

# AIMA News

AIMA'S MONTHLY E-MAGAZINE

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

JANUARY 2022



Dear Readers,

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

With your support and encouragement, AIMA continued to strive to spread management thought and build capability through its various initiatives and programmes over the month.

AIMA continued with its hugely popular LeaderSpeak Series and conducted two more sessions recently. The 52nd edition of the series was addressed by Mr Rajiv Pratap Rudy, Member of Parliament, Chairman FICCI Forum of Parliamentarians, President Aero Club of India & Former Union Minister on 'No state left behind: Making national growth inclusive'; while Mr Jayant Sinha, Hon. Chairperson of the Parliamentary Standing Committee on Finance and MP, Lok Sabha shared his insights on 'Net Zero is Net Positive: A Green Frontier Development Model for India' in a separate session. Mr CK Ranganathan, President, AIMA and Chairman & MD, CavinKare Pvt Ltd and Mr Shrinivas V Dempo, Senior Vice President, AIMA & Chairman, Dempo Group of Companies were the moderators of the 52nd and 53rd LeaderSpeak sessions respectively. Both the sessions were very well received with participants joining through Zoom, Facebook and YouTube. Brief reports are carried inside.

As a new initiative, AIMA has launched the AIMA - Dr KS Basu Annual Memorial Lecture series in collaboration with Dr KS Basu Memorial Foundation. These annual lectures will be organised each year on 8th February to mark the birth anniversary of AIMA's Past President, Dr KS Basu. The inaugural lecture on 'Managing in the Digital World' was held with Mr TV Mohandas Pai, Chairman, Manipal Global Education Services Pvt Ltd and was moderated by Mr CK Ranganathan. The session provided some extremely interesting insights on current and future trends, and witnessed an outstanding response with over 2000 participants joining through various platforms of AIMA.

In addition, AIMA rolled out the 11th edition of its much awaited MSME Convention held on the theme 'MSMEs: Road to Sustainable Development'. The inaugural address was delivered by Mr CK Ranganathan, while Dr JS Juneja, Chairman, AIMA MSME Committee set the context of the convention. The event was also graced by several renowned speakers and industry experts, including Mr B.B Swain, Secretary, Ministry of MSME, Government of India who delivered the valedictory address. More details can be found in this issue.

AIMA's Council for youth - the AIMA Young Leaders Council - continued to roll out online capacity building and knowledge sharing programmes for its members. AIMA YLC organised a session on the theme 'Emerging technology & Midlife Paradox - Upskilling and Change Management'; while another session on 'National Health ID - Scope, Challenges & Opportunities' was held with various health experts.

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

This edition of AIMA News also brings you updates from the Local Management Associations and some interesting articles on management. I hope you enjoy this issue of AIMA News and look forward to your feedback and suggestions.

Warm Regards

Rekha Sethi  
Director General

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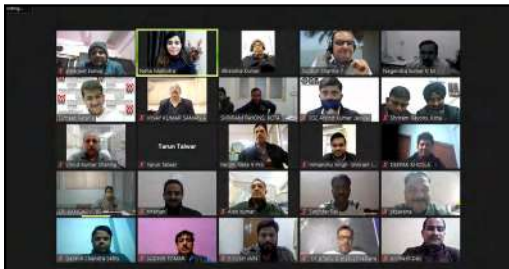
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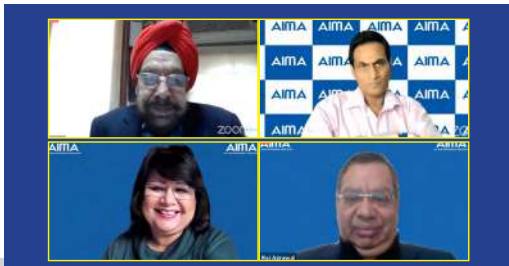
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# ADVANCED CERTIFICATE PROGRAMME IN BUSINESS CONSULTING

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.

## LeaderSpeak Sessions



*Mr Jayant Sinha, Hon. Chairperson of the Parliamentary Standing Committee on Finance and Member of Parliament (Lok Sabha) and Mr Rajiv Pratap Rudy, Member of Parliament, Chairman FICCI Forum of Parliamentarians, President Aero Club of India & Former Union Minister*

The 52nd AIMA LeaderSpeak session was held on 19th January 2022 with Mr Rajiv Pratap Rudy, Member of Parliament, Chairman FICCI Forum of Parliamentarians, President Aero Club of India & Former Union Minister on the theme 'No state left behind: Making national growth inclusive'. The session 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 introduced him. The session focused on how all states are not at the same level when it comes to economic capabilities and opportunities, few states in the country have done well as compared to others. Aspects like population, good education system, corruption control, the right kind of exposure, significantly impact the growth of a region. Mr Rajiv Pratap Rudy shared how there is a need to create an environment throughout the country to sustain growth and how

we need to continuously work on the political vision for such growth. The session received a very good response from the participants attending on various platforms of AIMA.

Another LeaderSpeak session was held with Mr Jayant Sinha, Hon. Chairperson of the Parliamentary Standing Committee on Finance and Member of Parliament (Lok Sabha) on the theme 'Net Zero is Net Positive: A Green Frontier Development Model for India' on 27th January 2022. The session was moderated by Mr Shrinivas V Dempo, Senior Vice President, AIMA & Chairman, Dempo Group of Companies. The session was focused on how we need to change our behaviour and thinking and work towards protecting the planet. There is a need to understand that climate change is important but this has to be in coordination with job creation and maintaining sustainability. Mr Jayant Sinha shared how we need to unleash market forces to get us to



*(L-R) Ms Rekha Sethi, Director General, AIMA; Mr C K Ranganathan, President, AIMA and Chairman & Managing Director, CavinKare Pvt Ltd. and Mr Shrinivas V Dempo, Senior Vice President, AIMA & Chairman, Dempo Group of Companies*

net zero - convert electricity systems to renewables, move to electric vehicles, implement advanced technologies like green hydrogen, biofuels etc. It is continuous innovation that will get us to the green

frontier. The government can create an environment but the private sector will need to play an important role. The session was very well received by the participants attending on various platforms of AIMA.

## International Day of Kindness



### Making International Day of Kindness a reality

We're collecting 1 million acts of kindness to celebrate actions of empathy, compassion, and kindness

Share with us simple act of kindness performed by you, your family, company or friends.

**Share your story**



# AIMA-Dr K S Basu Annual Memorial Lecture

*Managing in the Digital World*



*Mr T V Mohandas Pai, Past President, AIMA and Chairman, Manipal Global Education Services Pvt Ltd and Mr C K Ranganathan, President, AIMA and Chairman & Managing Director, CavinKare Pvt Ltd.*

AIMA and Dr K S Basu Memorial Foundation came together to organise the first of the AIMA-Dr K S Basu Annual Memorial Lectures which was organised on 8th February 2022. The theme for the inaugural lecture was 'Managing in the Digital World' and Mr T V Mohandas Pai, Past President, AIMA and Chairman, Manipal Global Education Services Pvt Ltd was the speaker. The session was moderated by Mr C K Ranganathan, President, AIMA and Chairman & Managing Director, CavinKare Pvt Ltd.

Ms Rekha Sethi, Director General, AIMA, introduced the speakers and the session, followed by remarks by Prof Ravi Dhingra, Managing Trustee, Dr K S Basu Trust wherein he shared how Dr K S Basu was a visionary leader with a drive for achieving excellence in every sphere, how he worked continuously to promote good corporate governance with a strong passion for Indianising management training and practices.

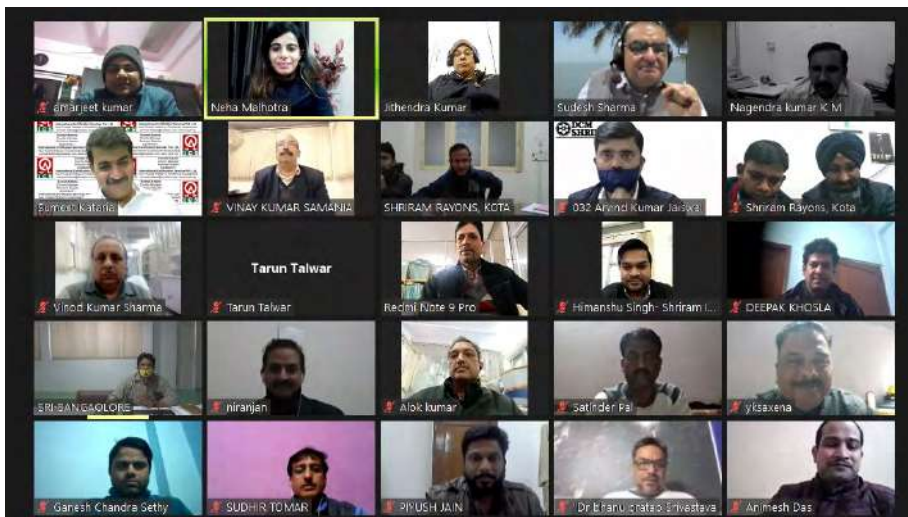


*Ms Rekha Sethi, Director General, AIMA and Prof Ravi Dhingra, Managing Trustee, Dr K S Basu Trust*

The session focused on how Covid has accelerated digital growth and made it inevitable for people to learn irrespective of age and change consumer habits. Online buying behaviour, automation of office work is here to stay. In addition, Data and AI led analytics are redefining businesses and it is important to re-skill and upskill our people. Mr T V Mohandas Pai emphasised on the fact that geography has become history today and the world has become one single platform. The principles that will define business include the world becoming

one big global business, the rate of innovation accelerating - innovation cycle time coming down resulting in new products and services coming out in a short period of time, the barrier to trade coming down. Change will be the new constant and we need to reimagine our management structures - creating agile management, strategic value creation, having a strong supply chain and high-quality human capital shall be the key to the success of the business. The session received very good response with over 2000 participants attending on various platforms of AIMA.

## Training Programme



*Participants during the training on the topic 'Impactful Presentation Skills for Cracking Business Deals'*

AIMA successfully conducted a two day virtual in-company training programme for DCM Shriram Industries Ltd on 'Managerial Effectiveness' on 20th - 21st January 2022. Mr Javed Qureshi, CHRO, OCS Group (India) Pvt Ltd and Mr Sumeet Kataria from ICS Technologies were the speakers of the programme. The objective of the programme was to equip potential managers with practical

tools and techniques in management. Delegates got a unique opportunity to sharpen their managerial skills, update their knowledge and gain valuable insights into everyday management concepts & challenges. The programme was well attended by 70 participants across the mid and senior level and well appreciated by all the participants.

Another one day virtual training programme was organised on the theme 'Impactful Presentation Skills for Cracking Business Deals' on 27th January 2022. The objective of the programme was to deliver an effective presentation that provides a competitive edge. The intent was to provide a structured methodology for participants to prepare and deliver an effective, high impact presentation that meets the objectives and brings results. The session was appreciated by all the participants.

# 11th MSME Convention

*MSMEs: Road to Sustainable Development*



*From Top (L-R) Dr JS Juneja, Chairman, AIMA MSME Committee & Chairman, Global Projects Pvt Ltd; Mr C. K. Ranganathan, President, AIMA and Chairman and Managing Director, CavinKare Pvt Ltd; Ms Rekha Sethi, Director General, AIMA and Dr Raj Agrawal, Director, AIMA*

AIMA in collaboration with the Ministry of MSME organised its 11th MSME Convention on 21st January 2022 Virtually. This year the theme of the convention was 'MSMEs: Road to Sustainable Development'. Mr C. K. Ranganathan, President, AIMA and Chairman and Managing Director, CavinKare Pvt Ltd Ltd delivered the inaugural address and Dr JS Juneja, Chairman, AIMA MSME Committee & Chairman, Global Projects Pvt Ltd set the context of the convention. The introductory remarks were given by Ms Rekha Sethi, Director General, AIMA and Dr Raj Agrawal, Director, AIMA delivered the vote of thanks. The valedictory address was given by Mr B. B. Swain, Secretary, Ministry of MSME, Govt. of India.

Some of the other eminent speakers included Mr Vinod Kumar Wuthoo, President, India SME

Forum; Mr Shams Tabrez, Deputy General Manager, State Bank of India; Mr Kartik Sharma, Director, Agnitio; Ms Mehnaz S. Safavian, World Bank, Bangkok; Mr Vinamra Mishra, Director, Ministry of MSME, Govt. of India; Mr Ajayan Kavungal Anat,



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





*Mr B.B Swain, Secretary, Ministry of MSME, Govt. of India and Dr JS Juneja, Chairman, AIMA MSME Committee & Chairman, Global Projects Pvt Ltd*

Past President, Calicut Management Association; Mr Abdulhasan Al-Dairi, United International SMEs Organizations (UNISMO); Ms Sushma Morthania, Director General - India SME Forum; Mr Sunil Shukla, Director General, EDII, Ahemdabad; Dr Tamal Datta Chaudhuri, Centre for Knowledge Ideas and Development Studies (KnIDS); Mr Rajesh Kumar Pandey, CEO, Omniscient Computers Consultants; Mr Ajay Kumar Thakur,

Head – SME & Start-up BSE Limited; Mr Amit Raj Sinha, Managing Director & CEO, Sigachi Industries Pvt Ltd; Mr Arup Majumdar, Chief Executive Officer, Trariti Consulting Group; Mr Trilok Kumar Jain, Director, Ecosystem for Innovation and Entrepreneurship (EIE); Mr Arun Kumar Sarma, Director General, NECTAR; Mr Pallavi Shrivastava, Co-Founder & Director, Progcap; Mr Chandra Shekhar Thanvi, Chief General Manager, Small Industries Development Bank of India;



*Mr Shams Tabrez, Deputy General Manager, State Bank of India; Mr Kartik Sharma, Director, Agnitio and Mr Vinod Kumar Wuthoo, President, India SME Forum*



*Mr Abdulhasan Al-Dairi, United International SMEs Organizations (UNISMO); Mr Sunil Shukla, Director General, EDII, Ahemdabad and Ms Sushma Morthania, Director General - India SME Forum*

Ms Barbara Terenzi, President, WUSME; Ms Harpreet Kang, General Secretary, Ludhiana Management Association and Ms Sreedevi Reddy, VP- Startup Ecosystem, @ Xelpmoc Design & Tech Ltd. The programme was very well received by the participants and attended by around 300 delegates.

