

AIMA News

AIMA'S MONTHLY E-MAGAZINE

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

MARCH 2022



Dear Readers,

It gives me great pleasure to present the next issue of AIMA News. With your support and encouragement, AIMA continued to strive to build management capability through its various initiatives and programmes, not just in India but overseas as well.

After a hiatus of more than two years, AIMA resumed its very popular CEO's Delegation, who visited Dubai. The programme was led by Mr C K Ranganathan, President, AIMA, and Mr Sunil Kant Munjal, Chairman, AIMA International. The group visited the Dubai Expo 2020, the DMCC centre, and met several key Government officials including H.E Helal Saeed Al Marri, Director General of Dubai's Department of Economy and Tourism. Several other key meetings were also held, details of which are carried inside.

AIMA also participated in the virtual Horasis-USA Meeting and hosted a special plenary session on 'The US and India: Partnering for the Post-virus Era'. The session, moderated by Mr Sunil Kant Munjal, was addressed by Mr Suresh Prabhu, Mr Harry Broadman, and Mr R Mukundan. AIMA has been a co-organiser of the Horasis India Meetings and Horasis Asia Meetings held every year, as well as a regular participant at the Horasis Global Meetings.

Closer home, AIMA's hugely popular LeaderSpeak Series continued to gain traction with the rollout of two more sessions. Mr Baijayant 'Jay' Panda addressed the 54th session on the theme 'Regional inclusion: Broadening India's economic growth base' while Ms Arundhati Bhattacharya shared some important insights on 'Indomitable - A Working Woman's Notes on Work, Life & Leadership' in a separate session. Mr C K Ranganathan and Mr Sunil Kant Munjal were the moderators of the 54th and 55th LeaderSpeak sessions respectively.

Taking its trust with digital further, AIMA held the 7th edition of the Global Procurement Summit 2022 in a hybrid mode; in partnership with the Ministry of Finance, GoI, and the World Bank. Mr Pankaj Choudhary was the chief guest of the programme. The summit was addressed by various procurement industry experts and was attended by more than 1500 delegates virtually, from several countries.

In addition, the AIMA Vice-Chancellors Council held its first online International Conference on the theme 'Global Disruption and Transformation in Higher Education'. The conference was graced by many academicians and subject matter experts who shared their insights on ways to make higher education future-ready. More details are carried inside.

The AIMA India Case Research Centre (ICRC) organised the second AIMA Case Writing Competition & Conference in association with AICTE, HKU- Asia case Research Centre (Hongkong The Case Centre (UK) and EFMD last month. Further details can be found inside.

Continuing its tradition of providing platforms to showcase and highlight accomplishments, AIMA organised another edition of its women-centric programme Pragati, chaired by Ms Veena Swarup. The inaugural address was delivered by Ms Sangita Reddy. The programme also included a Best Practices Competition as well as a National level Women's Quiz.

You will find brief reports inside along with other updates from the AIMA Young Leaders Council, the 4th Corporate Management Olympiad, 25th Student Management Games, Student Management Quiz, and training programmes.

This edition of AIMA News also brings you the latest developments 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

AIMA OFFICE BEARERS

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DIRECTOR GENERAL

Ms Rekha Sethi

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AIMA, Management House,
14, Institutional Area,
Lodhi Road, New Delhi-110003
Tel : 01124645100
Fax : 01124626689
E-mail : dlma@aima.in
Website : <http://www.aima.in>

Managing Editor
Ms Smita Das

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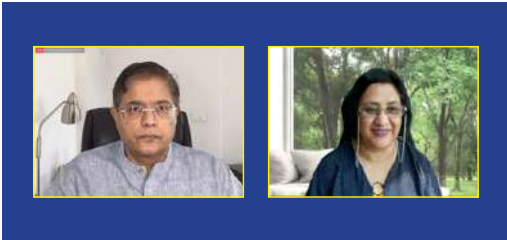
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GLOBAL ADVANCED MANAGEMENT PROGRAMME

Reviving Growth
Through Open
Innovation Strategies

26 June - 02 July, 2022
Silicon Valley, USA



Programme Director

Solomon Darwin

Executive Director, Garwood Center Corporate Innovation, Haas School of Business, University of California, Berkeley

Programme Objectives

- Identify opportunities for profitable growth.
- Respond and adapt to the challenges in the changing landscape due to rapid global economic trends.
- Examine the latest concepts, ideas and tools to help them align their business practices with global economic developments and conditions.
- Learn to build sustainable and innovative business models.

Programme Framework

- Class Room Lectures and Interactions
- Keynotes by Silicon Valley Startups and CEOs
- Visits to and interaction with the top management teams of some of the iconic and innovative companies like Nvidia, Cisco, IBM Research, Wells Fargo Bank, Standard Chartered Bank, PayPal, Fujitsu Open Innovation Gateway, Chevron Corporation, Pacific Gas and Electric Company (PG&E), Calpine Corporation, Dupont Innovation Centre, UC Berkeley Campus amongst others.

Participation Fee

Delegate Fee per participant: INR equivalent of USD 9750 per participant

Early Bird Discount: USD 500 per participant available for registrations received along with participation fee by 15 April, 2022.

- GST: 18% or as applicable on the date of fee payment will be charged on the participation fee.
- AIMA GSTIN No. 07AAATA1644A1ZH AIMA PAN No.: AAATA 1644 A
- Online registration available, please visit www.aima.in

Mansoor Hassan

M: +91 9540060166 | E: mhassan@aima.in

All India Management Association, Management House, 14 Institutional Area, Lodhi Road, New Delhi - 110003

Tel: 011- 2460 8524 / 24608511 / 43128100 | Website: www.aima.in

CEOs' Delegation to Dubai



(L-R) Mr Shiv Siddhant Kaul, Managing Director, Nicco Engineering Services Ltd; Mr Nikhil Sawhney, Vice President, AIMA and Vice Chairman & Managing Director, Triveni Turbine Ltd; Ms Reena Singh, Joint Secretary, Delhi Crafts Council; Ms Vinita Bajoria, Chairperson, Nicco Cables Ltd; Mr C K Ranganathan, President, AIMA and Chairman & Managing Director, CavinKare Pvt Ltd; H. E. Helal Saeed Al Marri, Director General, Dubai's Department of Economy and Tourism; Mr Sunil Kant Munjal, Past President, AIMA & Chairman, AIMA International and Chairman, Hero Enterprise; Mr Rajive Kaul, Chairman, Nicco Engineering Services Ltd; Ms Rekha Sethi, Director General, AIMA and Mr Inderdeep Singh, President and Managing Director, Continental Device India Pvt Ltd

After a hiatus of more than two years, AIMA resumed its very popular CEO Delegations with a group to Dubai to witness Expo 2020 and also meet up with key Government officials on the sidelines. The programme was led by Mr. C K Ranganathan, President, AIMA and Chairman & Managing Director, CavinKare Pvt Ltd. and Mr. Sunil Kant Munjal, Past President, AIMA & Chairman, AIMA International and Chairman, Hero Enterprise. The other members of the programme included Mr. Nikhil Sawhney, Vice President – AIMA and Vice Chairman & Managing Director, Triveni Turbine Ltd; Mr. Rajive Kaul, Chairman, Nicco Engineering Services Ltd; Ms. Rekha Sethi, Director General, All India Management Association; Mr. Inderdeep Singh, President and Managing Director, Continental Device India Private Limited;



The delegation at the Dubai Expo entrance



Visit to the Museums of the future

DMCC Centre. One of the key meetings of the program was with the Dubai Future Foundation and Area 2071 and the visit to The Museum of the Future. Another important meeting was with Desert Control, who specialize in climate-smart Agri-tech solutions to combat desertification, soil degradation, and water scarcity.

Ms. Vinita Bajoria, Chairperson, Nicco Cables Ltd; Mr. Shiv Siddhant Kaul, Managing Director, Nicco Engineering Services Ltd. and Ms. Reena Singh, Joint Secretary, Delhi Crafts Council.

The programme included a visit to the Dubai Expo 2020 with the group starting their journey from the India Pavilion and going onto see the pavilions of USA, Spain, Ukraine, Slovakia and Saudi Arabia. The group also met up with H. E Helal Saeed Al Marri, Director General, Dubai's Department of Economy and Tourism and visited the



At the Slovakia pavilion



01 Delegates at the DMCC meeting

02 Goodwill messages at the Ukraine pavilion

03 Discussions with H. E. Helal Saeed Al Marri, Director General, Dubai's Department of Economy and Tourism



04 Delegates at Nammos in Four Seasons Hotel

05 Presentation at Dubai future foundation





Outside Museum of the future



Delegates at the USA pavilion

Horasis US Meeting



From Top (L-R): Mr Sunil Kant Munjal, Chairman, Hero Enterprise; Mr Suresh Prabhu, Member of Parliament and Former Cabinet Minister; Mr Harry Broadman, Partner and Managing Director, Chair - Emerging Markets Practice, Berkeley Research Group LLC; Ms Rekha Sethi, Director General, AIMA and Mr R Mukundan, Managing Director, Tata Chemicals Ltd.

AIMA participated in the Horasis USA Meeting held virtually on 4 March 2022, organised by Horasis: The Global Visions Community. The meeting held on the theme ‘Shaping America’s Role in the Post-COVID World’ focused on the future of the United States of America and its influence on the rest of the globe. The meeting gathered 750 speakers over more than 150 sessions. Many senior leaders from government and business – from the US and elsewhere – participated and proposed ideas on how to shape America’s and the world’s agenda.

AIMA hosted a special digital plenary session on ‘The US and India: Partnering for the Post-virus Era’ moderated by Mr Sunil Kant Munjal, Chairman, Hero

Enterprise. The panellists included Mr Suresh Prabhu, Member of Parliament and Former Cabinet Minister; Mr Harry Broadman, Partner and Managing Director, Chair - Emerging Markets Practice, Berkeley Research Group LLC; Mr R Mukundan, Managing Director, Tata Chemicals Ltd. Ms Rekha Sethi, Director General, AIMA introduced the session.

Sharing his views on the India-US collaboration on climate change, energy conservation etc, Mr Suresh Prabhu said, “India and the US must look at a long term vision – as climate change is not immediately about financial policies but a long-term philosophy.” Speaking at the session Mr Munjal said, “For too long the US and India have not talked at surface

level. Despite this, India and US pharma did a great job on Covid.” Mr Broadman opined that the US administration has not been developing Indian links; and suggested that India take the initiative when it takes the chair of the G20. Mr Mukundan suggested further cooperation in the area of transition to net-zero - especially on nuclear energy and green

hydrogen. Ms Sethi delivered the introductory remarks and set the context of the session.

AIMA has been a co-organiser of the Horasis India Meetings and Horasis Asia Meetings held every year, as well as a regular participant at the Horasis Global Meetings.

Student Management Games (SMG)



Participating teams of the Student Management Games (SMG)

The 25th Student Management Games (SMG) popularly known as ‘Chanakya’ is a National Competition for B-schools, organised by All India Management Association. AIMA has been conducting this competition for the last 24 years in the country. The year the 25th SMG 2022 competition was held online across India and the National Finale was held on 8th March 2022.

‘Chanakya’ is a computer-based simulated game that sensitises and strengthens business acumen in students where participants are handed over a hypothetical company to run. A team of 4 students form a company and run it in a virtual environment created by ‘Chanakya.’ This year more than 150 teams participated in the competition and Pacific Institute of Management, Udaipur bagged all the top 3 positions i.e National Champion, National Runner Up and National Runner Up II.

LeaderSpeak Sessions



(L-R) Mr Baijayant “Jay” Panda, National Vice President and Spokesperson of the Bharatiya Janata Party (BJP) and Ms Arundhati Bhattacharya, Chairperson and Chief Executive Officer, Salesforce, India & Former Chairperson of State Bank of India.

The 54th LeaderSpeak session was held on 9th March 2022 with Mr Baijayant “Jay” Panda, National Vice President and Spokesperson of the Bharatiya Janata Party (BJP). The theme of the session was ‘Regional inclusion: Broadening India’s economic growth base’ and was moderated by Mr C K Ranganathan, President, AIMA and Chairman & Managing Director,

CavinKare Pvt Ltd. Ms Rekha Sethi, Director General, AIMA, welcomed the speaker and the session chair. The session focused on how post-independence there was a great divide in the development of states with few states doing much better both economically and socially as compared to others. It is the more recent steps initiated by the Government



(L-R) Mr C K Ranganathan, President, AIMA and Chairman & Managing Director, CavinKare Pvt Ltd; Ms Rekha Sethi, Director General, AIMA and Mr Sunil Kant Munjal, Past President, AIMA and Chairman, The Hero Enterprise


like Aadhar, GST that have made a dramatic impact and enabled India to grow economically and socially in a balanced way. Mr Panda shared how building of infrastructure, access to banking in the rural sector, improved law and order situation, changes in policies etc. contributed immensely to the growth of the deprived states. The session received a very good response with participants attending on various platforms of AIMA.

Another LeaderSpeak session was held on 8th April 2022 with Ms Arundhati Bhattacharya, Chairperson and Chief Executive Officer, Salesforce, India & Former Chairperson of State Bank of India. The theme of the session based on the book written

by her, "Indomitable – A Working Woman's Notes on Work, Life & Leadership" The fireside chat was moderated by Mr Sunil Kant Munjal, Past President, AIMA and Chairman, The Hero Enterprise. The session was focused on important aspects like career management, corporate leadership and work life balance. Ms Bhattacharya shared how being on the field and being connected with the grassroots plays an important role in achieving success in ones life. Living in the present, working on the future, being innovative, being adaptable and most important human touch were few factors which helped her grow. The session received a very good response with participants attending on various platforms of AIMA.

AIMA Women's Survey

AIMA is conducting a short survey to gain a better understanding of the changing needs and interests of Women Professionals and Experts across industries.



TAKE THE SURVEY NOW [CLICK HERE](#)

Objective of the Survey

Your inputs will help us take some important steps in the right direction and establish focus areas that are aligned with the current requirements of Women Achievers of today and the future.

Choose Top 5 | Takes only a minute

WE VALUE YOUR OPINION

Should you have questions or concerns, please contact – womencouncil@aima.in
Disclaimer: The survey findings will be for AIMA use only. The information collected will not be used for any purpose other than the survey.

Global Procurement Summit 2022



From Top (L-R): Mr Junaid Kamal Ahmad, Country Director-India, World Bank; Mr C K Ranganathan, President, AIMA and Chairman & Managing Director, CavinKare Pvt Ltd; Mr Hoe Yun Jeong, Deputy Country Director, Asian Development Bank and Ms Rekha Sethi, Director General, AIMA

AIMA organised its 7th Global Procurement Summit 2022 in hybrid mode on 7th – 8th March 2022 at New Delhi on the theme ‘Convergence of Public and Private Sectors to maximise value through Green and Innovative Procurement’. The summit was held in partnership with the Ministry of Finance, Government of India and the World Bank. Asian Development Bank, Asian Infrastructure Investment Bank, FIDIC and United Nations Industrial Development Organisation were the other partners.

Mr Pankaj Choudhary, Minister of State for Finance, Government of India was the chief guest of the programme. Mr C K Ranganathan, President, AIMA and Chairman & Managing Director, CavinKare Pvt Ltd delivered the welcome address and the introductory remarks were given by Ms Rekha Sethi,

Director General, AIMA. Mr Junaid Kamal Ahmad, Country Director-India, World Bank and Mr Hoe Yun Jeong, Deputy Country Director, Asian Development Bank delivered the special address.



