; Mr. Indrapal Singh and Mr. Anand Patkar participated in the Q/A session.

### Book Release

BMA and JBIMS jointly hosted the book release function of the book 'Who's in charge?' authored by Mr. Anand Patkar at the JBIMS premises on the 8th of October. Dr. Kavita Laghate; Ms. Chhaya Sehgal and Mr. Ashwin Shroff delivered short speeches from each section of the book. A virtual book review took place in the evening and BMA EC member, Mr. Arun Chitlangia welcomed all and moderated the evening session. The Guest of Honour was Prof. Monisha Das, who presented certain excerpts from the book about the Mind Monkey, Moorti and the Theatre of the Mind. The session concluded with a 'Guftagu' with Ms. Varda Pendse and Mr. Anand Patkar. It was a wonderful conversation enjoyed by all.



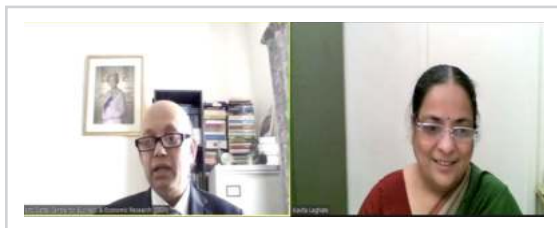
*(L-R) Ms. Patkar; Dr. Kavita Laghate, President BMA; Ms. Chhaya Sehgal, Past President, BMA; Mr. Anand Patkar, (Author) and Mr. Ashwin Shroff at the book release function*



BMA organised a session on 13th October with Ms. Nisha Gupta, a National level para swimmer and international wheelchair basketball player. Ms. Gupta spoke about her journey from an ordinary girl to achieving international acclaimed. The participants got inspired from her story. BMA President, Dr. Kavita Laghate welcomed everyone over Zoom. Mr. Ramakrishnan Ramamurthy; Mr. Indranil Ghosh and Mr. Indrapal Singh participated in the Q/A session.



*(L-R) Dr. Kavita Laghate, President of BMA; Mr. Indrapal Singh, Past President of BMA; Ms. Nisha Gupta and Mr. Indranil Ghosh EC Member of BMA*



*(L-R) Dr. P.R. Datta and Dr. Kavita Laghate, President, BMA during the session*

On 20th October, BMA again covered another out of box topic, 'Revisiting Brexit'. It was interesting to know the story of Brexit from distinguished speaker and co-author of the book "We're Doomed! Brexit Revisited" by Dr. P.R. Dutta, FCIM and FCMI. Dr. Kavita Laghate welcomed and introduced the speaker to all. Dr. P.R. Datta presented a microscopic perspective through his presentation. His concluding remark was that Brexit was not the end but the beginning. Dr. Kavita Laghate and Mr. Ernest Fernandes participated in the Q/A.

BMA conducted a webinar on 22nd October in association with Joygraphy on a very informative topic 'Integrating Individual and Organisation Wellbeing'. Members were offered a free emotional Wellbeing Assessment by Joygraphy. Mr. Rajesh Sharma, Vice President, BMA welcomed everyone and moderated the session. They also spoke about how mental wellbeing has become a top priority for best companies and how can leaders begin to address these issues and foster a culture of wellbeing within their organisation. Dr. Kavita Laghate; Mr. Indrapal Singh and Mr. Rajesh Sharma participated in the Q/A session.



*(L-R) Speakers, Mr. Abhijit Dabhade and Dr. Vishal Ghule; Dr. Kavita Laghate, BMA President; Mr. Rajesh Sharma, Vice President of BMA and Mr. Indrapal Singh, Past President of BMA and BMA Member*





*(L-R) Dr. Kavita Laghate President BMA; Mr. Mahalingam Seturaman; Mr. Suresh Mhatre; Mr. Ernest Fernandes; Mr. Anuj Bhargava; Dr. Ritu Anand; Dr. Bigyan Verma; Mr. Harish Mehta; Mr. Indrapal Singh and Ms. Chhaya Sehgal, Past President of BMA*

On 27th October, in continuation with the series of 'Celebration of Indian Managers who made a difference', BMA remembered Faqir Chand Kohli, known as the father of Indian Software Industry and the Founder-CEO of TCS. An impressive audio visual was created on F C Kohli by the students of S.I.E.S College of Management studies. BMA thanked Mr. S. Mahalingam; Mr. Harish Mehta; Dr. Ritu Anand and Mr. Suresh Mhatre to grace the occasion. Mr. Indrapal Singh; Mr. Ernest Fernandes and Walter Vieira spoke fondly about this remarkable personality. In the closing remarks, Dr.

Kavita Laghate paid tribute to F.C. Kohli and said that we will continue to draw inspiration from his pioneering spirit.

On 29th October, President of BMA, Dr. Kavita Laghate welcomed everyone to a discussion on how to manage your own emotions and emotions of others. The success stories and challenges faced during managing emotions were discussed. Thereafter the participants were put in breakout rooms where they reflected on their emotions and how to manage them and how to manage others emotions. It was an insightful session and participants gave good feedback.



*(L-R) Mr. Arun Chitlangia and EC Member of BMA and Dr. Kavita Laghate President of BMA*

## Calicut Management Association

The Inauguration of activities of Calicut Management Association was held on 20th October. The Chief Guest was DIG and Commissioner, Mr. A V George, IPS. He mentioned the importance of Police associating with CMA, sought assistance, for training help, to officers. President, Er. Ananda Mani outlined the activities planned for Silver Jubilee Year. Kendra Sahitya Academy Winner, Dr.Indu Menon, was the guest of honour. 51 participants attended, and was also streamed online.



*Inauguration of activities for the year 2021 - 22*



*Speaker talk series on the topic 'Changing Management Trends towards Skilling'*

### Speaker Talk Series

Dr. T. P. Sethumadhavan , Professor, Transdisciplinary University Bangalore was the Chief Guest for Speaker talks, held on 29th October on the topic 'Changing Management Trends towards Skilling', and covered management points on skilling strategies, design of skilling programme, need of reskilling and upskilling, importance of knowledge economy for future employment opportunities. 43 participants attended physically, and 13 participants, joined online.

On 12th October, CMA President, Er. Ananda Mani, was the Chief Guest at the Rahmaniya Vocational Higher Secondary School, Kozhikode, for handicapped, which was awarded, best unit of the National Service Scheme, by Kerala Government. Mr. M T Abdul Majeed, who was selected, as the Best Programme officer, of NSS, of same school, was also honoured, during the function. 65 participants attended the event.



*Mr. M T Abdul Majeed honoured during the function*

## Chandigarh Management Association

Chandigarh Management Association organised an interaction on management practices on 20th October with delegates of College of Defence Management, Secunderabad in collaboration with S.D. College, Chandigarh. The delegation was led by Col. Piyush Baberwal. It also included a presentation by Capt. Muneesh Sharma and Col Jagmohan Sharma on defence acquisition process. They said that the process for defence acquisitions in India evolved considerably in the last decade or so, and has been tremendously refined further. Dr Deepak Jindal, President of CMA said that the defence acquisition process

is beneficial for the industries in private sector now and promised College of Defence Management that CMA will support in all respects for conducting programmes on management. Col (Dr.) P.K. Vasudeva, Past President of CMA a trainee of College of Defence Management also spoke on the occasion on the latest defence equipment acquisitions issues especially. Mr. Rajnish Mittal, Vice President of CMA delivered the vote of thanks.



*Interaction on Management practices with delegates of College of Defence Management, Secunderabad*

## Coimbatore Management Association

### Monday Musings

Coimbatore Management Association organised a talk on 4th October with Mr. S. Venkatesh, Managing Director, Gene Macron Media Interactive India Pvt. Ltd., on the theme 'Relive your Story for Business Prosperity'. Mr. Venkatesh started the session with the story of Rane group who are originally into making gear products, but sold 300 cars in a single day. Mr. Venkatesh and his team made a corporate film about Rane group, and this heritage brought in lot of motivation to the employees. Dr. Nithyanandan Devaraaj, Secretary, CMA, gave the welcome address and Mr. Krishnakumar N., Managing Committee member, CMA, delivered the vote of thanks. Mr. Sreeraman Nandhi, CMA student branch coordinator, DJ Academy for Managerial Excellence, Coimbatore moderated the session.