## AIMA YLC Sessions



*(L-R) Mr Ritesh Chopra, COO, KPMG Global Services; Mr Vinayak Sastri, Global Shared Services Transformation Leader (GCCs), IBM and Mr Abhishek Tiwary, GPHR, YLC member & Executive Director, Diversity, Equity & Inclusion, KPMG US and Senior People Leader, Global Advisory*

AIMA YLC organised an online session on the theme ‘Emerging technology & Midlife Paradox – Upskilling and Change Management’ on 14th January 2022. Mr Vinayak Sastri, Global Shared Services Transformation Leader (GCCs), IBM and Mr Ritesh Chopra, COO, KPMG Global Services were the speakers of the session. The session was moderated by Mr Abhishek Tiwary, GPHR, YLC member & Executive Director, Diversity, Equity & Inclusion, KPMG US and Senior People Leader, Global Advisory.

Another online session was organised on 28th January 2022 on the theme ‘National Health ID

– Scope, Challenges & Opportunities’ with Mr Kiran Anandampillai, CEO and Founder, iDrishti, Core Volunteer, Healthcare, iSPIRT and Advisor (Technology), National Health Authority; Mr Ravi Bharadwaj, Senior Director, Product Management, GE Oncology and Dr Vivek Jawali, Chairman, Executive Council & Cardiac Sciences, Fortis Hospitals. The session was moderated by Dr Narayana Subramaniam, YLC Bengaluru Chapter Chair and HOD Head and Neck Surgical Oncology, Sri Shankara Cancer Hospital and Research Centre, Bengaluru. The session was very well received by the participants.



*From (L-R): Mr Kiran Anandampillai, CEO and Founder, iDrishti, Core Volunteer, Healthcare, iSPIRT and Advisor (Technology), National Health Authority; Mr Ravi Bharadwaj, Senior Director, Product Management, GE Oncology; Dr Vivek Jawali, Chairman, Executive Council & Cardiac Sciences, Fortis Hospitals and Dr Narayana Subramaniam, YLC Bengaluru Chapter Chair and HOD Head and Neck Surgical Oncology, Shri Shankara Cancer Hospital and Research Centre, Bengaluru*



# INTERNET MARKETING

# AIMA

ALL INDIA MANAGEMENT ASSOCIATION

# PGCM IN DIGITAL MARKETING & STRATEGY

Approved by AICTE\*

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

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

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

\*in ODL mode

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## Happy to Be Proved Wrong

*My story goes back to the seventies, when Natasha Kapoor was our close friend. We still meet occasionally, on social functions, but that warmth is missing - and thereby hangs my 50 year old tale.*

*I first met Natasha soon after my marriage. My wife's parents and hers knew each other well. During one of those winter Sunday lunches at the Roshanara Club, this attractive, short, plump, fair girl walked up to our table and met everyone with effusive hugs; the newly acquired son in law was introduced and I too was greeted with an almost seductive namaste. "We have met already, at your wedding, how could you forget me?" I was virtually reprimanded by the chirpy one.*

*This first meeting was followed by another to meet her husband, Roopak, a fine man with a quiet sense of humour - very different from his wife's exuberance. Soon, we were meeting regularly. They lived in Rohtak, where Roopak had a thriving ancestral business. They had a palatial bungalow, one lovely kid, parental houses of both somewhere near ours, apparently no worries about money; and generally lived a carefree life, always socialising and holidaying. Something clicked between us and we often got together for meals, travelled to hill stations and enjoyed each other's company. Late night calls were not uncommon; Roopak & Natasha driving up to our house in Civil Lines with the suggestion to go for ice cream at India Gate or paan at far off Greater Kailash.*

*Suddenly tragedy struck and Roopak succumbed to a heart attack. Naturally Natasha's life came crashing down; business was quickly wound up and she moved to her mother's house. In due course she started a small fabrication unit to supply readymade garments to exporters; family and friends chipped in, her own friendly and vivacious personality helped and the business picked up with many exporters seeking out her unit for flawless quality and timely deliveries - crucial for discerning export houses.*

*By that time, my company had also got into this growing business. We specialised in exports to Japan - that ultimate destination for all garment exporters. Japanese*

*took long in accepting you - after endless tests and visits - but once approved, their orders were regular and payments assured. Naturally, Natasha wanted part of our business and got it. On her numerous visits to meet our inspectors and accounts, she would often linger on and spend hours with me, chatting about everything on earth till late into the evening. During one of these sessions she confided that she had fallen in love with a handsome, young colleague of mine, several years younger to her and with a totally contrasting personality - this fine chap, Satinder, was quiet, unassuming and shy. I had met his family also, on a visit to Punjab and didn't think there was anything in common between them! She wanted my opinion and I (stupidly, my wife would say later) told her so without mincing words. Coincidentally Satinder's mother also called that evening and posed the same query. Again I made the same mistake and told her that I didn't think this marriage would last long.*

*Well, you have probably guessed it, they got married nevertheless. Our name was not on the list of invitees. We were the villains in this love story. Natasha's family was thrilled and welcomed Satinder. His folks didn't like the idea but it didn't matter to the newlyweds. Honeymoon over, they moved into an apartment and Satinder joined Natasha's business as head of production. Their competencies complemented each other and all too soon 'NatSat' was amongst the most successful fabrication units, and eventually started exporting directly. We were getting all this information through common friends. It was years later that we ran into them somewhere and met almost like strangers.*

*They have now been together for over 50 years; had a son together, both the boys are married and they are a happy family. And, I am truly delighted to have been proved wrong.*



*by Krishan Kalra  
Past President, AIMA*

# AIMA

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## A Global Look at the Connections Between Happiness, Income and Meaning

*Wealthy people may be happier. But a new study finds that money can't buy a sense of purpose.*

January 28, 2022 | by Rebecca Beyer

*“Humans think happiness is this one thing: You’re either happy or you’re not,” Jennifer Aaker says. Of course, it’s not so simple: New research conducted by Aaker and her colleagues not only challenges the assumption that happiness is binary but also finds that the relationship between happiness and our sense of meaning can change depending on our financial situation.*



Researchers found a link between money, meaning, and happiness across more than 120 countries. | iStock/MundusImages

“This is particularly interesting because research has shown when people get wealthier, they experience greater happiness,” explains Aaker, a marketing professor at Stanford Graduate School of Business who has extensively studied happiness, meaning, and money. “But this research suggests that the nature of happiness also shifts based on income.”

In a forthcoming study in the journal *Emotion*, Aaker and her coauthors find that meaning is a stronger predictor of happiness for people with low incomes than those with greater financial resources. In other

words, people with more money may be happier, but people with less money view happiness as tied to a sense of meaning — the belief that their life has purpose, value, and direction. And, remarkably, that connection is consistent across much of the world.

The paper, cowritten by Rhia Catapanoopen in new window of the University of Toronto, Jordi Quoidbachopen in new window of Esade Business School, and Cassie Mogilneropen in new window of UCLA, is one of the first to explore how income and wealth affect the relationship between meaning and

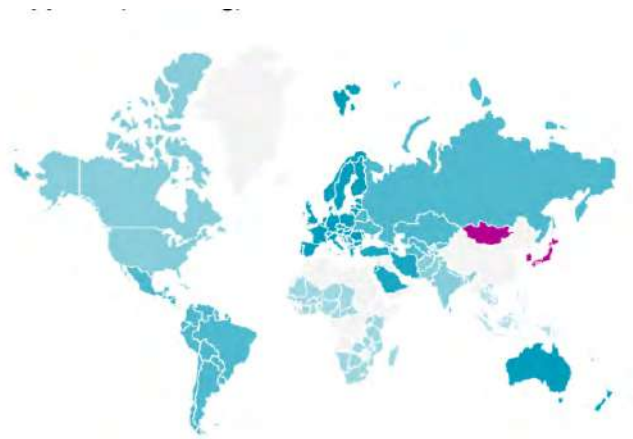
happiness on a global scale. (Catapano and Mogilner studied with Aaker while receiving their doctorates at Stanford GSB.)

The researchers began by looking at the United States, where they first discovered the correlation between meaning and happiness as income decreases. At first, they wondered if this was particular to Americans or “a fluke,” Aaker says. Yet as the team expanded its study to analyze large-scale datasets spanning more than 500,000 people from 123 countries on six continents, the same patterns emerged.

“The results were almost universally consistent across the United States and much of the world,” Aaker says. “Among low-income people, having a sense of meaning in one’s life is more closely associated with overall happiness.”

The visual representation of the findings — a world map with the countries where the results hold true are shaded — is “striking,” she says: “It’s an interesting pattern to see so robustly across different cultures.”

**Happiness, Meaning, and Income**



Blue regions have greater convergence between meaning and happiness for the bottom third of incomes. Magenta represents greater convergence for the top third of incomes. Countries without data are gray.

Source: Catapano, Quoidbach, Mogilner, and Aaker (2022)

**Wealth and Mental Health**

Aaker cautions that these findings should not be used to minimize or dismiss the real disadvantages that low-income people and communities face. Instead, the paper provides additional context for future research and policymaking. “In addition to improving basic conditions for lower-income people, policies should not neglect the importance of meaning” in life, she says.

As income inequality grows and poverty rises worldwide due to the COVID-19 pandemic, Aaker and her coauthors say their research could influence mental health interventions in low-income communities and countries. According to studies cited in their paper, low-income people are twice as likely to suffer from depression as people with higher incomes, and reduced household incomes are associated with an increased risk for incident mood disorders.

**“People who succeed in finding meaning experience both meaning and happiness, but those who can’t find meaning aren’t happy.**

**Attribution**

Jennifer Aaker

“Whereas mental health treatments in low- and middle-income countries most commonly encourage people to identify their thoughts and feelings, engage in problem-solving and eliciting support, our findings suggest that one additional avenue for such interventions might be rooted in meaning,” they write.

There are important implications for wealthy people as well, Aaker says, pointing to her research open

in new window showing that having a sense of meaningfulness is associated with longer-lasting well-being than happiness alone. And lacking a sense of meaning is not irreparable: People seeking more meaning in their lives can proactively choose to look beyond themselves and give more to others.

### **The Meaning of Meaning**

Because the studies in the new paper are correlational, the authors cannot say whether meaning causes happiness or vice versa. However, they hypothesize that each plays a role in driving the other. "People who succeed in finding meaning experience both meaning and happiness, but those who can't find meaning aren't happy, consistent with other research," Aaker says.

The researchers propose a few possibilities for why meaning has a stronger correlation with happiness for people with less income. "It's possible that financial constraints pose such practical and emotional strain that people are compelled to try to make sense of their situation," Aaker says. She notes other research that has found that "having negative or challenging experiences and then being able to

make sense of them is one route to experiencing life as meaningful."

In the paper, Aaker and her colleagues hypothesize that affluent people have greater access to "external sources of happiness" and so may not rely on an "internally constructed sense of meaning." As Aaker puts it, "For wealthier individuals, getting them to benefit from the meaning they already have in their lives, but aren't turning into happiness, may be more effective."

Aaker and her coauthors also point out that experiences that have been shown to contribute to a sense of meaning — including strong relationships and religion — often don't cost a thing.

For Aaker, an expert on how meaning and purpose shape people's choices and how money and time can cultivate long-lasting happiness, the paper is the latest in a series of explorations into well-being. In 2021, she published *Humor, Seriously: Why Humor Is A Secret Weapon in Business and Life* with Stanford GSB lecturer Naomi Bagdonas, with whom she also teaches a Stanford GSB class on the topic.

**Disclaimer:**

*This article is republished with permission from Insights by Stanford Business Review. <https://www.gsb.stanford.edu/insights/global-look-connections-between-happiness-income-meaning>*





# Certificate Programme In Design Thinking for Business Innovation

A powerful, proven way to Solve Business Problems in a Human Centric,  
Creative, Holistic manner for Sustained Competitive Advantage



**Programme Director:**

Mr. Uday Gharpure  
Visiting Professor - IIM  
Indore, SPJIMR; Ex-MD Atos  
Origin India; Ex- EVP LTI

Design Thinking is a powerful, proven tool available to business leaders to tackle these challenges. It consists of processes, techniques and mindsets for creatively solving problems in a human centric, holistic fashion. As Prof Roger Martin says, "Business people do not need to understand Design better. They need to be Designers themselves". This programme will help you achieve far higher levels of job satisfaction by contributing to your organization at a significantly higher level in an innovative and creative manner. It will open pathways to determine unstated and hidden issues as well as give you the wherewithal to deal with continuously evolving business, technology and people landscape.

The faculty members, B-Schools and Engineering and other HEI's Students (currently pursuing as well as pass outs) will also 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 first batch is starting from February, 2022 onwards.**

For further details, please contact:

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# Create Learning Pathways to Close Your Organization's Skills Gap

by Marc Zao-Sanders and Georgina Peake



David Malan/Getty Images

## **Summary.**

*How can you guide your workforce to the skills and competencies both you and they need? The answer, for most firms, is the learning pathway: a designated sequence of activities, often from different sources and in different formats, devised to develop the skills and behaviors of colleagues. At their best, learning pathways stitch together disparate educational resources into rich, diverse, cohesive and enlightening learning journeys which can have a transformative impact on both our professional and personal lives. Curation is part art, part science. This article offers a checklist for how to choose, curate, and motivate people to embark upon eye-opening, horizon-broadening, career-enhancing learning pathways.close*

With all the recent changes in the labor market that have been accelerated by Covid, the skills gap has ballooned; last year, the World Economic Forum calculated that addressing the gap could result in

a GDP uplift of \$6.5 trillion by 2030. At the same time, the world is bursting with learning content. What, then, is the best way to ensure that people can find and engage with the right content in order

to develop the skills needed to close this gap and achieve much-needed business outcomes in your organization?

The answer, for most firms, is a learning pathway: a designated sequence of activities, often from different sources and in different formats, devised to develop the skills and behaviors of colleagues. Corporate learning systems — Learning Experience Platforms (LXPs) and Learning Management Systems (LMSs) — make learning pathways a centerpiece of the user experience: learn this and you'll be able to do that. Indeed, every time content is shared by one employee with another — be it over email, Slack, Microsoft Teams or LinkedIn — an informal learning pathway has been laid out. Content curation is increasingly replacing the previous trend of content creation. We don't just see this in the corporate world; the explosion of reaction videos on YouTube and TikTok are examples of immensely popular mainstream curation and value-add.