Mr Pankaj Choudhary, Minister of State for Finance, Government of India

Some of the other eminent speakers included Mr Sanjay Aggarwal, Advisor, Procurement Policy Division, Department of Expenditure, Ministry of Finance, Government of India; Ms Caroline Nicholas, Head, Technical Assistance Section, International Trade Law Division (UNCITRAL Secretariat), United Nations Office of Legal Affairs; Mr K C Jha, Advisor, Business Function & Integration, Government e-Marketplace, Ministry of Commerce & Industry, Government of India; Mr Malcolm Harrison, Group Chief Executive Officer, Chartered Institute of Procurement & Supply; Mr Karma Wangdi, Head of Public Procurement, Royal Government of Bhutan; Mr Nicolas Penagos, Head of MAPS Secretariat, OECD; Mr Samuel Praveen Kumar, Joint Secretary Department of Agricultural & Farmers Welfare, Ministry of Agriculture; Mr Adrian Torres, Chief of Public-Private Partnership, ADB; Mr Jeffery Taylor, Director, Procurement Division 1, Procurement, Portfolio and Financial Management Department, Asian Development Bank; Mr Rajkiran Kanagala, Senior VP & Group Head, Emerging Businesses and Head, SAARC & Chemical Vertical, TCI Group; Mr Charles Callanan, Director, Bangladesh Multi-

Country Office (BDMCO), United Nations Office for Project Services; Ms. Ann E Ottosen, Senior Manager, Vaccine Centre, UNICEF Supply Division; Dr Nelson Ogunshakin, CEng, FICE, FEng, OBE, Chief Executive, FIDIC; Mr Chuan Wee Meng, CEO, Singapore International Mediation Centre; Mr Jeremy Glover, President, Dispute Resolution Board Foundation Region 2 Board of Directors; Mr K Venkata Ramana, Vice President, Contracts & Legal, Tata Projects Limited; Dr René Van Berkel, UNIDO Representative & Head, Regional Office in India; Dr Shailly Kedia, Senior Fellow & Associate Director, (Sustainable Development and Outreach Division), The Energy and Resources Institute (TERI); Ms Elmas Arisoy, Regional Procurement Manager (South Asia), Solution and Innovation in Procurement, The World Bank amongst others.

On the occasion, the GPS souvenir was also released. The summit was physically attended by around 100 delegates at New Delhi, with more than 1500 delegates joining the virtual platform from various countries including USA, UK, Africa, Bangladesh, Thailand, Nepal and Sri Lanka.



From (L-R): Mr K C Jha, Advisor, Business Function & Integration, Government e-Marketplace, Ministry of Commerce & Industry, Government of India; Mr Sanjay Aggarwal, Advisor, Procurement Policy Division, Department of Expenditure, Ministry of Finance, Government of India; Mr Sandeep Verma, Chairman & Managing Director, Rajasthan State Road Transport Corporation and Dr Raj Agrawal, Director, AIMA



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.

International Conference on Global Disruption and Transformation in Higher Education



From top (L-R): Dr Fernando Leon Garcia, President, International Association of University Presidents, and President, CETYS University, Mexico; Mr Rajan Saxena, Former Vice-Chancellor, NMIMS Chairman, AIMA Vice-Chancellors Council; Mr C K Ranganathan, AIMA President and Chairman & Managing Director, CavinKare; Ms Rekha Sethi, Director General, AIMA and Dr Raj Agrawal, Director, AIMA

To make higher education future ready, AIMA’s Vice Chancellors Council organised its very first online International Conference on the theme ‘Global Disruption and Transformation in Higher Education’ on 11th & 12th March 2022 in collaboration with Indian National Commission for Cooperation with UNESCO. The conference was also supported by the International Association of University Presidents (IAUP), European Foundation for Management Development (EFMD), Association of Management Development Institutions in South Asia (AMDISA), California State University - San Bernardino and Association of Indian Universities (AIU).

Dr Fernando Leon Garcia, President, International Association of University Presidents, and President,



BK Sister Shivani, Spiritual & Motivational Leader



Mr D Shivakumar, Group Exec. President- Corporate Strategy & Business Development, Aditya Birla Group



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

CETYS University, Mexico delivered the keynote address and Mr C K Ranganathan, AIMA President and Chairman & Managing Director, CavinKare gave the special address. The theme address was delivered by Mr Rajan Saxena, Former Vice-Chancellor, NMIMS Chairman, AIMA Vice-Chancellors Council and the welcome address was given by Ms Rekha Sethi,

Director General, AIMA. Dr Raj Agrawal, Director, Centre for Management Education AIMA delivered the vote of thanks. On the occasion, a Task force report on 'Changing Job Profiles of Management Graduates and Future of Management Education' and conference souvenir were also released.

AIMA
ALL INDIA MANAGEMENT ASSOCIATION

**International Conference on
Global Disruption & Transformation in Higher Education**

Organised by
AIMA VICE-CHANCELLORS COUNCIL

University Partner
MIRWADI UNIVERSITIES
SAN JERONIMO

Sponsored by
IAUP

Sponsor
Microsoft

B School Partner
IMS
FIREBIRD

Supported by
EFMD EQUIS

Mr Rajan Saxena Former Vice-Chancellor; NMIMS Chairman, AIMA Vice-Chancellors Council and Dr Dipak C. Jain, Vice-Chancellor; Jio University President (European) and Professor of Marketing China Europe, International Business School

The objective of the conference was to discuss the changing face of higher education in India and global influences. The focus areas of the conference were the World in Disarray: Higher Education 2030, Technology in Higher Education—The elephant in the room, New World: New learning system, Developing Graduates for a Resilient World, Learning from Global leader, Research in the New World, Skilled Workforce for Industry 4.0, Industry Session: Changing Employment Landscape, Future of Education ‘Digital Universities’ and Global scenario of Higher Education: Expectations & Values.

The conference was addressed by global and Indian experts in the field of education and technology. Some of the eminent speakers included Mr D Shivakumar, Group Exec. President-Corporate Strategy & Business Development, Aditya Birla Group; Mr T V Mohandas Pai Chairman, Chairman, Manipal Global Education Services Pvt Ltd.; BK



Mr Sandeep J Alur Director Microsoft Technology Center, India

Sister Shivani, Spiritual & Motivational Leader; Prof N V Varghese, Vice-Chancellor National Institute of Educational Planning & Administration; Mr Sandeep J Alur, Director Microsoft Technology Center, India; Dr Dipak C. Jain, Vice-Chancellor, Jio University President (European) and Professor of Marketing China Europe, International Business School; Dr. Vipin Gupta, Professor & Co-Director, Center for Global Management Jack H. Brown College of



From Top (L-R): Mr Sabyasachi Das, Chief Executive Officer, L&T EduTech; Mr. Venguswamy Ramaswamy, Global Head – TCS iON & Director - Tata Business Hub; Mr. Raghav Gupta, Managing Director India & APAC, Coursera; Mr Mohan Lakhmraju, Founder and CEO, Great Learning and Mr Mayank Kumar, Co-Founder and Managing Director, upGrad

Business and Public Administration California State University San Bernardino; Dr. Nallan C. Suresh, UB Distinguished Professor The School of Management, University at Buffalo, The State University of New York; Prof. Devendra Kodwani, Executive Dean The Faculty of Business & Law The Open University Business School UK; Prof. Robert D Galliers, Senior Advisor, Quality Services, EFMD, Belgium The University Distinguished Professor Emeritus & former Provost, Bentley University, USA Professor Emeritus and former Dean, Warwick Business School, UK.; Mr Sabyasachi Das, Chief Executive Officer L&T EduTech; Mr. Venguswamy Ramaswamy, Global

Head – TCS iON & Director - Tata Business Hub; Mr. Raghav Gupta, Managing Director India & APAC, Coursera; Mr Mohan Lakhamraju, Founder and CEO, Great Learning; Mr Mayank Kumar, Co-Founder and Managing Director, upGrad; Mr Vijay K Thadani, Vice Chairman & Managing Director NIIT Ltd; Dr Vinnie Jauhari, Learning and Skills Lead, Microsoft Corporation India Ltd and Mr Maneesh Sharma, General Manager, GitHub India amongst others.

The conference was very well received by the industry experts and participants.

Student Management Quiz (SMQ)



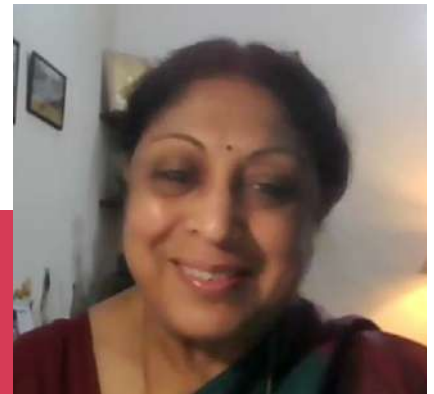
Participants of the Student Management Quiz (SMQ)

AIMA recently relaunched its Student Management Quiz (SMQ) virtually across India. The online regional rounds were held from 29th November 2021 to 15th March 2022 and the semi-final and Grand finale were

held on 30th and 31st March respectively. The competition covered all Business learning aspects for students like Brands, Marketing, Advertisement, HR, Management Theories, Current Affairs and General Knowledge. Indian Maritime Institute, Chennai emerged as the National Champions. Delhi School of

Business, New Delhi was the National Runners Up and XIME, Bangalore was the National Runners Up II. This year over 200 teams from approximately 50 B-schools participated in the competition.

Pragati - Celebrating Achievements of Women



(L-R) Ms Rekha Sethi, Director General, AIMA; Ms Sangita Reddy, Joint Managing Director, Apollo Hospitals and Ms Veena Swarup, Former Director - HR, EIL

AIMA organised Pragati - Celebrating Achievements of Women virtually on the theme 'Equality today for a Sustainable Tomorrow – Lead the Change' on 28th & 29th March, 2022 on a digital platform. Ms Sangita Reddy, Joint Managing Director, Apollo Hospitals delivered the Inaugural address and Mr C K Ranganathan, AIMA President and Chairman & Managing Director, CavinKare was the Keynote speaker for the conference. Ms Veena Swarup, Former Director - HR, EIL was the Conference Chairperson. The introductory remarks were delivered by Ms Rekha Sethi, Director General, AIMA and Mr Neeraj Kapoor, Director, AIMA delivered the concluding remarks. Two special sessions were held on the theme 'Fortifying Yourself and Enhancing Your Capabilities.'

Some of the other prominent speakers who addressed the conference included Ms Shikha Sharma, Founder and Managing Director, Nutriwell Health (India) Pvt Ltd; Ms Aakanksha Bhatia, Counsellor and Educational Psychologist, Founder –

Together We can; Ms Payal Kumar, Dean of Research & Management Studies, Indian School of Hospitality; Ms Neha Chatwani, Organisational Psychologist and Coach at the workplace atelier; Mr Pranjal Sharma, Economic Analyst, Advisor and Writer & Author-India Automated; Ms Vidya Velagapudi, Director - Precision Medicine, AstraZeneca; Captain Kiran Sangwan, Air Asia; Ms Jayati Ghosh, Executive Director (Technical), Engineers India Ltd.; Ms Ameer Misra, Senior



Mr C K Ranganathan, AIMA President and Chairman & Managing Director, CavinKare

Economist and Head, Policy Unit at UNDP India; Mr Mahua Venkatesh, Executive Editor, India Narrative; Ms Urvija Bajpai, ED & Head, IndianOil Institute of Petroleum Management; Ms Swati Munjal, Director, Strategic Initiatives & Student Engagement, BML Munjal University; Ms Swati Nagpaul, Director HR, JW Marriott and Ms Oindrila Chauhan, Sr. HR Director, Talent Acquisition, Microsoft Corporation Pvt Ltd, India.

This Pragati also included a Best Practices and National level only-Women Quiz Competitions.

NTPC Ltd emerged as the Champions, GAIL India and Indian Oil Corporation were declared runners up I & runners up II in PSU Category respectively. Bosch Ltd emerged as the Champion and Runner-up I and WORXPERTISE was declared as the Runners-up II in the Private Category.

AIMA's National level women quiz was conducted by the quiz master Mr Ajay Poonia. Reserve Bank of India was declared as the Champion, followed by Rourkela Steel Plant and JIO Institute as the Runners-up I and Runners-up II.

Training Programme

AIMA conducted a virtual in-company training programme on 12th February 2022 for Bharat Seats Ltd. The theme of the programme was 'Assertive Behaviour - The Secret of Job Satisfaction and Life's Happiness'. The objective of the programme was to learn how to be more assertive rather than meek and aggressive, identify weak areas that are hampering your relationships and career, practice assertive behaviour and make it a habit. The programme was well attended by participants across the mid and senior levels.

Another one-day virtual training programme was organised on 'Mentoring for New Mentors' on 22nd March 2022. The objective of the mentoring programme was to establish a trusting relationship with accountability and responsibility between the mentor and mentee. The programme also helped high performing employees develop their

leadership abilities, teach new workers about the company and the expectations of management. All senior people from different corporates participated in this programme.

The New Wage Regime Exploring 'The Code on Wages, 2019' was the theme of the one day virtual training programme held on 30th March 2022. The objective of the programme was to review, examine, analyse and discuss the major changes brought about by 'The Code on Wages, 2019' in the laws relating to the payment of wages/remuneration and bonus, their implications, and the nuances of the new 'wage regime'. The webinar covered the salient features of the Code on Wages, 2019 and focused on the major changes in the laws relating to wages/remuneration and bonus that the Code seeks to bring about. The session was very well received by the participants.

Case Writing Competition & Conference 2022



(L-R) Mr Rajendra Srivastava, Novartis Prof. of Marketing Strategy & Innovation, Indian School of Business; Mr Anil D Sahasrabudhe, Chairman, AICTE and Dr Rajan Saxena, Chairman, AIMAIndia Case Research Centre, Former Vice Chancellor, SVKM's NMIMS University, Mumbai

AIMA's India Case Research Centre (ICRC) organised the 2nd Case Writing Competition & Conference 2022 in association with AICTE, HKU- Asia case Research Centre (Hongkong The Case Centre (UK) and EFMD on 24th – 26th March 2022.

The inaugural session was addressed by Mr Anil D

Sahasrabudhe, Chairman, AICTE and the special address was given by Mr Rajendra Srivastava, Novartis Prof. of Marketing Strategy & Innovation, Indian School of Business. Mr Ajit Balakrishnan, Founder & Chairperson, Rediff.com delivered the keynote address

Some of the other top industry and academic leaders

included Dr Rajan Saxena, Chairman, AIMA- India Case Research Centre, Former Vice Chancellor, SVKM's NMIMS University, Mumbai; Dr Bhimaraya Metri, Chairman, AIMA Board of Studies & Director, Indian Institute of Management, Nagpur; Ms Vicky Lester, Deputy Director, The Case Centre; Dr Jeroen Van Den Berg, Assistant Director, Asia Case Research Centre, Lecturer, Management and Strategy, HKU Business



From top (L-R): Dr Jeroen Van Den Berg, Assistant Director, Asia Case Research Centre, Lecturer, Management and Strategy, HKU Business School; Ms Vicky Lester, Deputy Director, The Case Centre and Dr Bhimaraya Metri, Chairman, AIMA Board of Studies & Director, Indian Institute of Management, Nagpur

School; Mr François Thérin, Adjunct Professor, Robert Kennedy College, Zürich, Switzerland; Mr Amitava Chattopadhyya, The GlaxoSmithKline Chaired Professor of Corporate Innovation, Professor of Marketing and Marketing Area Chair INSEAD, Singapore; Mr Indranil Bose, Distinguished Professor, NEOMA, Business School, Paris; Dr Gita Bajaj, Professor, Case Writing and Teaching Expert, IMT Dubai, Editorial Board Member, AIMA-India Case Research Centre; Dr Rishiksha T Krishnan, Director & Professor of Strategy, Indian Institute of Management Bangalore; Dr Rajeev Kumra, Professor of Marketing & Dean, IIM Lucknow and Dr Charles Dhanaraj, Professor, University of Denver.

During the Conference, 58 Case studies were presented in nine concurrent sessions, which were reviewed by 24 jury members. The learned jury has selected 3 cases as winner case studies and 9 case

study received the certificate of Excellence and 5 case studies were awarded the Certificate of Merit.