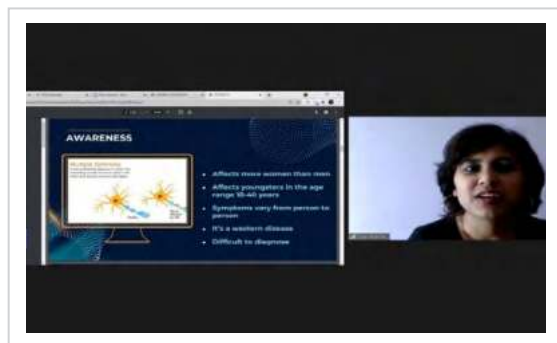
*Talk by Mr. S.Venkatesh*

Coimbatore Management Association conducted Monday Musing session on 11th October with Ms. Sharmila Selvakumar, Director and Co – founder, Vilfresh (Layman Agro Ventures Pvt. Ltd) on 'Indian Agriculture - A Reality Check'. The speaker talked about how the idea of starting Vilfresh, her company, started. The entrepreneur explained how Vilfresh works - turning rural youth to "micropreneurs", providing jobs to rural college students, transforming home makers to "homepreneurs", all in the process of bringing fresh products from the villages to

the urban homes. Mr. M.K.G. Anandakumar, MC member, CMA, gave the welcome address, and Dr. Vandhana Madhavkumar, MC Member, CMA, delivered the vote of thanks. Mr. Sreeraman Nandhi, CMA student branch coordinator, DJ Institute of Managerial Excellence, Coimbatore moderated the session. Mr. Jayakumar Ramdass, President, CMA; Dr. N. Raveendran, Treasurer, CMA, MC members, and students participated in the session.



*Talk by Ms. Sharmila Selvakumar*

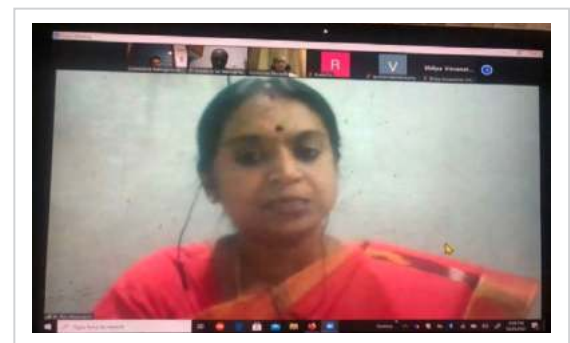


*Talk by Ms. J. Swarnalatha*

CMA organised a talk with Ms. J. Swarnalatha, Managing Trustee and Founder of Swarga Foundation on 'Leveraging People Abilities for all round Prosperity' in the Monday Musings session on 18th October. Swarnalatha talked about Swarga foundation and the projects done by Swarga. Swarga foundation does counselling for patients and families, awareness programmes about multiple sclerosis, providing mobility aids for patients. CMA office bearers, MC members and students attended the session. Mr. Sreeraman Nandhi, student coordinator, DJ academy for managerial excellence moderated the session.

Mr. Vijay Anand, MC member, CMA gave the welcome address and Dr. Vandana Madhavkumar, MC member, CMA delivered the vote of thanks.

CMA Monday Musing session was held on 25th October by Dr. Pon Meenakshi, Associate Professor, Sri Ramakrishna College of Arts and Science, Coimbatore on 'Industry 4.0- The Next steps for success in Digital transformation'. Dr. Pon Meenakshi started the session with a question on digital technologies adopted for the first time as a result of Covid- 19. The speaker explained the role of AI in the changing world including recruiting using intelligent screening software, recruiter chat bots and digitized interviews. Dr. Prashant R. Nair, Joint secretary, CMA and Vice-



*Talk by Dr. Pon Meenakshi*

Chairman, Internal Quality Assurance Cell, Amrita Vishwa Vidyapeetham, Coimbatore gave the welcome address and moderated the session. Mr. Sreeraman Nandhi, student chapter coordinator, DJ academy for managerial excellence, Coimbatore delivered the vote of thanks. Mr. Jayakumar Ramdass, President, CMA; Dr. Nithyanandan Devaraaj, Secretary, CMA, MC members, and students participated in the session.



**Business partnerships beyond families**

CMA organised a lecture series on successful businesses managed by partners who are not from same families. The second series was held at GRG School of Management Sciences and the organisation Quadra Systems.Net. Mr. Prashanth and Mr. Nagarajan, Co-Founders and Directors of the organisation were the speakers for the occasion. The session was attended by CMA OBs, MC Members, Invitees, faculty and students of GRG SMS. It was a very interactive, starting with opening remarks by CMA President, Mr. Jayakumar Ramdas, followed by the introduction of guests by Dr. Sadasivam, Director, GRG SMS and Former Jt Secretary CMA and presentation by Mr. Prashanth and Mr. Nagarajan about Quadra systems, their journey, products and services, markets and customers. The session was moderated by Dr. Nithyanandan Devaraaj, Secretary, CMA and ended with Dr. Nithyanandan Devaraaj summarising the proceedings and proposing the vote of thanks.



*Mr. Prashanth addressing the audience*



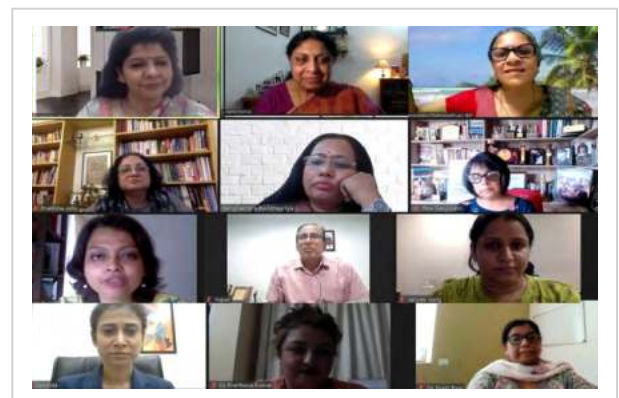
*Dr. Nithyanandan Devaraaj, Secretary, CMA addressing*

**CEO Meet**

Indian Valve and Actuator Manufacturers Association, The Voice of Indian Valve Industry, held its CEO Meet on 23rd October. Dr. Nithyanandan Devaraaj, Secretary, CMA made a presentation to the august audience on 'Casting The Future - Status and Strategies'. The discussions were about dynamics of Manufacturing, Price Sensitivities, Future Business Models, Trends, Opportunities and Challenges for Valve Manufacturing Value Chain from a global perspective.

**Delhi Management Association**

Delhi Management Association organised a special session on 8th October on 'Empowering Entrepreneurs through Incubators and Accelerators' on the occasion of NOWE@DMA 3rd Foundation Day for budding and established women entrepreneurs. The virtual programme was spearheaded by Ms. Veena Swarup, Chairperson, NOWE@DMA and Former HR Director, Engineers India Ltd. She gave a cohesive overview of the session and formally unveiled NOWE@DMA's two groundbreaking initiatives – Mentorship Programme, aimed at assisting women entrepreneurs by



*Speakers addressing the session*

connecting them with industry professionals and NOWE@DMA 2nd Women Development Conference.

The session was kickstarted by key speaker, Dr. Amita Dev, Vice-Chancellor, Indira Gandhi Delhi Technical University for Women, who spoke at length about the Anveshan Foundation, the Incubation Centre at IGDTUW and how the university attempts to fuel the entrepreneurial capabilities of its students by embedding entrepreneurship into the core of its pedagogy. Following this, Ms. Deepanwita Chattopadhyay, Chairman and CEO, IKP Knowledge Park, another eminent speaker for the session, elucidated the essence of incubators and accelerators for the growth of a start-up at different stages of their entrepreneurial journey. The session was moderated by Ms. Pooja Bajpai, Founder Director, The Talent Alchemy, and concluded with a vote of thanks by Mr. Rajan Pandhi, Director, DMA.