At their best, learning pathways stitch together disparate educational resources into rich, diverse, cohesive and enlightening learning journeys which can have a transformative impact on both our professional and personal lives. At their worst — and this is far more common — they add detritus to an already saturated sea of corporate content, and end up confusing and disillusioning learners.

Curation is part art, part science. Below we provide a checklist for how to choose, curate, and motivate people to embark upon eye-opening, horizon-broadening, career-enhancing learning pathways.

### Which Learning Pathways?

So, which learning pathways should you build? A number of pertinent data sources from inside your corporate walls will offer some clues here, including search queries, business priorities, research on

trending and future skills, and job descriptions. Overlay this data with conversations with your target audience about their learning desires and pains and keep asking until you've reached root cause(s). For example, consider a colleague who says, "I'm not good at presenting." Instead of jumping to a solution of a pathway on presentation design or storytelling, dig deeper to understand their underlying concerns by asking questions like: "How do you prepare for presentations?" "What expectations do you have about your presentations?" Or, "How do you feel before and during a presentation?" You may discover that low confidence and a fixed mindset are the root causes which could shape your subsequent pathway to help the learner achieve their goals. You might then also prioritize some of the candidate needs and pathways by time and utility to achieve the biggest learning bang for your buck as quickly as possible.

At the same time, try not to be confined by traditional corporate thinking. Human beings are a lot richer and more diverse than their corporate analogues, such as job titles, roles, and job descriptions. If we look for clues on how to inspire someone to learn by analyzing her job description, our success will be limited. Instead, take a liberated approach to capture the imagination of colleagues. Consider that the name of your pathway is important, too. "Difficult Conversations," "Resilience," and "Collaborating with Colleagues" are examples of sensible pathways you might need to build. But "Crisis Negotiation," "Controlling Your Amygdala," or "Perspective-Shifting" are pathways that could intrigue and excite people.

### Impactful Pathways

Once you better understand learner needs and interests, it's time to begin building pathways to support them. Good pathway design comprises thoughtful structuring and sourcing.

A useful pathway needs an appropriate structure. Are you clear on the purpose of the pathway? Who is it for? Is it to instruct or inform or inspire or something else? Is there an ordering that is logical and tells a story that the learner can follow? Is there the right mix of enticing content to reel the learner in at the start, as well as more advanced material to deepen their flourishing understanding? Do the items complement each other or is there unnecessary duplication? Is the overall duration of the pathway appropriate for your audience and the intended benefit?

Then, you need to furnish the structure of your pathway with content. Note that having a structure at all will speed up the curation considerably as the search becomes much more intentional and specific. Here's a checklist to help you find the right content for your pathway.

**Mixed modalities.** Offering a variety of format types (articles, videos, podcasts, infographics etc.) will keep learners engaged longer, increase recall of concepts, and cater to a wider range of learning preferences.

**Recency.** Recent content is critical in rapidly-changing domains, such as machine learning. Evergreen classics (like this 1973 piece about thinking and writing) can endure for many decades in domains such as writing, which evolve more slowly.

**Providers.** Include a mix of providers within your pathway for variety, as well as diversity of views and authors, to mitigate against subtle biases.

**Length.** Short-form content can be great for getting a learner's attention and introducing and summarizing concepts. This can be usefully supplemented with longer-form content to build proficiency.

Constructing pathways tends to be an iterative, non-linear process. The choice to include a particular item will shape the rest of the pathway, ruling in or

out possibilities down the way. You may think you've found the perfect article only to later exclude it in favor of alternative videos or courses in order to ensure that the pathway has diversity, serendipity, novelty, and coverage (often-cited qualities in recommendation systems). You may find you need to revisit the research and definition steps to clarify learner needs as you discover more about the content available.

### **Here's an example structure for a pathway for visualizing data:**

- Appetizer — Edward Tufte: Beautiful Evidence (Highlights), Intelligence Squared (YouTube), Video
- Simple, accessible explainer — The 5 Most Important Principles of Data Visualization, Towards Data Science (Medium), Article
- Methodology 1 — Data Analysis and Presentation Skills: the PwC Approach Specialization, Coursera, Course
- Methodology 2 — Data Visualisation: Data Visualisation with Tableau Fundamentals, Future Learn, Course
- Methodology 3 — Introduction to Data Visualization in Python, Towards Data Science (Medium), Article
- Example of skill application 1 — Visualizing Data, Harvard Business Review Insight Center, Report
- Example of skill application 2 — Mistakes, we've drawn a few, The Economist (Medium), Article
- Further reading — Financial Times Visual Vocabulary, Financial Times (GitHub), Infographic

### **Popular Pathways**

If you build it, will they come? Increase the likelihood that they do by explaining and communicating your

pathway well.

Learners are more motivated to invest their time when they understand why a pathway will be useful to them. Whether the benefits are task achievement, personal development, or simply learning joy, spell them out so that the learner has a chance to weigh those up against the inevitable costs (their scarce time and attention). Consider the following ways to convey the value of your pathways:

- Pathway-level description of what the pathway will help the learner achieve. Customize for your organization or industry if possible, e.g. for a company-wide initiative, provide different explanations to each department/team on how the pathway can help them specifically.
- Content-level explanations, such as the reason for its inclusion or some subsection that is especially pertinent. These are not only helpful and efficient, but also reassure the learner that the pathway creator has properly reviewed the content herself (not always the case!).
- Social proof. If the pathway is curated or endorsed by a subject matter expert or influential business leader, learners are more likely to follow it.

You also need to communicate these explanations and benefits to your intended audience if the pathway is going to enjoy the footfall it deserves. Link it to an event or a key initiative and have your pathway enjoy the associated exposure. Amplify the message with a dedicated campaign on your company's preferred communications channel. Convince senior and influential stakeholders to promote it meaningfully.

Anyone in your organization can become a curator of brilliant learning pathways. These pathways will play an important part in your organization's upskilling journey, and can have a transformative impact for the individual learner. Educate and encourage your workforce to become subject matter experts and to share their expertise by creating high-quality, sought-after learning pathways. Guide your workforce to the skills and competencies you and they need.

**About Author:**

**Marc Zao-Sanders** is CEO and co-founder of *filtered.com*, a company that blends consultancy with technology to lift capabilities and drive business change. Find Marc on LinkedIn here.

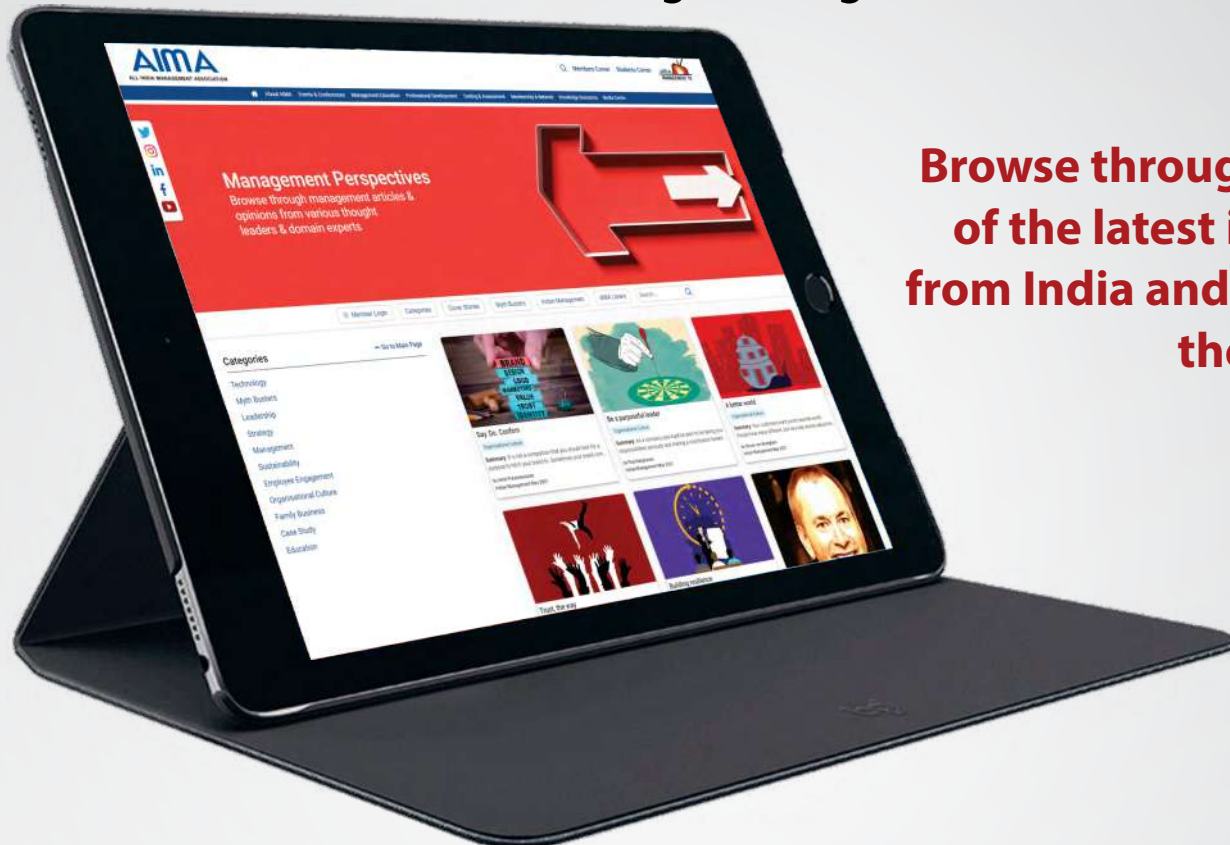
**Georgina Peake** is a Data Product Manager at *Filtered*. She specializes in building products using machine learning to help consumers and businesses make data-driven decisions, and has published research on generating explanations for recommendation systems.

**Disclaimer:**

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## Allahabad Management Association

### Release of New Year AMA Calendar

Allahabad Management Association organised a special event on 8th January with the core committee members of releasing of New Year AMA calendar 2022, and followed with an address by Mr. Ravi Prakash, President, AMA. In his address, the President apprised the members about the new steps to be taken to revamp the association and hold quality programmes in hybrid mode.



Core Committee Members releasing the AMA 2022 Calendar



Dr. Shanti Chaudhri, Executive Member, AMA with the Prestigious Award

AMA organised a special event on 15th January to facilitate Dr. Shanti Chaudhri, the executive member and public relations officer of AMA on being conferred with the prestigious Dr Satish Chandra Rai Sarjana Award by Uttar Pradesh Hindi Sansthan Lucknow. The award was bestowed to her for her book 'Pain from Head to Toe' under medical science Allopathy, Ayurveda, Homeopathy and Unani discipline. The members of the association feel proud on the achievements of Dr Chaudhri and President Mr. Ravi Prakash presented a memento to her.

### Talk

Allahabad Management Association organised a special virtual management talk on 30th January through Zoom on 30th January with speaker CS Deepak Jain, founder Vijayash Foundation, Delhi on the topic 'Managing stress by managing our body, mind and soul' for its members. The speaker deliberated about the causes of stress and how to manage it comprehensively by bringing resolute changes in our body, mind and soul. He also emphasised on how to move ahead towards a stress free life. The session was well attended by 25 members. Mr AK Prasad, Vice President welcomed the speaker and members, and Mr Ravi Prakash, President introduced the distinguished speaker. Dr Shanti Chaudhri, PRO and Mr. O P. Goel, Secretary coordinated the event.



Session by CS Deepak Jain

## Baroda Management Association

### Infra Con

Baroda Management Association organised Infra Con on 7th January. Ms. Avi Sabavala was the Chairperson and moderator for the event and Mr. Dhrumesh - CEO of Adstruct Design Pvt. Ltd. was the Director of infrastructure committee. The speakers for the event were Mr. Vivek Kapadia, Director- Civil Sardar Sarovar Narmada Nigam Ltd, who spoke on 'Resilient Infrastructure'; Mr. Arun Sankhat, Head, Engineering and Design Division, Post Tension Services India Pvt. Ltd. Vadodara, talked on the topic 'Unbounded Post-Tensioning Technology - a step towards' and Mr. Ajith Prabhakar, CAD Specialist and Technical Solutions Specialist Tech Data, addressed on 'Use of Autodesk products in Developing Infrastructure'.



(L-R) Mr. Vivek Kapadia; Mr. Arun Sankhat and Mr. Ajith Prabhakar

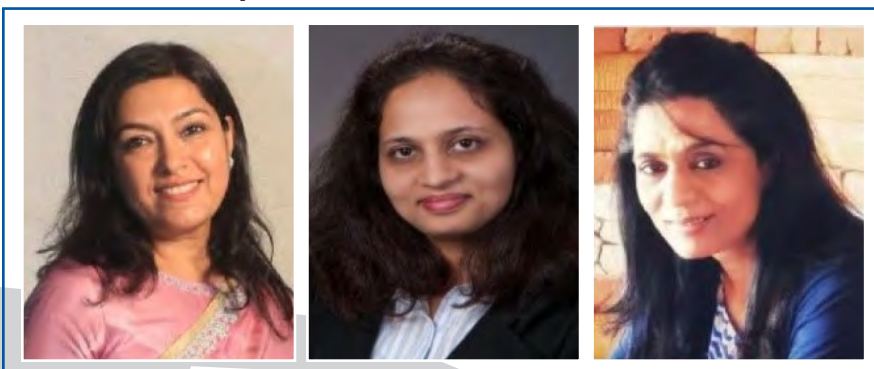
### National Girl Child Day

Baroda Management Association celebrated the National Girl Child Day on 24th January. The programme coordinator for the event was Dr. Lopa Shah, Physiotherapist and Ms. Sarita Sinha, International Trainer. The speakers for the event were Mr. Prashant Shah, Ms. Purvi Shah and daughter Ms. Varija Shah; Mr. Sagar Mehta, Ms. Nirzari Mehta and daughter Ms. Devanshi Mehta and Mr. Vipul Shah, Ms. Naina Shah and daughter Ms. Pankti Shah.



Speakers and participants during the celebration of National Girl Child Day

### Women's Workshop



(L-R) Speakers- Ms. Sonal Kotak; Ms. Dipti Parikh and Ms. Rajal C.

BMA organised a workshop on 29th January on the topic 'A Practical Workshop on Financial Investments'. The workshop aims to empower women with the knowledge and practical application of how to invest in the best possible way. There were many eminent speakers who gave important and useful about



financial investments and methods to save for any age group of women. Ms. Sonal Kotak, Founder of the firm Integriti Investments Solutions talked about what should I invest in and know the Investment Tools; Ms. Dipti Parikh, Software Engineer at MasterCard talked about digital money and busting the Myths and Ms. Rajal C., founder and CEO at Gravitas and Chairperson of the Women’s Committee talked about her journey to successful investments.