The Best Case Study was awarded to Prof. Prabina Rajib & Prof. Sankarshan Basu for their Case study titled ISPRL - Managing India's Sovereign Crude Oil Price Risk. The second Best Case Study was awarded to Dr Nattuvayikkal Barnabas, Mr N Ramesh & Mr M V Ravikumar for their case study titled iDrisht - A Market Driving Social Enterprise and the third Best Case Study award was shared with two case authors for their case study titled Marketing of Incredible Champions by Mr Sathyanarayanan Ramachandran, Mr S A Senthilkumar & Mr Venkatesakumar Ramakrishnan and second case study by Shwetha Kumari & Jitesh Nair titled: Can Way Cool's Phygital Business Model Help It Become India's AgriTech Unicorn by 2025?. The Case Writing competition & Conference was attended by faculty & corporates from over 500 B-schools and university departments.



From top (L-R): Dr Rishiksha T Krishnan, Director & Professor of Strategy, Indian Institute of Management Bangalore; Mr Indranil Bose, Distinguished Professor, NEOMA, Business School, Paris; Dr Rajeev Kumra, Professor of Marketing & Dean, IIM Lucknow and Dr Gita Bajaj, Professor, Case Writing and Teaching Expert, IMT Dubai, Editorial Board Member, AIMA-India Case Research Centre

Corporate Management Olympiad



From Top (L-R): Mr Puneet Agarwal, Vice Chairman, MIET Group; Mr Shantanu Saha, Founder and CEO, The Recruiters; Mr Chandra Shekar Rastogi, Head of Sales Training & Governance, Canara HSBC Oriental Bank of Commerce Life Insurance Company and Mr Neeraj Kapoor, Director, AIMA

AIMA’s 4th Corporate Management Olympiad was held online from 15th – 17th March 2022. The goal of the Corporate Olympiad was to create a platform

for managers to exchange thoughts, ideas and skills in a spirit of healthy competition, where individuals and corporates are recognised and feted for their competencies & achievements and encouraged to compete for corporate glory. This year Mr Puneet Agarwal, Vice Chairman, MIET Group was the Chief Guest at the valedictory session 200 teams from both PSU and Private sector competed over various rounds of Case Study, Business Modelling, Quiz and Business Simulation Competitions. NTPC emerged as the winner and scored maximum gold medals in the programme. Mr Arpit Jha and Ms Rashmi Kumari from NSPCL emerged as Mr and Ms Olympiad.



Mr and Ms Olympiad 2022

Sail DSP, Indian Oil, NTPC, NSPCL, Pernod Ricard, OTPCL, Ashok Leyland, VECV, GAIL, Tech Mahindra, Neyveli Lignite were the other companies who emerged as the winners in various events of the Olympiad.

YLC Sessions

India's FinTech Revolution

Essentials of Mentoring



Mr Yogi Sriram, Advisor to CEO & MD, Group Human Resources, Larsen & Toubro Limited and Ms Rakhee Malik, Director and Head HR, Kearney India & YLC National Mentorship Programme Chair

YLC organised an online session on the theme 'India's FinTech Revolution' on 4th March 2022. Ms Deena Jacob, CFO and Co-Founder, Open Financial Technologies; Ms Chaitra Chidanand, Co-Founder, SALT – mysaltapp; Mr Vishal Chopra, Co-Founder

& CEO, WeRize and Mr Deepak Abbot, Co-Founder, Indiagold were the speakers of the session. The session was moderated by Ms Nisha Holla, Technology Fellow, Centre for Cellular and Molecular Platforms & YLC SIG Tech Startup Chair.



From Top (L-R): Ms Chaitra Chidanand, Co-Founder, SALT–mysaltapp; Ms Deena Jacob, CFO and Co-Founder, Open Financial Technologies and Ms Nisha Holla, Technology Fellow, Centre for Cellular and Molecular Platforms & YLC SIG Tech Startup Chair; Mr Vishal Chopra, Co-Founder & CEO, WeRize and Mr Deepak Abbot, Co-Founder, Indiagold

Another session was organised on 23rd March 2022 on the theme 'Essentials of Mentoring', with Mr Yogi Sriram, Advisor to CEO & MD, Group Human Resources, Larsen & Toubro Limited. The session was moderated by Ms Rakhee Malik, Director and Head HR, Kearney India & YLC National Mentorship Program Chair. The session was very well received by the participants.

Responsibility

Corporate

Social



Programme Director:
Dr. Nayan Mitra
Distinguished Researcher &
Founder – Sustainable
Advancements

Certificate programme in Corporate Social Responsibility

The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030. At the heart of these are 17 sustainable development goals that are universal, integrated and indivisible. One of the key players in achieving these SDGs is through responsible leadership and corporate social responsibility (CSR). India in recent times has mandated its CSR policy and interestingly most of Schedule VII of the Companies Act 2013 integrates with the Sustainable Development goals.

This programme is of 3 months duration having 30 Instructional Hours with a few session exclusively conducted in workshop format.

The industry professionals, entrepreneurs, consultants, govt. officials, faculty members as well as B-Schools, Engineering and other HEI's Students (currently pursuing as well as pass outs) working or aspiring to work in the area of corporate social responsibility will find this programme immensely valuable.

The sessions will be offered during weekends in online live (Synchronous) mode.

Duration - 3 months programme. You may register online. The batch is starting from March - April, 2022 onwards.

For further details, please contact:

Rahul Bhatia
Mob: 9891963303, Email: rbhatia@aima.in

All India Management Association-Centre For Management Education
15, Link Road, Lajpat Nagar - 3, New Delhi, India-110024
Tel : 011-47673000/011, 49868399, Ext. 722
Website: www.aima.in

A Roof For Faith

Circa 1947; 40-year-old Chaudhary Paras Ram with his wife and 4 children was living in the refugee camp at New Delhi's Birla Mandir. The family, used to the high life and luxury in Pakistan, had a small corner to themselves. Filthy toilets, free community kitchen, daily fights over everything; was a tough existence for the family. Back in Pakistan, this man was a prosperous trader, mill owner and honorary magistrate. This was as high as the natives ever got. Living in great comfort, hobnobbing with the 'gora sahebs', children in convent schools, holidays in the hills, the works. The transformation was killing. He couldn't take it anymore, couldn't see the kids suffering. "Must find a place to ourselves", he thought.

Every morning he would do the rounds of nearby government colonies. Finally, a deal was made. One of the babus agreed to let out his servant quarter for Rs. 25 per month. They could cook their own food in a little open space at the back. Chaudhary Saheb was happy. He gave the babu one month's rent in advance and promised to move in next morning. His limited resources would take a big beating, but the "camp" living was terrible. He would soon find some work, maybe invest in a small business. In any case the Mandir life couldn't go on. He had faith in God and on his own ability to rebuild their life.

Early next morning a 'tonga' was hired and the whole family, along with their few belongings, soon reached their new rented house. The tonga fellow was paid off, their stuff unloaded, and, with great expectations, he proceeded to press the call bell.

For several minutes there was no response. Then a lady appeared looking askance at the eager faces. When the head of the family explained that he had settled the rent deed on the previous evening,

presumably with her husband, she showed great surprise. "But we've already taken some other tenant this morning; at Rs 30 per month, any way here's your refund", she showed Rs. 25 into his shaking hands and shut the door.

Paras Ram's world came crashing down. His faith was shattered. Their place in the temple would've already been taken by many waiting families. He had nowhere to go. At whose door could he knock. There were some distant relatives in Delhi but no one would put up so many people. "For the first time in my adult life", as he would confess later, "I cried".

All this time, a man next door was watching. Quietly he walked over to the shocked family and asked them to come into his house. He even picked up their luggage from the road and took them in. "I have a vacant room. You can stay here for as long as you like. There will be no rent. I'm sorry for my neighbours' behaviour".

Paras Ram and his family stayed in Mr. & Mrs. Bhatnagar's government quarter in Gole Market for nearly 2 months. They all cooked in the same kitchen and ate together. Later Mr. Bhatnagar would also find them a haveli on rent in old Delhi. The owner, his friend Bashir Ali, would even make Paras Ram his partner in "Capital Hat House" near Kotwali in Chandni Chowk. Still later, he would sell the business to him and migrate to Pakistan.

Chaudhury Saheb's faith in humanity was restored. The good samaritan had changed his life.



*by Krishan Kalra
Past President, AIMA*

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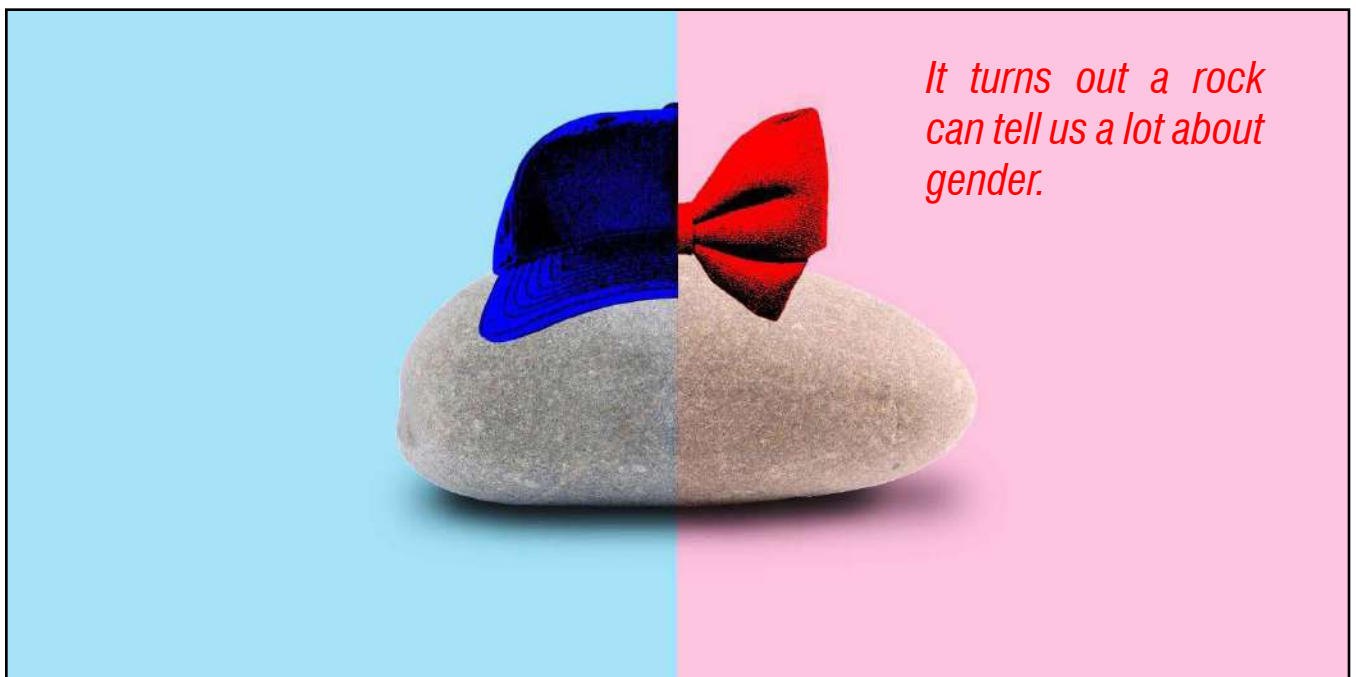
Prabir Kumar Dash, Assistant Director-Membership

All India Management Association, Management House, 14 Institutional Area, Lodhi Road, New Delhi - 110003
Tel: 011-24621323 (Direct), 24645100 Extn-535, Fax: 011-24626689 Email: member@aima.in

Why Taking Gender Out of the Equation is So Difficult

Even as old stereotypes fade, gender remains “a very sticky category,” Ashley Martin explains.

March 02, 2022 | by Lisa Wong Macabasco



Rock and roles: New research explores how just deeply “gender infiltrates the human mind.” | Cory Hall

In a recent study, Ashley Martin, an assistant professor of organizational behavior at Stanford Graduate School of Business, recruited more than 200 participants and gave each a rock. One group was asked to decorate its rocks as creatively as possible; the other was asked to anthropomorphize them with “uniquely human qualities.” (The participants were told that the rocks that received the highest ratings from a pair of judges would win \$100.)

People in both groups were more likely to ascribe gender to their rocks than other social categories such as race, age, or sexual orientation. Yet those who anthropomorphized their rocks were more

likely to see their creation as “humanlike” — and the only characteristic that predicted how human a rock appeared was gender.

Allowing participants to essentially make a person from scratch offered a window into which characteristics are considered essential to being seen as human. And the results helped demonstrate that gender is “more central to conceptions of humanity than other social categories,” as Martin and her coauthor Malia F. Masonopen in new window of Columbia University argue in a new paper titled “What Does It Mean to Be (Seen As) Human? The Importance of Gender in Humanization.”



Low Humanization (0 – 25 on a 100-point scale)



In an experiment in which people were asked to anthropomorphize rocks, gender was the only characteristic that predicted how “human” their creations appeared. | Ashley Martin and Malia Mason

That finding may be a bit of a surprise at a time when we’re used to — or getting used to — indicating our pronouns, deftly deploying they/them, stepping into gender-neutral restrooms, and scrolling through expansive lists of gender options. (Facebook offers more than 50 for users to identify themselves.) Yet even as our understanding of gender is undergoing a thorough reappraisal and gender neutrality is gaining wider acceptance, Martin argues that gender remains the fundamental lens through which humans perceive the social world.

“Gender is a very sticky category,” she says. “A lot of us want gender to no longer be necessary because it confines people to two narrow identities that constrain them through gender stereotypes. That’s a lofty goal — a possible one. But I do think it’s harder than we might believe.” In her latest research, Martin explores deeply ingrained notions of gender and suggests that it may not be so easy to shake off norms built on the bifurcation of biological sex, even when they seem outdated or irrelevant.

What’s Behind the Big Two

In a recent paper in *Perspectives on Psychological Science*, cowritten with Michael L. Slepianopen in new window of Columbia University, Martin presents a new example of how thoroughly “gender infiltrates

the human mind.” Conventional gender roles look remarkably similar to what’s known in psychology as the Big Two: the two dimensions that capture how people process, perceive, and navigate their social worlds, pairings that are seen consistently across disciplines.

“In motivation and human-values research, we see this as agency and communality,” Martin explains. “Culture research sees this as individualism and collectivism. Personality research: alpha-beta, plasticity-stability. Going back even to William James, the father of American psychology, he called this tough-minded and tender-minded.”

One category revolves around the self and one’s ability to achieve goals; the other is focused on other people and how to build and maintain relationships. “Those are redundant with our notions of masculinity and femininity,” Martin says, “and what that suggests is that a lot of the ways in which we view, categorize, and understand our world is based on that gender differentiation between men and women.” As she and Slepian write, “Although past work has identified the Big Two as a model to understand social categories, we argue that gender itself is the social category that explains the nature of the Big Two.”

A lot of us want gender to no longer be necessary because it confines people to two narrow identities that constrain them through gender stereotypes. That’s a lofty goal — a possible one. But I do think it’s harder than we might believe.

Ashley Martin

While many modern humans understand gender largely as a social construct, it has its roots in our evolution, Martin and Slepian say. Today it may be considered impolite to assume someone's gender from their appearance; historically, the ability to distinguish gender was vital for species survival. Two sexes were needed for reproduction, so humans needed to discern who was compatible for procreation. The detection mechanism developed to differentiate males from females became what we call gender, and gender roles followed from that.

Men, who were generally larger and stronger, specialized in hunting and protection, while women assumed roles involving raising children, gathering food, and managing community. Gender roles are also related to specific behaviors, skills, and cognitive processes, Martin notes. Hunting and defending are bolstered by traits linked to agency: assertiveness, competitiveness, dominance, and independence. Child rearing and community building are enhanced by attributes that involve communality: nurturance, warmth, and expressiveness.