### National Conference

Delhi Management Association in association with DTU-DCE Fraternity Forum held a day-long National Conference on 'Industry 4.0 – Making India Smart and Intelligent Manufacturing Hub' on 8th October supported by IRCON and CEMCON Casting Pvt. Ltd. The welcome remarks were delivered by Dr. Yogesh Misra, President of Delhi Management Association and Vice President, Thomas Assessments. Lauding the efforts of budding entrepreneurs, engineers and industrialists in this new India, Dr. Navneet Kumar Sharma, IRSS, Chairperson - Government, Industry-Academia Interface Committee, DMA and Founder and President DTU-DCE Fraternity Forum elaborated on the vision behind Atmanirbhar Bharat and formally set the pace of the conference in his welcome address.



*National Conference on 'Industry 4.0 – Making India Smart and Intelligent Manufacturing Hub'*

The Inaugural session was followed by a discussion on the conference theme with Mr. Sunand Sharma, Strategic Advisor; Mr. Vineet Sahni, Group CEO, Lumax – D.K. Jain Group; Mr. Suman Bose, GoFar and Secure Food; Dr. S.K. Chaudhary, Ex CMD, IRCON; and Mr. Anil Kakkar, CIO, Escorts Ltd on the panel. Mr. Pranjal Sharma, Author – India Automated, moderated the session. Mr. Sunand Sharma said that India lags in becoming an industrial leader of the world as he spoke about risk, failure, money availability, fear, innovations, inventiveness and ideas.

The session culminated with a Q/A session, along with a vote of thanks being given by Mr. Rajan Pandhi, Director, DMA.

This two-phase event was followed by the DTU-DCE Fraternity Forum function. Dr. Navneet Kumar Sharma, IRSS, Chairperson -Government, Industry-Academia Interface Committee, DMA and Founder and President DTU-DCE Fraternity Forum, presented the welcome address and shared a brief history of what went into the making of the forum. Some of the faculty members of Delhi Technological University were also felicitated for their unparalleled support towards running the forum.



*DTU-DCE Fraternity Forum presented appreciation certificates to the students*

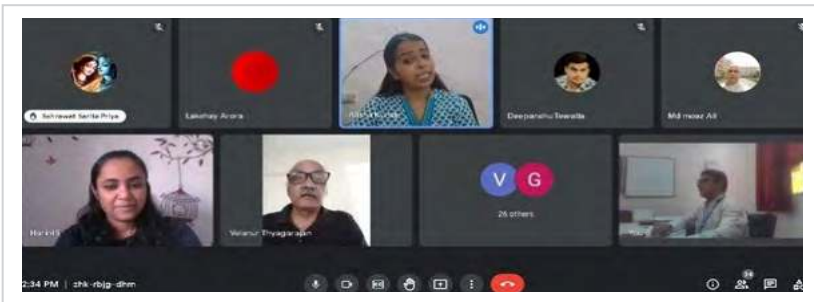
To encourage the rising stars of the Delhi Technological University, the DTU-DCE Fraternity Forum presented appreciation certificates to the students for their invaluable contribution to the forum. A cheque of Rs 1 lakh was awarded to Team Defanz – the Formula Student Team of Delhi Technological University to support their groundbreaking work on modelling an electronic car. To enthuse a spirit of managerial excellence, Delhi Management Association awarded 44 students of DTU with a year-long student membership. An eminent singer and DTU alumni, Mr. Tarun Gupta, mesmerised the audience with a cultural programme marking a melodic end to the ceremony. The function concluded with a vote of thanks given by Mr. Rajesh Tiwari, IRSS and Secretary, DTU-DCE Fraternity Forum.

## Faridabad Management Association

Faridabad Management Association in collaboration with Lingayas Vidyapeeth and Markaizen Club of School of commerce and Management conducted a virtual webinar on 1st October on 'Design Thinking' with speaker Ms. Harini Srinivasan, Partner, Semcostyle India. The host was Dr. Alisha, Assistant Professor, Faculty of School of Commerce Management Studies. Ms. Saloni Kaul, Founder and CEO, It's People and Secretary, FMA gave the welcome address for FMA and Dr. Ambrish, Professor and Dean, School of Commerce and Management delivered the welcome address on behalf of the institution. Mr. V. Thyagarajan, Executive Director, FMA gave the concluding remarks and thanked the speaker and participants.



FMA conducted a virtual webinar on 'Design Thinking'



Participants during the session

FMA organised a virtual Faculty Development Programme on 5th October in collaboration with Pt. J L Nehru College on the topic 'Remote Teaching and Learning – Paradigm Shift from earlier times'. The programme was held by a renowned speaker, Ms. Debjani Roy, Chief HR Officer (Advisor), Mind Your Fleet. The welcome address was given by Dr. M.K. Gupta, Patron and Principal-HES-1 and the vote of thanks was proposed by Mr. V. Thyagarajan, ED - FMA. It was well attended by academia and industry.



FDP in collaboration with Pt. J L Nehru College

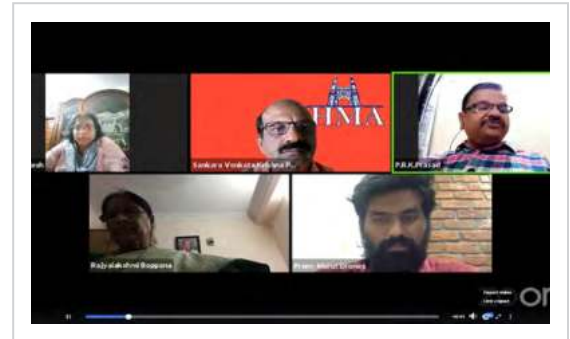


## Hyderabad Management Association

### Youth programme

HMA organised a programme on 4th October on the topic 'Innovation in Drone Applications Design and Manufacture' with Mr. Prem Kumar Vislawth, Founder and Chief Innovator, Marut Drones. Mr. Vislawth, a young and dynamic innovator brought to the table how drone technology was helping and changing lives in terms of how this innovation helps in various facets. Founded by a team of IIT Guwahati alumni and based in Hyderabad, Marut Drones is building solutions to scale drone operations primarily in agriculture, healthcare and surveillance.

The existing regulatory challenges in drones are still evolving but the utility of commercial-use drones far outweigh the hurdle of compliance, as seen in areas like healthcare, surveillance and agriculture.



Session in progress

### MSME

HMA organised a panel discussion on 8th October on the topic 'Financial Services, Digitalisation and Banking Services'. The resource persons were Mr Lakshmi Narasimha Moorthy, Founder and CEO –nicheBees and nicheBrains, INSEAD Alumnus, Digital Transformation Coach, INSEAD Strategy Global Coach Hyderabad; Mr M.D. Sandeep, Partner and Consultant, M/s. Fincare Advisors LLP; Mr. Balbheem Vaidya, Assistant General Manager, State Bank of India; Ms. Gunjan Kaur Jabbal, VP and Business Head, SME Banking, Open- Asia's

first Neo Banking Platform for SMEs and Startups. The discussion was very informative. Mr. Balbheem Vaidya spoke of the different ways in which SBI helps MSME's through their platform. Mr Sandeep spoke at length on the different ways of investment and their returns, while Mr Lakshmi Narasimha Moorthy spoke about the international scenario of the financial services. The comprehensive session gave a 360 degree insight into the working of the financial services today and was very informative.



Session in progress

### Global Grace Cancer Run 2021

Hyderabad Management Association and its members participated in the Global Grace Cancer Run 2021, on 10th October which was organised by Grace Cancer Foundation. This run was inaugurated by IT Minister, Mr KT Rama Rao and sponsored by NMDC. HMA supported by getting their members to register and participate in the 5, 10, 21.1 K run.