**Friday Talks**

Baroda Management Association organised its evening talk on 7th January on the topic ‘Introspection - Self Reflective Tool’ by Mr. Kamlesh Thakkar. He covered topics such as Try to reach the roof of the Problem, Find Solution within You and Make Harmony in your Life.

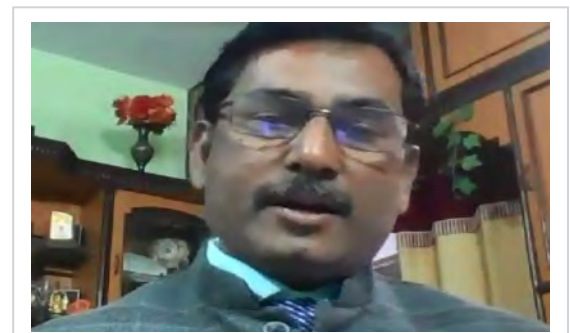
Baroda Management Association organised its special evening talk on 28th January on the topic ‘A Myth or Science, Vashtu Shastra’ by Mr. Ravi Vairagi. He spoke on the topics like Panch Mahabhoot, Emergence of Vastu, Vastu and Shiv Slokas, Vastu and Swastika and Misconception of Vastu.



**Bharuch District Management Association**

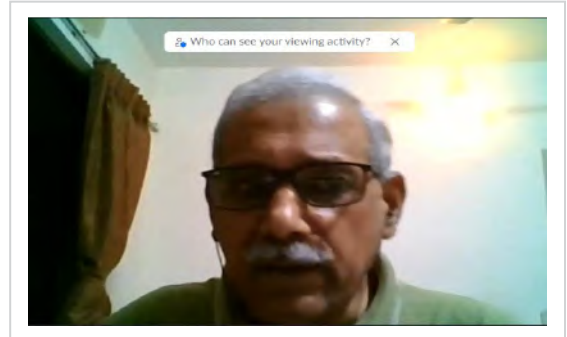
**EHS Forum**

BDMA’s EHS Forum organised a webinar on 4th January on the topic ‘Strengthening Foundation in Industrial Safety and Industrial Disaster Prevention’ with guest speaker Mr. Sanjeev Verma, who discussed in details with all the participants as how one can ensure safety and measures for industrial disaster prevention in industries. The session was well received by around 25 participants.

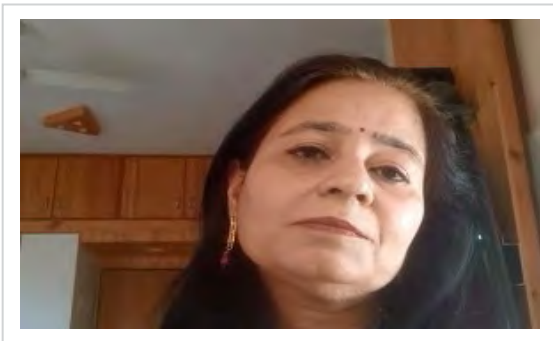


*Mr. Sandeev Verma addressing the EHS Forum Meet*

BDMA organised its EHS Forum Meet on 31st January on the topic 'Long Term Safety Culture Implementation in Industries' by Prof. H L Kaila. He demonstrated various points to build a culture of safety for long term. He also discussed as how successful building a culture of safety can make employees more engaged and empowered. The session was attended by 40 participants and received good feedback from all.



*Prof. H L Kaila addressing EHS Forum*



*Dr. Nipa Thakkar sharing her success story*

**Women's Forum**

BDMA's Women Forum is successfully running two series of events i.e. Talent Unlimited and Courage Unlimited and conducted an event under the Talent Unlimited series on 8th January with Dr. Nipa Thakkar, who is a Gujarat Gaurav Puruskar winner for being the youngest artist of Indian Classical Dance –Kathak. She shared her story in a very simple manner and motivated the fraternity at large. The event was attended by nearly 35 participants.

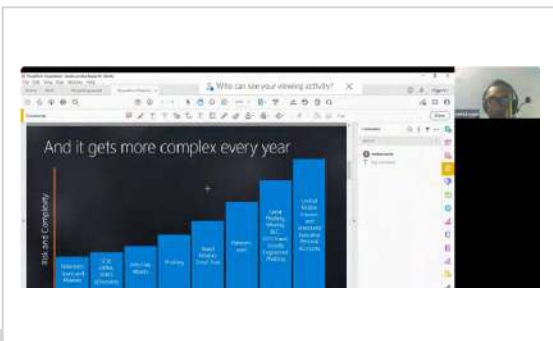
Talent Unlimited series of Women's Forum was organised on 29th January by Dr. Supriya Chauha, who discussed about her journey as Prosthosonti stand sculptor and showed various sculptures made by her. Around 45 attendees attended the webinar which was well received by all the participants.



*Speaker- Dr. Supriya Chauhan*

**IT Forum**

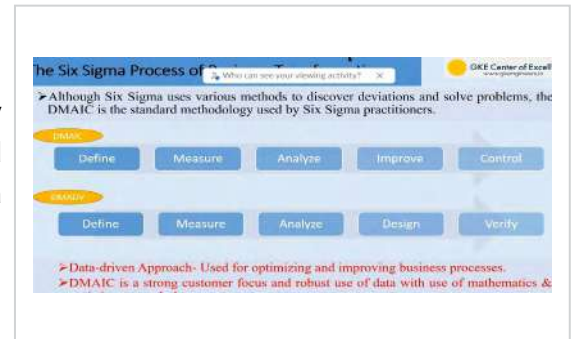
BDMA's IT Forum organised a webinar on 19th January on the topic 'Corporate Cyber Security' with guest speaker Mr. Mehul Varia from Well Mark Technologies with more than 15 years of experience in IT Infrastructure and discussed briefly about the techniques that ensure that the data, programme, computer and network is secured from the unauthorised access and exploitation. The webinar was well received and appreciated by around 35 participants from industries.



*Mr. Mehul Varia discussing on the topic 'Corporate Cyber Security'*

**Business Excellence Forum**

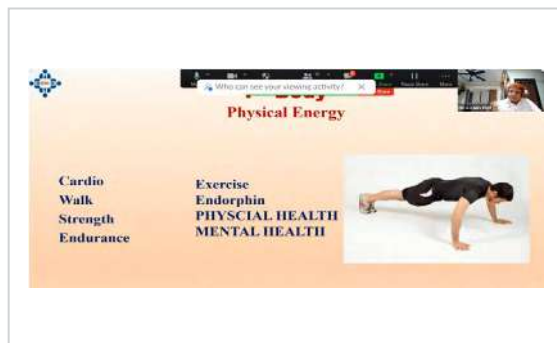
Business Excellence Forum Meet was held on 21st January on the topic 'DMAIC Methodology' with guest speaker Mr. Vaibhav Patel, Management Consultant, GKE Consulting. He discussed as how DMAIC methodology is typically used as a part of a larger Lean Six Sigma programme to create 'breakthroughs' in an organisation. The webinar was well received by around 45 participants.



*Presentation by Mr Vaibhav Patel*

**Finance and Taxation Forum**

Finance and Taxation Forum Meet was organised on 22nd January on the topic 'Recent decisions in GST' by guest speaker Adv. Jigar Shah, Partner, Lakshmikumaran and Shridharan Attorneys. He discussed how 'Recent decisions in GST' will have impact on E-Commerce Operators. He also discussed about recovery of self-assessment tax without opportunity of difference between GSTR-1 and GSTR-3B. The webinar was well received by everyone and around 40 attendees participated in the session.



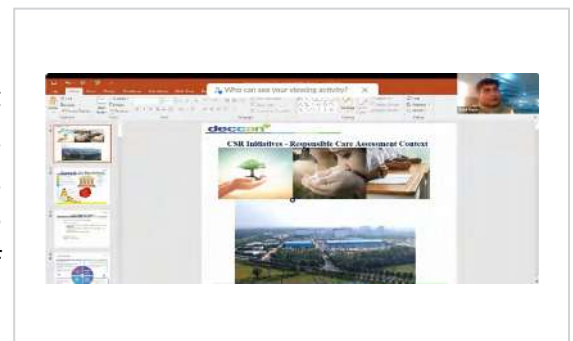
*Dr. Rajeev Puri addressing the 61st HR Forum*

**HR Forum**

The 61st HR Forum of BDMA was held on 25th January on the topic 'How to convert every hour of life into Power hour'. The guest speaker was Dr. Rajeev Puri, International Corporate speaker. He highlighted how one can convert high energy into high efficiency and high results, how to unleash this energy and change life. The session was attended by around 50 participants and appreciated by all across industries.

**CSR Forum**

BDMA organised CSR Forum Meet on 28th January by Mr. Vipul Rana, AGM-HR, Deccan Fine Chemicals, who discussed about various CSR initiatives by Deccan Fine Chemicals India Pvt. Ltd., Ankleshwar in context of Responsible Care Assessment. He highlighted various measures an organisation should take to secure the environmental, safety, and health aspects of their corporate activities from the development of chemical substances through production, distribution, usage, final consumption, disposal, and recycling. The session was attended by 40 participants and received good feedback from all.



*Mr. Vipul Rana addressing the CSR Forum*

## Bhopal Management Association

Bhopal Management Association successfully organised a webinar on 12th January on the occasion of International Youth Day on 'Nature and Prevention of Third wave of Corona' with Guest speaker Dr. Girish Patel, Dean Index Medical College, Indore, Ex Dean Government Bundelkhand Medical College, Sagar. The welcome address was given by Mr. Pradeep Karambelkar, Chairman and Dr. Kalpana Teware, Member, BMA introduced the speaker. The programme was moderated by Ms. Drishti Jain, student member, BMA and coordinated by Ms. Sumana Chatterjee, Chairperson, Women's Life Enrichment Committee, BMA. It was very well appreciated by the participants.



(L – R) Dr. Girish Patel and Mr. Pradeep Karambelkar

## Bombay Management Association

### Webinar

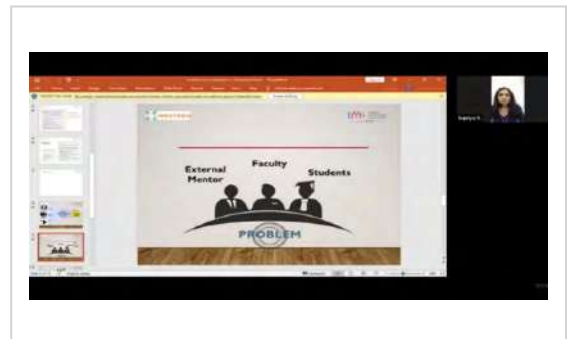
BMA MasterClass was held on 5th January on 'Decision making in Data Intensive system' by Dr. Monisha Das. Dr. Kavita Laghate, President of BMA along with Mr. Anand Patkar introduced the speaker and welcomed everyone present for the online MasterClass and moderated the session. The speaker presented extensively on the concepts of Data intensive systems. All the participants thanked BMA for providing this unique opportunity.



Speaker, Dr. Monisha Das

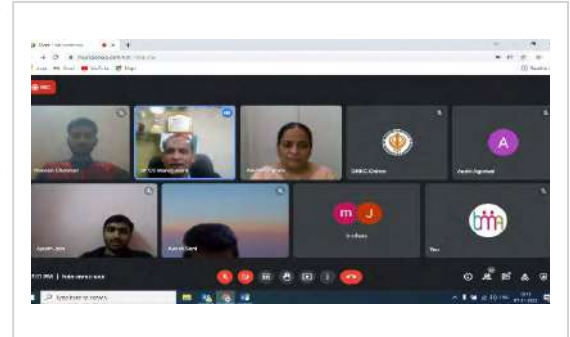
### INNOTHON 3.0

On 7th January, BMA launched its flagship event INNOTHON 3.0 and Ms. Chhaya Sehgal delivered the introductory remarks. It is a tripartite collaboration of young brains, professors, along with managers and leaders and industry professionals. Innothon presents management students with a real business challenge for which they have to propose a solution. On the last day of the competition, the best solution chosen by every participating organisation becomes eligible for the final round of Innothon. All the finalists showcase and present their innovative solutions to a panel of elite external jury, to compete for the coveted ACC Dandekar Memorial Trophy.

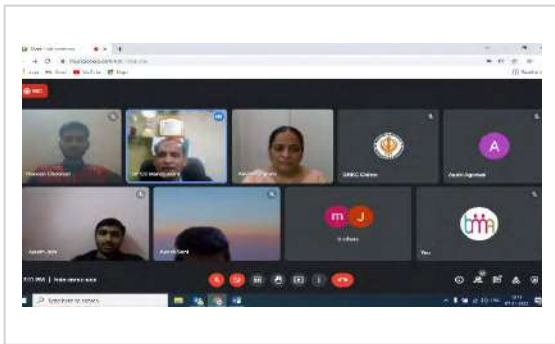


Ms. Supriya Sachdeva, EC Member sharing her presentation with the students

BMA organised a session on 7th January on 'Building Liquidity Management Strategy for Sustainable Performance' by Dr. C.S. Manoj Joshi. Dr. Kavita Laghate introduced the esteemed speaker for the evening. It is said that whether you are building capital for your business or are in a growth cycle, effectively managing liquidity is vital to a successful management strategy. Dr. C.S. Manoj Joshi spoke on the above in a very lucid manner. All the participants met on Google Meet and it was a wonderful session enjoyed by all.



Speaker, Dr. C. S. Manoj Joshi and Dr. Kavita Laghate



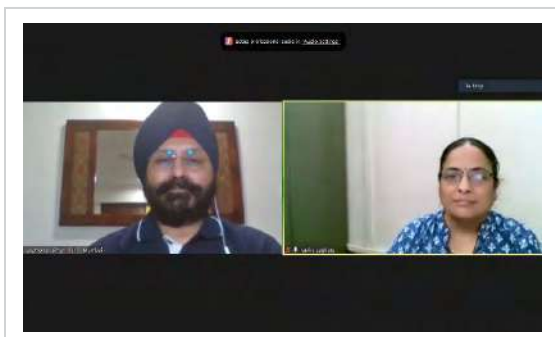
(L-R) Speaker, D. Sivanandhan; Ms. Chhaya Sehgal; Mr. Indrapal Singh and Dr. Kavita Laghate

BMA organised a very interesting webinar on 14th January on the topic 'Cyber Security' by D. Sivanandhan, retired Director General of Police, Maharashtra after 35 years of service in IPS. He received several police medals for meritorious and distinguished service and is working with 15 NGOS as an advisor and Managing trustee of Mumbai Roti Bank which served 7.8 plus million free meals during the pandemic.