"Although the biological components of sex have largely remained required for reproduction, the particular gender roles that follow are of course not required to survive today," Martin and Slepian write. They note, approvingly, that men and women can now transcend the constraints of gendered categories. "Yet," they add, "in the long history of the human species, this change is a relatively recent development, and these gender roles (and stereotypes) continue to exist."

Engendering Change

Gender has been encoded into culture in

myriad ways that go beyond the most obvious stereotypes, Martin points out. "Rougher sounding names where the vocal cords vibrate are associated with men and softer sounding names are associated with women — that's why we see names like John, Drew, and Gary for men, unlike names like Shelley, Sarah, and Hannah for women," Martin says. (That study, by Slepian, found that the pattern held for both American and Indian names.)

Studies have shown that people apply gender to toys, numbers, colors, and even shapes (squares are viewed as more masculine than circles). Gendered assumptions even seep into other social categories like race: Research suggests that people see African Americans as more masculine and Asians as more feminine.

But gender's pervasiveness can be a way to expand our understanding of traditional categories for men and women, Martin argues, including in the workplace. Given that gender inequality is primarily driven by the association of men with high-status occupations and skills that require "masculine" qualities such as agency, efforts can be made to decouple these stereotypes and focus on other gendered aspects of the roles. For example, as Martin notes, STEM is seen as a masculine field because of its association with independence and problem-solving. Studies suggest that women are more likely to show interest in this field when relevant skills like relationality and creativity are highlighted.

Martin believes that challenging or reshaping the gender schema may be more effective than moving toward a "genderless" world. In their forthcoming paper, which includes the rock study, Martin and Mason argue that gender is

a critical humanizing force, one more central to our conceptions of humanness than other social categories. “Individuals use gender to define what constitutes a ‘person’ in the first place,” they write.

Our reliance on gender is so ingrained that Martin believes the current movement toward genderlessness is bound to run into challenges. “When you think about the wealth of information we’re using gender to understand, to remove it completely is a very disorienting thing for people,” she says.

This could have important implications for marketers, who often rely on anthropomorphic mascots or avatars to create attachments to products or brands. “Our research suggests that without gender, people don’t see technology or personal assistants as human — that might have consequences for how we engage with these things,” Martin says.

Seeing technology as gendered has its pitfalls, too, she notes, including furthering problematic stereotypes about women being more helpful,


deferent, or servile. (Hey, Siri! Hi, Alexa!) Martin posits: How might your relationship with your digital assistant change if it sounded like a man? “Would people start to associate certain qualities that we’ve previously imbued on women with men? I don’t know if that’s an answer to gender equality, but it would tell us something about how to disrupt these stereotypes.”

With the advent of new reproductive technologies and expanding categories of gender, Martin believes the categories represented by the Big Two may shift and even proliferate. “We might not necessarily see social cognition fall along two lines only,” she says.

And she is hopeful for other changes. “I see a lot of differences in the way Gen Z understands gender. It’s been really exciting to learn from them,” she says. As more people come to see gendered social roles as a throwback, Martin thinks the future is bright. “Recognizing the embeddedness of gender stereotypes in social cognition allows us to think more broadly about creative ways to change them.”

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For further details, please contact:

Dr. Ritesh Saxena, Associate Professor (IT)
Mob: 9871375898, Email: rsaxena@aima.in

Mr Rahul Bhatia, Asst Director
Mob: 9891963303, Email: rbhatia@aima.in

ALL INDIA MANAGEMENT ASSOCIATION-CENTRE FOR MANAGEMENT EDUCATION
15, Link Road, Lajpat Nagar - 3, New Delhi, India-110024. Tel: 011-47673000/011, 49868399, Ext. 711, Website: www.aima.in

Onboarding Can Make or Break a New Hire's Experience

by Sinazo Sibisi and Gys Kappers | April 05, 2022



Lydia Whitmore/Getty Images

Summary.

Poor onboarding can leave your employees with lower confidence in their new roles, worsened levels of engagement, and an increased risk of jumping ship when they see a new, more exciting position elsewhere. On the other hand, companies that implement a formal onboarding program could see 50% greater employee retention among new recruits and 62% greater productivity within the same group. Given that how you onboard your employees will determine their experience, managers can take the following steps to ensure they set their new hires up for success: 1) set clear goals and measures for success, 2) create a multi-departmental onboarding team, and 3) provide support throughout the onboarding journey.

Although most of the rhetoric around the Great Resignation is centered on American workers in office jobs, labor shortages are growing around the globe in a wide range of sectors and types of roles. Latin America, Eastern Europe, and Asia are also in the midst of labor market turbulence, relating to both so-called “skilled” and “unskilled” labor. As

the world’s labor market continues to shift, the companies that retain key talent and invest in their workforces will be the ones who invest in employee onboarding.

The purpose of onboarding should be setting new hires up for success and decreasing the time it takes for them to become comfortable in their new

roles. This only works if onboarding processes are designed strategically with the end goal in mind. But onboarding has become even more challenging with the rise of remote and hybrid work. In a 2020 survey by Workable, respondents in HR reported remote onboarding or training as the biggest hiring challenge during the pandemic, and it continues to challenge employers.

Even before the virtual shift, more than one-third of companies lacked a structured onboarding process, remote or otherwise. Furthermore, many organizations underestimate how long it takes a new hire to be proficient in their role. The average onboarding program lasts 90 days, but according to Gallup's "Creating an Exceptional Onboarding Journey for New Employees" report, it typically takes new employees 12 months to reach their full performance potential.

Strong relationships aren't built on poor foundations. If you want to improve your talent retention, you need to improve your employees' onboarding experience. Gallup reports that only 12% of employees feel their company does a good job onboarding new team members, leaving 88% of workers with lackluster onboarding experiences. And in a 2021 survey from Principles, 94% of HR professionals who responded said people they'd hired during the pandemic have only interacted within the company virtually, and of those respondents, 31% said employees were struggling to connect with colleagues. Ten percent weren't even sure how new hires were adapting.

Considering that poor onboarding can leave your employees with lower confidence in their new roles, worsened levels of engagement, and an increased risk of jumping ship when they see a new, more exciting position elsewhere, these statistics are concerning, especially for companies hiring remotely.

On the other hand, companies that implement a formal onboarding program could see 50% greater employee retention among new recruits and 62% greater productivity within the same group. Additionally, according to Gallup's onboarding report, employees who have a positive onboarding experience are almost three times as likely to feel prepared and supported in their role, boosting their confidence and improving their ability to perform their role well.

The Keys to Onboarding Success

A short onboarding program isn't the only thing hurting your new employees' experiences. Recent hires also need opportunities to form workplace relationships with their managers, peers, and key stakeholders. In fact, the Gallup report also reveals that employees are more than three times as likely to strongly agree that they had an exceptional onboarding experience when their managers had an active role in the process. However, many managers don't have the capacity to support or implement onboarding programs. Furthermore, most smaller companies (and even some larger ones) don't offer mentorship programs. By failing to offer mentorship opportunities to new hires, you rob employees of the chance to develop the relationships needed to succeed in their new working environment.

As a manager, it's your job to ensure each new employee's experience in the workplace is a positive one — but knowing what steps you need to take to create an effective onboarding plan can feel overwhelming. The following three steps can help managers create strategic onboarding processes that set new hires up for success and improve employee retention.

1. Set clear goals and measures for success.

Before establishing a new onboarding program, you

should start by reviewing your onboarding goals. And when you're reviewing goals, make sure they encapsulate the four Cs: compliance, clarification, culture, and connection. Here are a few questions you should ask:

- Have you clearly identified and explained the regulations, policies, and procedures employees need to comply with?
- Have you clearly set employee job expectations and linked them to concrete, time-bound measures?
- After completing the program, will employees have a full understanding of your company culture and be supported to establish all the relationships vital to their success?
- Where do your organization's capabilities need to be improved upon to execute this new program?
- After completion of the onboarding program, how will you improve and maintain the work-life balance of new hires on an ongoing basis?

Once you've created a set of goals that address all four Cs, it's time to decide how you plan on measuring success. Your measures should be directly linked to your goals and include quantitative metrics (like the percentage of new hires still employed at your company after a year) and qualitative metrics (like feedback from new hires about their onboarding experience). Arriving at these goals and measures requires input from stakeholders across your organization, so be sure you make time to meet with company leaders before moving forward.

2. Create a multi-departmental onboarding team.

If you want to improve the employee experience in the workplace, you need to create an onboarding process that goes beyond HR and involves other company areas, including relevant teams, key stakeholders, and the CEO.

The sooner managers can introduce new hires to their team, the better. Before making the introduction, ensure the team knows why the new employee has been hired and what roles they will play in the team or across the organization. Although facilitating strong team relationships can be a larger initial time investment, it can help boost employee productivity and performance.

It's important to remember that new hires will also interact with stakeholders outside their immediate team. However, it's not always obvious to new employees how they will be working with these people or the best way to connect with them. Managers can help build these relationships by making a list of names, including notes about who they are and how they're important to the company. As a manager, it's your job to ensure that connections are running smoothly, so schedule a time to check in with stakeholders and ensure that new hires' networking is coming together.

An often overlooked (yet critical introduction to make) is between your new hire and your company's CEO. If you have a smaller organization, schedule a one-on-one or group coffee between the new hire(s) and your company's leader. If this isn't realistic because of company size, location, or time constraints, try holding a town hall or special party with the newest employees, the executive team, and your CEO. Connecting new hires to the CEO will give them a sense of inclusion in the company as well as cement the idea that the growth they represent for the company is important.

Moreover, meeting the CEO gives employees a direct window into the company culture and what type of employee experience they can expect. A great first meeting with the CEO stays with employees for a long time to come, positively impacting their sense of belonging and commitment, which, in turn, drives

better retention and performance.

3. Provide support throughout the onboarding journey.

During onboarding, managers should focus on cutting down the time spent on new hires' administrative duties and increasing time spent on performance coaching and creating connections. Ideally, HR has equipped you with a technological platform that handles these key tasks. Using these tools, you will be able to implement and track onboarding best practices in real time throughout each stage of the process, like the following:

- Before a new hire starts, you can have them register on your company's onboarding portal so they can view a welcome video, complete their initial documentation, and receive their day-one schedule and overall customized onboarding program. You can also check whether all the relevant stakeholders have been notified of the new hire's pending arrival.
- On day one, you can track whether the new hire has successfully completed their schedule for the day, including whether they were introduced to key stakeholders, were placed in their workstation, received their business tools, and finished their day-one learning program. You also can receive feedback from employees regarding

their day one experience, allowing you to take corrective action.

- For the remainder of the onboarding program, you can monitor whether new hires have read critical company information, check for completion and pass rates for e-learning modules, and gauge the impact of the onboarding experience on the achievement of key onboarding goals at an individual and cohort level.
- By the end of the program, you will have a comprehensive dashboard depicting the level of achievement in each of your onboarding goals so you can see what's working and what needs to be improved.

Lastly, you'll want to ensure this new platform integrates with your overall human resource management system. That way, you can easily track the impact of your onboarding program on actual new hire on-the-job performance and levels of new employee satisfaction.

During a time when companies are struggling to retain talent, creating a strong onboarding process for new hires is imperative. By implementing a strategic onboarding program, managers can build new hires' confidence, increase engagement, and create an environment that retains talent for years to come.

Abut Author:

Sinazo Sibisi is the former managing director of the Africa, Canada, and Australia regions at Wyzetalk, a leading digital employee experience platform that enables communication and improves engagement for frontline and nondesk workers. With more than 30 years of executive experience, Sibisi has a passion for socially responsible business and innovation.

Gys Kappers is the co-founder and CEO of Wyzetalk, a leading digital employee experience platform that enables communication and improves engagement for frontline and nondesk workers. Kappers helped grow Wyzetalk from a South African startup to an award-winning international enterprise platform deployed across five continents.

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Allahabad Management Association

Executive Committee Meeting

Allahabad Management Association organised a special executive committee meeting on 15th March to discuss the closing of the financial year 2021-2022 and to formulate plans for the next year. The President, Mr. Ravi Prakash addressed the members and designed the theme for the next year – the three R's – Rethink, Re-organise, and Reform. 24 executive committee members were present in the meeting.



Mr Ravi Prakash, President AMA addressing the executive committee members



Mr Ravi Prakash, President, AMA presenting a memento to the speaker

Management Talk

AMA organised a special management talk on 'Indian Economy and its Debatable Dimensions' on 25th March. The distinguished speaker was CS Tanmay Chatterjee, Managing Partner, Divymay Legal LLP and former Chairman, ICSI, Prayagraj. In his address, the speaker traced the history of the Indian economy from the Independent era to the present day. It was an interactive session wherein members of the association participated enthusiastically, and their queries were addressed. The talk was followed by a lively Q/A session

with 35 members present. Mr. Shalabh Kumar, VP presented a bouquet to the speaker and Mr. Ravi Prakash President presented a memento.

Baroda Management Association

31st Annual Awards for Outstanding Young Managers

Baroda Management Association organised the 31st Annual Awards for Outstanding Young Managers Competition and the closing ceremony was held on 26th March. There was a participation of 20 dynamic teams from different industries from in and around Baroda. President, Mr. Dipak Shah welcomed the distinguished guests, panel of jury members, young managers as participants and the respective participating organisation representatives.

At the closing ceremony President, Mr. Dipak Shah and Vice-President, Mr. Nimil Baxi welcomed everyone and gave a brief about the organisation of AAOYM as one of the flagship events of BMA. The Chief Guest, Mr.



Prem Raj Kashyap, MD KYB Conmat Pvt. Ltd have always been very supportive and encouraging towards BMA's activities. The jury members were presented mementos as a token of appreciation. The evening ended a vote of thanks by the chairman of AAOYM, Mr. Avijit Majumdar.



(L-R) Awards being given to winning team, Electronics and Mechanical Engineers; First Runner Up, Gujarat Alkalies and Chemicals Ltd and Second Runner Up, Electrical Research and Development Association

Friday Talks

Baroda Management Association organised its evening talk on 4th March on the topic 'Atmanirbhar Bharat Abhiyan Leveraging with business' by Mr. Tejas Sura - Managing Director of Cubic Turnkey Projects, who spoke about the Prime Minister's announcements of economic packages due to the pandemic.

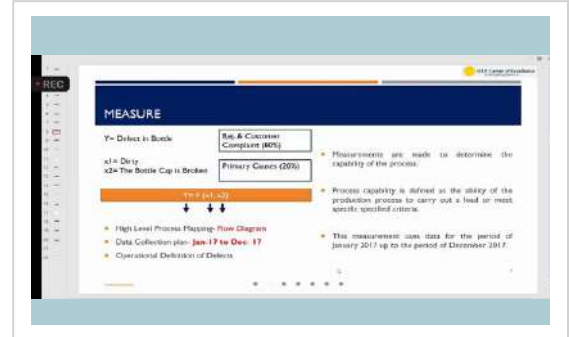


BMA organised another evening talk on 11th March on the topic 'Green and Sustainable Building' with Mr. Bhavesh Mehta. He spoke about time management for personal leaderships and how to keep first things first.

Bharuch District Management Association

Business Excellence Forum

BDMA's Business Excellence Forum organised a webinar on 11th March on the topic 'Case Study on DMAIC Methodology' with guest speaker Mr. Vaibhav Patel, Management Consultant, GKE Consultant. He discussed the case study on DMAIC Methodology and how the data-driven quality strategy can be used to improve processes. The session was well received by around 20 participants.



Mr. Vaibhav Patel, sharing his presentation with the participants



Trainers - Mr. Sanjiv Kapadia and Ms. Nita Kapadia at JBCPL

In House Training

BDMA organised a full day training on 11th March on the topic 'Communication and Negotiation skills' at JBCPL, Panoli. Mr. Sanjiv Kapadia and Ms. Nita Kapadia were the esteemed facilitators. The training was conducted with the purpose to improve communication skills at corporate level. The programme was well appreciated by all and attended by nearly 25 employees of the company.