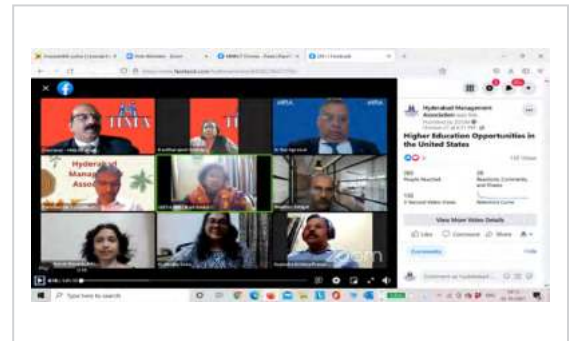


HMA Members with Dr Chinnaswamy

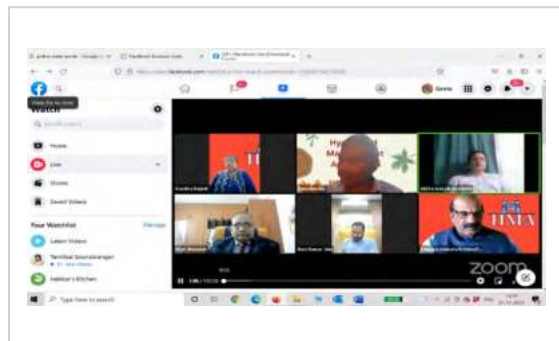


**Lecture Meeting**

AIMA and HMA joint programme was held on 21st October with the US Consulate of Hyderabad on the Higher Education Opportunities in the United States. The speaker Dr Monika Setia gave a bird's eye view of the different centres and universities which are available and what a student should focus on – research options, finance for studies, complete the application and apply for a student visa along with preparation for departure. Dr Deborah went into the nitty gritty of the whole process and shared with the students what exactly they have to prepare and how; while Dr Raj Agrawal, Director for Centre for Management Education, AIMA moderated the session as well as took the questions and answers from the participants. It was a very informative and insightful session which was a great help to all those who want to travel abroad for higher studies.



*Speakers during the session*

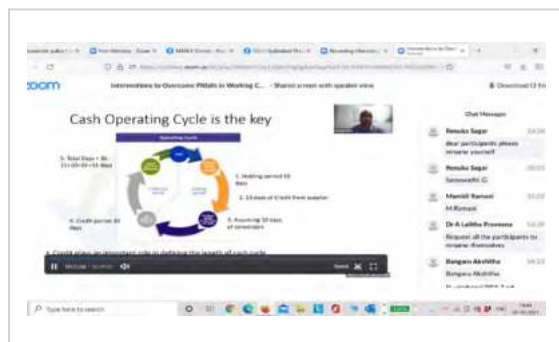


*HMA members during the session*

On 30th October, Prof M K Bhandari, CEO- ILTES and Director- IOGA brought to light the difference between Cryptocurrencies and Bank Digital Currency. He enumerated how the population was sceptical and should be too, as it is still not got acceptance. He also stated that it has high security and there are very few chances of getting hacked. He asked people who wanted to invest, to kindly wait till it gets the approval of RBI. The informative and interesting talk got a huge response.

**MDP**

HMA organised a MDP on 29th October with Mr Mani Padmanbhan, Founder and Director, Vanman Management Advisors Pvt Ltd., who spoke about what is Working Capital, how a company manages this and how credit periods help in working capital. He also discussed 3 case studies of different companies and spoke about how they managed their working capital in times of crisis. The Q/A session threw light on the understanding of the participants and also how much they have incorporated in their work place, as well as doubts which were cleared lucidly.

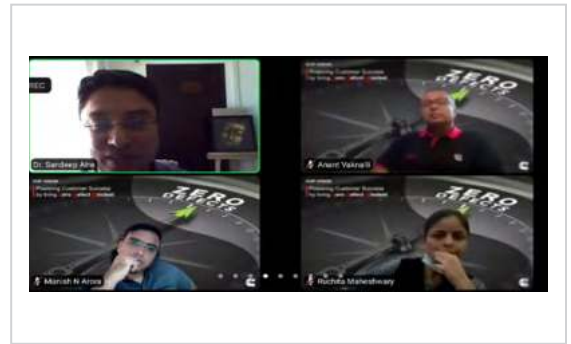


*Speaker's presentation*

## Indore Management Association

### Exclusive Session

Indore Management Association organised an Exclusive Session on 7th October on the topic 'Zero Defect Mind-set'. The speaker of the session was Dr. Sandeep Atre, Counselling Psychologist Emotional and Social Intelligence Expert, Indore.



*Dr. Sandeep Atre during the session*



*Capt. Jaison Thomas during the session*

### In- House Session 'Diksha'

IMA organised an in- house session for professionals of Jaideep Ispat and Alloys Pvt. Ltd on 11th October on the topic 'Corporate Personality Development'. The facilitator for the session was Capt. Jaison Thomas, Corporate Trainer and Motivational Speaker, Indore.

IMA organised an in-house session for professionals of Ignatiuz Software Pvt. Ltd. on 13th October on the topic 'Email Etiquettes'. The facilitator for the session was Mr. Kester Craig Scharenguivel, Corporate Trainer, Indore.



*Mr. Kester Craig Scharenguivel addressing the participants*



*Mr. Pratik Uppal during the session*

### Readers Clique

IMA organised a Readers Clique session on 13th October on the book 'The Four Agreements'. The facilitator for the session was Mr. Pratik Uppal, HOD Management Renaissance University, Indore.

IMA organised a Readers Clique on 27th October on the topic '90/10 Principle by Stephen R Covey'. The speaker of the session was Dr. Veena Dadwani. Corporate and Soft Skill and Behavioral Science Trainer, Indore.



Dr. Veena Dadwani addressing the session



Mr. Prerak Trivedi addressing the participants

### Movie Review

IMA organised Movie Review session on 19th October on the topic 'Management lessons from Silver Screen'. The speaker of the session was Mr. Prerak Trivedi, Founder and Director, PACE Academy, Indore.

### IMA Student Chapter Contemporary Learning

IMA Student Chapter organised a Contemporary Learning webinar on 19th October on the topic 'Supercharge Your Brain'. The facilitator for the session was Dr. Manjunath, Leading Memory and Mind Performance coach, Bengaluru.



Speaker - Dr. Manjunath



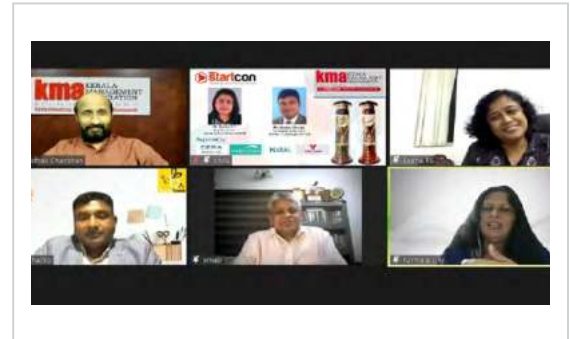
Speaker - Ms. Vinita Rathi addressing

IMA Student Chapter organised a Contemporary Learning Induction Programme for the students of Institute of Business Management and Research (IBMR), IPS Academy, Indore on 27th October on the topic 'Why Management in New Normal'. The speaker for the session was Ms. Vinita Rathi, Co- Founder and CEO, Systango, London, U.K.

## Kerala Management Association

### StartCon

KMA conducted Startup Conversation on 13th October with Dr. Beena P.S, Founder and CEO, OmicsGen Life Sciences Pvt Ltd. and Mr. Sanjay Chacko, Co-Founder and Director, Buzibee Technologies Pvt Ltd. Mr. S. R. Nair, Programme Committee Chairman introduced the speakers and interacted with them. The session was presided by KMA President, Mr. R Madhav Chandran. It was attended by around 105 delegates and Mr. Jomon K. George expressed his gratitude.



