

# AIMA News

AIMA'S MONTHLY E-MAGAZINE

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

AUGUST 2021



Dear Readers,

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

A pioneer in the field of education, a large number of students and working professionals / academia have benefitted from AIMA's management education programmes and courses over the years.

AIMA successfully conducted its 26th Convocation online on a specially curated digital platform a few days back. The Chief Guest, Mr Suresh Narayanan, Chairman & Managing Director, Nestlé India Ltd addressed the Convocation and congratulated AIMA students for receiving their various management degrees, diplomas and certificates. Over 1500 students were awarded management qualifications, and 20 scholars were awarded PhD in Business Administration, through the Aligarh Muslim University. More details are carried inside.

Extending AIMA's close linkages with students, AIMA President, Mr Harsh Pati Singhania addressed the 7th Convocation of XIM University as the Chief Guest. During the event, Mr Singhania was awarded Honorary Degree of Doctor of Philosophy in Business Management. I also had the pleasure of addressing the valedictory session of IIM Nagpur's ILLUME Conclave a few days ago, and got an opportunity to interact with their students and faculty members.

In addition - as a new initiative for students - AIMA held the first National Shaping Young Minds Programme (SYMP), which witnessed collaboration from 24 Local Management Associations. The iconic speakers who addressed the students included Mr Sunil Kant Munjal, Chairman, Hero Enterprise; Mr Piyush Pandey, Chief Creative Officer Worldwide and Executive Chairman India, Ogilvy; Mr TV Mohandas Pai, Chairman, Manipal Global Education Services Private Limited and Ustad Amjad Ali Khan, renowned Sarod Maestro. The programme received an overwhelming response with a participation of over 16000 students from 250 colleges across the country.

AIMA's LeaderSpeak Series also continued to gain momentum with 48 sessions being held since its inception last year. At the latest LeaderSpeak programme, Mr HV Shringla, Foreign Secretary, Government of India spoke on the theme 'Post-vaccine world order: Dismantling Barriers to Global Business and Travel'. The session was moderated by AIMA President, Mr Harsh Pati Singhania, and was very well received on the various social media platforms of AIMA.

Continuing its endeavour to help professionals build management capability in these difficult times, AIMA organised the 3rd edition of its unique BusinessUnusual Series - a set of one day online programmes, aimed at preparing enterprises to get back to business quickly in the post lockdown phase. Three interesting programmes were held during the month on the themes 'A Scared New World Corporate Strategy for Radical Uncertainty', 'HR with a Heart Rebuilding Lives and Morale' and 'Winning in Digital Accelerated World'; addressed by eminent industry leaders and domain experts. Each of the sessions witnessed active participation and received excellent feedback.

AIMA's Vice Chancellors' Council (VCC) further built in its mandate to promote global quality in management education. The AIMA VCC organised a training on Leadership and Management in Higher Education with Prof. Rajan Saxena, CoFounder, The OpenEdwork and Former VC, NMIMS & Chairman, AIMA VCC as Programme Director. The objective of the programme was to help academic leaders and decision makers design and develop learning ecosystems for the benefit of both students and the institution.

The AIMA Young Leaders Council (YLC) witnesses a change this year with the launch of AIMA YLC 2.0; and announced new Executive Board under the Chairmanship of Mr Kartik Sharma. The Council continued to roll out online sessions for its members. In addition, AIMA successfully conducted the 30th edition of its hugely popular National Management Games (NMG) online. The programmes were rolled out pan India in a virtual mode with more than 120 teams participating from companies across various sectors. Brief reports are carried inside along with other updates from AIMA and the Local Management Associations, as well as some interesting articles on management.

In a few days from now, AIMA will see its customary change of guard at the 48th National Management Convention which is being held online on 22-23 September 2021, on a specially curated platform. The AIMA Managing India Awards are also coinciding with the NMC this year, and will be held on 22 September evening. We invite you to join the NMC and the Managing India Awards which will also be streamed live on AIMA's social media channels - Facebook, Twitter and YouTube. We look forward to reporting details on these mega events in our next issue.

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

Warm Regards

Rekha Sethi  
Director General

## AIMA OFFICE BEARERS

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Vice Chairman & Managing Director

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Chairman & Managing Director

CavinKare Pvt Ltd

VICE PRESIDENT

**Mr Shrinivas V Dempo**

Chairman

Dempo Group of Companies

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**Mr Sanjay Kirloskar**

Chairman & Managing Director

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DIRECTOR GENERAL

**Ms Rekha Sethi**

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*Managing Editor*  
Ms Smita Das

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# 48th National Management Convention

## Beyond Recovery: New Rules of the Game

22-23 September, 2021- ONLINE

### SPEAKERS

<p><b>Sanjay Kirloskar</b> Convention Chairman &amp; Chairman &amp; Managing Director, Kirloskar Brothers Ltd</p>	<p><b>General MM Naravane</b> PVSM, AVSM, SM, VSM, ADC Chief of the Army Staff, Indian Army</p>	<p><b>Piyush Goyal</b> Minister of Commerce &amp; Industry, Consumer Affairs &amp; Food &amp; Public Distribution and Textiles, Government of India and Leader of House, Rajya Sabha</p>	<p><b>Shaktikanta Das</b> Governor, Reserve Bank of India</p>	<p><b>Harsh Pati Singhanian</b> President, AIMA &amp; Vice Chairman &amp; Managing Director, JK Paper Ltd</p>
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(Alphabetical order, first name wise)

**Aditi Shrivastava**  
Co-Founder & CEO  
Pocket Aces

**Azad Moopen**  
Founder Chairman and Managing Director  
Aster DM Healthcare

**Brahma Chellaney**  
Professor of Strategic Studies, Center for Policy Research and Fellow, Robert Bosch Academy in Berlin

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

**Claude Smadja**  
President, Smadja & Smadja Strategic Advisory

**Devendra Chawla**  
Managing Director & CEO  
Spencer's Retail and Nature's Basket

**Devi Prasad Shetty**  
Chairman and Executive Director, Narayana Health

**Harshvardhan Neotia**  
Chairman, Ambuja Neotia Group

**Hemant Nerurkar**  
Past President, AIMA and Independent and Non-Executive Director, Adani Enterprises Ltd

**Kabir Bedi**  
Indian Film Actor

**K Srinath Reddy**  
President, Public Health Foundation of India

**Nikhil Meswani**  
Executive Director, Reliance Industries Ltd

**Nikhil Sawhney**  
Vice Chairman & Managing Director, Triveni Turbine Ltd

**Nitin Nohria**  
Distinguished Service University Professor, Harvard University and Former Dean, Harvard Business School

**Pranjal Sharma**  
Economic Analyst, Advisor and Writer & Author-India Automated

**Puneet Chhatwal**  
Managing Director & CEO  
The Indian Hotels Company Ltd

**P Balaji**  
Chief Regulator and Corporate Affairs Officer  
Vodafone Idea Ltd

**Rajeev Talwar**  
Advisor, DLF Group and Chairman, NAREDCO

**Rajesh Magow**  
Co Founder & Group CEO  
MakeMyTrip

**Rajive Kaul**  
Chairman, Nicco Engineering Services Ltd

**Rekha Sethi**  
Director General, AIMA

**Shashi Tharoor**  
Member of Parliament, Lok Sabha and Chairman of the Parliamentary Standing Committee on IT

**Shrinivas Dempo**  
Vice President  
AIMA and Chairman  
Dempo Group of Companies

**Sudhir Jalan**  
Chairman & Managing Director,  
Meenakshi Tea Co Ltd

**Suneeta Reddy**  
Managing Director  
Apollo Hospitals Group

**Sunil Kant Munjal**  
Chairman, Hero Enterprise

**T V Mohandas Pai**  
Chairman, Manipal Global Education Services Pvt Ltd

**Vamsi Krishna**  
Co-Founder & CEO, Vedantu

**Varun Alagh**  
Co-Founder, Mamaearth

**Vikram Chandra**  
Founder, Editorji Technologies

**Vineet Agrawal**  
Managing Director, Transport Corporation of India Ltd

## Registration Details

- The participation is through "Invitation only". There is no fee for participation.
- Pre-registration and confirmation is MUST for participation.

For online registration

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## 26th AIMA Convocation



*From Top (L-R): Harsh Pati Singhania, President, AIMA and Vice Chairman & Managing Director, JK Paper Ltd; Suresh Narayanan, Chairman & Managing Director, Nestlé India Ltd; CK Ranganathan, Senior Vice President, AIMA, and Chairman & Managing Director, CavinKare Pvt Ltd; Shrinivas V Dempo, Vice President, AIMA and Chairman, Dempo Group of Companies; Bhimaraya Metri, Chairman Board of Studies of AIMA and Director, IIM Nagpur; Rekha Sethi, Director General, AIMA and Raj Agarwal, Director, CME AIMA*

AIMA held its 26th Convocation online on 8th September 2021. Mr Suresh Narayanan, Chairman & Managing Director, Nestlé India Ltd addressed the Convocation and congratulated AIMA students for receiving their various management degrees, diplomas and certificates. At the Convocation, 20 candidates were felicitated for being awarded PhD Degree in Business Administration, run by AIMA in partnership with Aligarh Muslim University. AIMA's flagship Post-Graduate Diploma in Management and Post-Graduate Diploma in IT Management was presented to 702 students. 880 students were awarded certificates and diplomas for completing various short and specialised management courses.

Mr Suresh Narayanan urged fresh management graduates of AIMA to focus on making a social

impact and join organisations that offer jobs and roles with a larger purpose. He advised them to avoid getting snared by shiny brands and instead consider companies that offer better challenges and context. "Some brands may hide what you may not like to be a part of," he said.



*Suresh Narayanan, Chairman & Managing Director, Nestlé India Ltd addressing the Convocation*



*Harsh Pati Singhania, President, AIMA and Vice Chairman & Managing Director, JK Paper Ltd*

Mr Harsh Pati Singhania, President, AIMA and Vice Chairman & Managing Director, JK Paper Ltd congratulated the new graduates on getting their management qualifications. He complimented AIMA’s faculty for using technology to keep classes and evaluation going through the pandemic and preparing the students for the new requirements of business a changed world. “The great advantage that the graduates of 2021 bring to their employers is that they are ready to be deployed in a digitalised system. They have been acclimatised to remote and autonomous way of doing things and they can easily fit a distributed organisation,” he said during his welcome address. Ms Rekha Sethi, Director General, AIMA delivered the introductory remarks.

Mr Shrinivas V Dempo, Vice President, AIMA and Chairman, Dempo Group of Companies introduced the chief guest and Mr CK Ranganathan, Senior

Vice President, AIMA, and Chairman & Managing Director, CavinKare Pvt Ltd delivered the vote of thanks. Dr Bhimaraya Metri, Chairman Board of Studies of AIMA and Director, IIM Nagpur, presented the activity report of AIMA Centre of Management Education. Dr Metri pointed out that AIMA’s India Case Research Centre (ICRC) had increased its efforts to build a library of Indian management case studies



*Shrinivas V Dempo, Vice President, AIMA and Chairman, Dempo Group of Companies*

by signing MoUs with many more business schools, including more IIMs. ICRC is also partnering AICTE in holding case writing competitions in the country to promote Indian case writing talent.

During the convocation, six eminent business leaders and academics were presented AIMA Fellowship. More than 3000 students, academics and delegates attended the virtual convocation through video conferencing and social media channels.



*CK Ranganathan, Senior Vice President, AIMA, and Chairman & Managing Director, CavinKare Pvt Ltd*



*Bhimaraya Metri, Chairman Board of Studies of AIMA and Director, IIM Nagpur*

# LeaderSpeak Session



*H V Shringla, Foreign Secretary, Government of India; Harsh Pati Singhanian, President, AIMA and Vice Chairman & Managing Director, J K Paper Ltd and Rekha Sethi, Director General, AIMA*

The 48th Leaderspeak session was held on 19th August, 2021 with Mr H V Shringla, Foreign Secretary, Government of India and Mr Harsh Pati Singhanian, President, AIMA and Vice Chairman & Managing Director, J K Paper Ltd was the session moderator. The theme of the session was 'Post-vaccine world order: Dismantling Barriers to Global Business and Travel'. Ms Rekha Sethi, Director General, AIMA, introduced the speaker and the session. Mr H V Shringla shared that vaccination will make the difference, it possibly will be

a condition for easier entry. While student visas were the highest priority for the MEA right now, the ministry is trying to persuade many countries, including the US and Canada, to issue visas for Indian professionals also. Mr Shringla cautioned that India had to remain vigilant despite falling infection and death rates and avoid a situation similar to the one during the second covid wave. 'The post-vaccine world is not a post-pandemic world', he said. The session was very well received on various platforms of AIMA.