Art and Culture Forum

BDMA's Art and Culture Forum conducted 'Mahila Kavisamelan' on account of the Women's Day week on 13th March. Various dignified literaries from Bharuch district addressed the evening celebrating the women's day week. Kiranben Jogidas, Darshana Vyas, Bhavnaben Soni, Nayanaben Thakkar, Vrinda Bhatt, Vandana Brahmhatt, Daksha Ben Ahir, Shweta Talati, Mina Vyas and Ayushi Rao were the esteemed poetess who graced the evening meet. The event was attended by nearly 40 participants.



Various dignitaries addressing Art and Culture Forum Meet

MDP

BDMA organised a full day MDP on 15th March on the topic 'Transactional Analysis through Team Work'. Mr. Sunil Acharya was the facilitator for the event. Transactional Analysis is a psychoanalytic theory and method of theory wherein social interactions are analysed to determine the ego state of communicator as basis for understanding the behaviour.



Mr. Sunil Acharya with the participants at MDP



Ms. Ashu Manchanda addressing the MDP

A full day MDP was organised on 22nd March on the topic 'POSH at workplace' by Ms. Ashu Manchanda. She addressed in detail as how the legislative act on POSH protects women from sexual harassment at the place of work. The training programme was attended by around 8 participants.

A full day MDP was organised on 26th March on the topic 'Behaviour Based Safety'. Prof. H L Kaila, BBS Expert and Director - BeSafe, Director - Forum of Behavioural Safety was the facilitator. The training programme was a successful event and attended by around 38 participants.



Prof. H L Kaila along with the participants

8th 'Courage Unlimited' series

Women's Forum organised the 8th 'Courage Unlimited' series on 21st March by Ms. Poonam Darne, Scuba Instructor, Havelock, Andaman and Nicobar. She discussed about her experiences on how she got inspired to get into scuba diving, and how she started her own firm on scuba diving at Andaman and Nicobar Islands. It was an interactive session and was well appreciated by all.



Ms. Poonam Darne interacting with the participants

Finance and Taxation Forum

Finance and Taxation Forum organised a webinar on 26th March on the topic 'Important Changes in GST, Income Tax and Companies Act effective from 1st April 2022'. Mr. Chintan Patel, Partner – Naresh J Patel and Company, Chartered Accountants, was the esteemed Guest Speaker. He discussed in detail about the recent changes proposed by government in the Union Budget 2022 in regard to GST, Income Tax and Companies Act. The webinar was attended by around 45 participants.



Mr. Chintan Patel addressing Finance and Taxation Forum Meet



Mr. Saurav Chakraborty addressing during the CSR Forum Meet

CSR Forum Meet

BDMA'S 17th CSR Forum was conducted on 30th March on the topic 'CSR Activities by Jubilant'. Mr. Saurav Chakraborty, Assistant Manager –CSR, Jubilant Bhartia Foundation was the esteemed Guest speaker. He discussed in detail about various activities like educating youth, Neem Plantation, RO Filter Installation and waste management by Jubilant under CSR. The webinar was well applauded by all and around 20 attendees participated in the session.

63rd HR Forum

HR Forum of BDMA organised its 63rd Meet on 31st March on the topic 'Leave No One Behind' where Ms. Jyoti Singh was the Guest Speaker and highlighted how women employees are creating a mark at corporates and should not be any bias when it comes pursuing various job roles. Everyone should be given equal choices and opportunities to participate in and benefit from. The session was attended by 25 participants and was appreciated by all.



Ms. Jyoti Singh sharing her presentation during the HR Forum Meet

Bhopal Management Association

Short Term Certificate Training Course

Bhopal Management Association successfully conducted a 5-day Short Term Training Course from 7th March to 11th March for Trainers of ITI, Govindpura Bhopal under the Chairmanship of Mr. Suneel Bhargava, Chairman, Training Committee, BMA. Mr. Rajeev Agrawal took the session on Team Building; Dr. Roopali Bajaj on Class Room Management; Mr. Peeyush Gupta on Leadership and Mr. Shailendra Ojha on Positive Attitude. In the concluding session, the certificates were distributed by Chief Guest Mr. Pradeep Karambelkar, Chairman, BMA; Special Guest, Mr. Ajay Kumar Verma, Hon. Secretary, BMA; and Guest of Honour, Mr. Shrikant Golait, Principal, ITI, Bhopal. The programme was coordinated by Mr. Aamir Khan, Manager, BMA and Mr. Abhishek Tiwari, ITI, Bhopal.



(L-R) Mr. Pradeep Karambelkar; Mr. Shrikant Golait; Mr. Suneel Bhargava and Mr. Ajay Kumar Verma

Celebration of International Women's Day

BMA and VASPL, Bhopal celebrated International Women's Day on 12th March. The chief guest was Ms. Anuradha Singhai, ED, CEDMAP and the speaker was Ms. Rashmi Verma, Co-Founder and Director, MapmyIndia. BMA also felicitated Ms. Poonam Shroti in the field of empowering the disabled and Ms. Rohini Shingwekar in the field of social service. The programme was chaired by Ms. Sumana Chatterjee, Chairperson, Women's Life Enrichment Committee, BMA and hosted by Chairman, BMA Mr. Pradeep Karambelkar. The vote of thanks was given by Dr. Sulakshna Tiwari and coordinated by Ms. Amruta Shingwekar, VASPL, Bhopal and Mr. Aamir Khan, Manager, BMA.



Participants during the celebration of International Women's Day



Students during the lecture

Lecture

Bhopal Management Association organised a guest lecture on 31st March under BMA Student Chapter on 'Expectations of Industries and Businesses from recruits and their working environment' at Truba Group of Institute, Bhopal. The guest speaker was Mr. Ajay Kumar Verma, Hon. Secretary, BMA, Certified Trainer, and Motivational Speaker. The vote of thanks was given by Dr. Rajeev Jain, Director, Truba Group of Institutes and coordinated by Dr. Richa Jain, Associate Professor.

Bombay Management Association

Webinar

BMA MasterClass was held on 2nd March on the topic 'Quantum Growth' by Mr. Nitin Ghadiyar. Mr. Rajesh Sharma, Hon. Vice President of BMA introduced the speaker and welcomed everyone present and moderated the session. The session benefited the management students of various institutes. All the participants thanked BMA for providing this unique opportunity.

BMA organised a session on 4th March with Mr. Sutirtha Pal on 'Manufacturing Industry is embracing digital technologies like never before'. Mr. Pal engaged with the audience and shared his views and insights on the manufacturing industry embracing digital technologies.



(L-R) Mr. Rajesh Sharma and speaker, Mr. Nitin Ghadiyar



Mr. Sutirtha Pal addressing the participants

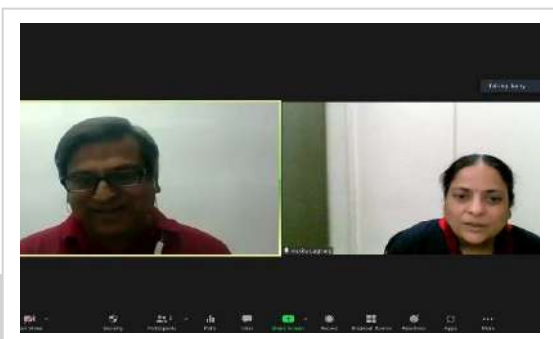


(L-R) Dr. Kavita Laghate, President BMA; Ms. Chhaya Sehgal, Former President of BMA; Ms. Shalini Singh; Ms. Usha Rao Monari; Mr. Shailesh Haribhakti, Mr. Rahul Kalla and Ms. Helle Bank Jongerson

Conclave

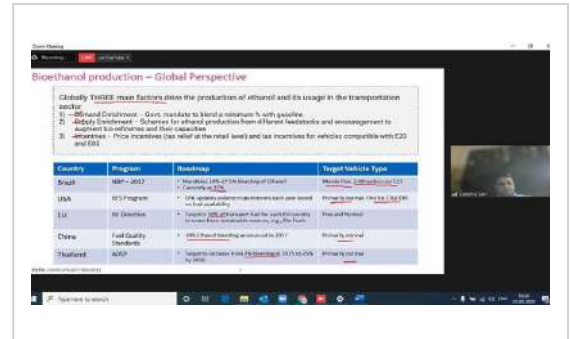
BMA organised a conclave on 8th March on 'Sustainable Development Goals'. The conclave was conceptualised by Mr. Shailesh Haribhakti and Ms. Chhaya Sehgal, former presidents of BMA. Mr. Rahul Kalla introduced the esteemed speakers and Ms Chhaya Sehgal handled the panel discussion effortlessly. The deliberations made by Ms. Usha Rao Monari on how UN has been contributing was extremely positive. The Q/A session with Ms. Shalini Singh was insightful, and the presentation made by Ms. Helle Jongerson was easy to comprehend. BMA collaborated with Bajaj Electricals as Title Sponsor for this event.

BMA organised a session on 16th March on 'Visionary Leadership: A process and not a person' by Prof. Bharat M. Nadkarni. The participants from all spheres thoroughly enjoyed the session and congratulated BMA for its great work.

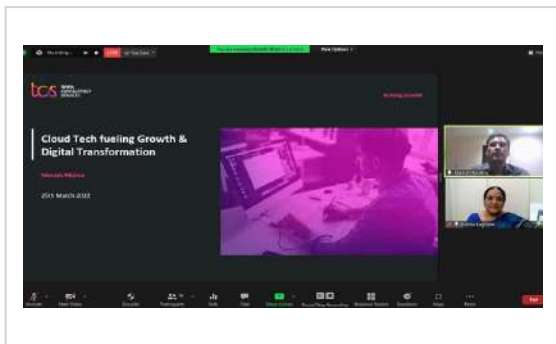


(L-R) Speaker, Prof. Bharat M. Nadkarni and Dr. Kavita Laghate, President BMA

BMA conducted a webinar on 23rd March on the topic 'Importance and impact of Bio Fuel (Ethanol) and Digitalisation opportunities in its Supply Chain' by Mr. Sunetra Sen. He sighted many examples while discussing the topic in detail. Dr. Kavita Laghate, BMA President anchored the webinar and made the session interactive for the audience.

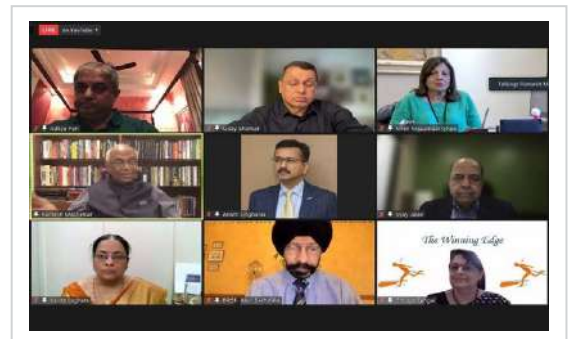


Mr. Sunetra Sen sharing his presentation with the participants



Mr. Manish Mishra displaying his presentation with the audience

BMA conducted a webinar on 25th March on 'Cloud Tech Fuelling Growth and Digital Transformation' by Mr. Manish Mishra.



L-R) Mr. Aditya Puri; Mr. Uday Shankar; Ms. Kiran Mazumdar Shaw; Mr. R.A. Mashelkar; Mr. Anant Singhania; Mr Vijay Jalan; Dr. Kavita Laghate; Prof. Ravi Dhingra and Ms. Chhaya Sehgal during the awards ceremony

Annual Leadership Awards Ceremony

BMA conducted the Annual Leadership Awards Ceremony on 26th March. The welcome speech was given by the BMA President, Dr. Kavita Laghate, followed by the Guest of Honour and Chief Jury address by Dr. R.A. Mashelkar. The opening remarks were given by Ms. Chhaya Sehgal. BMA collaborated with Dr K S Basu Trust, TCS and Excel Industries for sponsorship of different categories. Ms. Kalpana Morparia shared her experience as one of the jury of awards. Mr. Aditya Puri, Kiran Mazumdar Shaw, Mr. Uday Shankar, Falguni Nayar and Mr. Praval Singh from Zoho gave their acceptance speech. The vote of thanks was given by Mr. Rajesh Sharma.

BMA and well-wishers of Rooshikumar Pandya collaborated for Memorial Lecture of Prof RooshiKumar Pandya on 27th March. BMA former President, Prof. Bhaskar Joshi welcomed the audience. Former DCP, D. Shivanandhan and associate of Prof Pandya shared his experience. Renowned Psychiatrist, Dr. Ashit Sheth, the speaker for the evening presented on the topic good, bad and ugly lessons of Covid 19 that was followed by Q/A. BMA President, Dr Kavita Laghate addressed the audience and spoke about BMA. The vote of thanks was delivered by BMA Hon Vice President, Mr. Rajesh Sharma.

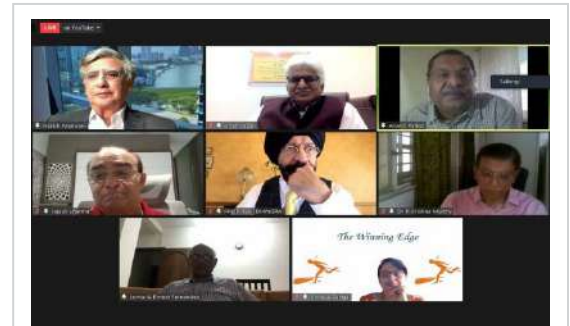


Memorial Lecture of Prof RooshiKumar Pandya

Memorial Lecture

On 29th March, BMA collaborated with K.S. Basu Memorial Trust and brought out a truly inspiring journey of Dr. Kalyan Sundar Basu at its Annual Memorial Lecture. Mr. Harish Manwani, former global chief operating officer of Unilever spoke about the role of leadership in turbulent world and his experiences. Hon Treasurer, Dr Kiran Yadav welcomed the audience and spoke about BMA and Dr K.S. Basu Trust. President, Dr Kavita Laghate gave the vote of thanks and spoke about the takeaways of the session.

On 30th March, in continuation with the series of, 'Celebrating Indian Managers who made a difference', BMA paid tribute to J. B. D'Souza. The journey of the legendary J. B. D'Souza was presented by the students of L. N. Welingkar Institute of Management and Research. Mr. J. B. D'Souza's journey was an inspiring experience for all and participants shared good feedback in the chat-box.



(L- R) Speaker, Mr. Harish Manwani; Dr. Kiran Yada; Mr. Anand Patkar; Mr. Rajesh Sharma; Mr. Ravi Dhingra; Dr. R. Krishnamurthy; Mr. Ernest Fernandes and Ms. Chhaya Sehgal Journey of J.B. D'Souza by the students of Welingkar by portraying his life

Chandigarh Management Association

Chandigarh Management Association organised a seminar on 4th March on the theme 'Empowered Women Empowered Society' in association with S. D. College in consonance with the International Women's Day where CMA Past Presidents, its Life Members apart from faculty and students of S. D. college participated. The Chief Guest of the programme was Hon'ble Justice Ms. Daya Chaudhary, Former Judge, Punjab and Haryana High Court, President, State Consumer Disputes Redressal Commission, Punjab. The expert speaker on the occasion was dietician, Ms. Priyanka Bankeraika. Justice Daya Chaudhary said that the term 'Women Empowerment' refers to empowering women with education, employment, decision making, and better health in view of society with an equal right removing inequalities between men and women. There is an immediate need to take steps to strengthen the social, personal and professional status of women, bringing them shoulder to shoulder with men for the upliftment of the society and mankind. Ms. Priyanka Bankeraika shared that healthy women are the cornerstone of a healthy society. Dr. Deepak Jindal, President CMA said that the aim of empowering women is to give them the same rights as enjoyed by men. Mr. Manish Aggarwal, General Secretary, CMA managed the stage and Mr. Rajnish Mittal, Vice President, CMA gave the vote of thanks.