BMA organised a session on 15th January on the topic 'Harnessing Employees Creativity' by Mr. Indranil Ghosh. His presentation covered all the topics related to Harnessing Employees Creativity. The audience gave good feedback about the programme.



Mr. Indranil Ghosh, Speaker and EC Member of BMA addressing the participants



(L-R) Speaker, Mr. Jagmohan Singh Rishi and Dr. Kavita Laghate, President, BMA

On 19th January, BMA organised a session with Mr. Jagmohan Singh Rishi on the topic 'You Don't have to be CEO to be a Visionary Digital Leader!' The key takeaways were How to be a Visionary Digital Leader Manager; Situational Digital Leader; and a Blueprint to create Visionary Digital Leaders. Mr. Jagmohan blended his humorous stories with on the ground experience while addressing his session. The participants enjoyed the session and also learnt a lot.

On 21st January, President BMA, Dr. Kavita Laghate welcomed everyone present and introduced the speakers, Mr. Harish Iyer and Ms. Vaijayanti Naik who spoke on 'Leading with Inclusion'. It was an insightful session and participants shared good feedback in the chatbox.



(L-R) Speakers, Mr. Harish Iyer and Ms. Vaijayanti Naik; Dr. Kavita Laghate, President BMA and Mr. Pramod Shah along with other BMA members



BMA audience paying tribute to Prof. Y.K. Bhushan

On 28th January, in continuation with the series of 'Celebrating Indian Managers who made a difference', BMA remembered Prof. Y. K. Bhushan. BMA invited all its members with friends and family to draw inspiration from this iconic personality.

An impressive audio visual was created on Prof Y.K. Bhushan by the students of NMIMS School of Business Management. BMA thanked Mr. R. Ramakrishanan and all the other former presidents who graced the occasion. They spoke proudly about Prof. Y.K. Bhushan and the impact of his presence in their life. Mr. Indrapal Singh and Walter Vieira spoke fondly about such a remarkable personality. In the closing remarks, Dr. Kavita Laghate paid tribute to Prof. Y.K. Bhushan and said that everyone will continue to draw inspiration from his pioneering spirit.

## Coimbatore Management Association

### Brands of Kongu Region-2022

Coimbatore Management Association organised Brands of Kongu Region- 2022, an event held to celebrate and honour the brands that have been successful in Kongu Region on 8th January. The online event co-hosted by PSG Institute of Management, featured Milky Mist, Repose Mattresses and Kirtilals. Mr. T. Sathishkumar, CMD, Milky Mist Dairy foods Pvt Ltd traced the journey of the company which was started as a Milk Trading company in 1985 by his father and after joining the company diversified into making Paneer, made its way into most of the South Indian kitchens. The second brand featured in the event was Repose Mattresses represented by Mr. V. Balaji, Director and Chief Marketing Officer and started his presentation by saying that we are not in the business of selling mattresses or sleep accessories but we are in the business of selling sleep. Kirtilals was the third brand honoured in the event, represented by Mr. Suraj Shantakumar, Director- Brand Strategy. Mr. Suraj while talking about the story of Kirtilals stated, 'Customisation is in our DNA and innovation is the key to our growth'. Brand ambassadors are our loyal customers spanning across four generations. The event was a grand success with a participation of nearly 300 students from various colleges and Mr. Jayakumar Ramdass, President,

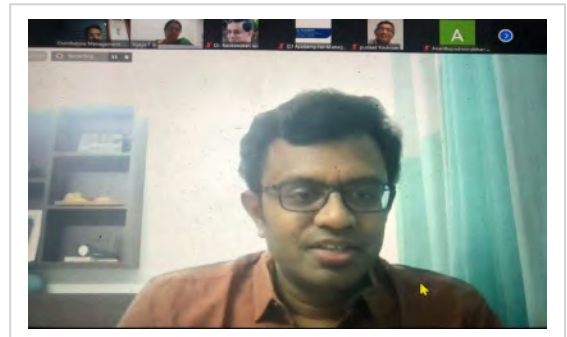
CMA gave the welcome address. Mr. N. Krishnakumar, Managing Committee member was the convenor of the programme. Dr. Sadhasivam P., Director, GRG School of Business; Dr A.G.V. Narayanan, Director, DJ Academy of Managerial excellence and Dr. T.G. Vijaya- Director, PSG Institute of Management were the chairpersons for the sessions. Dr. Nithyanandan Devaraaj, Secretary, CMA proposed the vote of thanks.



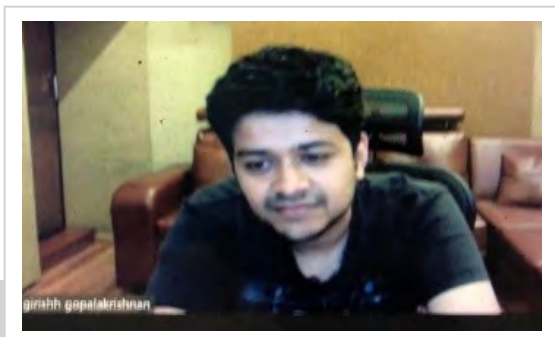
*Brands of Kongu Region-2022*

**Monday Musings**

Coimbatore Management Association organised its Monday Musing session on 3rd January with Mr. Amarnath Subramanian, Head of Digital Ventures, Siemens playing various roles in several departments delivered a talk on ‘Essential Behavioral Traits of Digital Transformation’. He started off by explaining about the company how they emerged by merging two companies together and emphasised that with lower self-interest but with higher credibility, reliability and relationship will increase trust in any team that is formed. He explained in detail the essential traits to be an intrapreneur leader and finally concluded by discussing how personality influences development with the big five personality traits and insisted it is essential for everyone to understand the personality of others. Dr. T.G Vijaya, MC Member, CMA gave the welcome address and Dr. N. Raveendran, Treasurer, CMA delivered the vote of thanks for the session, which was moderated by Dr. Prashant R. Nair, Joint Secretary, CMA.



*Talk by Mr. Amarnath Subramanian*



*Talk by Mr. Girishh Gopalakrishnan*

CMA organised a session with Mr. Girishh Gopalakrishnan, a music composer, music producer, singer in the Tamil film industry and shared his musical journey on 10th January. He started the session by answering the question on how he started his musical journey and how his gurus and family members supported it. He shared how he treasured the experience of jamming with other musicians during his days at Leeds College of Music. The session ended with an interaction with the audience wherein Mr. Girishh threw light on how taking well driven and calculated risks can be worth it for

entrepreneurs who are ready to take risks. Mr. Ramji Mahadevan, MC Member, CMA gave the guest introduction and vote of thanks and Ms. S. Sujatha, Senior Executive Officer, CMA Secretariat moderated the session.

CMA organised a session on 17th January with Mr. Andrew SamRaja Pandian, who started his session with a brief introduction of what provoked him to start his current venture. It was only after the 2015 floods in Chennai and its aftermath that led him to start his news company SimpliCity that provides hyper local news to the residents of the city. He spoke at length about the struggles he faced while he started SimpliCity, especially the lack of journalists to cover the local happenings. The session was interactive where Mr. Andrew answered the questions asked by the audience. Mr. Sivakumar Palaniappan, MC Member, CMA gave the welcome address and Ms. S. Sujatha, Senior Executive Officer, CMA secretariat proposed the vote of thanks.



*Speaker, Mr. Andrew SamRaja Pandian*



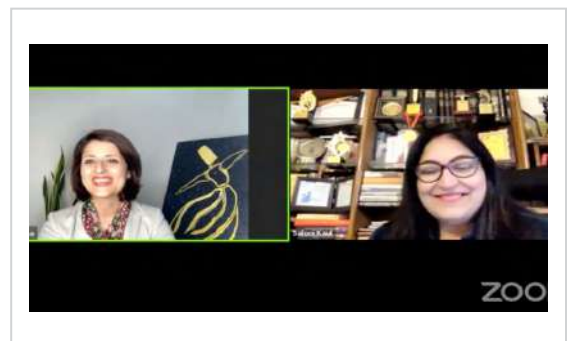
*Talk by Dr. M.S. Usha Nandhini*

CMA organised a talk with Dr. M.S. Usha Nandhini, Chief Medical officer, Lotus Women Care Hospital on Food, Lifestyle and Present times on 24th January. She talked about balanced diet and the type of food which can be consumed to give adequate nutrition to the body that included millets, hand pound rice and naturally grown organic food. Talking about the pandemic, the doctor mentioned the type of foods we need to consume to increase immunity and the life style to be followed and also suggested a homemade medicine to boost immunity. Mr. Sreeraman Nandhi, Student Branch coordinator,

DJ Academy for Managerial excellence gave the welcome address which was moderated by Dr. Prashant R. Nair, Joint Secretary, CMA.

## Faridabad Management Association

Faridabad Management Association in collaboration with It's People conducted a webinar on 29th January on Women Achievers with Ms. Sahar Ghorchorlou. Ms. Sahar shared her life changing experience during 2006-2008 which brought her to an unusual unfolding of events. The event started with a welcome address by Mr. V. Thyagarajan, Executive Director, FMA. It was moderated by session Chair Ms. Saloni Kaul, Secretary, FMA and Founder and CEO of It's People and proposed the vote of thanks.



*(L-R) Speaker, Ms Sahar Ghorchorlou and moderator Ms Saloni Kaul, Secretary, FMA*





Panel discussion on 'Learning and Development Trends: Shaping 2022 and Beyond'

FMA collaborated with ISTD, NHRD-NCR, DMA, NIPM-NCR and BIMTECH and conducted a virtual panel discussion on 29th January. Mr. Mukesh Jain, President, ISTD gave the welcome address. The distinguished panelists were Mr. Anirban Das, Chief People officer, Lakshmi Kumaran and Sridharan; Ms. Shikha Verma, Passionpreneur, Global Happiness Coach, Wellbeing Strategist and OD Expert and Ms. Tanya Singh, National Chair Startups, AIMA, Curator I-Devi and Consultant Tech GLG, and also the moderator of the event.

On 30th January, a virtual Master Class was held by FMA on the topic 'Power Presence, Unleash your inner Superstar'. The event started with a welcome address by Ms. Saloni Kaul, Secretary, FMA and Founder and CEO, It's People and Mr. V. Thyagarajan Executive Director spoke about FMA and also gave a brief introduction of the speaker Ms. Preeti Subberwal, an Executive Presence Coach, a Master Trainer and author of 4 books. The main emphasis and detailing of the Master Class was how to move the hearts and minds of the prospects; how to build a tribe of fans and followers and to exhibit x factor like celebrities and business leaders. The event was summarised with expert comments by Mr. Abhay Kapoor, President, FMA. There was an overwhelming participation from industry, academia and consulting services.



Session on 'Power Presence, Unleash your inner Superstar'

## Goa Management Association

### Certified Manager Programme

Goa Management Association inaugurated their unique Skill Development Programme named 'Certified Manager Programme' on 22nd January at the hands of Ms. Pallavi Dempo, Chairperson of Dempo Charities Trust and Executive Director of Dempo Industries Ltd. She complimented GMA for bringing the executive programme for the benefit of industry trade and commerce. Mr. Amin Ladak, Chairman of the GMA welcomed the participants and dignitaries present



MoU with S. S. Dempo College of Commerce and Economics

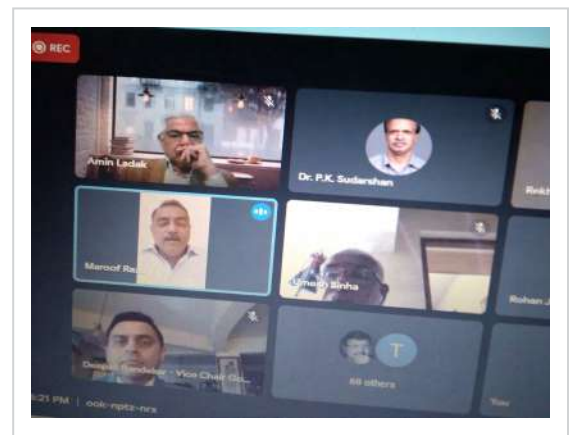


*Inaugural function – Certified Manager Programme*

and said that in a professional career, 'Life Long Learning' is the Mantra. Dr. Saidas Khorjuekar, the Course Coordinator briefed about the programme and said that it will not only help the participants to enhance their managerial skill but will also help the industries to improve their productivity and performance. Mr. Blaise Costabir, President of GMA spoke on the occasion and said that GMA has been launching programmes which are industry need and complimented and conveyed his best wishes. Mr. Deepak Bandekar, Vice Chairman of GMA proposed the vote of thanks.

**LeaderSpeak Talk**

GMA jointly in association with Goa Business School, Goa University organised a webinar under the Fomento Lecture series on 25th January. Major Maroof Raza, Consulting Editor, Times TV Network, Strategic Affairs and author of "Contested Lands: India, China and the Boundary Disputes" was the guest speaker. He spoke on the topic 'Causes of Tension between China and India and could it Lead to a War?' Ms. Teja Khandolkar, Management faculty at Goa Business School compered the webinar. Dr. P K Sudarshan, Vice Dean, Goa Business School, welcomed the gathering which was followed by the introduction of speaker by Mr. Deepak Bandekar, Vice Chairman, GMA. The talk was moderated by Prof. Rahul Tripathi and the vote of thanks was presented by CA Rohan Bhandare, Executive Committee Member of GMA. He also invited Mr. Amin Ladak, Chairman, GMA to present virtually the token of appreciation before the end of the webinar.