# National Shaping Young Minds Programme



*Pranjal Sharma, Author, Economic Analyst and Columnist and Sunil Kant Munjal, Chairman, Hero Enterprise & Past President, AIMA*

AIMA has been running a very unique programme for young people called the ‘Shaping Young Minds Programme’ (SYMP). The programme provides a platform for young professionals and management students to interact with iconic leaders from various fields, where these leaders talk about their lives, their

successes and more importantly – their failures. For the first time, National Shaping Young Minds Programme was organised online on 25th August 2021. 24 Local Management Associations of AIMA partnered for this event. Ms Rekha Sethi, Director General, AIMA, delivered the introductory remarks.



*Piyush Pandey, Chief Creative Officer Worldwide and Executive Chairman India, Ogilvy and Shrinivas V Dempo, Vice President, AIMA & Chairman, Dempo Group of Companies*



*TV Mohandas Pai, Chairman, Manipal Global Education Services Private Limited and Past President, AIMA and Syna Dehnugara, CBO, LetsVenture, Features Editor, CNBCTV18, Co-author of Young Turks & YLC Co-Chair Tech Startup*

The eminent speakers included Mr Sunil Kant Munjal, Chairman, Hero Enterprise & Past President AIMA; Mr Piyush Pandey, Chief Creative Officer Worldwide and Executive Chairman India, Ogilvy; Mr T V Mohandas Pai, Chairman, Manipal Global Education Services Private Limited and Past President, AIMA and Ustad Amjad Ali Khan, renowned Sarod Maestro. The sessions were moderated by Mr Pranjal

Sharma, Author, Economic Analyst and Columnist; Mr Shrinivas V Dempo, Vice President, AIMA & Chairman, Dempo Group of Companies and Ms Syna Dehnugara, CBO, LetsVenture, Features Editor, CNBCTV18, Co-author of Young Turks & YLC Co-Chair Tech Startup. The programme received an overwhelming response and 16000 students from over 250 colleges across the country participated.



*Ustad Amjad Ali Khan, renowned Sarod Maestro and Rekha Sethi, Director General, AIMA*



# Ph.D (Business Administration)



## Ph.D Programme

Ph.D Programme was launched in 2000 by AIMA in collaboration with Aligarh Muslim University. The programme is divided in two phases - Foundation Phase and Research Work Phase. The Foundation Phase of the programme includes course work conducted by AIMA.

## For Whom

This programme has especially been designed for working professionals (both in industry & academia) which provide enough flexibility so that they continue to make academic pursuits without compromising on their respective job duties & responsibilities.

## Admission Procedure

Register online at [www.aima.in](http://www.aima.in) in the month of March-April/October-November. Candidates need to appear in Research Aptitude Test (RMAT) to be held in May and December every year. Qualified candidates are interviewed for final selection and admission.

## Eligibility

A candidate will be eligible for admission to a course of study leading to the degree of PhD in Business Administration subject to fulfilling the following criteria:

- **Educational Qualification:** Master's Degree in Management or allied subjects like Commerce, Humanities, Science, Engineering and Law etc. or a PGDM / PGDITM duly approved by AICTE, of two years duration with not less than 55% marks or equivalent grade OR Chartered Accountancy, Cost Accountancy or any other professional qualification which are considered equivalent to Master Degree with at least 55% marks or equivalent grade. In addition, the candidate should have a minimum of 50% marks in Graduation.
- AND
- **Work Experience:** Minimum 5 years post qualification work experience in industry at the managerial level or a minimum 5 years of teaching experience as full time Faculty in a Management Institute approved by AICTE or affiliated to a University.

For further details contact: **Manager (PhD Programme)**  
**ALL INDIA MANAGEMENT ASSOCIATION**  
**CENTRE FOR MANAGEMENT EDUCATION**

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## 3rd Business Unusual Series



In continuation of its endeavour to help build management capability in these difficult times, AIMA set up the 3rd edition of its BusinessUnusual Series. The AIMA BusinessUnusual Series is a set of one day online programmes, aimed at preparing enterprises to get back to business quickly in the post lockdown phase.

The first programme under 3rd BusinessUnusual Series was conducted on the theme 'A Scared New World Corporate Strategy for Radical Uncertainty' on 14th August 2021. Mr D Shivakumar, Group Executive President, Corporate Strategy & BD, The Aditya Birla Group was the Programme Chairman and he shared his thoughts on Strategy reboot: Consolidation and growth after Covid 2. Mr Rajeev Varman, CEO, Burger King India; Mr Vineet Agarwal, Managing Director, Transport Corporation of India Ltd; Mr Vikram Bhalla, Managing Director & Senior Partner, The Boston Consulting Group and Mr Satyaki Ghosh, CEO, Domestic Textiles, The Aditya Birla Group were the other speakers of the programme.

The second programme in the series was held on 21st August 2021. The theme of the programme was 'HR with a Heart Rebuilding Lives and Morale'. The programme was chaired by Mr SV Nathan Partner & Chief Talent Officer, Deloitte India. Some of the other speakers included Mr S Y Siddiqui, Chairman AIMA Core Committee on HR & Advisor, Maruti Suzuki India Ltd; Mr R Mukundan, Managing Director & CEO, Tata Chemicals; Mr Sudhakar Ambati, HR Advisor and Head

*From Top (L-R): D Shivakumar, Group Executive President, Corporate Strategy & BD, The Aditya Birla Group; P Dwarkanath, Former Chairman, GSK Consumer Healthcare Ltd; R Mukundan, Managing Director & CEO, Tata Chemicals; SV Nathan Partner & Chief Talent Officer, Deloitte India; Sudhakar Ambati, HR Advisor and Head -CSR, Dabur India Limited; Vineet Agarwal, Managing Director, Transport Corporation of India Ltd; Rajeev Varman, CEO, Burger King India; Vikram Bhalla, Managing Director & Senior Partner, The Boston Consulting Group; Manu Wadhwa, CHRO, Sony Pictures Networks and Satyaki Ghosh, CEO – Domestic Textiles, The Aditya Birla Group*

-CSR, Dabur India Limited; Ms Manu Wadhwa, CHRO, Sony Pictures Networks; Ms Deepti Verma, Director HR, Amazon; Ms Vishpala Reddy, Head HR, Indian Subcontinent, Philips; Mr Srinivas Vudumula, Chief People Officer, Bharat Financial Inclusions Ltd; Ms Richa Singh, Co-Founder, YourDOST; Ms Shalini Lal, Co-Founder, Unqbe; Dr Arvind Kumar, Chairman, Institute of Chest Surgery- Chest Onco & Lung Transplantation, Medanta, Gurugram and Dr Darell Demello, Independent Consultant. This programme focussed on explaining that how HR leaders can bring in new attitudes and new skills to innovate in order to secure the wellbeing of the organisation and the welfare of the employees during this crisis.

The third programme in the series was organised on the theme 'Winning in Digital Accelerated World' on 28th August 2021. This programme aimed to inform and explain the use of new technologies in Social and Digital media for increasing business profitability and targeting the right audience and communicating them the information in a most appropriate manner. Mr Bodhaditya Deb, Senior Vice President - Integration and Growth – Grey & AutumnGrey; Ms Preeti Reddy, Chairperson South Asia, Kantar Insights; Mr Niraj Ruparel, Head Voice Practice, WPP India; Ms Meera Iyer, Business Unit Head, Dr Vaidya's (RPSG Group) and Mr Nitin Seth, Chief Executive Officer, Incedo were the other speakers of the programme.

Each of these programmes were attended by around 40 senior participants from diverse industries from across the country including Logistics, Consulting, Skill Council, Consumer Durables, Packaging Industry and PSUs.

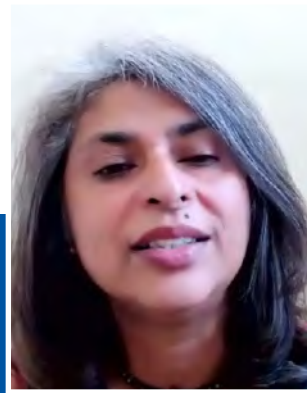


From Top (L-R): Gangapriya Chakraverti, Director, Human Resources, Ford Motor Company-Global Business Services; Vishpala Reddy, Head HR, Indian Subcontinent, Philips; Richa Singh, Co – Founder, YourDOST; Shalini Lal, Co-Founder, Unqbe; Madhvi Lall, Managing Director & Head HR, Deutsche Bank India; Meera Iyer, Business Unit Head, Dr Vaidya's (RPSG Group); V. K. Singh, Director (Personnel), Power Grid Corporation of India

Limited; Arvind Kumar, Chairman, Institute of Chest Surgery- Chest Onco & Lung Transplantation, Medanta; Bodhaditya Deb, Senior Vice President, Integration and Growth – Grey & AutumnGrey; Darell Demello, Independent Consultant and Nitin Seth, CEO, Incedo Inc

# Leadership and Management in Higher Education

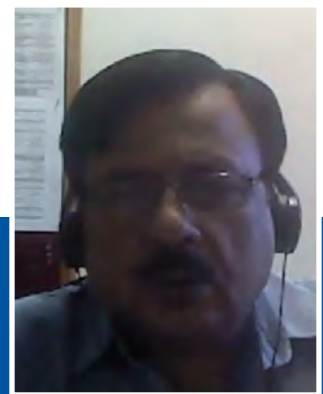
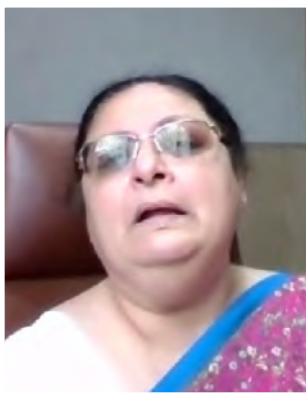
## by AIMA's Vice Chancellors Council



*(L-R) Rajan Saxena, CoFounder, The OpenEdwork and Former VC, NMIMS & Chairman, AIMA's Vice-Chancellors Council; TV Mohandas Pai, Chairman, Manipal Global Education & Past President AIMA; Nandita Abraham, Chief Partnership Officer, GUS Global Services & Former President, Pearl Academy and C. Rajkumar, Vice-Chancellor, O.P.Jindal Global University*

The disruption in higher education caused by technology, pandemic and economic distress requires a rethink, re-imagination and development of the education model. Disruption is not just restricted to academic programme delivery but also affects other academic administrative and financial processes. In

the view of these changes and issues, AIMA's Vice Chancellors' Council (VCC) organised a two day of training on leadership and management in higher education on 26th -27th August 2021. Prof. Rajan Saxena, CoFounder, The OpenEdwork and Former VC, NMIMS & Chairman, AIMA's Vice-Chancellors



*(L-R) Shimpa Sharma, Pro Vice-Chancellor; DY Patil School of Hospitality; Ashok Misra, Prof. Emeritus, Indian Institute of Science, Bangalore; Roshan Lal Raina, Vice-Chancellor, Jaipur National University and Sandeep Narula, Associate Professor, Assistant Dean SPM; IHHMR University*

Council was the programme director. The objective of the programme was to prepare participants to design and develop a learning ecosystem that would enhance student engagement, institution growth and contribute to the development of a sustainable future.

The theme of the inaugural session was ‘Transcending to a New Tomorrow—Leader’s Challenges’ and was addressed by Mr TV Mohandas Pai, Chairman, Manipal Global Education & Past President AIMA. The session was moderated by Mr Anand Sudarshan, Founder & Director, Sylvant Advisors. Some of the other eminent speakers included Prof. Kamlesh Mishra, Vice-Chancellor Rishihood University; Prof. Ashok Misra, Prof. Emeritus, Indian Institute of Science, Bangalore; Dr Rupamanjari Ghosh, Vice-Chancellor, Shiv Nadar

University; Prof. C. Rajkumar, Vice-Chancellor, O.P Jindal Global University; Ms Nandita Abraham, Chief Partnership Officer, GUS Global Services & Former President, Pearl Academy; Mr Sanjay Padode, President, IFIM and Chairman, Vijaybhoomi University and Prof Roshan Lal Raina, Vice-Chancellor, Jaipur National University.