Participants during the CMA seminar on 'Empowered Women Empowered Society'

Coimbatore Management Association

Student Management Day

Coimbatore Management Association organised the Student Management Day 2022 celebrations at Kumaraguru College of Technology Business School on 25th March. More than 510 students attended the event. In the inaugural ceremony, the welcome address was delivered by Mr. Jayakumar Ramadas, CMA President. Mr. Shankar Vanavarayar, in his keynote address, spoke on the spirit of competition, need for entrepreneurship, competencies for the future and skill set for placements. Dr. Sadhasivam P., CMA student chapter coordinator announced the conferring of best student Chapter of CMA to DJ Academy of Managerial excellence. The vote of thanks was proposed by Mr. Krishnakumar N., Immediate Past Secretary, CMA. The valedictory Address was delivered by Dr. Mary Cherian, HOD, KCT Business school. Dr Vandana Madhavkumar, CMA Managing Committee (MC) member proposed the vote of thanks.



CMA Student Management Day at Kumaraguru College of Technology Business School



Industrial visit at Walkaroo International

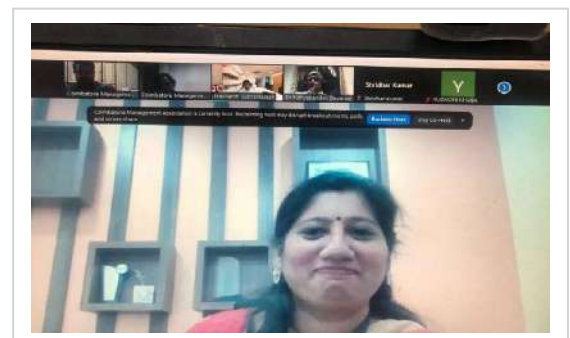
Industrial Visit

The 2nd Industrial visit for the CMA MC members and the faculty from student's chapter Institutions was organised on 22nd March with an objective to understand the concepts and practices of modern management being followed in Walkaroo International Pvt Ltd Coimbatore. A 15-member CMA delegation visited Walkaroo, and interacted with Mr. Naushad, Managing Director and Mr. Binu, Director of the

company. The officials were kind enough to take CMA delegates through a detailed tour of their two ultramodern manufacturing plants in Coimbatore.

Monday Musings

Coimbatore Management Association organised a Women's Day Special Monday Musing programme on 7th March with Ms. Sreepriya Kaushik, an entrepreneur, who has pursued her MBA and Senior Management Program from IIM Calcutta. She elucidated the need to nurture women's talent and quoted live examples of how companies with female leaders have higher profit margins than other companies. Mr. Prashanth S., Immediate Past President, CMA welcomed the gathering and the vote of thanks was proposed by Ms. Sujatha S., Senior Executive Officer, CMA.



Talk by Ms Sreepriya Kaushik

CMA Monday Musing programme was held on 14th March with Dr. Ranjane Kumaravelu, who started the session by explaining the 5 integral faces of personality which include physical, breath, mental, intellectual and happiness. Dr. Vandana Madhavkumar, CMA MC member introduced the speaker. The session ended with Prof. Sona R., CMA student branch counsellor of GRG School of Management proposing the vote of thanks.



Talk by Dr. Ranjane Kumaravelu



Ms Lisha Das Sivadasan sharing her presentation

CMA organised a session on 21st March with speaker Ms. Lisha Das Sivadasan, a CSR consultant at Freshwork Technologies Pvt Ltd. She braced the students to efficiently align their skills with the emerging opportunities and emphasised on the needs of possessing the right set of interpersonal skills that appeal to the recruiters. The vote of thanks was proposed by Ms. Sujatha S., Senior Executive Officer, CMA.

CMA organised a talk on 28th March with Dr. Hemamala Krishnan, Assistant Professor- Amrita School of Business, Amrita Vishwa Vidyapeetham, Coimbatore. Dr. Krishnan addressed the Monday Musings session on the topic 'Propelling Life Beyond the purpose. She talked about the current generation of Millennials and how they aspire to be different. Dr. Prashant R. Nair, Joint Secretary, CMA moderated the session and gave the welcome address. Prof. Sreeraman Nandhi, CMA Student chapter counsellor, DJ Academy for Managerial Excellence proposed the vote of thanks.

Delhi Management Association

Delhi Management Association and TiE joined hands to host TiEcon Delhi-NCR with a stellar gathering of entrepreneurs and ecosystem stakeholders on 24th - 25th March on the theme 'Exploring New Opportunities for Unstoppable India'. The adversity presented by an unforeseen black swan event was transformed into an opportunity by entrepreneurs. The two day event was packed with exciting sessions, outstanding line up of speakers, masterclasses, workshops, networking zones and exhibition booths.



TiEcon Delhi-NCR

Celebrating Women Entrepreneurs on International Women Day

DMA released the latest edition of its newsletter on the occasion of International Women’s Day. This is the day when we should not only highlight issues and reflect on the challenges that undermine the lives of women but also celebrate the strengths, the achievements and the changes brought about in the society by the extraordinary efforts of ordinary women. The theme for this year’s Women’s Day is #BreakTheBias.



DMA - e newsletter (Celebrating Women Entrepreneur's)

Webinar

Delhi Management Association partnered with Asia coaching network and organised a webinar on 26th March on ‘Leadership Development and Coaching Practises: Voices from Asia Pacific’. Dr. Misra set the context for management associations and how it is important for them to adapt to coaching and mentoring as a way of communication with respect to leadership. National and International speakers like Mr. Ng Yen Heng Andy, Great Eastern Life Assurance (Malaysia) Berhad; Ms. Mallika Shankranarayan, Co-Founder, Band Strategist, Singapore; Ms. Geetika Mishra, Business Head, Persolkelly, Indonesia shared



Session on ‘Leadership Development and Coaching Practises: Voices from Asia Pacific’

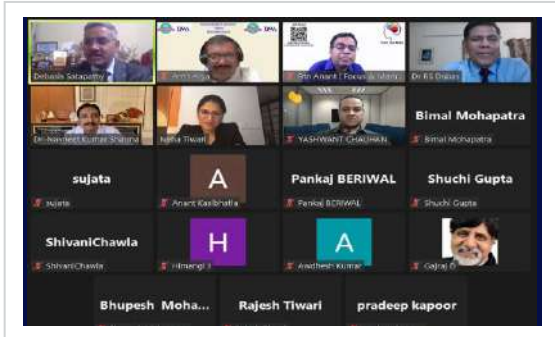
their insights while Mr. Aditya Sareen, Tata Power moderated the session. The vote of thanks was given by Mr. Amit Kumar Arya, Hon. Secretary, DMA.

65th Annual General Meeting

DMA held its 65th Annual General Meeting on 31st March, with enthusiastic participation from President Dr. Yogesh Misra; Hon. Secretary Mr. Amit Kumar Arya; DMA VP R.S Dabas; Dr. Navneet Kumar Sharma (IRSS); Dr. Neelam Gupta; Ms. Shuchi Gupta; Ms. Chavvii Prabakar; Dr Aquil Busrai; Mr. Sanjeev Nirwani, Ms. Jagrit Asthana, Mr. Debasis Satapathy. Important resolutions were passed to take DMA to new heights.



65th AGM of DMA



Speakers and participants during the session

Delhi Management Association organised a webinar on 'Management Lessons from Mahabharata' on 27th March, where Mr. Debasis Satapathy, GM HR, NBCC shared his research on the historical epic Mahabharata. The welcome address and introductions were given by Dr. N.K. Sharma, IRSS. The moderator for the session was Dr. R.S. Dabbas, International Trainer and Leadership Coach and the vote of thanks was given by Ms. Neha Tiwari, MD, KORE, Security Services. Mr. Amit Kumar Arya anchored the session.

Faridabad Management Association

Faridabad Management Association in collaboration with WEC (Women Entrepreneurs Cell), iamsmeofIndia conducted a physical event on 26th March i.e., a Conclave dedicated to women after pandemic to honour the women achievers. The topic for the day was #BreaktheBias: Women in Leadership Roles. The welcome address was given by Ms. Charusmita Malhotra, Secretary, FMA and the opening remarks was given by Ms. Saloni Kaul, President, FMA. The distinguished panelists were Sqn Ldr Dimple Rawat (Retd), Associate General Manager, Barco and State Vice President WICCI UPHR; Ms. Debjani Roy, Chief HR Advisor, Mind your Fleet and Founder, Beneath the Wings; Prof. Jyoti Rana, Dean – Academic Affairs, FMS, Shri Vishwakarma Skill University; Ms. Aparna Sharma, Founder –Noam Management Consulting; Dr. Punita Hasija, Akriti Nursing Home and President – IMA, Haryana State – 2022 and the moderator was Ms. Neeta Aneja, Trends International



(L to R) Ms. Jaya Goyal, Chairman, Women Entrepreneurs Council (WEC), iamsmeofIndia; Mr. Rajive Chawla, Chairperson, iamsmeofIndia ; Prof. Jyoti Rana, Dean – Academic Affairs, FMS, Shri Vishwakarma Skill University; Ms. Debjani Roy, Chief HR Advisor, Mind your Fleet and Founder, Beneath the Wings; moderator, Ms. Neeta Aneja, Trends International Inc. and Founder, Trends Literature Series; Ms. Aparna Sharma, Founder –Noam Management Consulting; Sqr. Ldr. Dimple Rawat(retd), Associate General Manager, Barco and State Vice President WICCI UPHR; Ms. Charusmita Malhotra, Secretary, FMA and Ms. Saloni Kaul, President, FMA.

Inc. and Founder, Trends Literature Series. The concluding remarks and vote of thanks to panelists was proposed by Ms. Jaya Goyal, Chairman, Women Entrepreneurship Council (WEC), iamsmeofIndia. Thereafter, the guests were felicitated, and Women Novator Awards was given by Ms. Saloni Kaul. The closing remarks was proposed by Mr. Rajive Chawla, Chairperson, iamsmeofIndia. The event was well attended by industry, consulting firms and academia.



(L to R) Ms. Saloni Kaul, President FMA, Sqr. Ldr. Dimple Rawat (retd), Associate General Manager, Barco and State Vice President WICCI UPHR; Ms. Debjani Roy, Chief HR Advisor, Mind your Fleet and Founder, Beneath the Wings; moderator Ms. Neeta Aneja, Trends International Inc. and Founder, Trends Literature Series; Ms. Jaya Goyal, Chairman, Women Entrepreneurship Council (WEC), iamsmeofIndia ; Ms. Charusmita Malhotra, Secretary, FMA and Ms. Aparna Sharma, Founder –Noam Management Consulting

Ghaziabad Management Association

Ghaziabad Management Association along with Markwiz, the Marketing Club of IMS Ghaziabad organised the Inter Institute Competition, 2022 'MARKSHETRA- ACE THE PHYGITAL SPACE' from 28th February to 3rd March. The session was graced by the presence of Mr. Vinay Gupta, Executive Director, GMA. In her inaugural address, the Director, IMS, Dr. Urvashi Makkar inspired the student fraternity to always participate in extracurricular events in order to identify their aptitudes, attitudes, competencies and skill sets for attaining success.



Speakers and participants during the event



Speakers with faculty and students

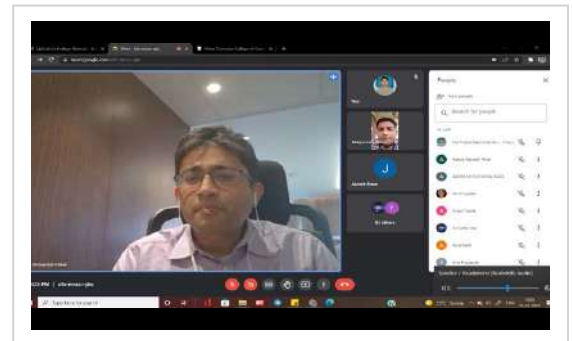
Ghaziabad Management Association and IMS Ghaziabad organised a workshop on 29th March on 'Developing Market Readiness and Employability Skills'. The expert resource speakers were Dr. Urvashi Makkar, Director, IMS Ghaziabad; Mr. Anuj Pal Goswami, Managing Director, Global Institute for Staffing and Training; Mr. Tarun Sharma, Lead- Institution, Growth OneBanc; Mr. Roy Dhrub, Senior Associate, National Payments Corporation of India, and Mr. Manash Chakraborty, VP and Branch Head- North, Times Network. During the session, the speakers gave tips to students which will empower them with career insights needed to be corporate ready and for enhancing employability skills. E- certificates were given to all participants.

Goa Management Association

Webinar

Goa Management Association organised a national webinar on 15th March in association with The BBA (Financial Services) Department of VVM's Shree Damodar College of Commerce and Economics, Margao on 'Artificial Intelligence in Finance: Exploring the Paradigms' virtually through Google Meet platform. Renowned FinTech expert, Mr. Debashish Bose, Managing Director - Public Equities, Oaks Asset Management Pvt Ltd was the resource person for the webinar. A total of 235 participants attended the webinar wherein 89 participants attended virtually while 146 participants attended through live screenings.

The welcome address was given by Mr. Deepak Bandekar, Vice-Chairman of the GMA, followed by a brief overview by the Principal of the VVM's Shree Damodar College. Mr. Bose addressed the participants demonstrating the fundamental differences between artificial intelligence and natural intelligence. Asst. Prof. Mayuresh Adsul moderated the Q/ A session and Asst. Prof. Racheal Goes anchored the webinar while Asst. Ms Cinola Vaz, BBA(FS) Programme Coordinator proposed the vote of thanks. All the participants were provided e-certificates.



Mr. Debashish Bose, during his presentation



Winner of the Presentation Competition - VVM's Shree Damodar College of Commerce and Economics

Presentation Competition

Goa Management Association in collaboration with S S Dempo College of Commerce and Economics organised the Management Day on 22nd March. The Presentation Competition was held on the theme 'Thriving on Uncertainty: Managing Change'. The Jury members were Mr. Amin Ladak, Chairman, GMA and Mr. Kirit Maganlal, Managing Director, Magsons Network Pvt Ltd. Students of VVM's Shree Damodar College of Commerce and Economics were the winners of the presentation competition and students from Saraswat Vidyalaya's Sridora Caculo College of Commerce and Management Studies received the second place.

Hyderabad Management Association

Lecture Meeting

Hyderabad Management Association organised a session on 4th March with Mr Sunil Kant Munjal on his book 'The Making of the Hero' in collaboration with ISB, with participation of more than 350 HMA members and students. The other resource persons were Ms Shobhana Kamineni, Executive Vice Chairperson, Apollo Hospital group; Dr Pullitla, Dean, ISB and Mr Govindraj Ethiraj, Founder of Boom Live and India Spend. Mr Sunil Kant Munjal spoke about his book which is about ethics and values of the Munjal family. Ms Shobhana Kamineni stated how Apollo Hospitals was started by her father and how it was his zeal to ensure that the best health care facilities were available in India, and no one from India needs to go abroad for healthcare.



(L-R) Mr Govindraj Ethiraj; Mr Sunil Kant Munjal; Ms Shobhana Kamineni and Dr Pullitla



Session in Progress

Women's Day

HMA conducted a panel discussion on 11th March on the topic 'Women Who Walk the Talk – Break the bias through collaboration'. The panelists were Ms Revital Shpangental – CEO at Anemone Ventures, Taipei; Dr Ravi Kumar Jain - Director, SIBMH – Secretary HMA; Ms Sailaja Josyula, Centre Head, Hyderabad, and Global Delivery Head – BFSI, Digital Operations at Cognizant and Ms. B Kavitha Rajesh – President HMA, Proprietor, Sai Andhra Paints. Dr Ravi Kumar Jain said that the women have to overcome self-doubt and bring out

the Krishna (faith) in them that they can reach the unreachable. Ms Kavitha Rajesh spoke about her journey as an entrepreneur in a male dominated industry and how she succeeded.