*StartCon speakers during the Q/A session*

### LeaderTalks Session

KMA organised its Leadertalk on 20th October on the topic 'Innovations in Covid times with special focus on Healthcare' by Mr. Tirupathi Karthik, CEO, Napier Healthcare Solutions, Singapore. The session was welcomed and presided by KMA President, Mr. R. Madhav Chandran, and introduction of the speaker was done by Programme Committee Chairman Mr. S.R. Nair and Mr. Algiers Khalid, KMA Honorary Joint Secretary expressed his gratitude. Mr. Tirupathi Karthik interacted with the delegates during the Q/A session. Around 98 delegates attended the session.



*Mr. Tirupathi Karthik interacting with the KMA office bearers*

### Building a Better India

KMA Women Managers Forum organised a conversation session on the topic 'Building a Better India' on 25th October with Mr. Dhimant Parekh, Founder and CEO, Better India and the Better Academy and Ms. Meera Haridas, Director, Verkenner Business Associates Pvt. Ltd. KMA Senior Vice President Ms. Nirmala Lilly presided over the session and introduced the speakers and Ms. Shalini Warriar, Chairperson Women Managers Forum concluded and proposed the vote of thanks. The event was attended by 120 delegates including both executives and students.



*Ms. Meera Haridas in conversation with Mr. Dhimant Parekh*

### LEAD 2021 - The Annual Leadership Seminar

Kerala Management Association and Rotary International District 3201 organised the LEAD- Annual Leadership Seminar on 30th October. The inaugural speech was delivered by Rtn. Dr. Mahesh Kotbagi; Leadership



deliberation speech on the topic 'More from Less, More to Less' was delivered by Padma Vibhushan Dr. R A Mashelkar. Leadership Enrichment speech on the topic 'M3 –Moulding Minds Magically' was delivered by Mr. Gopinath Muthukad. The valedictory session was addressed on the topic 'Responsible Leadership' by Rtn. Dr. Bharat Pandya, Past Rotary International Director.



*Lighting the lamp of LEAD 2021 by Dr. Mahesh Kotbagi*



*Mr. Gopinath Muthukad during the session*

The closing remarks were given by Rtn. Rajasekhar Srinivasan, District Governor. Around 150 delegates participated physically and above 210 delegates participated through Zoom platform.

## Lucknow Management Association

### Training Programme

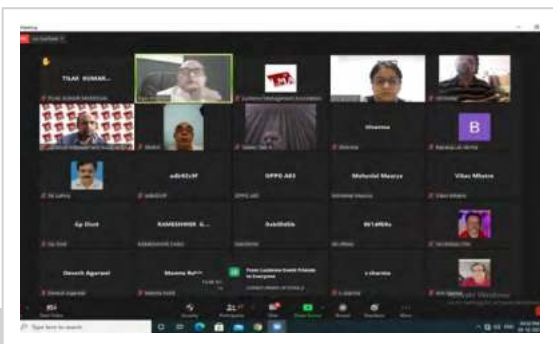
Lucknow Management Association joined hands with Helping Hearts Foundation with Ms. Jyoti Sinha as its Secretary and LMA member on 3rd October in organising a Life Support Training Programme. Honourable Mr. Brijesh Pathak, Minister for Law and Justice, GoUP was the Chief Guest and inaugurated the programme in presence of Mr. Sarvesh Goel, Managing Director, GD Goenka School, Lucknow. Mr. Sudhir Mishra, Resident Editor of NBT was the special guest. Mr. Rajiv Pradhan, Executive Director, LMA and other LMA members participated in the training camp.



*Inauguration of the Training programme*

### Webinar

Lucknow Management Association collaborated with Pension Fund Regulatory Development Authority and organised a webinar on 5th October on 'Benefits and Updates on National Pension System' with Ms. Sonia Singh, Assistant General Manager, PFRDA. The interactive session was also attended by the members of BOB Retired Officers Association along with members of AMU Old Boys Association. Mr. Rajiv Pradhan, Executive Director, LMA moderated the session and Mr. S. K. Verma, one of the senior LMA members, proposed the formal vote of thanks at the end of the session.



*Participants during the interactive session*

### Interactive Session

Lucknow Management Association in collaboration with Kunwars Global School organised an interactive session on 6th October on 'Social and Emotional Learning' at Kunwars Global School Lucknow by Dr Charu Rawat, an educationalist, author, Corporate Trainer and life coach. Dr Dheeraj Mehrotra, Principal, Kunwars Global School and Secretary, LMA welcomed and introduced the speaker. The session was attended by students of Kunwars Global School in large apart from LMA members.



*Interactive session with Dr Charu Rawat*



*Mr. Sudhir Mishra, Senior Editor, NBT Lucknow addressing*

LMA collaborated with NavBharat Times and organised an interactive session on 8th October on 'Arogya Vatika Abhiyan, Ek Jan Aandolan ki Ore'. The eminent speaker was Mr. Sudhir Mishra, Senior Editor, NBT Lucknow and NCR. The welcome address was given by Mr. Pravin Dwivedi, Sr. Vice President; Mr. Vipin Gupta, Treasurer introduced the speaker and Dr Dheeraj Mehrotra, Secretary LMA concluded the session with a vote of thanks. The interactive session was moderated by Mr. Rajiv Pradhan, Executive Director, LMA.

### Free Health Checkup Camp

Lucknow Management Association in collaboration with Medanta Hospital, Lucknow organised a Free Health checkup Camp on 12th October. Dr. Manish Kumar Yadav, Cardiologist; Dr Brijendra Singh, Orthopedics; Dr Parijat Mishra, General Medicine from Medanta were present for free consultation. The Health checkup camp was inaugurated by Mr. A.K. Mathur, Vice President, LMA.



*Health checkup camp*

### Panel Discussion

Lucknow Management Association joined hands with ASSOCHAM, Corporate office, New Delhi in organising an interactive panel discussion session on 23rd October on 'Government Policies and strategy for Integrated Infrastructure Plan: Capital City Lucknow'. The sessions were chaired by Commissioner Lucknow and Vice Chairman, Lucknow Development Authority. Mr. Mumtaz Ali Khan, Member Executive Committee LMA put forth his views on the subject matter. The session was also attended by Mr. Rajiv Pradhan, Executive Director apart from few other LMA members.



*Panel discussion in progress*

### Pre-Deepawali Musical Evening

Lucknow Management Association organised a pre-Deepawali Musical evening on 25th October followed by fellowship dinner for its members. Dr. Navneet Sehgal, President, LMA and Addl. Chief Secretary, MSME, Khadi and Information and Mr. Alok Ranjan, former Chief Secretary UP and Past President LMA were Chief Guests of the gala evening. The event was appreciated and attended by LMA members in large numbers.



*Musical evening organised by LMA*



*LMA and Medanta Hospital signed an MoU to provide healthcare services*

### MoU

Lucknow Management Association and Medanta Hospital, Lucknow signed an MoU which provides healthcare services to LMA members. The MoU was signed by Dr Rakesh Kapoor, Director Medanta Hospital Lucknow and Mr. Rajiv Pradhan, Executive Director, LMA.

### Health Awareness Session

Lucknow Management Association and Medanta Hospital, Lucknow signed a MoU which provides healthcare services to LMA members. An exclusive Health Awareness session was held on 26th October on 'Joints Pain and Its Management' by Dr Dharmendra Singh, Director-Orthopaedics and Joint Replacement Surgery, Medanta Lucknow. Mr. Rajiv Pradhan, Executive Director, LMA welcomed and introduced the speaker. Mr. Mumtaz Ali Khan, Member of Core Group LMA proposed a formal vote of thanks on the occasion.



*Session on 'Joints Pain and Its Management'*



**Interactive Awareness Session**

LMA in collaboration with ODOP Cell, Government of Uttar Pradesh organised an interactive awareness session for the young and prospective entrepreneurs of Babasaheb Bhimrao Ambedkar University by Mr. Gaurav Srivastava, MSME expert from ODOP Cell GoUP in October, at BBAU Campus. Dr. Lata Bajpai Singh, Assistant Professor, Department of Rural Management and Member- Information and Guidance Bureau BBAU and Mr. Rajiv Pradhan, Executive Director, LMA were also present during the awareness session. Dr. Neerja Saxena, a senior faculty from BBAU proposed the vote of thanks at the end of the session.