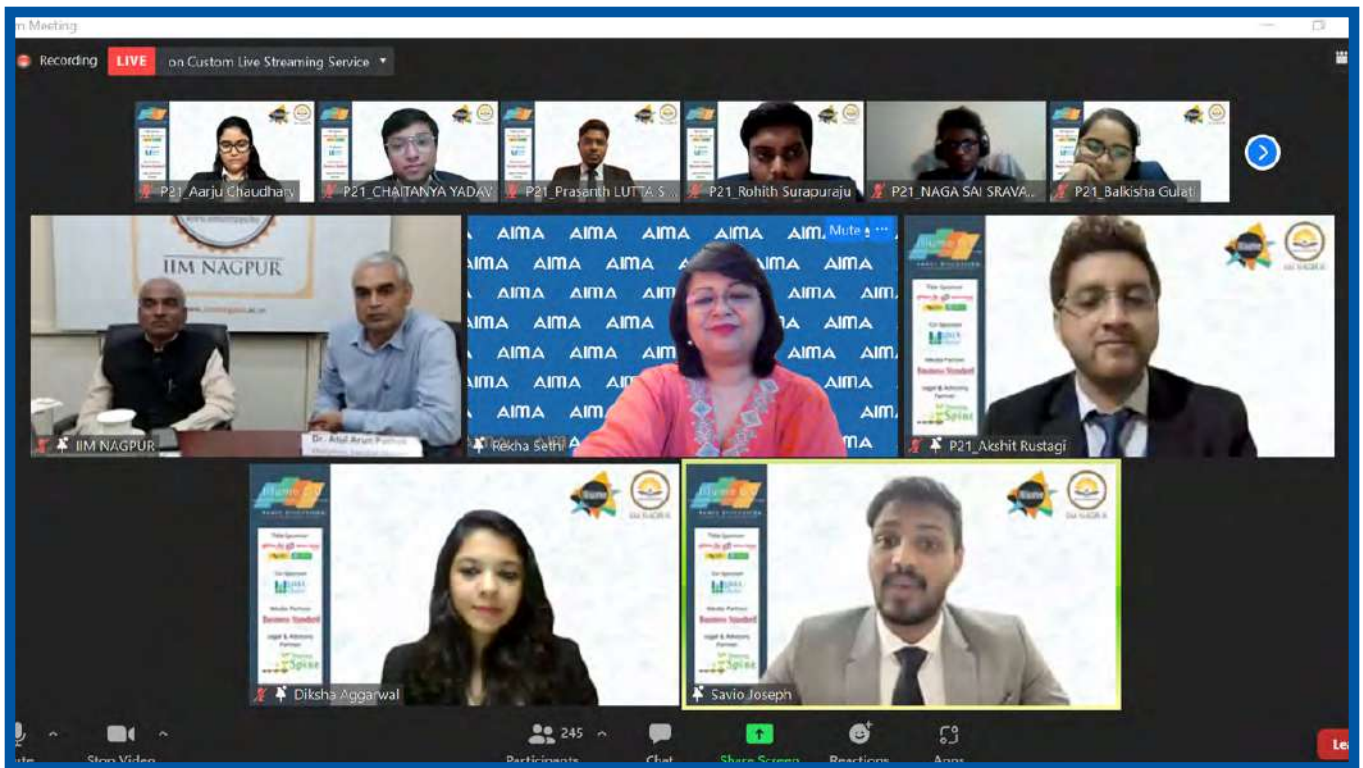
Pro-Vice Chancellors, Registrars, Directors, Deans, Principals, Head-MBA Department, Controller of Examinations, Chief Accountant, Principal Scientist, Professors and faculty from institutions were the participants of the training programme. The training was appreciated by all the senior participants who also congratulated AIMA’s Vice Chancellors Council for this unique initiative.

## AIMA President addresses XIM University Convocation



XIM University hosted its 7th Convocation on 23rd August and Mr. Harsh Pati Singhania, President, All India Management Association and Vice Chairman and Managing Director, JK Paper Ltd was the Chief Guest and Convocation Speaker for the event. Fr. Jerome Cutinha, S.J., Chairman, Board of Governors; Mr. Rajive Kaul, Chairman Emeritus, Board of Governors; Fr. Antony R. Uvari, S.J., Vice Chancellor, XIM University also graced the occasion. During the event, Mr. Singhania was awarded Honorary Degree of Doctor of Philosophy in Business Management. He also unveiled the plaque with the University’s new Vision, Mission and Value Statement.

# IIM Nagpur ILLUME Conclave



*Rekha Sethi, Director General, AIMA addressing the valedictory session of IIM Nagpur ILLUME Conclave*

Indian Institute of Management organised ILLUME conclave on 4th September 2021. Ms Rekha Sethi, Director General, AIMA addressed the faculty members & students at the valedictory session. Ms Sethi complimented Dr Bhimaraya Metri, Director, IIM Nagpur for an outstanding event and said, "It is great to see how well IIM Nagpur has developed in such a short time and is already a highly respected institution with tremendous brand equity. IIM Nagpur is trying to foster a culture of student-led campus activities and student-created learning platforms. ILLUME is a fine example of students set the agenda for management discourse and development".

In her address, she has also shared the digital transformation journey of AIMA and said, "AIMA has undergone a radical transformation during the past year plus, and it has become a completely digital organisation. AIMA replaced all its physical activities with digital programmes." She also shared, digitalisation is both desirable and inevitable, it is not an end in itself. It is merely a means of doing things faster and bigger. The address was very well received by the students & faculty members.

# National Management Games (NMG)



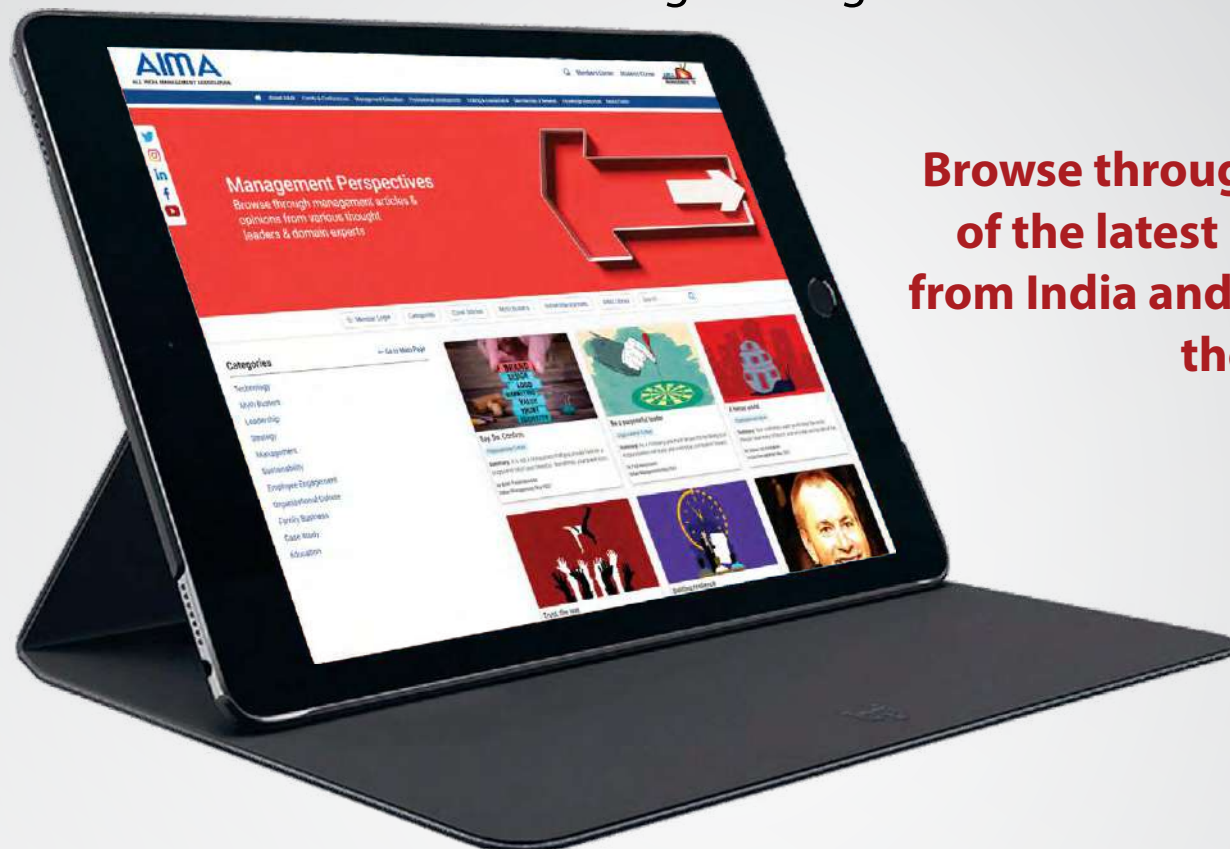
*Winning teams at NMG 2021*

The 30th National Management Games (NMG) popularly known as ‘Chanakya’ is a National Competition for Corporates, organised by All India Management Association. AIMA has been conducting this competition for the last 28 years in the country. NMG for the year 2021 successfully concluded online on 21st August 2021.

The 30th NMG competition was held online across four regions in West, East, South and North. This year more than 120 teams participated from all over India comprising of both Private and PSU companies. NTPC emerged as the national champions in NMG-2021; NTPC and Maruti Suzuki followed as the first and second runners up.

# MANAGEMENT PERSPECTIVES

A collection of management articles and opinions from various management gurus and domain experts.



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## AIMA YLC Online Session

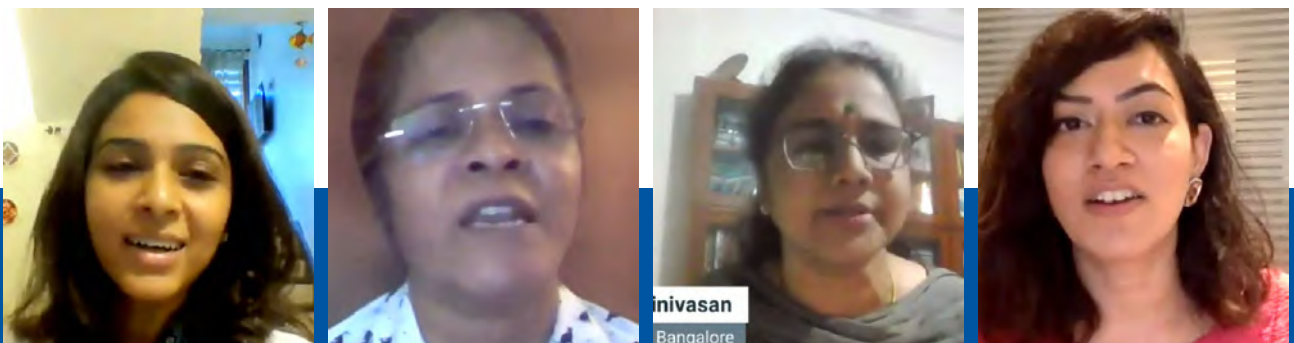


*(L-R) Lavanya Nalli, Vice Chairman, Nalli Silk Sarees Pvt. Ltd; Kartik Sharma, Director, Agnitio and Co-Founder, Dcode AI & YLC Events Chair and Suman Mishra, CEO, Mahindra Electric*

AIMA YLC organised a session on the theme ‘Future of Women Leadership – Challenges & Navigation’ on 13th August 2021. Ms Lavanya Nalli, Vice Chairman, Nalli Silk Sarees Pvt. Ltd and Ms Suman Mishra, CEO, Mahindra Electric were the speakers of the sessions. The session was moderated by Mr Kartik Sharma, Director, Agnitio and Co-Founder, Dcode AI & YLC Events Chair. The speakers concurred on the idea of women developing their support system while on maternity sabbatical and coming back energised to take up more challenging assignments. Given the challenges Indian women face in going up the ladder, speakers suggested an overhaul

from all stakeholders society, organisations and leaders who could inspire the entire system to improve the environment to empower women at the workplace.

Another session on ‘Diversity, Inclusion & Equity’ was organised on 3rd September 2021. Ms Vasanthi Srinivasan, Professor, IIM Bangalore; Ms Aruna Newton, Head, Diversity & Inclusion Infosys and Ms Sandhya Ramesh, Lead, Diversity, Equity & Inclusion practice, Great Place to Work Institute was the speakers of the session. The session was moderated by Ms Tanya Singh, YLC Member.