MSME

HMA organised a session on 12th March on the topic 'Curtain Raiser on Entrepreneurship Readiness Programme' by Mr Shailendra Goswami, Chairman and MD, Pushkaraj Group of Companies. He gave a bird's eye view on what is needed to be an entrepreneur. Mr Goswami said "It needs passion, focus and meticulous planning which will go a long way in becoming an entrepreneur."

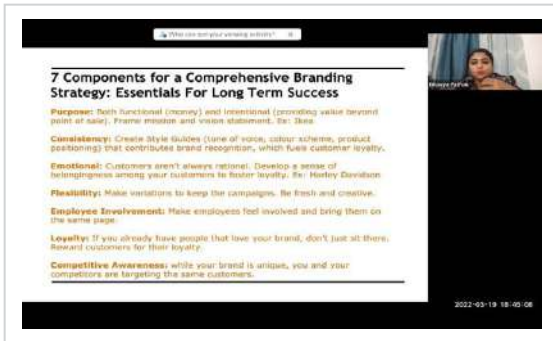


Session in progress

HMA conducted a session on 15th February in collaboration with Bangalore Management Association on the topic 'Opportunities for Entrepreneurs who are NextGen Agriculturists' with Mr. Sivakumar, Group Head, Agri and IT Business, ITC Ltd. He touch based on what and how next gen agriculturist to achieve food security and there is a niche market for high value products, export opportunities. It was an eye opener for many who would like to become an agriculturist or assist the agriculturist through varied industries.



Mr Sivakumar's presentation in progress



Ms Bhavya Patak sharing her presentation

Youth Development Programme

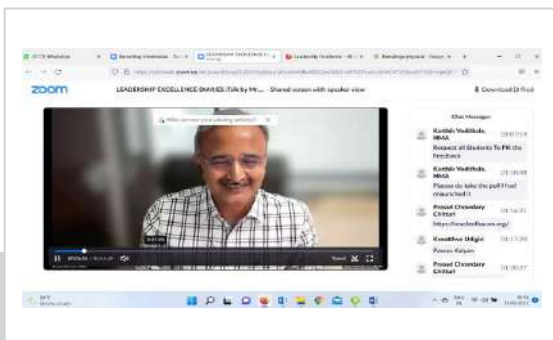
HMA organised a session on the topic 'New Age Branding' on 19th February with Ms Bhavya Patak, Product Marketing Manager, Color Tokens Inc. She said that it was not direct selling, but it was all about recall and the direct connect it has with its customers which goes a long way in creating loyalty and value for the product i.e., brand.

Industry Readiness Programme

HMA organised a session on 19th March on the topic 'Qualities of a Good Professional' with Mr Ramesh Vemuganti, Assurance Expert in Higher Education to Bangladesh. He stated that it is very important to be a good professional as it makes people around you look up to you.



Mr Ramesh Vemuganti sharing his presentation



Speaker, Mr. Prasad Chowdary Chitturi

HMA organised a session on 20th and 23rd March on the topic 'Leadership Excellence Diaries' with Mr. Prasad Chowdary Chitturi, Managing Director at Chowdary Spinners Pvt Ltd, and ISB alumni. Mr Prasad explained the importance of leadership excellence and guidance that inspires leaders and organisations to grow professionally.

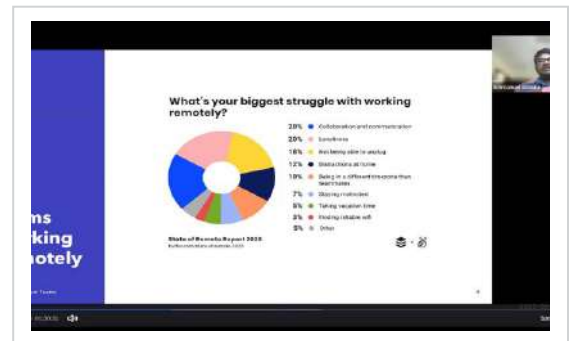


Mr Naqi Abbas sharing his presentation

SDP

Hyderabad Management Association organised a session on 'Managing Self' on 25th March by Mr Naqi Abbas, Director Orgo Solutions and Enable Careers. He spoke about a successful manager who understands and works intelligently towards managing personal energy levels that enable engagement with work, and through other colleagues, suppliers, clients and various stakeholders to deliver required outcomes. It was followed by Q / A and feedback of the session by the students.

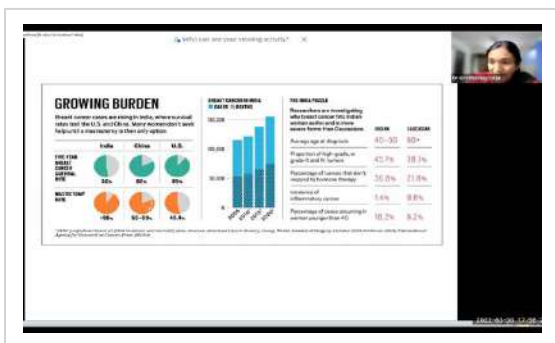
HMA organised a session on 26th March on 'People Management and Working in Teams'. The resource person was Mr. G. Emmanuel, Member of NHRD, who shared that the results which are delivered by individuals and groups are inferior to those delivered by functioning teams.



Session in Progress

Women Development Programme

HMA organised a session on 30th March on the topic 'Cancer and Treatment' with Dr Geetha Nagasree - a Senior Consultant Surgical Oncologist and Associate Clinical Director at Care Hospitals, Hyderabad and Vivekananda Hospitals, Hyderabad. She opined that the rising cases of cancer was due to lifestyle changes and women who were in their fertility age i.e., between 25 and 45 years of age were prone to breast cancer.



Dr Geetha Nagasree sharing her presentation

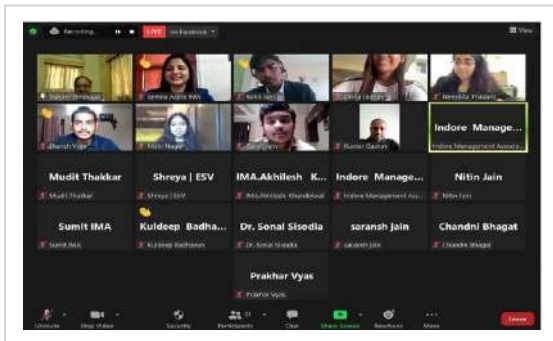
Indore Management Association

Student Chapter COE

IMA Student Chapter held a Centre of Excellence session on 3rd March on the topic 'Life Lessons' for the students of IPS Academy. The speaker of the session was Mr. Debasish Chakravorty, Executive Vice President, Piramal Pharma Solutions, Pithampur.



Mr. Debasish Chakravorty during the session



Participants during the session

Exclusive Session

Indore Management Association organised Student Chapter 'Start-UP Idea Contest Final Round' on 4th March. The contest was judged by Dr. Kumar Gaurav, Registrar and Entrepreneurship at IIT Indore; Prof. Kamal Sharma, IIM Indore; Ms. Vaniya Dangwal, Senior Program Manager at Head start and Dr. D L Sunder, Prof. Strategic Management and Entrepreneurship, IIM Indore.

IMA Student Chapter organised an exclusive session for the students of Prestige Institute of Management and Research College on 11th March on the topic 'Fear of Missing out To Joy of Missing Out'. The speaker of the session was International speaker, Mr. Amandeep Thind, Trainer and Empowerment Coach, London (UK).



Mr. Amandeep Thind along with the participants



Mr. Amandeep Thind addressing the session

Indore Management Association Student Chapter organised an exclusive session for the students of Symbiosis University on 15th March on the topic 'Fear of Missing out To Joy of Missing Out' with Mr. Amandeep Thind, Trainer and Empowerment Coach, London (UK).



Speaker, Mr. Amandeep Thind along with the participants

IMA organised an exclusive session on 15th March on the topic 'Re-Build Your Confidence in a Magical Way' with speaker Mr. Amandeep Thind, Trainer and Empowerment Coach, London UK.

IMA organised an exclusive session with Associated Chambers of Commerce and Industry of India on 14th March on the topic 'Explore Business and Excel Growth in Excellence'. The speakers of the session were H.E Saud Al Mazrouei, Director of Sharjah Airport International free (SAIF) Zone; Mr. Sandeep Neema, Technology Specialist and Solution Architect, Rakuten Symphony; Mr. Akhilesh Rathi, President, IMA and Mr. Manoj Jain, MD, Shriram Life Insurance Co. Ltd., Indore.



Speakers during the session



Ms. Shilpy Singh during the session

Centre of Excellence

IMA Student Chapter organised a Centre of Excellence session for the students of Symbiosis University on 7th March on the topic 'Traits of An Effective Leader' at Symbiosis University, Indore. The speaker of the session was Ms. Shilpy Singh, Head - Project Management and Technology Transfer, Piramal Pharma Solutions, Pithampur.

IMA organised a Centre of Excellence session on 8th March on the topic 'Demystifying Leadership by Story Telling'. The speaker of the session was Mr. Yatish Mathur Former Plant Head, Force Motors Indore.



Mr. Yatish Mathur addressing the session

IMA ‘Diksha’

IMA organised its in-house session a seminar for BAPL Rototech Pvt. Ltd. on 26th March on the topic ‘Corporate Development Programme’. The speaker for the session was Capt. Jaison Thomas, Executive Director (Corporate) Genius Temple MD, Traineeds, Indore.



Speaker, Capt. Jaison Thomas addressing the session



CA Mrinalini Biyani during the session

Reader’s Clique

Indore Management Association organised its Reader’s Clique discussion on 29th March on the book ‘Corporate Chanakya’. The speaker of the session was CA Mrinalini Biyani, Corporate Consultant, Indore.

Meerut Management Association

34th Annual Convention

Meerut Management Association organised its 34th Annual Convention on 26th March at Management House, Pallavpuram, Meerut on the theme ‘Looking Beyond Covid: Restarting with a Wellness Mindset’. The chief guest of the convention was Justice B. Amit Sthalekar. He spoke on regulating our life, discipline, pursuing a hobby and positive mindset. Dr. S.K. Tyagi; Mr. Balagopal Keeran; Mr. Aseem Garg and Mr. Saurabh Arora also shared their views on the topic. Dr. Poonam Devdutt, President, MMA welcomed all the guests with bouquet and shawl. Mr. Ankur Jaggi, Chairman, Annual convention introduced the guests and Mr. Puneet Gargya proposed the vote of thanks. The Souvenir ‘ENDEAVOUR’ was also released by all the dignitaries.



34th Annual Convention of MMA

Pala Management Association

Executive Committee Meeting

PMA held its executive committee meeting on 10th March. The agenda of the meeting was the increase in the membership, collection of annual subscription and procurement of the office equipment. The date for next general body meeting and the chief speaker was also decided.

General Body Meeting

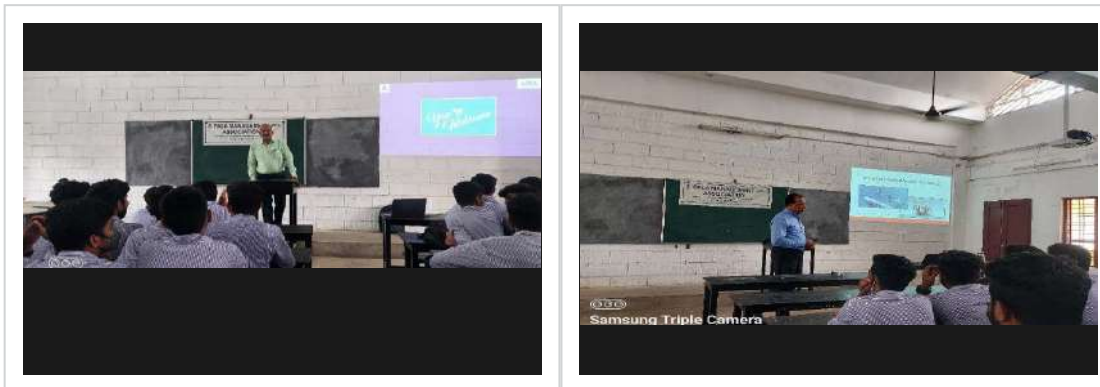
The general body meeting was conducted online on 24th March. The speaker was Dr Jubilant J Kizhakkettottam, Past President, who spoke on 'Cryptocurrency and NFT'. It also emphasised to keep ourselves abreast with the latest developments in the economic and financial markets. The President also apprised the audience about the upcoming AIMA event on 12 April, the National Leadership Conclave.



Speaker, Dr Jubilant J Kizhakkettottam

Seminar

As per the MoU between PMA and Mar Augusthinose College, Ramapuram, a seminar was conducted by PMA for the management students on 30th March. Col KNV Achary, President PMA took an interactive session on 'Personality Development' and Mr. Shaji Austin, Past Secretary General PMA, on 'Role of Management and Leadership in Business'. Overall, both the sessions were received very well by the students.



(L- R) Mr. Suresh Babu and Er Shaji Austin, Past Secretary General PMA addressing students

Palghat Management Association

34th Annual Convention

Palghat Management Association organised a session on 'War and its Impact' by Ambassador Suresh Kumar Menon, IFS (Retd), Former High Commissioner of India to Malawi and Ambassador Sri Kumar Menon IFS (Retd), Former Ambassador of India to South Sudan. The session discussed in detail the history of Ukraine-Russia ties, the existing civil war between the two countries its impact on people and their experience of evacuation during a civil war. It was well attended by PMA members.



Sri Suresh Kumar Menon, IFS (Retd) speaking at the session

Panchkula Management Association

Panchkula Management Association held a seminar on 25th March on 'Request For Ouster of Russia From WTO' and congratulated Professor S K Sharma, Professor Emeritus Panjab University and active Member of PMA for being awarded Patent on "Carbon FootPrints". Col (Prof.) P K Vasudeva said, "Ukrainian President Volodymyr Zelenskyy wants the world to boycott Russian goods and asked to suspend Russia's participation in the World Trade Organization". Prof. K K Sharma, Dean, Chitkara University elaborated that the U.S. House of representatives is exploring legislation that would take the first step to deny Russia access to the World Trade Organization.' In the concluding remarks, Mr. Ravi Lakhnupal, a well known agriculturist explained that Article X of the WTO Agreements allows WTO members to adopt amendments that "alter the rights and obligations" of members if they are accepted by two-thirds of the WTO membership. The others who spoke were Mr. Sukhi Brar, Col K J Singh, and Mr. B S Mehta.



Members and guests during the seminar of PMA

Patiala Management Association

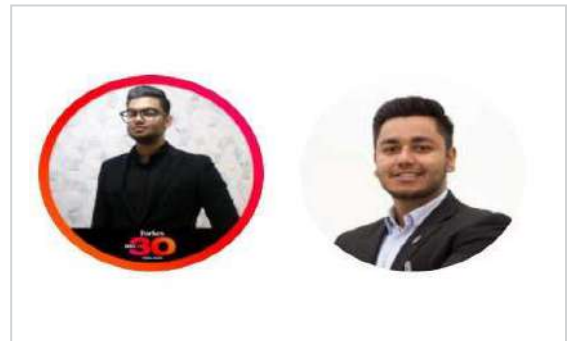
Patiala Management Association celebrated the 66th National Management Day and 16th Foundation Day of AIMA. The President, Mr. Vikas Kalra invited Mr. Vivek Atray, Ex. IAS Officer, Author, and Motivational speaker for the event, who spoke on the topic 'Emotional Intelligence'. The session was started by Gen. Secretary, Mr. Sanjay Gupta, and welcomed the keynote speaker and all the members of PMA. He introduced new members to the PMA family and Ms. Mukta Girdhar gave the formal introduction of the speaker. The function was attended by Past President, Adviser Mr. Parvesh Roy Mangla; Dr. Dinesh Goyal, Vice President (Planning) Mr. Ajay Alipuria. The Vice President (Resources), Vaidya Manu Vats presented the vote of thanks. The event was well attended by members and guests.