*Session in progress*



*LMA celebrates World Savings Day with AWOKE India Foundation*

**World Savings Day**

LMA collaborated with AWOKE India Foundation to celebrate World Savings Day on 29th October with Chief Guest, Dr Deepti Dwivedi, former Principal, Delhi Public School, who distributed 'Gullak' among the children of 'ALAKH'. Mr. Pravin Kumar Dwivedi, Sr Vice President and Mr. Rajiv Pradhan, Executive Director, LMA were also present on the occasion.

**Training Session**

Young Managers Forum of LMA organised a four day training session on 'Interview Skills' for the students of Guru Nanak Girls PG College. The session on 'Know Thy Self and Management Skill' was conducted by CA Devesh Agarwal on 26th October; 'Art of Dressing and Group Discussion' by Dr Charu Rawat on 27th October; 'CV Making and Presentation Skill' by CA Devesh Agarwal on 28th October; 'Interview Skills' by Mr. Chandrashekhar Varma on 29th October and 'Mock Interviews and Writing Skill' by Ms. Raj Smriti on 30th October. All the sessions were attended by the students and faculty members of GNGPG College in large numbers.



*Training session in progress*



## Ludhiana Management Association

Ludhiana Management Association organised a session on 4th October with Mr. Rahul Narvekar, Founder CEO India Network. Ms. Harpreet Kang, General Secretary, LMA urged the members to explore the ideas shared by Mr. Narvekar for breakthrough results. Mr. Narvekar during the session shared his entrepreneurial journey with personal vignettes related to multiple business ideas pursued by him. He emphasised that the path to entrepreneurial success is unique for each individual, and though structured education enables one to identify and evaluate business ideas, it is more important to hone your instincts, take risks, be prepared to decide with limited information and execute effectively.

Narvekar also shared his vision of facilitating entrepreneurship amongst students through his organisation India Network. Dr. Sandeep Kapur, President LMA, expressed his gratitude and hoped that members would explore new ideas and uncharted territories as the mega successes in recent times. The session was attended by more than 180 members of LMA.

Ludhiana Management Association organised a session on 9th October with speaker Ms. Harpreet K Kang on 'Understanding Body Language'. Ms. Kang expatiated on Haptics, Kinesics, Paralanguage, Proxemics, and lots of fun work during the session to illustrate it to audience. The President of LMA, Dr. Sandeep Kapur, accentuated the audience about the role body language plays in the present scenario. Dr. Prem Kumar, member of LMA expressed profound appreciation to Ms. Kang for such an enlightening session. The Chairperson of LMA Women Forum, Dr. Vandna Shahi also asserted that body language is more powerful than words so it must be used wisely. The session was attended by 50 members of LMA.



Mr. Rahul Narvekar, Founder CEO, India Network addressing



Speaker- Ms. Harpreet K Kang during the session



Speaker- Mr. Dinesh Kumar addressing the members of LMA

LMA organised a session on 22nd October with Mr. Dinesh Kumar on 'Taliban's Return- Complications & Repercussions for India'. Mr. Kumar explained, India had invested \$3 billion in over 400 projects across all 34 provinces of Afghanistan. These have comprised major infrastructure and institutions for capacity-building – construction of vital roads to increase connectivity, dams, electricity transmission lines and substations, schools and hospitals and rendering education and technical assistance in many

areas apart from encouraging investment in Afghanistan and providing duty-free access to the Indian market. Geopolitical developments in the region greatly complicated the situation for India. The President of LMA, Dr. Sandeep Kapur, accentuated the audience about the current scenario and critical situation in Afghanistan. Dr. DP Guleria, member of LMA expressed profound appreciation to Mr. Kumar for such an enlightening session. The session was attended by 100 members of LMA.



*Dr. Sandeep Kapur, President of LMA*

## Meerut Management Association

### Talk

Meerut Management Association in association with ITM College, Meerut organised a motivational talk on 8th October on the theme 'Stress Management'. The distinguished speaker was Dr. Poonam Devdutt, President, MMA, Meerut. MMA members, faculty and students exchanged questions and additional inputs as a part of knowledge sharing session. The seminar was widely appreciated by all attendees.



*Speaker, Dr. Poonam Devdutt, President, MMA*



*Speaker, Dr. Rajeev Puri, Mumbai*

### Webinar

Meerut Management Association organised a webinar on 19th October on the theme 'Negotiation Skills' via Zoom with speaker Dr. Rajeev Puri, Mumbai and moderated by Dr. Manoj Garg. MMA members and guests attended the webinar which was highly appreciated by all attendees.

## Pala Management Association

### Executive Committee Meeting

PMA Executive Committee meeting was held on 13th October. The points of discussion and decisions were partaking in imparting training in the management institute at Pala; pending payments were discussed and participation certificate in AIMA's 48th National Management Convention was appreciated.



*Executive committee meeting*

### Training Programme

PMA sponsored the programme Lakshya to the first year students of Mar Augusthinose College, Ramapuram on 26th October on the importance of having a Lakshya or aim in life. The speaker was a rank holder of the Kerala Civil Services Examination.



*Training imparted to the first year business management students*



*PMA President, Col KNV Achary addressing the students*

### General Body Meeting and My Success Story

PMA general body meeting was held on the 28th of October. Ms. Udayan gave a wonderful gist of her whole journey of success and the numerous failures and heartbreaks she had to face for the past 4 years in order to achieve the tremendous success of procuring the rank for the State Civil Services. 25 members attended the meeting.



*My Success story in progress*



## Panchkula Management Association

Panchkula Management Association organised a Chaman Lal Lakhanpal Memorial lecture on 11th October on 'Sustainable Development Goals – Goal Seven – Affordable and Clean Energy'. The keynote speaker was Professor, S K Sharma, Professor (Emeritus) Panjab University, Chandigarh. Mr. Vijay Uppal, President, PMA extended a warm welcome to all the members of the PMA and their families and praised Mr. Cham Lal Lakhanpal, IAS for his remarkable qualities and contribution towards the growth of PMA. Professor Sharma said the United Nations' 17 Sustainable Development Goals aim to achieve decent lives for all on a healthy planet by 2030. Global energy demand is expected to increase by 50% over the next 30 years as a result of population growth and economic development. Dr. P K Vasudeva, former Senior Professor, ICFAI University on International Trade, said, high-income countries must lead the way in transitioning to clean fuels and support low-income countries to do the same. The others who spoke were Dr. K K Sharma, Dean, Chitkara University; Mr. Ravi Lakhanpal, Secretary General, PMA and Col K J Singh delivered the vote of thanks.



*Participants at Chaman Lal Lakhanpal Memorial lecture*

## Rajkot Management Association

### AGM

Rajkot Management Association held its Annual General Meeting on 2nd October. It began with the welcome remarks by Mr. Parag Jobanputra, Chairman, RMA followed by presenting and adopting the annual report of RMA for the year 2020-2021. Audited accounts of 2020-21 were approved and Auditors were appointed for the year 2021-22. New President, Council and Executive Committee was introduced and Dr. Kalpit Sanghvi, New President, RMA shared his vision and the initiatives for the upcoming two years along with the mid-year report. A vote of thanks was proposed by Mr. Harshit Shah, New Honorary Secretary, RMA.

### Webinar

Rajkot Management Association organised Logout - a Cyber Security Awareness webinar on 27th October, delivered by Mr. Viral Parmar. Mr. Praveen Kumar, IPS, Deputy Commissioner of Police, Rajkot, the chief guest of honour. Although he couldn't remain present in the webinar due to some exigency, he conveyed his best wishes and appreciation for the webinar. Dr. Kalpit Sanghvi, President, RMA set the tone for the webinar. Mr. Parmar covered various cyber security awareness related topics like types of cyber frauds and scams, social media addiction, safe internet surfing tips, cyber laws etc. Finally, Mr. Harshit Shah, Honorary Secretary, RMA proposed the vote of thanks. Attendees found the information shared in the webinar very useful and relevant in the current times.