*(L-R) Sandhya Ramesh, Lead, Diversity, Equity & Inclusion practice, Great Place to Work Institute; Aruna Newton, Head, Diversity & Inclusion Infosys; Vasanthi Srinivasan, Professor, IIM Bangalore and Tanya Singh, YLC Member.*

# AIMA YLC 2.0 - First Council Meeting



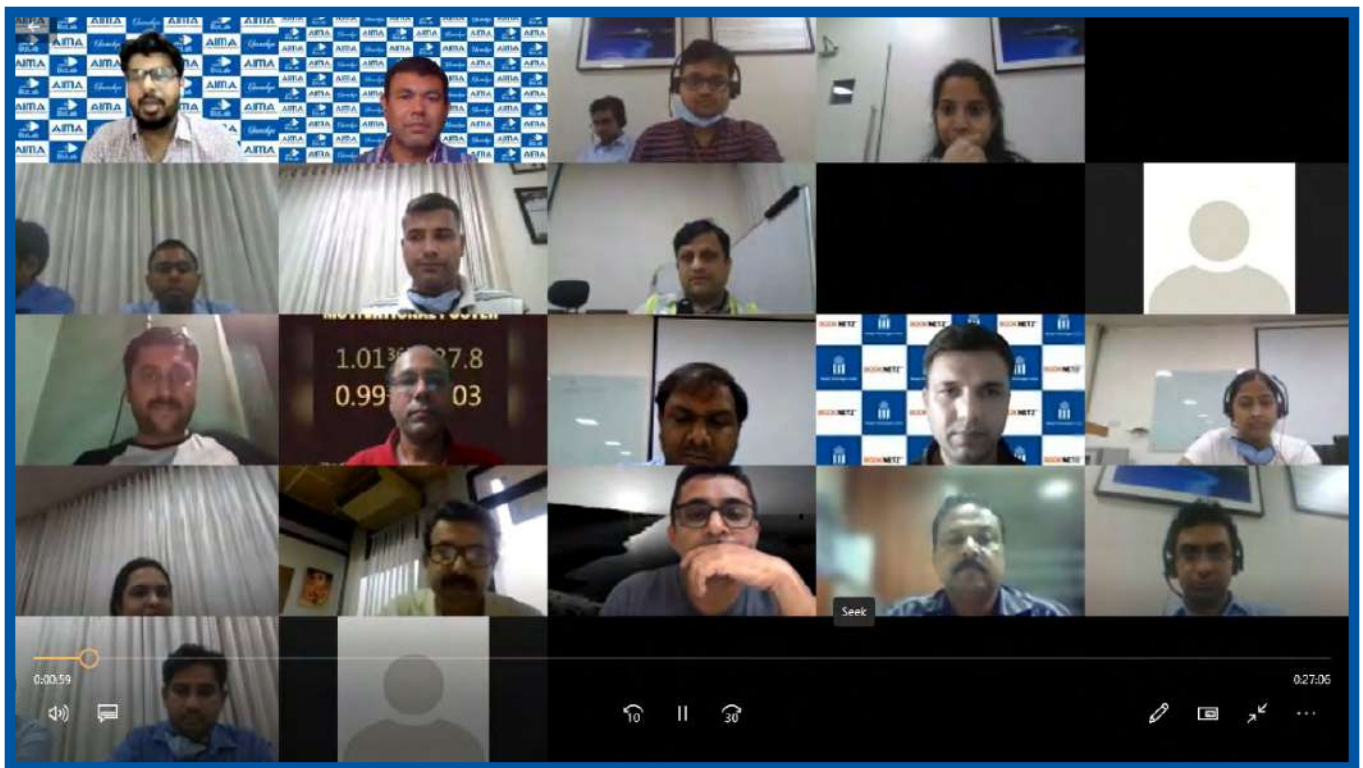
*AIMA YLC 2.0 first council meeting*

AIMA YLC 2.0 first Council Meeting was held on 28th August 2021, over Zoom with 24 members from Executive board, Chapter Chairs and SIG Co-Chairs. The members who attended the meeting included Mr Vineet Agarwal, Immediate Past Chairman; Mr Kartik Sharma, National Chairman; Mr Dinesh Reddy Musukula, National Membership Co-Chair; Ms Bindu Subramaniam, Vice-Chairperson, International & Finance; Ms Latha Nathan, Chennai Chapter Chair; Mr Srinjoy Sen, Eastern Region Chapter Chair; Mr Santosh Kumar, National Partnerships & Alliance Chair and National Membership Co-Chair; Mr Sameer Manglani,

National Empowerment Chair; Dr Parag Agrawal, SIG Co-Chair, Social Business; Mr Saurabh Jain, National Events Co-Chair; Mr Anmol Garg, National Events Co-Chair; Mr Chirag Joshi, Gujarat Chapter Chair; Mr Narayana Subramaniam, Bengaluru Chapter Chair; Mr Ambi Subramaniam, SIG Co-Chair, Art & Culture; Ms Syna Dehnugara, National Brand Communication Co-Chair and SIG Co-Chair, Tech StartUp; Mr Vedant Kanoi, National Brand Communication Co-Chair; Mr Ajay Nahar, National Mentors Ambassador; Ms Varija Bajaj, Delhi Chapter Chair; Mr Chakkaravarthi Rajamani, Hyderabad Chapter Chair and Ms Sakshi Kapahi, Mumbai Chapter Chair.



# eMDP - Simulation-based Business Acumen Workshop

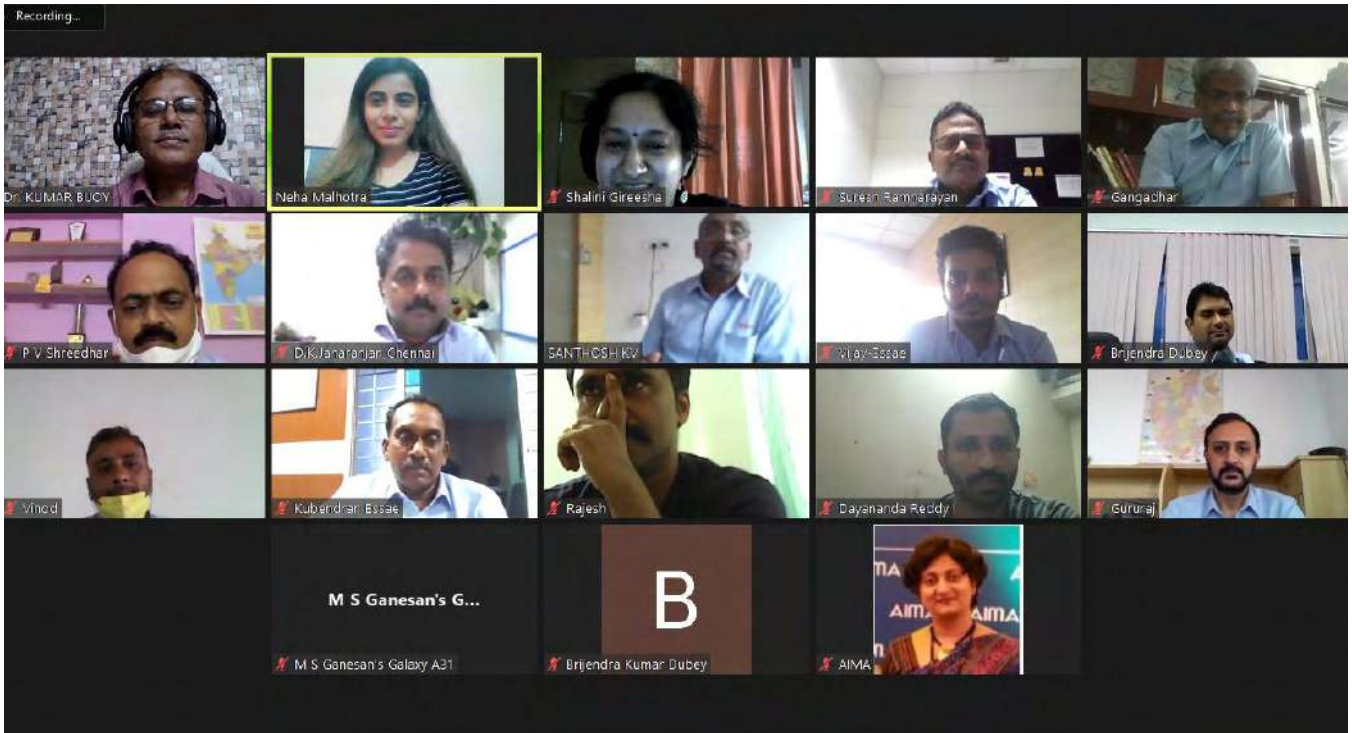


*e-MDP - Simulation based Business Acumen Workshop participants*

AIMA has launched a new series of Management Development Programme called ‘Simulation-Based Business Acumen Workshop’. The first online workshop in the series was held in the month of February 2021 and after receiving appreciation from all the participants and corporates it is being now conducted every month. The next edition was held recently on 27th – 28th August 2021. The workshops mainly focus on recreating a real life business environment in a virtual game. They provide 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 and Shipping Corporation of India, CLP India and Croda India have participated in these MDPs so far.

# Training Programme



*Participants of training programme*

AIMA conducted a one day virtual training programme on 'Finance for Non-Finance' on 17th August 2021. The objective of the programme was to raise the level of financial awareness of participants and enable them to use the financial information provided to make better short-term and long-term decisions in managing

their businesses. The programme tied together different functional areas of the company to attain any company's goal. All senior people from different corporates participated in this programme. The session was very well received and appreciated by all the participants.



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## Seeing-off feat

*It all started with my wife's decision to visit her long-lost uncles at Kanpur. Her mother was planning to go and she jumped at the opportunity. My own plans (later aborted) to travel out of India during that period further strengthened their resolve; and our little boy was also roped in.*

*All modes of travel were examined and finally bookings made on the prestigious 'Shatabdi' leaving New Delhi station at the unearthly hour of 6.20 a.m. On to packing, shopping list, gifts and telephone calls to prepare the reception party.*

*Finally, the D Day arrived. On the evening before, every detail of the operation was worked out meticulously. Daddy (my father-in-law) would bring mummy (his better half) directly to the station. He would locate the seats and leave her there. Then he would come out and wait for his daughter and grandson- who were repeatedly instructed to reach at least 20 minutes before departure time- and take them to the train. So I was permitted to stay home and send the driver instead- of course on the condition that I would make sure my wife and son left home well in time.*

*We set the alarm for 4.30. No chances to be taken, so an extra alarm clock was borrowed (telephone alarms are never reliable, Daddy had said). Two clocks aided by a 4.15 call from the in-laws did wake us up and I bundled my dear ones into the car in 90 minutes flat and went back to sleep. Not for long! Suddenly the phone rang; it was my wife's excited shout, "Krish!". "Have you reached safely"; I queried groggily.*

*"Krish", she howled, "don't be funny, it's only 7.15 and we are at the Nizamuddin station, we have missed the train, please come immediately". I could not comprehend - and decided not to try even- and set off for the station. They had left home well in time, there was no panic call from Daddy and yet here she was calling from Nizamuddin station! What could have gone wrong, I wondered?*

*The mystery was solved partly when I picked them up from Nizamuddin- both almost in tears. We had not reckoned with the ingenuity of Indian Railways! There are two Shatabdis departing from New Delhi station at the same time- one for Agra/Bhopal from platform No.1 and the other for Kanpur from a different platform. Despite all the*

*meticulous planning RFIL (Respected father-in-law) had pushed them into the wrong Shatabdi.*

*By the time my wife realized the error, this super fast train had already crossed Nizamuddin. She pulled the chain and the train stopped for a moment so she and our little bundle of joy could disembark- along with their three bags- in the middle of nowhere. Poor dears had to trudge about a kilometer along the tracks, bags and all.*

*So far so good, but where was Mummy? If she had proceeded alone, she would be travelling without ticket. We went back to New Delhi station and pleaded with everyone to send a message to the right Shatabdi. No way, we were told, we can't inform anyone on the speeding train and she would have been made to pay by this time anyway. For good measure, it was added that if the TC is considerate, he won't charge any penalty. Small mercies!*

*The second half of the mystery was solved when we got home and spoke to RFIL. Just as he reached home, satisfied that he had successfully seen off three passengers to Kanpur, there was a call from DMIL (Dear mother-in-law) "Have you reached already"; was his first query. "Don't be funny", this time he was told - by his wife - "I am still at the station. You had left me at the wrong Shatabdi - Harsh and Karan (daughter and grandson) never reached there; they must have boarded the right train and traveled alone", he was enlightened. "Come immediately and get me home".*

*So ended the odyssey of two Shatabdis, two trains of the same name, destined for two different directions and departing at the same time. Our weeks of planning went to the dogs and our dear ones stayed home, while the relatives at Kanpur were wondering what happened to their guests. As for me. I still can't figure out how RFIL could see them off on two different trains; this is one state secret we will never unravel.*



*by Krishan Kalra  
Past President, AIMA*

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## How Trade Triggers Innovation

*Competition from imports pushes domestic laggards to adopt more efficient practices and technologies.*

May 05, 2021 | by Dylan Walsh



*Whether a multinational corporation or a garage-dwelling loner, inventors don't typically capture the full value of their invention.*

*Foreign competition created by open-border trade policies can have a side effect for companies of all sizes: They invest more in technological upgrades. | iStock/janiecbros*

To take a timely example: When Moderna unveiled its COVID-19 vaccine, its stock price rose and its shareholders made money, but nothing in accord with the trillions of dollars of social value that the vaccine will ultimately deliver.

Economists tend to agree that this mismatch in compensation provides diminished incentives for inventors and thus creates a second mismatch: between the amount of potential innovation that

would benefit the world and the amount the world actually gets.

And so we've created different ways of getting wind in the sails. "That's why we have things like patents," says Christopher Tonetti, an associate professor of economics at Stanford Graduate School of Business. "These help to motivate people to invest their energy in better ways of doing things, which generates new ideas and sustains growth."