Speaker and participants during the celebration of National Management Day

Rajkot Management Association

Rajkot Management Association in collaboration with StartupGrind, – world's largest community of startups, founders, innovators, and creators organised a virtual panel discussion on 9th March. The panelists were Zahin Razeen, Forbes 30 under 30 Asia 2021, Founder and CEO of Hydroquo+ WYSA winner 2021, UN young leader for SDG and Satyajit Mittal, Forbes 30 under 30 Asia 2019 Co-founder and CEO of Aretto, Founder of Squatease Red Dot Award 2021, Swachh Bharat Innovation Puraskar Award by PMO. The panel discussion was moderated by Nisha Kotecha – Founder at InkDoVo, and Co-founder and CEO at GloCal CoWorking Space. The participants benefitted immensely from the discussion and views shared by the panelists.



(L-R) Zahin Razeen, Founder and CEO of Hydroquo+ and Satyajit Mittal, CEO of Aretto

Rohilkhand Management Association

Workshop

Rohilkhand Management Association organised a workshop on the topic 'Managing Stress, CSR and sustainability and Spirituality' on 12th March in the auditorium of M/s Brindavan Beverages Pvt. Ltd., Bareilly. It was conducted by eminent speaker Mr C.S Deepak Jain, Company Secretary and Motivational speaker and Founder of Jayash Foundation, New Delhi. 40 practicing managers from different industries and other professionals participated in the workshop. The speaker eloquently delivered his thoughts by saying that despite the best efforts of everyone, stress is often a part of our life. He explained stress and its causes and solutions.



(L-R) Mr. Qadir Ahmad; Dr. Manish Sharma; Mr C.S. Deepak Jain and Mr. Manoj Kumar Chaudhary

Thrissur Management Association

TMA Student Chapter- Management Competitions Eminence 2.0

TMA student chapter of Holy Grace Academy of Management Studies, Mala conducted the best manager contest from 9th March – 11th March to identify the best management talent and a treasure hunt as a fun activity. The prizes were distributed by the TMA Hon. Secretary, Er. Francis George; TMA CEO, Mr. Joy Joseph, and TMA student chapter coordinator, CMA. Madhu A P.



Inaugural ceremony by Er. Francis George, Hon. Secretary of TMA

TMA Women's Conclave

TMA organised its first Women's Conclave on 12th March on the topic 'Break the Bias; Scale the Heights'. After the inauguration by Dr. R Bindu, the Hon. Minister for Higher education and Social Justice for Kerala government, an array of eminent speakers and panelists discussed a range of topics related to women empowerment, well-being, entrepreneurship, inclusion, equitable workspace, and much more. The speakers



Dr. R Bindu, Hon. Minister of Higher Education inaugurating TMA Women in Business Conclave

included Ms. Rekha Sethi, Director General, AIMA, Surgeon Vice Admiral Sheila Mathai; Ms. Sunita Cherian, Chief Culture Officer and Senior Vice President, Wipro; Ms. Lakshmi Menon, Innovator and Social Entrepreneur, and many more. The session was highly appreciated by all participants.



Ms. Rekha Sethi, Director General, AIMA addressing

TMA Awards Ceremony

TMA organised an event on 12th March to present the awards instituted by TMA related to entrepreneurship and management. The scholarships were also handed over to management students during the function. Dr. Sandhya B IPS, Director General Kerala F&RS, HG, CD inaugurated the event and spoke about women empowerment and safety.

management students during the function. Dr. Sandhya B IPS, Director General Kerala F&RS, HG, CD inaugurated the event and spoke about women empowerment and safety.



Presentation of TMA Leo Pharma Group Management Excellence Award to Er. Christo George, CMD Hykon India



Inaugural address by Dr B Sandhya, IPS, Director General Kerala F&RS, HG, CD

30th Annual Management Convention

TMA organised its 30th Annual Management Convention on 13th March on 'Thriving on Uncertainty and Managing Change' which was graced by 3 eminent speakers. Mr. C Jayaram, the non-executive director of Kotak Mahindra Bank, spoke about how the banks and finance companies are adjusting to the changing landscape of the financial sector. Mr. Murali Ramakrishnan, the MD and CEO of South Indian Bank, spoke about the qualities that set apart a leader from a manager, and how those qualities prove beneficial in managing crises caused by uncertainty and Mr. P Vijayan IPS, Police IG, spoke about how the administrative machinery of the state handled the sudden unforeseen crisis of covid pandemic.



Er. Vinod Manjila delivering the Presidential address



Keynote address by Mr. Murali Ramakrishnan, MD & CEO, South Indian Bank



The guest of honour Mr. P Vijayan IPS Inspector General of Police, Coastal Security and Director Social Policing

TMA Manappuram Group Life Time Achievement Award

TMA bestowed this year's TMA-Manappuram Group Life Time Achievement Award upon Mr. Kochouseph Chittilappilly, Chairman Emeritus of V-Guard Industries on 13th March. K. Chittilappilly Foundation, a non-profit organisation founded by him is engaged in charitable and philanthropic activities.



Presentation of TMA Manappuram Group Life Time Achievement Award to Mr. Kochouseph Chittilappilly, Chairman Emeritus, V-Guard Industries



CMA Madhu A P TMA Student Chapter Coordinator receiving the membership details of Dr. John Matthai Centre, Thrissur from Dr. Vasanthakumari, Addl. Coordinator

Student Chapter Inauguration

On 18th March, TMA added Dr. John Matthai Centre as the 20th student chapter this year; which took the total count of student chapter members to over 1350 in number.

Investor Awareness Programme

TMA organised a joint programme with Thrissur Branch of SIRC of ICAI, Thrissur Chapter of ICSI, and Thrissur Chapter of ICAI (CMA) on 22nd March on the theme 'Investor awareness'. Mr. Arun E A, the Asst. General Manager of SEBI spoke about the regulatory environment developed in India over time, especially for the securities market. CS. Jackson David, an investment consultant, spoke about the pros and cons of investing in the stock market directly via equity investments or indirectly via mutual funds. Mr. Abhin Naik, the Assistant Vice President of SBI Mutual Fund, spoke about mutual funds as a safer option to indirectly invest in the stock market.



CS Jackson David addressing

Guest Lecture

On 25th March, TMA organised a lecture with Mr. CVR Rajendran, the MD and CEO of CSB Bank Ltd, who spoke about the turnaround story of the bank from a loss making to one of India's best banks that made unprecedented profits. The other dignitaries who spoke on the occasion include Mr. J K Shivan, the MD and CEO of Dhanlaxmi Bank, Mr. Anto George, the Senior General Manager of South Indian Bank, and Mr. George John, the Executive Vice President of ESAF Small Finance Bank.



Mr. CVR Rajendran, MD, and CEO, CSB Bank addressing



Honouring Mr. C VR Rajendran, MD & CEO, CSB Bank

TMA honoured the MD and CEO of CSB Bank, Mr. C VR Rajendran, for his outstanding contributions to turning around the bank from a loss making one to one of the best banks in India. The felicitations were offered by Mr. J K Shivan, the MD and CEO of Dhanlaxmi Bank; Mr. Anto George, the Senior General Manager of South Indian Bank, and Mr. George John, the Executive Vice President of ESAF Small Finance Bank.

TMA presented the TMA-Mrs. Geetha Ravi Memorial Award for Best Mathematics Teacher in Thrissur District to Smt. Ambika G. the Head of Mathematics Department at Chinmaya Vidyalaya, Thrissur.



Presentation of TMA-Mrs. Geetha Ravi Memorial award for Best Mathematics Teacher

Industrial Visit

TMA student chapter members went on an industrial visit on 24th March to the factory of Manjilas Food Technology Pvt Ltd at Nenmara, which owns the Double Horse brand of food products. The students were given a tour of production facilities and quality control processes at the factory. The students were also briefed on the basics of inventory management, and technology assisted productivity gains.



TMA Student Chapter Industrial Visit

TMA organised a joint session on 26th March with Bakers Association Kerala where the TMA president, Er. Vinod Manjila shared his knowledge about how technology played an important role in transforming and scaling up his business in the food products sector. He spoke in detail about the cost efficiency and productivity gains accomplished with the assistance of technological solutions. He also spoke about the need for financial discipline, especially in managing operating costs. And last but not the least, he explained the need to feel the ever-changing pulse of the customer and techniques to do that.



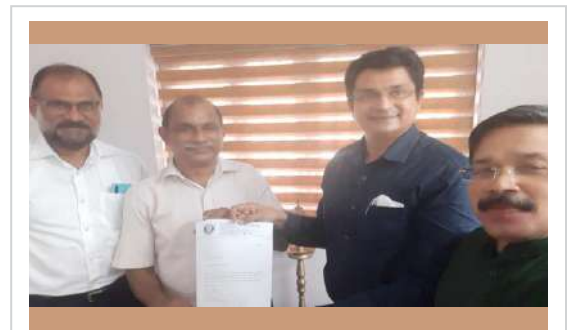
Er. Vinod Manjila, President TMA addressing delegates



TMA-College of Cooperation Bankings and Management Student Chapter Industrial Visit

TMA Student Chapter members of College of Cooperation Banking and Management, Kerala Agricultural University, went on an industrial visit to the factory of Aquastar Industries, Thrissur, the manufacturer of rainwater harvesting solutions on 31st March. After a tour of the manufacturing facility, the students were briefed about the company's operations, challenges in the business environment, go-to-market strategies etc.

On 31st March, TMA student chapter at Christ College, Irinjalakuda engaged in a case study on the efficacy of marketing via ecommerce platforms for Double Horse brand of food products owned by Manjilas Food Technology Pvt. Ltd. The study was completed over a period of a month and handed over to Manjilas Food Technology through TMA.



Prof. K J Joseph of Christ College handing over the letter of appreciation and the case study to TMA secretary, CEO, and student chapter coordinator



Signing of MoU between Christ College and Frontline Polymers

MOU

TMA student chapter at Christ College Irinjalakuda signed an MoU with Frontline Polymers Pvt Ltd that manufactures Varsha Water Tanks. Facilitating student internships is an important part of TMA mission to develop management talent and employability skills among students.

TMA second issue of quarterly magazine, TMA Management Voice for the year 2021-22 was released as part of TMA Annual Management Convention on 13th of March by Mr. Kochouseph Chittilappilly, Chairman Emeritus of V-Guard Industries, and the recipient of TMA-Manappuram Group Lifetime Achievement Award.



Release of TMA Management Voice Volume 2

Vaikom Management Association

VMA held its monthly programme on 13th March. Mr. K. Ajithkumar, Executive Director, and Unit Head of BPCL Kochi Refinery was the keynote speaker and Mr. Aneesh, Vice President delivered the welcome address.

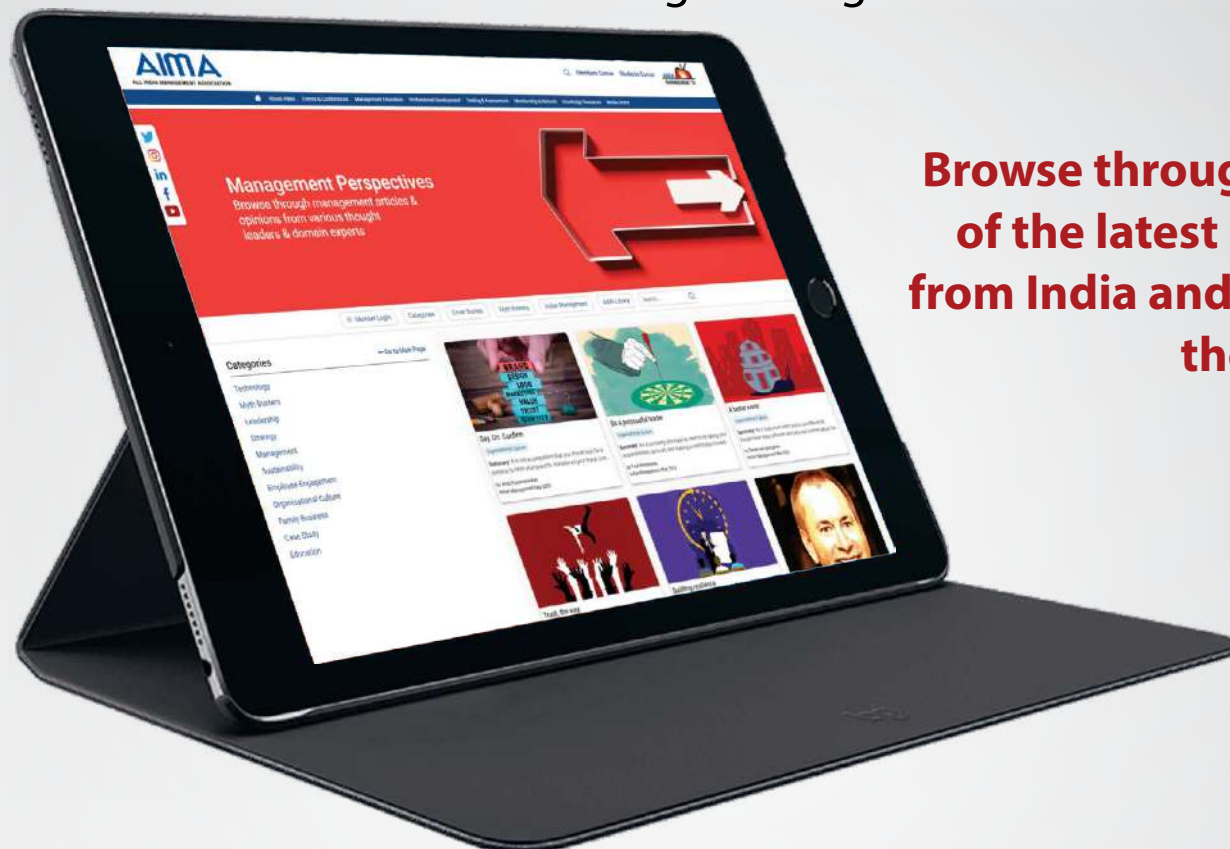
Mr. Sashi Gopal in his presidential address narrated the various initiatives taken by VMA. Mr. Ajithkumar, in his speech stressed upon the synergy between the Industry and Social sector. He appreciated the various activities of VMA and wished success to the organisation. The formation of VMA Women's Wing was officially announced by the Women's Wing convener Ms. Indira. N. G and President, Mr. Sashi Gopal. Mr. K. P. Sivaji, Secretary-Public Relations gave the vote of thanks.



The Chief Guest, Mr. K. Ajithkumar, Executive Director, BPCL Kochi Refinery

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AIMA Events Calendar

Event	Programme Chairman/Director	Venue	Date
3rd Management Cafe	Dr Pawan Goenka Former Managing Director and CEO of Mahindra & Mahindra Ltd.	Online	22 April 2022
Regional Management Conclave- Eastern Region		Online	26 April 2022
56th LeaderSpeak session	Amb Kanwal Sibal Former Foreign Secretary of India	Online	29 April 2022
HR Leadership Retreat		Goa	May 2022
Women Leadership Workshop		Online	20 May 2022
PSU Summit		New Delhi	03 June 2022
Management Development Programme (Gamification)		Online	10 June 2022
31st National Management Games (NMG 2022) Online		Online Regional Rounds Online Grande Final	14 June - 28 July 2022 30 July 2022
23rd National Management Quiz (Online)		Online Regional Rounds Online Grand Finale	21 - 30 June 2022 08 July 2022
Global Advanced Management Programme 2022		USA	26 June–02 July 2022
2nd National Shaping Young Minds Programme		Online	26 August 2022

To view full calendar please visit www.aima.in

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ALL INDIA MANAGEMENT ASSOCIATION

All India Management Association

Management House, 14 Institutional Area, Lodhi Road, New Delhi-110003

Tel: 011-24645100, 43128100 ; Fax: 011-24626689

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