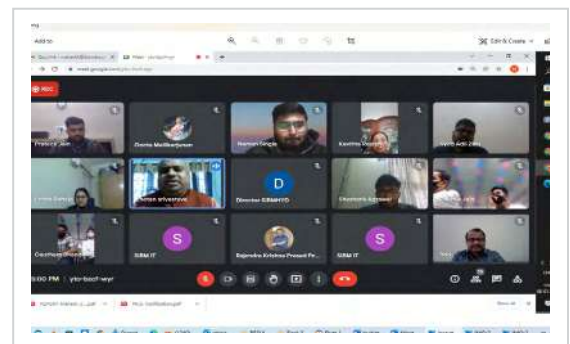


*Talk by Speaker - Major Maroof Raza*

**Hyderabad Management Association**

**Grads Quiz**

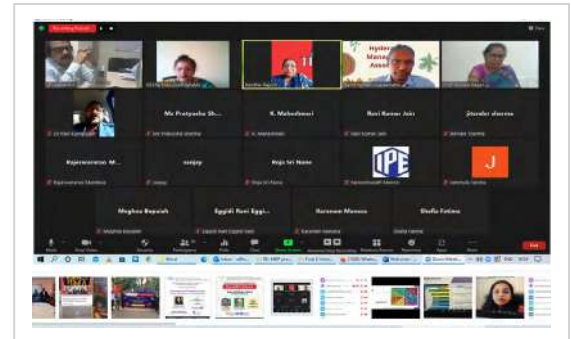
Hyderabad Management Association organised an online Grads Quiz with 330 registrations on 8th January. The resource person was Dr Chetan Srivastava, Associate Professor, School of Management Studies, University of Hyderabad. SIBM, Hyderabad gave the technical support and Dr Srivastava conducted the quiz in which 5 finalists were selected and certificates were also given to the winners.



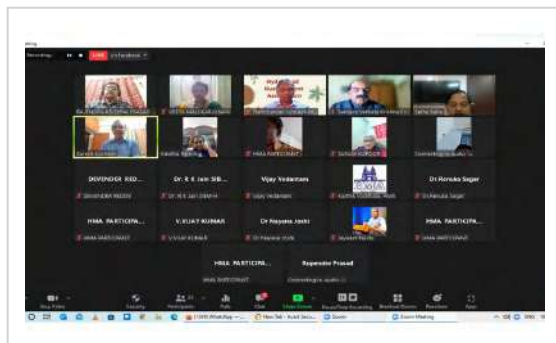
*Session in progress*

**MDP**

HMA organised a MDP on 22nd January on the topic 'Impact Leadership' by Ms Pratyusha Sharma, AVP, Human Resources, Talent Development, Cognizant. Ms Pratyusha Sharma spoke about the Howard Gardner's multiple intelligences theory and how emotional intelligence plays a very big role to be a successful leader. The participants enjoyed a session which was activity based and interspersed with role plays and their reaction in different situations. She ended with the quote from Ram Dass – The quieter you become, the more you can hear.



*Participants attending the session*



*Session in Progress*

**Youth Development Programme**

HMA organised a session on 22nd January on the topic 'Health Chat – Impact and Challenges of Omicron' with Dr Sethu Babu, Gastroenterologist, KIMS Hospital. Dr Sethu Babu stated that Omicron variant of Covid was not at all dangerous but we have to practice social distancing, washing hands and wearing masks to ensure that all are safe. It was moderated by Mr Suresh Kochattil, Sr Journalist and COO, Janam TV Kerala and Hyderabad and well received by all.

**Women Development Programme**

HMA organised a panel discussion on 31st January in collaboration with SIBM, Hyderabad and Divershefy club on the topic 'The Challenges and Impact of Work from Home'. The panelists were Mr. Shailendra Goswami, Chairman and Managing Director, Pushkaraj Group, Pune; Ms Kerrie D MacPherson, FPCA, FCA Independent Board Director, Retd EY Leader, Entrepreneurial Winning Women, USA; Ms. Revathi Kasturi, Founder and CEO, LAQSH – Job Skills Academy, Bangalore. The vote of thanks was given by Dr Tanmoy De of SIBM-Hyderabad.



*Session in Progress*

**Social Impact Desk**

HMA has taken up a rain harvesting project sponsored by Cyient, to ensure that there is sufficient water in the Zilla Parishad High School Gachibowli where around 350 students attend. This is being executed by Adva Enviro Solutions Pvt Ltd. and will be completed by the 10th of February, 2022.



*Work in progress*

## Indore Management Association

### Industry Visit

IMA Student Chapter organised an industry visit on 5th January at Tata International, Dewas for the students of IBMR | IPS Academy Indore.



*Students during the visit*



*Ms. Shilpy Singh during the session*

### Centre of Excellence

IMA Student Chapter organised a Centre of Excellence session on 5th January on the topic 'Effective Leadership Skills'. The speaker of the session was Ms. Shilpy Singh, Head-Project Management and Technology Transfer, Piramal Pharma Solutions.

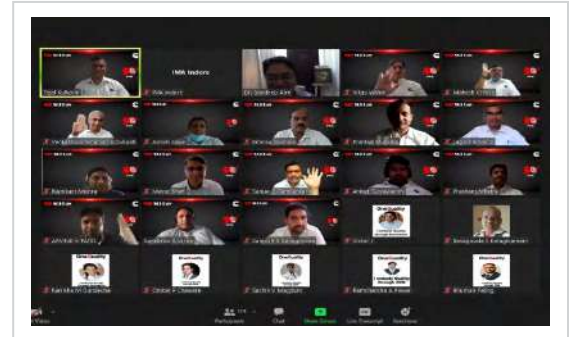
### In- House Session 'Diksha'

IMA organised its in-house session on 8th January a seminar for Vacmet India Ltd. on the topic 'Ownership and Accountability Culture at Work Place'. The speaker for the session was Capt. Jaison Thomas, Motivational speaker, Indore.



*Capt. Jaison Thomas addressing the session*

IMA organised Diksha session, a seminar for Cummins Turbo Technologies Ltd. on 22nd January. The session featured a discussion on the topic 'Championing Zero Defect Mindset' with speaker Dr. Sandeep Atre, Counselling Psychologist Emotional and Social Intelligence Expert, Indore.



*Dr. Sandeep Atre during the session*



*Speaker, Dr. Manish Chandekar*

**Contemporary Learning**

Indore Management Association organised Contemporary Learning session on 11th January on the topic 'Fear and Anxiety Management' with speaker Dr. Manish Chandekar, Director EHS Consultant, Indore.

Indore Management Association organised another Contemporary Learning session on 29th January on the topic 'One thing every couple should know about love'. The speaker of the session was Dr. Sandeep Atre, Counselling Psychologist Emotional and Social Intelligence Expert, Indore.



*Speaker, Dr. Sandeep Atre addressing the participants*



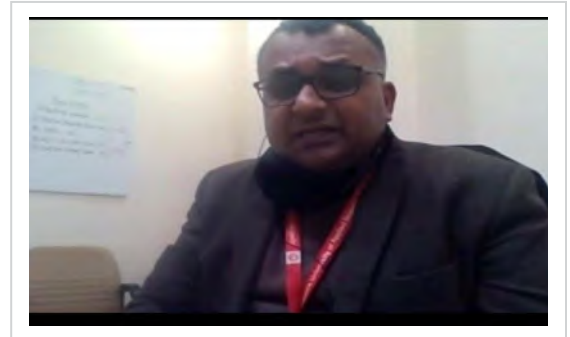
*Mr. Om Birla, Honorable Speaker of Lok Sabha during the session*

**A Rendezvous**

Indore Management Association organised A Rendezvous session on 20th January on the topic 'The Speaker Speaks'. The speaker of the session was Mr. Om Birla, Honorable Speaker of Lok Sabha.

**Centre of Excellence**

IMA organised Centre of Excellence session on 21st January on the topic 'Life Management with Current Challenges'. The speaker of the session was Dr. Abhishek Tripathi, Director, Symbiosis University of Applied Sciences, Indore.



*Speaker- Dr. Abhishek Tripathi*



*Students during the session*

**Student Chapter Programme (Survey)**

IMA Student Chapter in association with Central Leather Research Institute (CLRI), Chennai organised 'Foot Measurement survey' as part of the project on the 'Indian National Footwear Sizing System' (DPIIT, Ministry of Commerce and Industry, Government of India has nominated CSIR-CLRI) for the management professional and students of Indore.

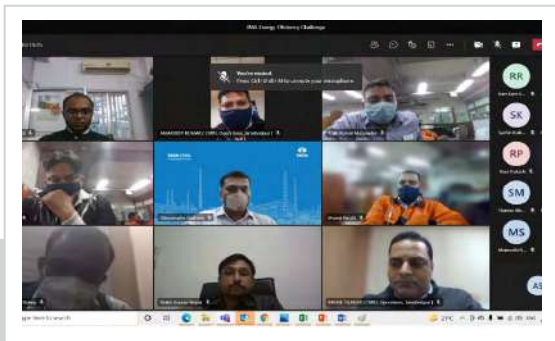
**Jamshedpur Management Association**

**JMA Young Achiever Series**

JMA conducted a talk on 7th January with Nikita and Nishita Baliarsingh, dynamic duo is the founder of Nexus Power, a venture working on bioorganic batteries and Odisha's first Forbes Thirty under Thirty honourees on 'Young Achiever Series' platform. The interview was conducted by JMA Centre head Ms. Asmita Salunkhe. The session was attended by 25 participants which included students and professionals.



*In conversation with the Baliarsingh sisters*



*Participants during the 'Energy Efficiency Award'*

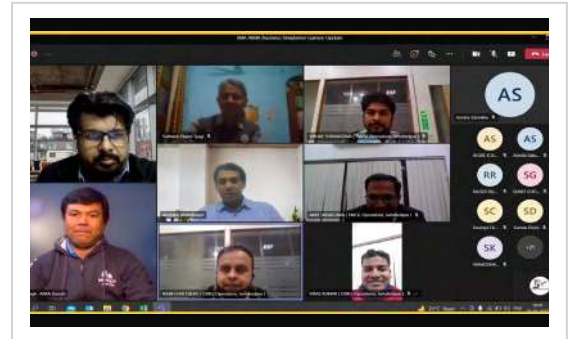
**JMA Virtual Energy Efficiency Award 2021-22**

On 10th January, JMA organised its annual flagship programme 'Energy Efficiency Award'. 7 teams from Tata Steel Long Products, Tata Steel, Tata Steel Mining, Tata Motors, TSUISL, ISWP and Tata Power participated in the event. Dr. Atul Kumar JNU, New Delhi and Dr. Prosanto Pal, TERI, New Delhi were the jury members for the competition. Team of Tata Steel Long products won the Award.

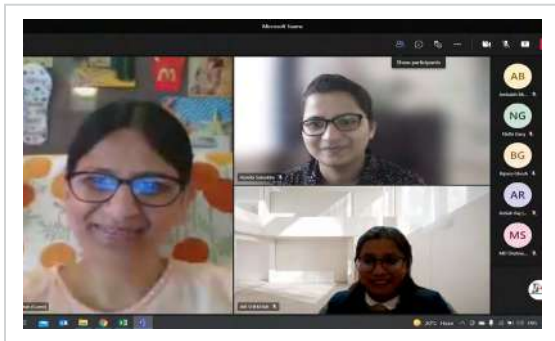
### Virtual Business Simulation Games

AIMA and JMA together conducted Virtual Business Simulation Games on 25th January. The participants are empowered to develop strategy, execute tactics and analyse competitors. They go through the pains and gains of running a company in a hypothetical environment and see the impact of their decisions on business.

The event was participated by 12 teams from Tata Power, Tata Motors, TSLP, TSUISL, Tata Steel and Tata Cummins. The team of Tata Motors won the competition and team from Tata Cummins was the runner up. Mr. Vijay Bisht and Mr. S C Tyagi from AIMA conducted the event and Ms Asmita Salunkhe was the JMA coordinator.



Winners at the valedictory function



JMA Managing team in conversation with Ms. Vandana Bhalla

### Bake Session

On 28th January, JMA organised a talk with Ms. Vandana Bhalla, Marketing and Digital Head - Titan and Tanishq International Markets on marketing strategies in 'New product development in lifestyle category'. 55 students and professionals attended the session from different corners of the country. Mr. Amitabh Bhattcharjee, Secretary JMA welcomed the speaker and Ms Avi Shekhar presented the vote of thanks.

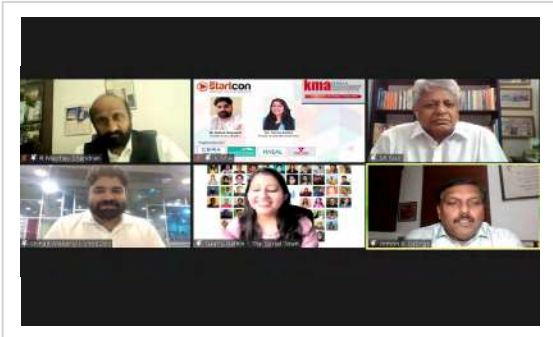
## Kerala Management Association

### LeaderTalks

KMA LeaderTalks was held on 13th January on the topic, 'Creating a sustainable corporate culture - a new paradigm' by Mr. Mathew Chacko, Co-founder, Director and CEO, Precision Infomatic Ltd, Chennai. The session was presided over by KMA President, Mr. R. Madhav Chandran, and Programme Committee Chairman, Mr. S R Nair introduced the speaker. The vote of thanks was proposed by Mr. Algiers Khalid, Honorary Joint Secretary. 140 delegates attended the session.



Mr. Mathew Chacko interacting with KMA office bearers



Speakers during the Q/A

**StartCon**

KMA conducted Startup conversation on 21st January with Mr. Shihab Makaniyil, Founder and CEO, ShopDoc and Ms. Neenu Rathin, Founder and CEO, The Social Town. The event was attended by around 98 delegates, and President Mr. R. Madhav Chandran presided over the session. Mr. S.R. Nair, Programme Committee Chairman introduced the speakers and moderated the conversation, and Mr. Jomon K. George, KMA Honorary Secretary expressed his gratitude.

**Panel Discussion**

KMA organised a panel discussion on 27th January on a topic of contemporary relevance 'Kerala's Developmental Conundrum' with Mr. Vasudevan Suresh, Former Chairman of HUDCO; Mr. G. Vijayaraghavan, Founder and CEO, Technopark and Mr. V.K. Mathews, Founder and Executive Chairman-IBS Software. The session was presided over by President, Mr. R. Madhav Chandran, and moderated by Mr. S.R. Nair, Programme Committee Chairman. Mr. Jomon K George, KMA Honorary Secretary proposed the vote of thanks. Over 180 delegates attended the session.