In a new paper coauthored with Jesse Perlaopen in new window at the University of British Columbia and Michael Waughopen in new window at New York University, Tonetti uncovers a long-overlooked way in which opening international borders to trade can spark more innovation and growth.

### Familiar Subject, Fresh Approach

The study of trade and economic productivity is an old one. Academics have for decades probed the ways in which open borders promote the diffusion of new technologies and ideas. Likewise, they have studied how the expanded markets created by open borders can spur investment in innovation.

But Tonetti and his colleagues recognize a novel third mechanism by which trade feeds productivity growth. Using a formal model, they demonstrate that increased competition from exporting foreign firms pushes domestic laggards to adopt more efficient practices and technologies.

**If everyone else is moving ahead faster and you're standing still, then you're falling behind faster.**

### Christopher Tonetti

"You can think of it like this: If everyone else is moving ahead faster and you're standing still, then you're falling behind faster," Tonetti says. "And if you're falling behind faster, you'll probably choose to upgrade your technology more often."

Two important nuances in Tonetti's model helped generate this insight. First, studies of international trade typically argue that open borders benefit large, productive companies that are already exporting their products while grinding under the heel of

competition smaller and less productive mom-and-pop shops.

### Don't Just Sit There — Do Something!

"In a traditional model, that's sort of the end of the story," Tonetti says. "In my model, a key innovation is that we give those smaller firms some activity they can do in response: Instead of having to sit there and take it, they can get better."

Second, and related, Tonetti's model turns off the valve of international idea diffusion. For the sake of argument he and his coauthors assume that ideas don't travel across borders. The model instead shows how the variegated nature of domestic markets — some firms use best practices while others don't — creates enduring inefficiencies in markets. The introduction of outside competition shakes these markets up and, to a degree, curtails inefficiencies as domestic firms adopt better domestic technologies.

How much does this matter? Older studies of trade and growth assumed not much, pegging welfare gains from this avenue of innovation at roughly 1%. Tonetti and his colleagues found gains closer to 10%, or an order of magnitude larger.

Tonetti was careful, though, to define his work in a tradition of economics that looks at aggregate well-being: What, for example, would a decision to have more open borders mean for domestic firms? Would it improve or diminish the sum total of their productivity?

### What's This Got to Do with Equity?

He stresses that his results speak nothing to questions of equity, such as: How do open borders affect domestic employment rates in a specific business sector, or geographic region, or demographic group?

“There is a whole separate branch of economics literature on trade that tries hard to study the distributional implications of policy,” he says. “These two complement each other — you want to know what’s happening to the whole pie and you want to talk about how to slice it up.”

With trade, for example, Tonetti notes that a policy of open borders may create aggregate gains, but it also creates winners and losers among individual domestic firms. All boats are not lifted. It is the job of

economists to think about ways to distribute these gains, and the job of policymakers to choose what happens.

“It’s probably true that a lot of people in America, and across the world, have been hurt by international trade proliferation,” says Tonetti. “But if that fact stops us from further integrating economies, further lowering trade barriers, then my paper suggests we’re leaving a lot on the table. We just have to put the distributional policies in place to take care of those who are hurt.”

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**Disclaimer:**

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# INTERNET MARKETING

# AIMA

ALL INDIA MANAGEMENT ASSOCIATION

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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.

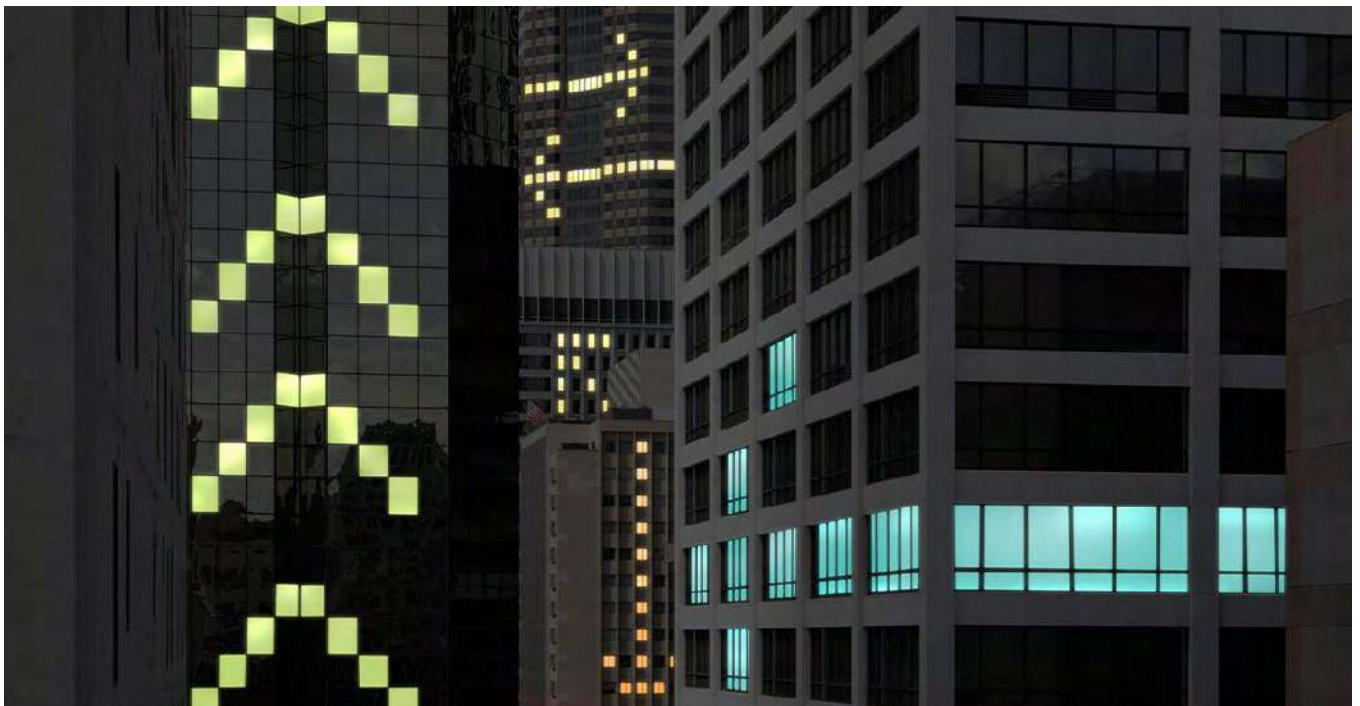
The programme is intended for Sales & Marketing and IT professionals, who want to take, advantage of digital marketing tools and techniques to upscale their career and achieve better revenues for the organisation and create business values.

\*in ODL mode

For more details, please contact: Ekta Nayyar  
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# 5 Reasons Your Employees Don't Understand Your Company's Vision

by Sabina Nawaz | September 07, 2021



Paul Taylor/Getty Images

**Summary.**

*“We don’t have a north star.” Despite hours of work developing a business’ visions, mission, and strategy, executives are often surprised by this comment from their employees. Often these senior leaders jump right back into off-site, trying to finesse statements and make things clearer, only to discover the problem still exists.*

*There are five underlying issues for this complaint in employees. First, there is a lack of communication. Explaining the vision once isn’t enough. It must be delivered in a variety of ways — and repeated. Second, some vision and strategy statements are at a high, 50,000-foot-view level, rather than making sure the message is adapted for delivery at all levels of the organization. Third, decisions and individual actions may not be aligned with the commitment communicated. Fourth, team members may dislike or disagree with the vision. Finally, change, by definition, is disruptive. Employees worry about the additional work that might come with the new vision.*

Leadership teams often spend hours wordsmithing their business’ vision, mission, and strategy, only to hear employees complain, “We don’t have a north

star.” Executives are often surprised by this feedback of a lack of an aspirational vision and immediately spend more time trying to craft the perfect

statement. This mistaken approach makes scant progress in clarifying their people's perception of a clear path forward.

Roman, CEO of a consulting services firm, was excited about the vision and purpose articulated during a leadership team off-site. They had researched competitors, thought deeply about core competencies, and ideated about the future. They spent hours finessing each point and communicated the output of their labors with the company. However, within a year, many senior managers started to say the company lacked a north star. Frustrated, Roman wanted to gather his leadership team for another off-site to refine the work they had previously done. But first they decided to investigate the reason for people's lack of clarity. They were surprised to discover several very different underlying issues.

After working with hundreds of teams and watching CEOs jumping to provide immediate answers, I've observed five possible reasons for this common complaint. When employees ask for a path forward, pause and diagnose the reason behind their query before providing an answer. Once you know what's underlying the request, you can address the issue more effectively.

### **Lack of communication.**

Executives often think that one mention at an all-hands meeting or a single email checks the box for communicating their vision. But the further removed someone is from the executive suite, the more often they need to hear your message. Delivering the message in a variety of ways helps. For example, your audience may not catch it all verbally and it would be helpful to have something in writing or via a video — sometimes both. In addition to giving people time to understand what you're sharing,

repetition ensures that newcomers hear it too and broadcasts that this perspective is here to stay. It isn't just a management fad or flavor of the quarter.

As we communicate a consistent message over time, we can also provide specific examples of how the vision has been brought to life. For instance, Roman never shared the company's vision without pairing it with a recent example of its success in practice. Treating each customer as though they were their only client was central to the firm's vision, so every week, Roman spotlighted employees who had extended extraordinary customer care regardless of the size and dollar value of the account. Pretty soon the vision cemented itself in the culture because people could associate it with these specific examples.

### **Different altitudes.**

Some vision and strategy statements are at a high, 50,000-foot-view level. They might sound good but leave too much to the imagination of an employee operating lower to the ground, trying to make a connection between their day job and the purported purpose of the organization. Make sure the message is adapted for delivery at all levels of the organization. When someone completes a project, underscore how their work ties to the big picture.

This type of messaging can't be the sole purview of the CEO who is perched at a different vantage point, though. Individual managers must take part. For example, Roman involved all his direct reports to delineate specific tag lines to the overarching vision that aligned with their division's specific contributions. They then cascaded to their direct reports for additional specifics to bridge the gap between the C-suite and the cubicle. When we translate the vision from the boardroom to the

hallways, teams know how to transfer your ideas to reality.

**Low fidelity.**

Management behavior illuminates the organization's true purpose. Aspirational statements on paper circle the drain when managers say yes to everything. In this case, what employees mean when they say "there's no north star" is that while there's a written statement, decisions and individual actions are not aligned with the commitment communicated. In the case of Roman's organization, people were stretched thin serving multiple priorities and devoting as much time to trivial and seemingly nonessential work as they were to their supposed large priorities. Author Antoine de Saint-Exupery says, "Perfection is achieved, not when there is nothing more to add, but when there is nothing left to take away." Pair your newfound clarity with a decision-making framework spelling out criteria for the types of work that support the mission. Trim nonessentials and back up those who say no to work that runs counter to the overall purpose so they can do more of what matters most.

**Distaste.**

Sometimes it's easier for a team member to say they don't know the vision rather than they dislike or disagree with it. This is especially true the bigger the power differential or if the culture is conflict avoidant or unsafe. If you have clearly communicated a business vision and don't suffer from the aforementioned symptoms, investigate the degree to which people are on board. Start this process by digging into underlying concerns. To get to what's truly going to gum up progress, you might need to run anonymous polls where you ask people what they are worried about losing or fear might be

exposed as a deficiency. Analyzing your constituents' fears, losses, and worries will be a better investment of time than chasing the next catch phrase in a vain attempt at greater clarity.

**Work avoidance.**

Change, by definition, is disruptive. It requires us to stop doing what's comfortable and reprogram our way of thinking and operating. Many people would rather be inured by the status quo than explore the unknown. Aligning to the mission may also mean more work for some. They might rather abdicate this responsibility and place the onus of further clarification on your plate. If this is an issue in your organization, look for ways to incentivize adoption of the business program and positively reward (even small) wins in the right direction. Roman's head of HR partnered with him to ensure bonuses and other incentives lined up with successful execution of the new strategy. One of the division heads also had a monthly triage session where legacy practices came under the microscope and people had to work hard to explain why they existed. Simultaneously, they magnified funding appropriate strategic practices.

Roman and his direct reports were surprised to discover all five reasons festering under the surface and fomenting resistance to the north star. Seeing the situation with fresh eyes, they created a frequent and consistent communication plan; sought their teams' help to connect the vision to specific, daily activities; set up a monitoring system to reward those who pivoted to the new vision and follow up with those who didn't; provided assurances and training to those concerned about becoming irrelevant; and supported employees who pared down the noise to focus on the priorities. After six months, Roman asked anyone he met to articulate the company's vision

and be assured of a clear and consistent narrative. By pausing to understand the true challenges with adopting a north star, Roman and his organization could move much faster in achieving it because their teams were moving forward with them instead of swimming upstream.