## Rohilkhand Management Association

Rohilkhand Management Association organised RMA achievers Award Ceremony on 9th October, which was presided by Prof. K.P. Singh, Vice Chancellor, M.J.P. University, Bareilly. The Chief Guest was Mr. Rahul Johri, President, South Asia Zee Entertainment Enterprises Ltd., Mumbai, and the special guest of honour was Mr. Ghanshyam Khandelwal, Chairman, B.L. Agro Industries Ltd. Four awards were bestowed – Mr. Ashish Khandelwal, Managing Director, B.L. Agro Industries Ltd. for visionary leadership; Advocate Shrees Mehrotra, Sec. Classic College of Law, for professional leadership, being elected as Chairman, Uttar Pradesh Bar Association; Mr. Aditya Murti, Director, Administration, SRMS Institute of Medical College for the best medical services and Mr. Dinesh Goel, CMD, Ramaa Shyama Paper (Pvt) Ltd. for industrial development. The ceremony was well received and appreciated by houseful audience.



*Awardees, Guests of honour and RMA team*



*(L-R) Dr. Manish Sharma; Mr. Qadir Ahmad; Dr. N.L. Sharma; Mr. Rajesh Gupta; Mr. Umesh Dhirwani; Mr. K.B. Agarwal; Dr. Nikhil Agarwal; Dr. A.K. Rai; Dr. Neeraj Saxena and Dr. Swatantra Kumar*

Another Executive body meeting was held on 28th October. Intensive discussion and lively interaction took place among executive body members to nurture start-ups and groom skilled staff for industries through training and industry-academia interface.

### Meetings

The Executive Body meeting was held on 21st October. RMA will chalk out prospectus and videos for promoting start-ups and incubations. RMA Award achiever ceremony will be organised for bestowing awards to four members of RMA for their special achievements. Membership enhancement drive will be speeded up by membership committee.



*(L-R) Dr. Nikhil Agarwal; Dr. Vivek Sharma; Dr. Neeraj Saxena; Dr. Manish Sharma; Mr. Qadir Ahmad; Dr. N.L. Sharma; Mr. K.B. Agarwal; Mr. Dinesh Goel and Dr. Swatantra Kumar*

## Thrissur Management Association

### Webinar

TMA organised a webinar on 7th October on 'Jatayu - The Advent of Cultural Tourism' with speaker Mr. Rajiv Anchal, Film Director, Screenwriter and Sculptor. Mr. Anchal spoke about Jatayu, the first tourism project in Kerala to follow the Public-Private Partnership model. The session was attended by 80 participants.



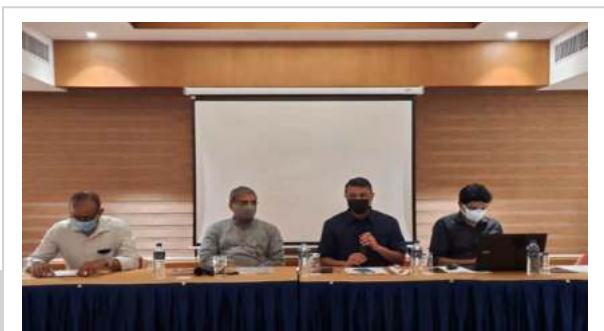
*Mr. Rajiv Anchal addressing TMA members*



*Er. Vinod Manjila interacting with participants*

TMA took a new initiative Let's Chat to bring together its members and family in an informal setting every month in order to create bonding and also brainstorm for TMA's future activities. The first session was conducted 10th October at a popular picnic spot in Thrissur, where the idea of developing tourism in Thrissur was discussed. Several valuable ideas were collated and further taken up with the District Tourism Promotion Council, Thrissur on a later date. 36 participants participated in the session.

TMA Managing Committee meeting was held on 13th October and the highlight of the meeting was the approval of the revised logo and vision and mission statements of TMA. The revisions were proposed by the TMA Re-visioning committee that had deliberated for over a month to draw up the new logo, and vision and mission statements to encapsulate the spirit of the current and future activities of TMA.



*Er. Vinod Manjila, President of TMA addressing TMA MC members*

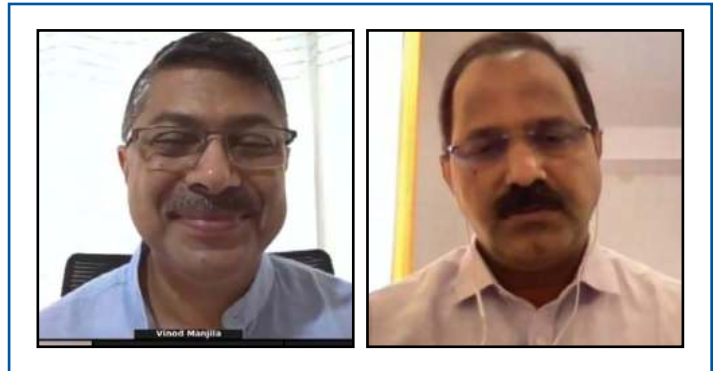


*Hon. Secretary, Er. Francis George unveiling new logo of TMA*

### Inauguration of TMA Student Chapter Activities and Launching of TMA-Maker Village Startup Awards

On 11th October, the inauguration of TMA Student Chapter Activities and Launching of TMA-Maker Village Startup Awards was held virtually with Chief Guest, Mr. Mathew Joseph, Co-founder, Fresh to Home. TMA tied up with the Kerala Government's Maker Village the largest hardware incubator and ESDM facility in the country and instituted the TMA-Maker Village Startup Awards.

The winners will also be incubated at Maker Village premises, and free mentoring be rendered. The contest will run for a month, after which winners will be selected by an expert panel comprising members of TMA and Maker Village. It was attended by 200 participants.



*(L- R) Er. Vinod Manjila and Mr. Mathew Joseph, Co-founder, Fresh to Home addressing the delegates*

TMA organised a webinar on 19th October on 'Strategic Planning for Service Organisations' with Mr. Joseph Pellissery, CIO, Wescom Credit Union California, USA. Mr. Pellissery apprised the audience about the importance of strategic planning, and the factors to consider in drawing up an effective strategy. He also related his talk to the context of new initiatives planned by TMA.



*Mr. Joseph Pellissery, CIO, Wescom Credit Union California, USA*



*(L- R) Er. Vinod Manjila inaugurating the session and Ms. Meera K, UPSC Kerala topper addressing Student's Chapter members*

### Inauguration of TMA-SIMS Student Chapter

The inauguration of TMA-SIMS Student Chapter was held on 26th October with Chief Guest, Ms. Meera K, UPSC Exam Kerala topper and All-India 6th Rank on the topic 'My Success Story'. She spoke straight from her heart about not her success, but her failures, and how with grit and determination, she worked around her failures to pass the UPSC exam in flying colours. She was inundated with questions by eager students after the session. It was a very inspiring and attended by 120 participants.



### LMA Meet and Interaction

TMA President, Er. Vinod Manjila, and the Hon. Secretary, Er. Francis George, attended the session with AIMA President, Mr. C K Ranganathan on 29th October from Thrissur Management Association. The president suggested giving certificates to NMC participants, and bringing youngsters into the LMA fold through programmes similar to AIMA YLC. In addition, the president volunteered to coordinate with all the LMA's in Kerala on joint regional projects.



Er. Vinod Manjila, representing Thrissur Management Association



TMA-Naipunnya Virtual Job Fair

### TMA-Naipunnya Virtual Job Fair

TMA tied up with Naipunnya Institute of Management and Information Technology to conduct an online job fair for students of various colleges in Thrissur and Ernakulam. The event started on 18th October. Over 1500 students registered from 50 colleges. The interview and recruitment process for the shortlisted candidates are currently underway.