Speakers addressing the panel discussion

**Lucknow Management Association**

**Visit**

Lucknow Management Association in association with AWOKE India Foundation organised a visit on 4th January to the Raymonds Tailoring Training Centre, a prestigious vocational training provider under the Government of India Skill Development Programme and is an initiative of Raymond Ltd. The objective of the visit was to make underprivileged minority women who are learning tailoring at the AMU Old Boys Students Association, employable by raising their standards to the next level. Mr. A.K. Mathur, Vice President, LMA; Mr. Pravin Kumar Dwivedi, Sr Vice President, LMA, and members of AMUOBA and LMA joined the visit.



Visit at Raymonds Tailoring Training Centre





LMA and School of Management Sciences signed a MoU

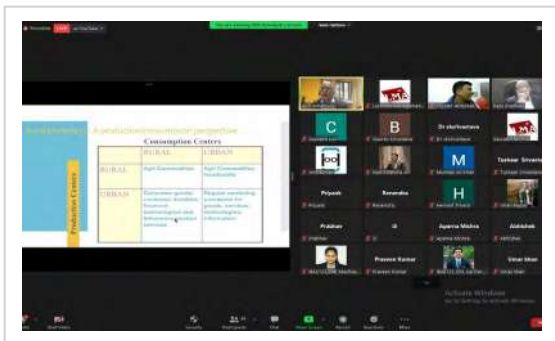
**MOU**

LMA and School of Management Sciences signed a MoU on 5th January by Mr. Surendra Srivastava, General Manager, School of Management Sciences and Mr. Rajiv Pradhan Executive Director, LMA for the purpose of jointly enriching the technical and management education process.

An MoU was signed between LMA and Apollo Medics, Lucknow on 31st January which provides healthcare services to LMA members. It was signed by Mr. Abhishek Singh, Head Marketing and Communication, Apollo Medics Lucknow and Mr. Rajiv Pradhan, Executive Director of LMA.



LMA and Apollo Medics, Lucknow signed a MoU to provide healthcare services



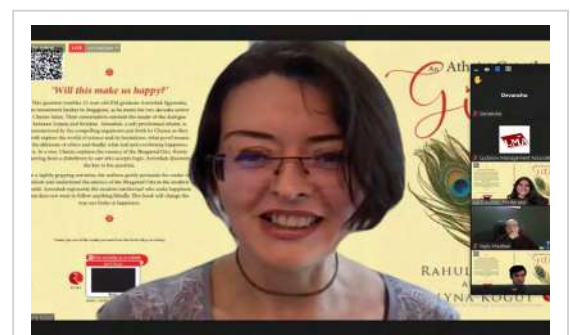
Session on 'Evolution of Rural Marketing as a unique profession - the Indian Chronicles'

**Interactive Session**

Young Managers Forum of LMA organised a webinar on 5th January on 'Evolution of Rural Marketing as a unique profession - the Indian Chronicles' on Zoom platform. The learned speaker for the session was Mr. AV Ramana Acharyulu, graduated from the first batch of IRMA in 1982, worked in the domains of commons, afforestation, and natural resources management projects. Mr. Rajiv Pradhan, Executive Director, LMA welcomed the speaker and moderated the session. Mr. Saurabh Lall, Member LMA YMF proposed a formal vote of thanks at the close of the interactive session.

LMA welcomed the speaker and moderated the session. Mr. Saurabh Lall, Member LMA YMF proposed a formal vote of thanks at the close of the interactive session.

On 25th January, LMA organised an online insightful interactive session with Mr. Rahul Singh, Former Vice President, Deutsch Bank and Dr. Galyna Kogut, Researcher National Institute of Education Singapore on their book 'An Atheist gets the Gita' who were in conversation with Ms. Aarti Kumar, CEO and Co-Founder, CEL and Mr. A.K. Mathur, Vice President LMA. Mr. A.K. Mathur, Vice President, LMA welcomed the participants and introduced the speakers and Mr. Pravin Kumar Dwivedi, Sr Vice President, LMA proposed a formal vote of thanks.



Dr. Galyna Kogut, Researcher National Institute of Education Singapore addressing



Presentation by Col Jiten Vadhera (Retd)

LMA organised an online interactive session on 'Leadership Lessons from Army' by Col Jiten Vadhera (Retd) on 28th January. Mr. A.K. Mathur, Vice President, LMA welcomed the participants and introduced the speaker. Mr. Pravin Kumar Dwivedi, Sr. Vice President, LMA proposed a formal vote of thanks.

Young Managers Forum organised a webinar on 15th January on 'Mosquitoes have Brains too!' on Zoom. The speaker for the session was Dr. Aarush Mohit Mittal, B.Tech and Ph.D in Computational Neuroscience, Biological Science and Bio-engineering from IIT Kanpur. Mr. Rajiv Pradhan, Executive Director, LMA welcomed the speaker and moderated the session. Mr. Anis Ansari, IAS (R) LMA member proposed a formal vote of thanks at the close of the interactive session.



Session on 'Mosquitoes have Brains too!'

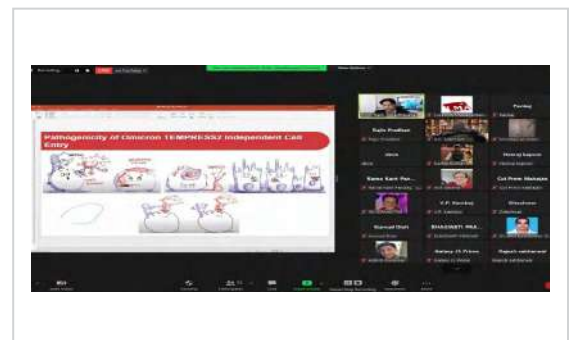


Mr. Pravin Dwivedi addressing the participants

LMA collaborated with AWOKE India Foundation, and Mr. Pravin Dwivedi, President, AWOKE India Foundation and Sr Vice President, LMA delivered a 90 minutes session on 8th January on 'Leadership, Management and Motivation at Workplace' for the senior functionaries of the bank.

**Webinar**

Young Managers Forum of Lucknow Management Association organised an hour-long webinar on 12th January on 'Myth buster Q and A on Corona Pandemic' by Prof (Dr.) Ram S. Upadhyaya, a serial entrepreneur and the Chief Executive Officer of Laxai Life Sciences, Hyderabad and Chief Scientific Officer of Ohm Oncology Inc., USA. Mr. Rajiv Pradhan, Executive Director, LMA welcomed the speaker and moderated the session. Mr. Mumtaz Ali Khan, Member of Core Group LMA proposed the formal vote of thanks.



Session on 'Myth buster Q and A on Corona Pandemic'



Session on 'Being Young at Heart and Mind'

### Online Session

Young Managers Forum of LMA celebrated the National Youth Day, by joining hands with Brahma Kumaris and Counseling and Guidance Cell, University of Lucknow and organised an online session on 12th January on 'Being Young at Heart and Mind' by B.K. Swarn Lata. The session was moderated by Mr. Shobhit Narain Agarwal, Member LMA-YMF and B.K. Radha Bahen also made her closing remarks at the end of the session.

### Motivational Talk

Lucknow Management Association in association with Vijayash Foundation-Inspiring Life organised an online motivational talk on 21st January on 'Art of Happiness (HQ)' by CS Deepak Jain, Motivational speaker, founder of the Vijayash Foundation and also Life member of AIMA. The session was moderated by Mr. Rajiv Pradhan, Executive Director, LMA. Prof Manju Agarwal, Dean Student Welfare, Amity University, Lucknow Campus and Member LMA made the closing remarks and proposed a formal vote of thanks.



Talk by CS Deepak Jain



Book release in progress

### Book Release

Dr Navneet Sehgal, Additional Chief Secretary, MSME, Khadi and Gramodyog and Information and President, LMA released two books, proceedings of LMA Convention 2020 on 'Creating One Trillion Dollar Economy for Uttar Pradesh' edited by Mr. A K Mathur, Vice President, LMA and 'Julia Programming for Beginners' written by Dr Dheeraj Mehrotra, Secretary, LMA at an event hosted by LMA on 24th January. Mr. Pravin Dwivedi, Sr Vice President; Mr. A.K. Mathur, Vice President; Dr Dheeraj Mehrotra, Secretary; Mr. Vipin Gupta, Treasurer; Mr. M.A. Khan, Member of Core Group and Mr. Rajiv Pradhan, Executive Director LMA were also present on the occasion.

**42nd AGM**

Lucknow Management Association held its 42nd AGM virtually on 29th January. The following office bearers were elected unopposed on the posts mentioned against each, Dr Navneet Sehgal, President; Mr. Pravin Dwivedi Sr. Vice President; Mr. A.K. Mathur, Vice President and Dr Dheeraj Mehrotra, Treasurer. It was resolved that the election will be held from the existing nominees after the Covid situation normalises and a physical meeting is possible. In the meantime, the present Secretary Dr Dheeraj Mehrotra will continue to function as Secretary in addition to his role as Treasurer.



*Dr Navneet Sehgal, President addressing the AGM*

**Panel Discussion**

Lucknow Management Association organised an online Pre budget panel discussion on 31st January. The eminent panelists were Dr Dushyant Singh Chauhan, Chief General Manager, NABARD; Mr. Kiron Chopra, CMD, Chopra Retec and Prof. Sanjay Kumar Singh, IIM Lucknow. Prof. Yashvir Tyagi, (Retd), University of Lucknow moderated the session and Mr. A.K. Mathur, Vice President, LMA welcomed and introduced the panelists. Mr. Pravin Kumar Dwivedi, Sr Vice President, LMA proposed a formal vote of thanks at the end of the interactive panel discussion.

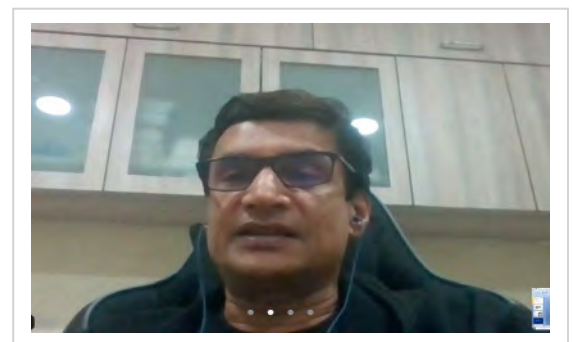


*Panel discussion on 'Pre budget'*

**Meerut Management Association**

**Webinar**

Meerut Management Association organised a webinar on 20th January in association with Syum Technologies, Mumbai on the theme 360 degrees view of business. The distinguished speaker was Mr. Sushant Panda, Mumbai. MMA members, faculty and students exchanged questions and additional inputs as a part of knowledge sharing session. The webinar was widely appreciated by all attendees. Dr. Poonam Devdutt proposed the vote of thanks.



*Speaker, Mr. Sushant Panda*

MMA organised a webinar on 24th January via Zoom on the theme 'Investment Perspective of HR'. The eminent speaker was Dr. Amit Malhotra, Assistant Professor in Christ University, Ghaziabad and Dr. Manoj Garg was the moderator of the webinar. The vote of thanks was presented by Dr. Poonam Devdutt, President, MMA. MMA members and guests attended the webinar and was widely appreciated by all attendees.



Speaker, Dr. Amit Malhotra



Dr. Poonam Devdutt unfurled the national flag

### Republic Day Celebration

MMA celebrated 73rd Republic Day on 26th January with members of MMA and guests. The national flag was unfurled by Dr. Poonam Devdutt, President, MMA.



MMA Tree Plantation drive

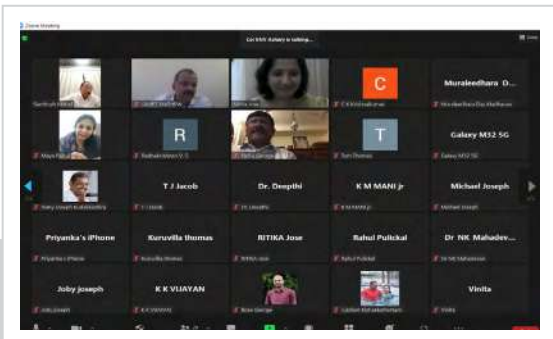
### Tree Plantation

Tree plantation activity took place on 26th January at MMA campus. President, Office bearers, advisors and guests planted small saplings in the campus.

## Pala Management Association

### Executive Committee Meeting

PMA held its executive committee meeting on 12th January and the main agenda was the increase of membership. A career guidance workshop was planned to be conducted for the students who are appearing for the public exams and the next general body meeting and the chief speaker was also decided.



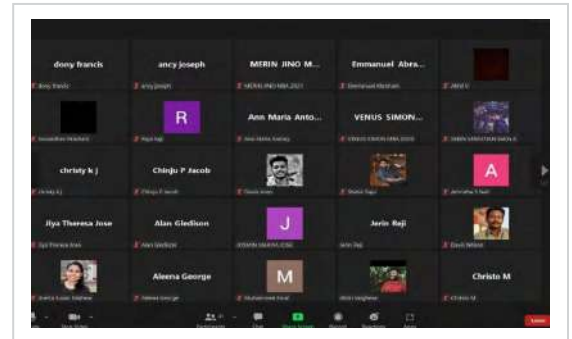
Ms. Nisha Jose addressing the meeting

### General Body Meeting

The general body meeting was conducted online on 27th January. Ms. Nisha Jose was the keynote speaker and the topic for the day was good practices in the industry. Case studies on the manufacturing industry, service industry and retail industry on outliving the pandemic with various strategies were discussed in detail.

### Workshop

PMA organised an online interactive workshop on 28th January for the students of Marian International Institute of Management, Kuttikkanam (Kottayam District). The whopping participation of 94 students made this programme a grand success. The speaker for the event was Col KNV Achary, the President of Pala Management Association. The aim was to introduce AIMA and PMA and its fields of work and performance and to urge the students to join the management movement of AIMA/PMA and to draw maximum benefit in their career.

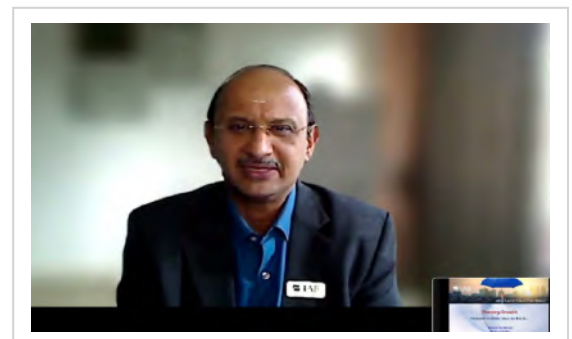


*Interactive session in progress*

## Rajkot Management Association

### Webinar

Rajkot Management Association in collaboration with The Alternative Board (TAB) came up with a unique thought-provoking webinar on 'Planting Growth' on 22nd January exclusively for entrepreneurs who want to thrive irrespective of times. The subject of the webinar 'Planting Growth - irrespective of the times we live in' which was led by an international faculty from Mumbai, Mr Ramas Krishnan, MD of TAB India and Global Partner of The Alternative Board founded in the USA. Around 60 growth-oriented entrepreneurs attended the webinar and they found it absolutely practical, relevant and insightful.