Having a vision is critical for a team to determine and deliver results. Equally critical is understanding when the perception that a north star is missing results from what is not being voiced more than the words on a mission statement itself. Once we are in touch with the real concerns of our employees, we can connect them to our vision rather than chasing revisions.

**About Author:**

**abina Nawaz** is a global CEO coach, leadership keynote speaker, and writer working in over 26 countries. She advises C-level executives in Fortune 500 corporations, government agencies, non-profits, and academic organizations. Sabina has spoken at hundreds of seminars, events, and conferences including TEDx and has written for FastCompany.com, Inc.com, and Forbes.com, in addition to HBR.org. Follow her on Twitter.

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# Champions of change

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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.



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## Bhopal Management Association

Bhopal Management Association successfully organised a webinar on 13th August on 'Societal Applications of Space Technology and Women Contributions' with Guest Speaker Mr. Anil C. Mathur, Group Director (Retd.), Space Applications Centre, ISRO, Ahmedabad via Zoom. The welcome address was given by Mr. Pradeep Karambelkar, Chairman, BMA. Ms. Sumana Chhatterjee, Chairperson, Women's Life Enrichment Committee, BMA introduced the speaker. The programme was moderated by Ms. Jayshree Nair, Member, BMA and the vote of thanks was given by Ms. Deepal Chhatwani, Member, BMA. It was very well appreciated by the participants..

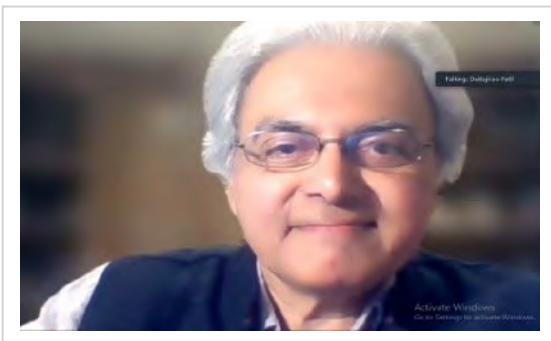


Webinar on 'Societal Applications of Space Technology and Women Contributions'

## Bombay Management Association

### Webinar

BMA MasterClass was held on 4th August with Prof. Rohit Deshpande, Harvard Business School on the topic 'Building a customer-centric organisation'. Dr Kavita Laghate, BMA President, welcomed the speaker and all the participants. The session was attended by around 469 professionals and received good feedback. The Guru Nanak Institute of Management Studies was the collaborator for this event.



Prof. Rohit Deshpande, Harvard Business School



(L-R) Dr. Kavita Laghate, President, BMA; Prof. Ravi Dhingra; Mr. Jagmohan Singh Rishi, EC Member of BMA; Ms. Chhaya Sehgal, Past President of BMA; Dr. Kiran Yadav, Treasurer, BMA and Mr. Rajesh Sharma, Vice President, BMA



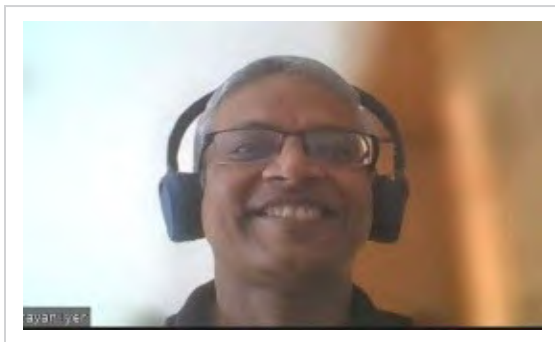
*Dr. Kavita Laghate, President, BMA; Mr. Rajneesh Jain and Dr. Biyan Vrma, EC Member, BMA interacting during the Q&A*

BMA Wednesday Wisdom webinar was conducted on 11th August on the topic 'Demystifying Coaching' by Mr. Shripad Ranade. It was an inaugural session for the collaboration of BMA with International Coaching Federation, Mumbai Chapter. 68 professionals attended the enthralling session which received excellent feedback from all.

BMA organised an interactive Leader Speak series on 7th August on the topic 'The Untapped Potential of Digital Transformation and India's leadership' by renowned speaker Mr. Rajneesh Jain, CFO, Reliance Jio Infocomm Ltd. Around 139 participants enjoyed and appreciated the session.



*(L-R) Mr. Jagmohan Singh Rishi, EC member, BM; Ms. Saraswathi, ICF; Mr. Shripad Ranade, EC Member, BMA; Dr. Kavita Laghate, President, BMA; Ms. Priya Sharma, ICF; Mr. Indrapal Singh, Past President, BMA; Mr. Kiran Yadav, Treasurer, BMA and Ms. Sagorika, ICF*



*Dr. Suryanarayan G. Iyer*

BMA conducted Friday Fundamental on 13th August by Dr. Suryanarayan G. Iyer – Sr. Director, Applications Solution, Engineering Oracle India Pvt Ltd, Mumbai who gave insights into digital HR transformation opportunities and imperatives which was great learning for the audience. More than 59 participants attended the event and received excellent feedback from all attendees.

BMA conducted MasterClass on 18th August on the topic 'Elements of Good Judgement' by industry expert Mr. Yogi Sriram, Council Member of AIMA. The topic was relevant and participants were pleased to learn about what makes someone good at making judgments. 96 participants attended the programme which was appreciated by all.



*(L-R) Mr. Yogi Sriram; Dr. Kavita Laghate, President, BMA; Prof RSS Mani, Imm. Past President, BMA; Mr. Rajesh Sharma, Vice President, BMA; Mr. Indranil Ghosh, EC Member, BMA and Dr. Bigyan Verma, EC Member, BMA*

**BMA Insurance Summit**

Bombay Management Association hosted the BMA Insurance Summit on 20th August. The experts gave an overview of the insurance sector and the key characteristics of the sector. LIC collaborated as a Corporate Partner and SBI Life Insurance associated as a Knowledge Partner and Star Union Dai-ichi Life Insurance as an Associate Partner. Around 951 participants attended the summit which was well appreciated by a large number from India and abroad.



(L to R) Mr. Tapan Singhel, MD & CEO, Bajaj General Insurance; Mr. Ravi Krishnamurthy, President SBI–LIFE and Mr. Abhay Tiwari, MD & CEO of Star Union Dai-ichi Life Insurance Co. Ltd

On 25th August, in continuation with the ‘Celebration of Indian Managers who made a difference’, BMA remembered Dr. Sharu Rangnekar, India’s own Management Guru and author of several books. An audio visual on Dr Sharu Rangnekar was created by the students of Mumbai Education Trust’s Institute of Management under the able leadership of Dr. Vijay Page, the Director General, MET. The session was attended by his daughter Ms. Swati Advani and his family members. Around 146 participants attended the session.



*Celebrating Indian Managers; Dr. Sharu Rangnekar*



*Dr. Vijay Page, Director General, MET*

On 27th August, Mr. Rahul Kalla, Kalla founded in 2001, Laya Consulting Limited, London, UK spoke on ‘Creating Business for a Green Economy’. Mr. Rajesh Sharma, Vice President, BMA, welcomed all the participants and Ms. Chhaya Sehgal, Former President introduced the speaker. Around 50 participants attended the session and gave valuable feedback.



*Speaker, Mr. Rahul Kalla addressing*

BMA celebrated International Youth Day on 12th August and Independence Day on 14th August, and wished all the members on various social media platforms.



International Youth Day

BMA



Independence celebrations at BMA

organised an Academic Director's Meet on 13th August over Zoom. Dr. Kavita Laghate, President of BMA and Director of JBIMS presided over the meeting. Most of the Directors of the Institutes attended the programme and it was a resounding success. The interactive meeting focused on how BMA and Management Institutes can collaborate for the betterment of students and feedback on the activities conducted by BMA.



BMA Academic Director's Meet

## Delhi Management Association

### Executive Development Programme

Fortune Institute of International Business conducted an Executive Development Programme on 'Cyber Security for Data Protection' with the support of Delhi Management Association on 25th August by Mr. Mukesh Choudhary, Chief Technology Officer at Cyber Cell- Jaipur Police and Founder - CyberVeer Foundation (a non-profit organisation) as a key faculty. The programme gave insights on many alarming online trends during COVID-19

Session on 'Cyber Security for Data Protection'

– the rapid rise of cybercrime, case studies including the modus operandi of cyber criminals and how to counter such crimes. It gave the opportunity to all the attendees to learn comprehensive approaches to protecting their infrastructure, including securing data and information, running risk analysis and mitigation, architecting cloud-based security, achieving compliance and much more. The key takeaways of the programme were to implement technical strategies, tools and techniques to secure data and information for your organisation and how to counter measure from financial frauds like – Card Cloning, phishing attacks and online surfing.

The programme on Cyber Security for Data Protection was attended by a large number of working professionals. All the attendees were encouraged to think differently and apply basic elements to their addition. Interactive participant discussion towards the end of the session changed the dynamics between the speaker and the audience which included exchange of views and experiences.

## Faridabad Management Association

Faridabad Management Association in collaboration with Manav Rachna - MRIIRS- Faculty of Management Studies conducted a virtual Master Class on 1st August on 'International Business Environment' with speaker Mr. Pankaj Dubey, Co-Founder and CEO (India), Power Global. The host was Dr. Priyanka Singh, Associate Professor, Faculty of Management Studies-MRIIRS. Mr. D.K. Bakshi, Chief Mentor and CEO, Global Talent Company, Thailand, India, Canada also attended the event. At the end of the session, Mr. V. Thyagarajan, Executive Director, FMA gave the concluding remarks and thanked the speaker and participants.



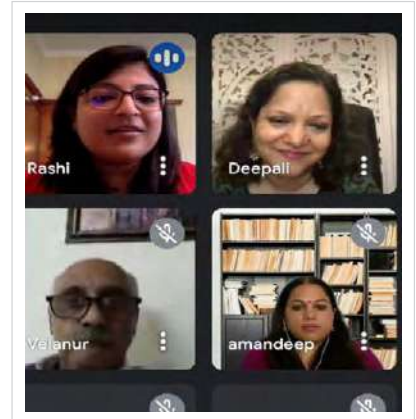
*Webinar on 'International Business Environment'*



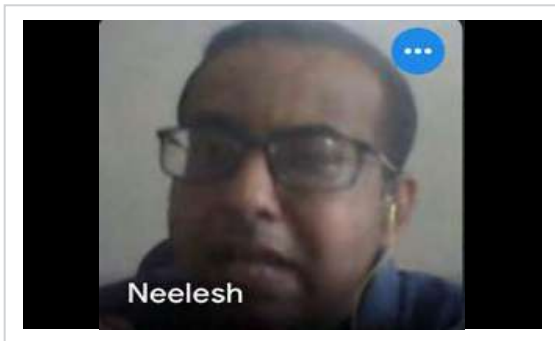
*Session on 'Employability skills and Competencies'*

On 7th August, a virtual Master Class was held by FMA in collaboration with Manav Rachna on 'Employability skills and Competencies' by a renowned speaker Mr. Deepak Bharara, Board of Director at Hartek Group, Director- People A2Z(Advisory N Solutions) and Director-ICPI who was welcomed by Mr. V. Thyagarajan, ED- FMA. The event was hosted by Prof. Gautam Srivastava, Associate Professor, FMS, MRIIRS.

FMA in partnership with Manav Rachna – MRIIRS-Faculty of Management Studies held a Master Class virtually on 8th August on the topic ‘Basics of Marketing in the Digital World’ and the speakers for the occasion were Ms. Deepali Nair, Chief Marketing Officer(India and South Asia), IBM and Ms. Rashi, Marketing Manager, IBM Services –I/SA at IBM, Gurgaon. The event was hosted by Dr. Amandeep Dhaliwal, Assistant Professor, FMS, and MRIIRS. The vote of thanks was delivered by Mr. V. Thyagarajan, Executive Director-FMA.



Speakers addressing the session



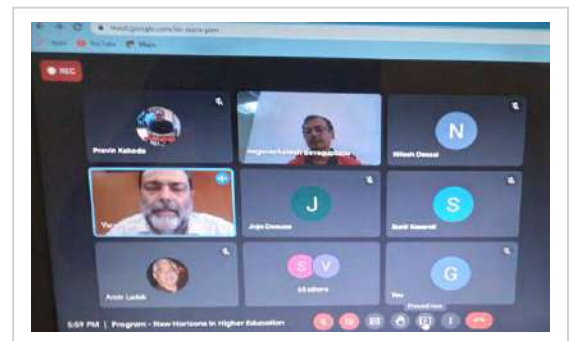
Prof. Neelesh Kumar addressing

On 29th August, FMA and Manav Rachna – MRIIRS- Faculty of Management Studies jointly held a virtual Master Class on ‘Technology Transfer’. The distinguished speaker was Prof. Neelesh Kumar, Sr. Assistant Professor – NMIMS University. The session was hosted by Dr. Shilpa Arora – Faculty of Management Studies – MRIIRS. The concluding remarks were given by Mr. V. Thyagarajan, ED-FMA.