## Trivandrum Management Association

### World Mental Health Day

Trivandrum Management Association organised an insight oriented interactive session on 'Mental Health and Well Being' on 8th October through Zoom in connection with World Mental Health Day 2021 by the team from Department of Psychology, National Institute of Speech and Hearing. The guest speakers were Dr Anne Varghese, Head and Assistant Professor; Ms. Jeena Mathew, Lecturer and Clinical Psychologist; Ms. Nimitha Liz Joseph, Lecturer and Clinical Psychologist and Ms. Poornima Pavithran, Clinical Psychologist. The programme was well received and attended by the TMA members, faculty and students of TMA Student Chapter.



Interactive session on 'Mental Health and Well Being'



**Webinar**

Trivandrum Management Association and DCSMAT jointly organised a webinar series namely FORZA 2.0 – ‘Extinction is the rule, survival is the exception’ by the eminent speakers from 14th to 19th of October through webex on the topics, Industria 4.0: Pandemic acceleration of Industry revolution 4.0 by Mr. Santhosh Chandrasekara Kurup, CEO, ICTAK; Educazione: Post pandemic changes on education sector by Dr. Saji Gopinath, Vice-Chancellor of Kerala University of Digital Sciences, Innovation and Technology; Immobiliare : Post pandemic revival strategy in Real estate sector by Mr. Girish K S, Strategic consultant at Jones Lang LaSalle; Habilitat : MSME Post pandemic revival strategy by Mr. C Balagopal, IAS, Founder, Terumo Penpol; Bisnis Global: Global business environment changes after pandemic by Mr. Richard Antony, Director EY and the programme was well received and attended by the HoD, faculty and students of TMA Student Chapter and members of TMA.



*Webinar series on FORZA 2.0 – ‘Extinction is the rule, survival is the exception’*

**MDP**

Trivandrum Management Association organised an online In house training programme on 30th October for the officials of Terumo Penpol Pvt Ltd on the topic ‘Finance for Non-Finance Managers’ by CA. Piyali Parashari, Functional Consultant – Reports and Taxation Module, Tata Consultancy Services and the programme was well received by the delegates of Terumo Penpol Pvt Ltd.



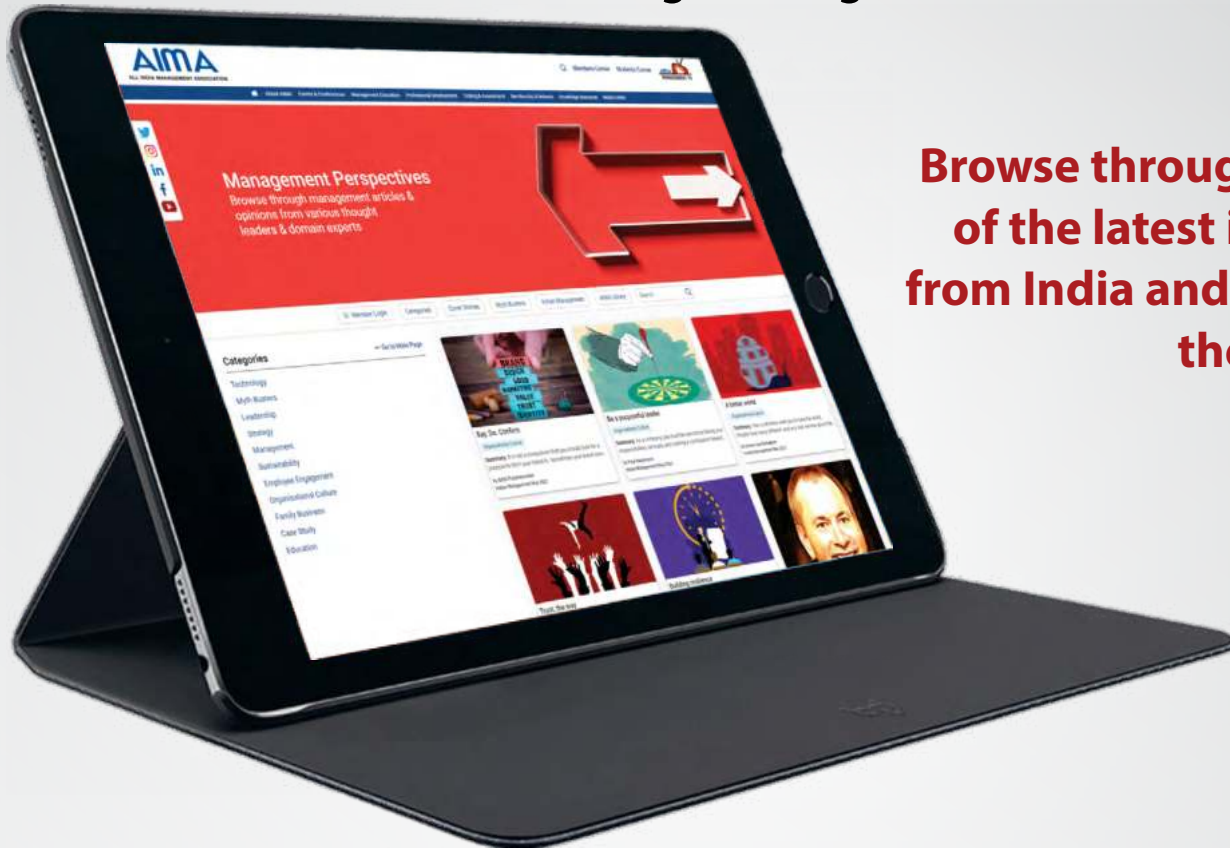
*CA. Piyali Parashari addressing the delegates*

**Vaikom Management Association**

Vaikom Management Association organised an online talk on 24th October on the topic ‘Challenges and Opportunities in Civil Services’ through Google Meet. The guest speaker was Mr. A Hemachandran, IAS (Rtd.), Former Director General of Police, Kerala. Mr. Hemachandran gave a brief history of civil services in India and shared his experiences over a long period of service in various states in India. Er P Rajendraprsad, President, moderated the programme and Mr. P Venu, Er T Rajendran, Er Nithish Nair and Ms. P R Radhika joined the discussion. The session was very informative and interesting and the participation was excellent.

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# AIMA Events Calendar

Event	Programme Chairman /Director	Venue	Date
22nd National Management Quiz (NMQ) / HR Quiz / Women's Only Quiz		Western Round Eastern Round Southern Round Northern Round Finale	17 November 2021 20 November 2021 27 November 2021 01 December 2021 03 December 2021
3rd BusinessUnusual Series – Strategic Leadership			20 November 2021
AIMA & IIM Bangalore: Session on Succession Planning in Boards - Better Ensure than Endure	Mr Sunil Kant Munjal Past President, AIMA and Chairman The Hero Enterprise	Online	24 November 2021
3rd BusinessUnusual Series – Consumption and Branding			27 November 2021
AIMA Management Cafe	Mr R Gopalakrishnan Corporate Advisor Author and Past President, AIMA	Online	01 December 2021
3rd BusinessUnusual Series – Senior Leadership			04 December 2021
50th LeaderSpeak Session	Mr Sanjiv Bajaj Chairman and Managing Director Bajaj Finserv	Online	07 December 2021
5th Young Managers Simulation Championship (YMS)		Western & Eastern Round Southern & Northern Round Finale	08-10 December 2021 13-15 December 2021 17 December 2021
10th Innovation Practitioners Case Study Contest, Awards and Summit			14-15 December 2021
HRM Conclave			20-21 January 2022
PSU Summit		Online	28 January 2022

Event	Programme Chairman /Director	Venue	Date
4th National Competition for Managers		Western & Eastern Round outhern & Northern Round Finale	28-29 January 2022 01-02 February 2022 04 February 2022
Leadership Workshop			12 February 2022
66th Foundation Day & 16th National Management Day			21 February 2022
Workshop on New Age Manager’s Toolkit			05 March 2022
Corporate Management Olympiad 2022			10-12 March 2022

To view full calendar please visit [www.aima.in](http://www.aima.in)

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Published and released by AIMA Corporate Communications.

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