*Speaker, Mr Ramas Krishnan, MD of TAB India and Global Partner of The Alternative Board*

### Partnership with Gujarat Student Start-Up and Innovation Hub (I-HUB)

RMA got into a long-term partnership with Gujarat Student Startup and Innovation Hub (I-Hub) for the larger interests of supporting Incubation, Startups and Innovation in Gujarat. Both the organisations have mutually agreed to work for the benefit of the startup fraternity, by sharing knowledge, organising events, collaborating through industry mentors who are willing to mentor the innovator and startups. The MoU is seen as the beginning of a very fruitful and eventful engagement between two leading organisations. The signing ceremony was attended by Chairman, Mr. Parag Jobanputra; President, Mr. Kalpit Sanghvi and Council Members Mr. Dharmesh Raval and Mr. Paresh Gosai representing RMA. I-Hub was represented by CEO, Mr. Hiranmay



*The MoU signed between RMA and I-Hub*

ceremony was attended by Chairman, Mr. Parag Jobanputra; President, Mr. Kalpit Sanghvi and Council Members Mr. Dharmesh Raval and Mr. Paresh Gosai representing RMA. I-Hub was represented by CEO, Mr. Hiranmay

Mahanta; Innovation and Incubation Executive, Mr. Nishit Sharma and Incubation Manager, Mr. Mitesh Solanki. The event also included a presentation about I-Hub and its future programmes as well as about RMA and its success stories benefiting industry, academia and society.

**Virtual 5S Awareness Exhibition and 5S Slogan Competition**



*Speakers addressing during Virtual 5S Exhibition and 5S Slogan Competition*

Rajkot Management Association and 5S Center organised virtual 5S Exhibition and 5S Slogan competition in association with GIDC Lodhika Industrial Association and Kutch Saurashtra Productivity Council on 30th January. Ms. Vaishali Parekh, Founder, 5S Centre and EC, RMA conceived this idea and organised this unique programme. The inaugural function began with a welcome address by Dr. Kalpit Sanghvi, President, RMA; followed by an address by the chief guest, Mr. Chetan Nandani, Dy. Commissioner, RMC; followed by a keynote address by Mr. Shirish Paliwal, Regional Director, NPC; guest of

honour, Mr. Hasu Dave, President, KSPC; Mr. Parag Jobanputra, Chairman, RMA; Ms. Vaishali Parekh, Founder, 5S Centre, and the vote of thanks by Mr. Rippal Patel, VP, RMA. The programme continued further with the virtual 5S Awareness Exhibition and review of 5S slogans by honourable judges Mr. Dinesh Kakkad and Mr. Manosh Kurup. The programme attracted participants from many industries.

**Rohilkhand Management Association**

Rohilkhand Management Association held its General Body Meeting on 22nd January which was hosted by eminent large edible oil manufacturing company M/s B.L. Agro Industries Ltd to review the progress on ambitious project to train 500 youths per year to make them employable according to the requirement of the industries. Rohilkhand University; Foundation of Innovation and Development, I.I.M., Kashipur and Pantnagar University will cooperate as knowledge partners. The Industrial Training Centre will impart training in various trades like mechanical, electrical, instrumentation, electronics, human resource development, material management, business law and also edible oil technology. BL Agro Industries Ltd agreed to become facilitating agency for providing required facilities and funds for the above project. Dr Ghanshyam Khandelwal, Chairman B. L. Agro Industries Ltd. informed that he will establish a new workshop for this purpose. RMA has already signed MoU with IIM, Kashipur, and BL Agro Industries Ltd signed MoU with MJP Rohilkhand University. Corporate leaders, practicing managers of different industries and other Sr. members of The Institution of Engineers (India), Bareilly chapter were also invited and they shared some valuable and important suggestions for better operation of the Industrial Training Centre.



*(L-R) Mr. Qadir Ahmad; Dr. Manish Sharma; Architect Raj Goel and Dr. Ghanshyam Khandelwal*

## Surat Management Association

Surat Management Association and Vidhyadeep Sankul, Anita, near Kim, Surat organised a programme on 7th January for the student upliftment on the topic 'Change for Challenges' with speaker Mr. Harikrishna Shashtri. More than 300 students participated in the event.



*Speaker, Mr. Harikrishna Shashtri addressing the participants*

## Thrissur Management Association

### MOU

On 6th January, the student chapter MoU was signed and exchanged with IES College of Engineering Chittilappilly, Thrissur. The speakers were Mr. Joy Joseph, TMA CEO and the TMA student chapter coordinator, CMA. Madhu A P. who spoke about the need for developing communication and interpersonal skills, and the importance of networking with senior students, alumni, and industry veterans.



*Signing and Exchange of TMA-IES Student Chapter*



*Er. George Paul with delegates*

### MDP

TMA organised a MDP on 8th January in association with Kerala Institute of Local Administration, Mulanguthukavu, Thrissur on the topic 'Communication and Team Building' with speaker Er. George Paul, TMA Member. The session was organised for a team of Thiruvananthapuram Municipal Corporation Councillors as a part of their leadership training programme. Around 90 TMC Councillors were present for the programme, including Mayor Arya Rajendran and Dy. Mayor Adv. P K Raju.



**Student Chapter Inauguration**

TMA Student Chapter inauguration of Vimala College was held on 12th January on the topic of 'Yes! I Can' with speaker Dr. Jean Joy, Executive Director, Hotel Joys Palace, Thrissur. She shared her own experiences as a young lady who took over as the executive director of Joys Palace hotel, Thrissur. She also spoke about the unique strengths of women like multi-tasking and emphasised that personal phases of womanhood should not affect the growth of one's professional career. It was a very inspiring session for the students of the women's college.



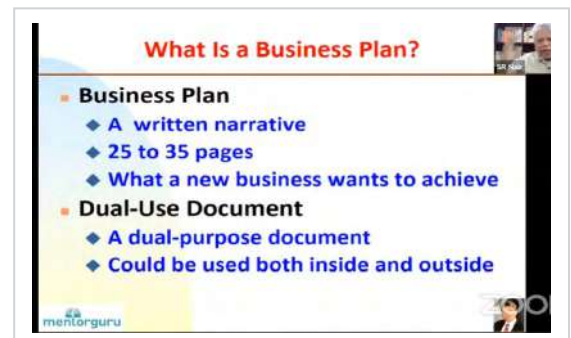
*Dr. Jean Joy, Executive Director, Hotel Joys Palace, Thrissur*



*Participants of TMA-Christ College Students Chapter*

TMA Student Chapter inauguration of Christ College was held on 18th January with speakers Mr. Joy Joseph, TMA CEO and CMA. Madhu A P, TMA student chapter coordinator who emphasised the need for understanding the business environment around them through newspapers, magazines, and gaining perspectives from people belonging to different walks of life. Mr. Joy Joseph further emphasised how that aids holistic development of individuals, including improvement of confidence and communication skills.

TMA Student Chapter webinar was held on 20th January on the topic 'How to Develop an Effective Business Plan' with speaker Mr. S R Nair, Co-Founder, Mentor Guru. The session was organised for the benefits of participants of 12th TMA-Hykon All-India Business Plan Contest. Mr. S R Nair, who is a serial entrepreneur, management guru, blogger, and a popular public speaker, walked the students through the essential sections of a good business plan, and how each of those sections should be structured to make an impression.



*Mr. S R Nair, Co-Founder, Mentor Guru sharing his presentation*

**Webinar**

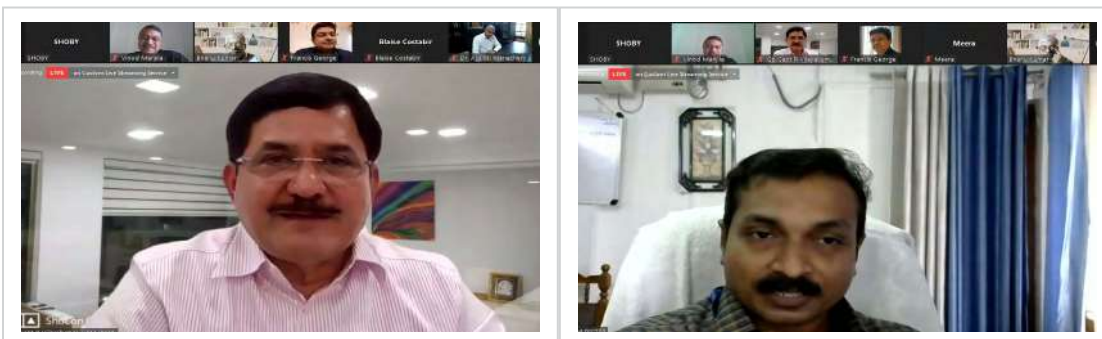
TMA organised a webinar on 18th January on the topic ‘The Journey of Cycle Agarbathi’ with Mr. Arjun Ranga, CEO of N. Ranga Rao and Sons, who spoke about how firm financial discipline, a carefully nurtured corporate value system, and high employee loyalty helped the growth of the company and the brand image of Cycle Agarbathi across India through three generations. He spoke about how the company embraced technology while remaining rooted in its corporate value system, to adapt continuously to the changing business environment.



*Mr. Arjun Ranga, CEO of N. Ranga Rao and Sons addressing*

A Management Development Programme for MSME Business in association with District Industrial Centre, Thrissur, and supported by Madras Management Association was held on 25th January on the topic ‘Go Digital: Expand Your Markets’ with speaker Mr. Bhanu Kumar S, Founder Director, ARRA Associates. In this session, he covered the 8 pillars of digital marketing with tips and tricks to harness the true power of digital marketing. It was an invaluable learning experience for the entrepreneurs who attended. The TMA President, Er. Vinod Manjila; the Executive Director of MMA, Grp. Capt. R Vijayakumar, and the General Manager of DIC, Dr. K S Kripakumar were felicitated.

Er. Vinod Manjila addressed the students and participants on 25th January in the National Conference organised by SNES Institute of Management Studies, Calicut. He spoke about the expectations of the industry from management students, the capability of students that graduate, and how to close the gap between the expectations and capability.



*(L-R) Inaugural address by Grp. Cap. R Vijaykumar VSM and Dr. K S Kripakumar GM, District Industries Centre, Thrissur Executive Director, MMA*

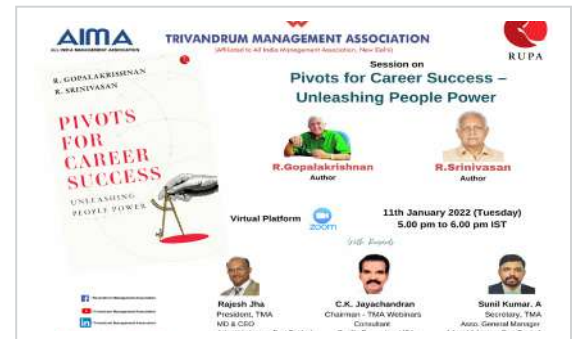
Er. N I Varghese, the Past President of TMA on 6th January, received recognition from Yogindra Singh Yadav, the youngest recipient of Param Vir Chakra for successful completion of Amar Jawan Smarak. The function was attended by dignitaries such as Mr. K Rajan, Minister for Revenue and Housing, Government of Kerala, and Mr. M K Varghese, the Mayor of Thrissur.



*Er. N I Varghese receiving the memento for designing the Amar Jawan Smarak.*

## Trivandrum Management Association

Trivandrum Management Association organised a webinar in association with Rupa Publications, based on the new book 'Pivots for Career Success – Unleashing People Power' authored by Mr. R. Gopalakrishnan and Mr. R. Srinivasan on 11th January via Zoom. The programme was attended by TMA members, faculty and students of TMA Student Chapter and was well received by the participants.



*Session on 'Pivots for Career Success – Unleashing People Power'*

## Vaikom Management Association

Vaikom Management Association held its first monthly programme of the New Year on 9th January at the Kalathil Lake Resorts, Chemmenakari. The theme of the event was 'Solar Energy and its Economics' presented by JRR Sine Solar Pvt. Ltd, Kollam. President, Er. Sashi Gopalan emphasised the need of tapping solar energy in the current scenario with oil prices at its peak. JRR Sine Solar team Manager, Mr. Mohan covered the need of tapping solar energy, followed by the details of the devices in use, its durability, quality and price factors. It was followed by an interactive session with the audience, which was highly interesting.



*President, Er.Sashi Gopalan addressing*



*Mr Mohan, Manager, JRR Sine Solar Pvt. Ltd*

# Champions of change

## Inspiring, Creating and Innovating

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



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**Professional  
development**



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Sharing**



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# AIMA Events Calendar

Event	Programme Chairman/Director	Venue	Date
AIMA Management Cafe	Mr Harish Bhat Brand Custodian Tata Sons	Online	14 February 2022
Programme on HR Centricity in Post-Crisis Business Transformation		Online	17 February 2022
Women Leadership Workshop		Online	17 February 2022
66th Foundation Day & 16th National Management Day		Online	21 February 2022
New Age Leadership Workshop		Online	03 March 2022
Management Development Programme (Gamification)			04 March 2022
Global Procurement Summit		Online	07-08 March 2022
54th LeaderSpeak session	Mr Bajjayant "Jay" Panda, National Vice President and Spokesperson of the Bharatiya Janata Party (BJP)	Online	09 March 2022
Programme on Business Strategies to Drive Growth in the New World		Online	15 March 2022
Corporate Management Olympiad			15-17 March 2022
PSU Summit		Online	18 March 2022
Programme on Marketing strategies in an impatient economy		Online	24 March 2022

Event	Programme Chairman/Director	Venue	Date
Case Writing Competition and Conference		Online	24-25 March 2022
10th Pragati - Celebrating Achievements of Women		Online	29-30 March 2022
Retreat on Leadership in the Post Pandemic World		Goa	31 March - 02 April 2022
7th National Leadership Conclave and 12th Managing India Awards		New Delhi	12 April 2022

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

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