## Goa Management Association

### Webinar

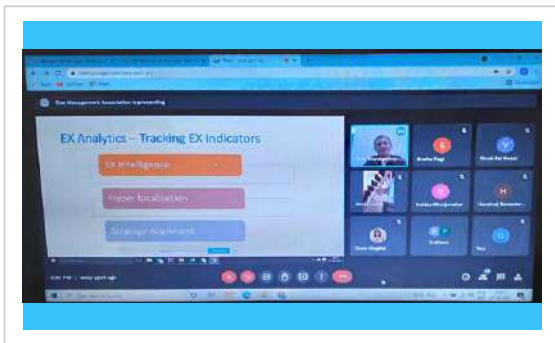
Goa Management Association held a session on 6th August with Prof. Varun Sahni, Vice Chancellor, Goa University, on the topic ‘New Horizons in Higher Education’. The outline of his talk was on challenges facing India’s higher education sector, the need for NEP 2020, vision profound, salient features and key implications of NEP 2020. Mr. Amin Ladak, Chairman, GMA, gave the opening remarks, followed by Mr. Pravin Kakode, Executive Committee Member, GMA, who introduced the speaker and Dr. Prita Mallya, Executive Committee Member, GMA who spoke on the topic of National Education Policy. The vote of thanks was presented by Mr. Deepak Bandekar, Vice Chairman, GMA. It was an extremely interesting session.



New Horizon in Higher Education

**AIMA National SYMP**

Goa Management Association partnered with All India Management Association on 25th August for the online National Shaping Young Minds Programme. The speakers were Mr. Sunil Kant Munjal, Chairman, Hero Enterprise and Past President, AIMA; Mr. Piyush Pandey, Chief Creative Officer Worldwide and Executive Chairman India, Ogilvy; Mr. T V Mohandas Pai, Chairman, Manipal Global Education Services Private Limited and Past President, AIMA and Ustad Amjad Ali Khan - Sarod Maestro and the programme was introduced by Ms. Rekha Sethi, Director General, All India Management Association. There were around 200 students who participated for this online programme from Goa.



*Webinar – Winning with Employees*

**Book Launch**

GMA held a webinar on 27th August, a book launch of Prof. (Dr) D N Venkatesh, Goa Institute of Management and Executive Committee Member, GMA. Prof. Naga provided insights and glimpses of the book 'Winning with Employees' to the participants.

**Guwahati Management Association**

Guwahati Management Association organised a virtual lecture on 28th August on the topic 'Sustainable Development and Inclusive Disaster Risk Reduction - what can be applied to Assam' through Google meet as part of the monthly meeting. The speaker of the event was Mr Gaurav Ray, Senior Representative and Country Head - German Red Cross, Dhaka, Bangladesh. At the beginning of the meeting, GMA President, Mr Chiranjit Chaliha welcomed the speaker and Mr Bhabesh Hazarika, V P, GMA introduced the speaker to the members and the guests present. Mr Gaurav Ray in his speech stressed the need to build a resilient society against the earthquakes in Assam. He said Assam is highly vulnerable to earthquakes and suggested adoption of a multi - hazard approach and preparation of a road map for earthquakes. It was an informative and interactive session. Honorary General Secretary of GMA, Mr Bibhuti Dutta offered the vote of thanks.



*Lecture on the topic 'Sustainable Development and Inclusive Disaster Risk Reduction - what can be applied to Assam'*

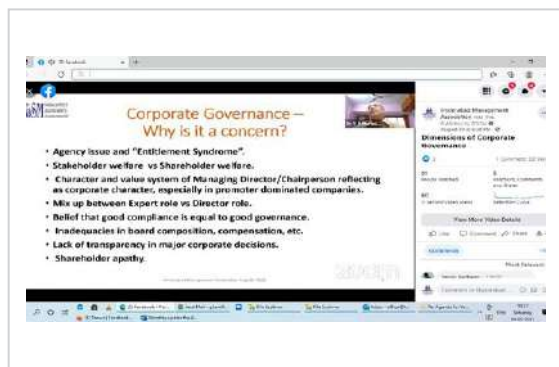
## Hyderabad Management Association

### Lecture Meeting

Hyderabad Management Association organised a lecture meeting on 11th August on the topic 'Digital Transformation of MSME units in a post Covid-19 Era' by Mr Antarpreet Singh, Founder ADTA. He threw light on the future post Covid-19, the importance of digitalisation and why MSME's should concentrate on this as this would be vital for them to move along with the times. It was well attended by participants from the MSME sector.



Mr Antarpreet Singh during his presentation



Speaker and his presentation on Corporate Governance

HMA organised a lecture on 20th August on 'Dimensions of Corporate Governance' by Dr V R Narasimhan, Dean and Professor of Practice – National Institute of Securities Markets, Navi Mumbai who gave a presentation on the importance of Corporate Governance. He addressed the participants and told them how a company should have checks and balances at every stage so that the integrity of the corporate is intact. The mesmerising talk had all glued to the screens to hear the orator state the different aspects of Corporate Governance.

HMA organised an International Desk, a lecture meeting on 24th August on the topic 'Opportunities for Trade and Academic Collaborations in Japan'. The resource person was Mr. Tomio Isogai -Freelance Advisor to Indo-Japan relations, Member-22nd Academy Japan, Ayurdeva Society, Japan, Adjunct Faculty, MIT ADT College of Management Pune. Mr Isogai brought about the strengths of both Japan and India as a nation. He also spoke about the synergy which existed between Japan and India mentioning Buddhism and Ayurveda. Our education system is at par with Japan. He also stated that the Indo-Japanese association will go a long way to ensure a win-win situation to both the nations.



Session in progress

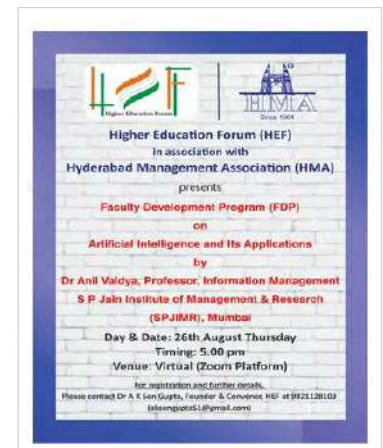


**AIMA National SYMP**

Hyderabad Management Association was a part of the 20 LMA's who collaborated for AIMA's first National SYMP held on 25th August and had a registration of 1050 plus from various colleges and corporates. Iconic speakers made the day by talking of values and incessant learning and strive for excellence always which is ongoing.

**FDP**

Higher Education Forum and HMA collaborated on 26th August and organised a pan India programme on the topic 'Artificial Intelligence and its Application'. The resource person was Dr Anil Vaidya, Professor of SPJIMR, Mumbai who spoke on the importance application as well as the future of Artificial Intelligence and the role it is going to play in the industry as well as the academia. Faculty from different parts of India participated and the session was very interactive and informative.



*Webinar on 'Societal Applications of Space Technology and Women Contributions'*

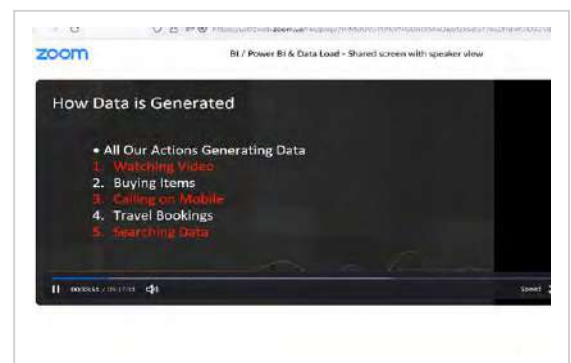


*Mr Devender Reddy, Founder and CEO of Eride during his presentation*

HMA organised a session on 27th August with Mr Devender Reddy, Founder and CEO of Eride, who spoke about the future of the transportation industry. He stated that the pollution levels have increased and also due to the rising cost of petroleum products, the transportation industry has researched and came up with battery operated vehicles as well as electric vehicles which is going to be the future of mobility.

**MDP**

A Management Development Programme was held on 28th August on the topic 'Business Intelligence and the Power Business Intelligence and Data Load' by Mr Amit Chandak, Chief Analytics Officer, Kanerika Software. He spoke of the creation of basic columns and measures, Working on Power Query, Working on Time Intelligence, Working on Rank, TOPN and other functions and how to public and create a dash board. It was a full day programme with 24 paying participants.



*Session on 'Business Intelligence and the Power Business Intelligence and Data Load'*



*Mr Umesh Achanta scaled the highest peak of Europe and hoisted the Indian National Flag on Mount Elbrus*

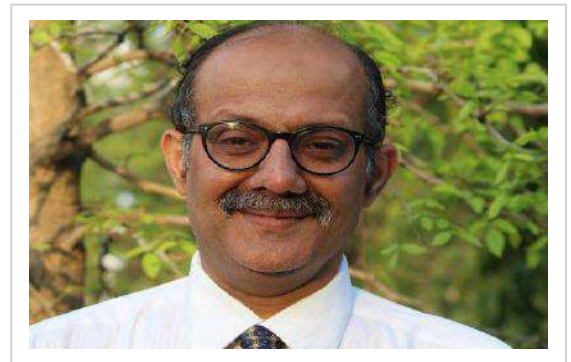
### Social Impact

HMA supported by sponsoring Mountaineer Mr Umesh Achanta to scaled the highest peak of Europe, Mount Elbrus on 15th August. He also hoisted the National Flag at the peak to mark India's 75th Independence Day. During the media conference, he shared that Mount Elbrus is one of the highest seven summits in the world and the largest in Russia or the European continent. Mr Umesh also set a world record by hoisting the largest Indian National Flag on Mount Elbrus. The record is listed in the India Book of World Records, Golden Book of World Records and has been selected for the International Book of World Records.

## Indore Management Association

### In- House Session 'Diksha'

Indore Management Association organised an in-house session for the professionals of TATA International, Dewas on 12th August on the topic 'Goal Setting and Time Management'. The facilitator for the session was Dr. Nitin Merh, an Associate Professor of Business Analytics, Jaipuria Institute of Management, Indore.



*Speaker-Dr. Nitin Merh*



*Mr. Tushar Mahajan during the session*

### Student Chapter- COE

IMA Student Chapter organised a Centre of Excellence webinar on 14th August on the topic 'Customer Matters'. The speaker for the session was Mr. Tushar Mahajan, General Manager, International Marketing, Sonic Biochem Extractions Pvt. Ltd., Indore.

**Centre of Excellence**

IMA organised a Centre of Excellence webinar on 17th August on the topic 'WILLPOWER, Power of Discovering Possibilities in Work Culture'. The speaker for the session was Ms. Chetna Mehrotra, Founder of Rangbhumi: A Happy Playground, Corporate Trainer, Applied Theater Practitioner, Mumbai.



*Ms. Chetna Mehrotra during the session*



*Dr. Sandeep Atre during the session*

**MDP**

IMA organised a Management Development Programme on 19th August on the topic 'The Science of Sustained Motivation'. The facilitator for the session was Dr. Sandeep Atre, Counselling Psychologist Emotional and Social Intelligence Expert, Indore.

**AIMA National SYMP**

AIMA in association with Indore Management Association organised its first online National SYMP on 25th August on the topic 'Shaping Young Minds'. The speakers for the session were Mr. Sunil Kant Munjal, Chairman, Hero Enterprise and Past President, AIMA; Mr. Piyush Pandey, Chief Creative Officer Worldwide and Executive Chairman India, Ogilvy; Mr. T V Mohandas Pai, Chairman, Manipal Global Education Services Pvt. Ltd and Past President, AIMA and Ustad Amjad Ali Khan, Sarod Maestro.

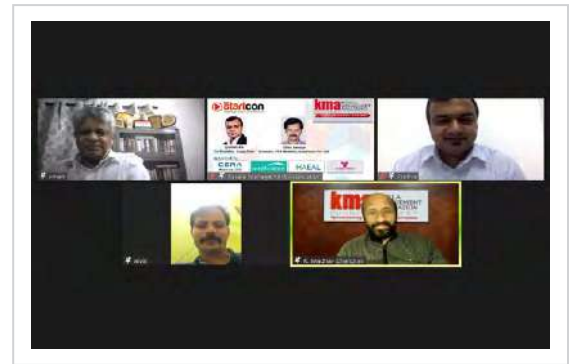


*Speakers addressing during the session*

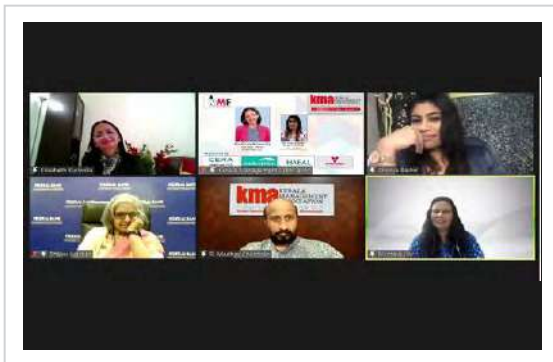
## Kerala Management Association

### KMA 'StartCon'

Kerala Management Association conducted a session of the startup conversation on 6th August with Mr. Jyothis K S, Co-Founder, Zappyhire and Mr. Alvin George, Founder, VST Mobility Solutions Pvt Ltd. The event was attended by over 85 delegates and presided by President, Mr. R. Madhav Chandran. Programme Committee Chairman, Mr. S R Nair, introduced the speaker, and Mr. Jomon K. George expressed gratitude.



Speakers along with the KMA office bearers



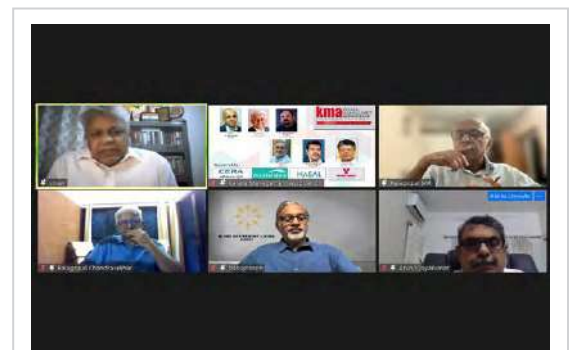
Ms. Elizabeth Kuruville during the Q&A

### Master Class

KMA Women Managers Forum conducted a master class on 12th August on the topic 'Be the change you want to see in the world' by Ms. Elizabeth Kuruville, Managing Director, Green Shine UAE in conversation with Ms. Anooja Bashir, Founder and CEO, Ourea, CMO, Flexi Cloud Brand and Marketing Strategist. Mr. R. Madhav Chandran, the President, presided over the meeting. Ms. Shalini Warriar, Women Managers Forum, introduced the speaker, and Honorary Secretary Mr. Jomon K. George expressed gratitude. There were 120 delegates in attendance.

### Panel discussion

KMA organised a panel discussion on 16th August on the topic 'Managing a Geriatric Kerala'. The panelists were Padmashri Dr. MR Raja Gopal, Chairman, Pallium India; Mr. Balagopal C, Former Civil Servant and Former MD, TerumoPenpol and Thought leader; Mr. Babu Joseph, Chairman, Bless Retirement Living; Mr. Arun Vijayakumar, Enterprise Architect, Tata Consultancy Services and moderated by Mr. S. R. Nair, Author, Business Mentor and Past President of KMA. KMA President, Mr. Madhav Chandran presided over the discussion and Honorary Secretary, Mr. Jomon K. George expressed the vote of thanks. It was attended by around 125 delegates.



Panel discussion on the topic 'Managing a Geriatric Kerala'

**'LeaderTalks' Session**

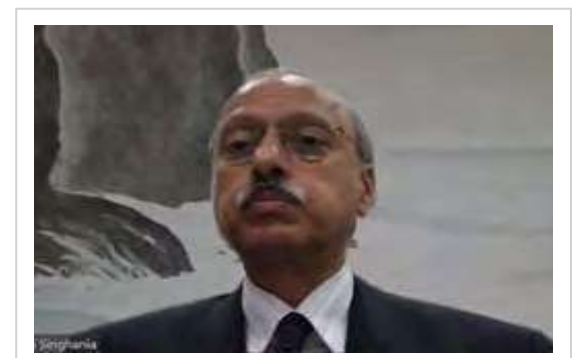
KMA organised a LeaderTalks session on 30th August on the topic 'Psychological safety at work - productivity and innovation imperative' by Mr. Premkumar Seshadri, Former Executive Vice-Chairman and MD, HCL Infosystems Ltd. Mr. R. Madhav Chandran, KMA President presided over the session, and introduction of the speaker was done by Mr. S R Nair, Chairman, Programme committee and Mr. Jomon K. George expressed his gratitude to the speaker. Over 98 delegates participated in the session.



*Mr. Premkumar Seshadri during the session*

**Madras Management Association**

Madras Management Association organised its 65th Hybrid Annual General Meeting on 3rd September at MMA Management Centre Chennai. The Managing Committee of MMA conveyed their gratitude to Mr. Harsh Pati Singhania, President AIMA and Vice Chairman and Managing Director, J K Paper Ltd for being the distinguished chief guest and addressed online during the occasion. His meticulously delivered speech, inspirational eloquence combined with the quality of thought process added tremendous credibility and value to the entire proceedings to the AGM. It was an enlightening session, which was very well received by the members. During the AGM, Mr. Singhania also released the special issue of the MMA Digital Magazine, Business Mandate.



*Mr. Harsh Pati Singhania, President AIMA and Vice Chairman and Managing Director, J K Paper Ltd addressing 65th AGM of MMA*

**Meerut Management Association**

**Webinar**

Meerut Management Association organised a webinar in association with Allahabad Management Association and AWOKE India on 14th August on the theme 'Future of Financial Management and Covid – 19' via Zoom. The speaker was Mr. Sanat Kumar Bhardwaj, Financial Advisor, Awoke India, Kolkata and Mr. Gaurav Jain, President, MMA and Mr. Ravi Prakash, President, Allahabad Management Association were the moderators of the webinar. Members of MMA and AMA attended the webinar. Members exchanged questions and additional inputs as a part of knowledge sharing session. It was widely appreciated by the attendees.



*Speaker- Mr. Sanat Kumar Bhardwaj*

### Independence Day Celebration

MMA celebrated Independence Day with social responsibility by planting trees at MMA House, Meerut. The Flag was hoisted by Mr. Gaurav Jain, President, Meerut Management Association.



*MMA Members during the Flag Hoisting*

### Palghat Management Association

On 15th August, PMA celebrated the Independence Day function at Management House, Palakkad with joy and happiness. PMA members gathered and the national Flag was hoisted by the PMA President. After singing the National Anthem by the members present, the President delivered the Independence Day message to the gathering by strictly following the social distance protocol laid down by the government.



*75th Independence Day Celebration*



*Distribution of Onam Kodi (traditional Kerala attire)*

PMA celebrated the annual event of the distribution of Onam festival kit to the most deserving and needy people who are economically backward and live near PMA office. As a gesture of social commitment, PMA distributed Onam Kodi (traditional attire of Kerala) sari for women and dhoti for men which a family can enjoy during the Onam festival.

## Patiala Management Association

### Talk on Financial Management

Patiala Management Association organised a session on 27th August on the importance of Financial Management by Mr. Ajay Kumar Alipuria, a leading Chartered Accountant of Patiala. CA Ajay Alipuria said, the main motive of today's talk is to make aware the businessman, salary class who so ever is working and earning is to clear their doubts about various tax laws, its compliances. He gave valuable information about the new, old tax laws and its compliance, important information about PPF account, how to issue cheques, penalties for non-compliance, benami property law, section 80 D, 80G, 80 JJAA, 269SS, 269 ST, 44 AD and many others. The President, Mr. Vikas Kalra, started the session with welcome address and Mr. Sanjay Gupta, General Secretary introduced the new members to the association by giving them PMA badge. Dr. Manu Vats concluded the session with a vote of thanks and Executive body and office bearers gave memento to the keynote speaker.



*Executive body and office bearers presenting memento to the speaker*

## Quilon Management Association

### Webinar

Quilon Management Association conducted a webinar on 3rd August on 'Relevance of Design Thinking' with the Chief Guest and keynote speaker Ms. Lakshmi Menon, Social Entrepreneur. Er. Sunil Kumar, Secretary Administration, QMA welcomed the gathering and Dr. Riji G Nair, President, QMA introduced the theme and chaired the session. Dr. Biju. K, Secretary, Programmes introduced the chief guest. The chief guest shared her thoughts and also explained her innovative ideas and its way of successful implementation of her prestigious projects like Ammoommathiri, Cotton wicks were made and sold, thus making the wrinkled hands at old-age homes self-reliant, Chekutty, the rag doll, fashioned from cloth damaged by flood waters, and that brought hope to millions of Keralites ravaged by the floods, and Shayya, a project to provide mattresses to COVID care centers made out of tailoring scrap of PPE. Around 90 members participated in the session. The session was well appreciated by the members and Dr. R. Madhu, Secretary, Public Relations proposed the vote of thanks.



*Speaker, Ms Lakshmi Menon addressing the participants*

## Rajkot Management Association

### Webinar

Rajkot Management Association and Rajkot Information Technology Association jointly organised a webinar on 28th August on 'My Tech Journey and Innovations at Google' by speaker Ms. Hetaswi Vankani, Cloud Team at Google. She shared her experience while being a member of the team that delivered the world's first 10nm Server Chip at Qualcomm, and interestingly simplified the technical aspects like Wafer and Chips while sharing her experience of having led a team of engineers that delivered the Tensor chip, Google's first custom built SoC for pixel series of phones to be launched this year - bringing innovative AI and ML to the users. The programme was well conducted with Mr. Parag Jobanputra, Chairman and IPP, RMA shared the context of the talk; Mr. Mayank Batavia, EC member, RMA compered the event; Mr. Jayen Kotecha, VP-Industry, RMA moderated the Q & A; Mr. Ronak Raiyani, President, RITA talked about the IT industry perspective, and Mr. Anish Parikh, representing RITA presented the concluding remarks. The participants highly appreciated the inspiring and humble talk delivered by the speaker.



Speaker- Ms. Hetaswi Vankani during her presentation with the participants

### AIMA National SYMP

Rajkot Management Association partnered with 14 different Colleges, Universities for organising National SYMP for their students. Among them, 4 organisations namely, R.K. University, Atmiya University, Shri Labhubhai Trivedi Institute of Engineering and Technology and Christ Institute of Management organised on-campus screening of the programme, where around 1400 students attended the event. On-campus screening of the online SYMP and developing a synergised hybrid model was a brainchild of Mr. Chetan Kothari, Past Chairman, RMA.

Students from other partner colleges, universities attended the programme online from their own devices at their own place. There were 1000 plus direct registrations as well. The participants had a valuable learning including the lessons and mistakes shared by the visionary speakers, life teachings, learning from their career, managing stress and managing ambition. RMA Executive Council members actively contributed and supported in collaborating with institutions and organising the event.





Online Screening of National SYMP



On-campus screening of National SYMP

## Trivandrum Management Association

### Enlite Series for B-School Students

Trivandrum Management Association organised a student chapter enlite series for B-School Students on 12th August on 'Communication for Success and Happiness' by Prof. S. Sreekumar, Former Associate Professor, MG College, Trivandrum through Zoom. The programme was well received and attended by the HoD, Faculty and students of TMA Student Chapter.



Talk on 'Communication for Success and Happiness'



Talk on 'Conflict Management in the Workplace'

### Webinar

TMA organised a webinar on 26th August on 'Conflict Management in the Workplace' by Mr. Rajagopal S Nair, Learning and Development Lead – FinCrime Global Standard Operating Model, Ernst & Young through Zoom. He discussed different reasons for conflicts and resolution strategies and the programme was well received and attended by members and participants from corporate companies.



# ADVANCED CERTIFICATE PROGRAMME IN BUSINESS CONSULTING

The Advanced Certificate Programme in Business Consulting is aimed at catering to the growing need for trained and skilled management consultants. This programme will help the participants in gaining knowledge and developing skills to act as a business/management consultant and further develop them as experts who can help the organisations to come out of the problematic situations they face.

## Eligibility

- Post-Graduate or equivalent in any discipline from a recognised university
- Minimum work experience of 5 years is desirable

## Duration

The duration of the programme is 6 months.

## Programme Fees

The programme fees for this course is ₹ 41,300/- (including GST @18%) which include cost of Course Learning Material & Examination fees.

For further details, please contact: **Kiran Rawat**

ALL INDIA MANAGEMENT ASSOCIATION-CENTRE FOR MANAGEMENT EDUCATION

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# AIMA Events Calendar

Event	Programme Chairman /Director	Venue	Date
National Competition of Young Managers		East Round South Round West Round North Round Grand Finale	25 August 2021 02 September 2021 07-08 September 2021 14-15 September 2021 17 September 2021
Managing India Awards		Online	22 September 2021
48th National Management Convention		Online	22–23 September 2021
Leadership Workshop			13 November 2021
Healthcare Management Case Study Contest, Awards and Summit		Online	December 2021
PSU Summit		Online	December 2021
3rd BusinessUnusual Series –Senior Leadership			04 December 2021
10th Innovation Practitioners Case Study Contest, Awards and Summit			14-15 December 2021
HRM Conclave			20-21 January 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

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

For any feedback, suggestions or advertising queries please write to, [aimanews@aima.in](mailto:aimanews@aima.in)

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# AIMA

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