

# AIMA News

AIMA'S MONTHLY E-MAGAZINE

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

AUGUST 2015



Dear Readers,

It gives me great pleasure to present the next issue of AIMA News. AIMA has always at the forefront in spreading management thought and building capability in aspiring and practicing managers. A pioneer in the field of education, a large number of students and working professionals/academia have benefitted of AIMA's management education programmes and courses over the years.

The past month saw another batch of AIMA students convene at AIMA's 20th Convocation. More than 1000 students were awarded their management degrees, diplomas and certificates at the ceremony from the Chief Guest, General (Retd) V P Malik, Former Chief of Army Staff and Prof Rajan Saxena, Chairman, AIMA-CME Board of Studies & Vice Chancellor, NMIMS University. 21 scholars also received their PhDs which is offered in collaboration with Aligarh Muslim University. You will find a detailed report inside.

In another first, AIMA launched a unique portal, MyAIMA.in for AIMA members providing them exclusive access to value added information and online services. The portal will also allow AIMA members to interact with other members and share opinions and insights. Listed AIMA members were personally intimated their login details, and we look forward to your feedback.

During the past month, AIMA kicked off its 12th National Competition for Young India with the western rounds, and the Grand Finale is scheduled in September. AIMA continued to reach out to the several organisations through its unique simulation programme - Chanakya. In addition, working professionals and academicians continued to benefit of AIMA's workshops, training programmes and interactive sessions during the month. You will find more details inside. This issue also carries updates from the LMAs and some interesting articles on management.

The forthcoming month will see AIMA's customary change of guard at the 42nd National Management Convention at New Delhi on 30 Sep – 1 Oct 2015 which will be addressed by industry thought leaders and policy makers. We hope you would be able to join us there and further details can be obtained from the website at [www.aima.in](http://www.aima.in)

I hope you enjoy reading this edition of AIMA News and look forward to your comments, feedback and suggestions.

Warm regards,

Rekha Sethi  
Director General

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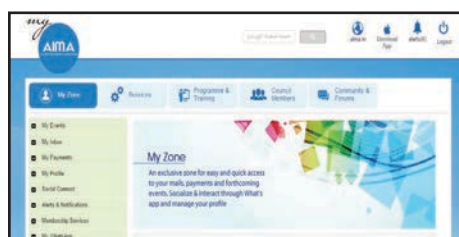
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# Steely strategies to accelerate growth



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## AIMA Convocation



*(L-R) Rekha Sethi, Director General, AIMA; General (Retd) V P Malik, PVSM, AVSM, Former Chief of Army Staff; Rajan Saxena, Chairman, AIMA-CME Board of Studies and Vice Chancellor, Narsee Monjee Institute of Management Studies and Raj Agrawal, Director, Centre for Management Studies, AIMA*

AIMA presented management qualifications to 1,212 students at its 20th Convocation on 13 August 2015. General (Retd) V P Malik, PVSM, AVSM, Former Chief of Army Staff, the Chief Guest on the occasion presented the credentials to the students. Of the qualifying students, 18 were awarded their PhD in Business Administration (degree granted by Aligarh Muslim University), 665 received Post-graduate Diploma in Management, 45 finished Post-graduate Diploma in IT Management and 491 received their respective Advanced Diploma in Management and Certificate in Management.

Speaking on the occasion, Gen Malik said,

“Indian economy requires more people with management education and training in order



*Atanu Ghosh, Professor, Shailesh J Mehta School of Management, Indian Institute of Technology and Veena Swarup, Director HR Engineers India Ltd, recipients of AIMA Fellowship*





*AIMA students at their Convocation*

to grow and compete". He congratulated AIMA on simultaneously conducting the doctoral programme in management and taking the management skills down the pyramid through its training initiative. AIMA is setting up a Sector Skills Council for training Indian workforce in management and entrepreneurial skills.

AIMA's Chairman of Board of Studies, Prof Rajan Saxena, Chairman, AIMA-CME Board of Studies and Vice Chancellor, NMIMS University talked about AIMA's initiative to hold a Doctoral Consortium for the PhDs in management and the new courses offered in partnership with

financial institutions and training institutes. The new courses started by AIMA include diplomas in procurement management (World Bank), wealth management (ICICI Securities), digital marketing (Digital Vidya) and financial and valuation modelling (Copal Institute).

On the occasion Prof Atanu Ghosh, Professor, Shailesh J Mehta School of Management, Indian Institute of Technology and Dr Veena Swarup, Director HR, Engineers India Ltd, were presented with AIMA Fellowship. The convocation included presentation of gold medals to the toppers in each course.

# National Competition for Young India 2015



*NCYI winners of Western Regional Round*

AIMA kicked off the 12th National Competition for Young India with the Western Regional round on 3–4 September 2015 at Narsee Monjee Institute of Management Studies (NMIMS), Mumbai. This year's competition is being held on the theme 'Make in India – Enabling Supportive Ecosystem'. The competition is one of its kind and is divided into two levels, regional and national levels. The best three teams from each region will then compete for the National Championship to be held later at New Delhi.

The Western Regional round winners who have qualified for the Grand Finale are Indira Institute of Management Studies, IES Management College & Research Centre and Indira Institute of Business Studies.

The other regional rounds are scheduled between 10-18 September 2015 at Bangalore, Kolkata and New Delhi. The winning teams from the regional rounds will compete at the Grand Finale to be held on 23 September 2015 at New Delhi.



**42<sup>nd</sup>**

# National Management Convention

"Making it Happen: Leadership in Times of High Expectations"

30 September - 01 October 2015, Hotel Taj Palace, New Delhi



The National Management Convention is the annual flagship event of the AIMA and it aims to address the challenges faced by corporates in India, their implications on the business scenario and deliberates on key strategies for successful business performance. The Convention addresses a topical theme of national importance and is addressed by eminent speakers.

## Eminent Speakers

### Suresh Prabhu

Minister of Railways, Government of India

### Nitin Gadkari

Minister of Shipping, Road Transport and Highways  
Government of India

### Arvind Kejriwal

Chief Minister of Delhi

### Rajiv Pratap Rudy

Minister of State for Skill Development &  
Entrepreneurship (I/C); and Parliamentary Affairs  
Government of India

### Jayant Sinha

Minister of State for Finance, Government of India

### Amitabh Kant

Secretary, Department of Industrial Policy &  
Promotion, Government of India

### Naveen Jain

Serial Entrepreneur, Founder & Executive Chairman  
- Moon Express, Inc. USA

### Sanjeev Bikhchandani

Founder and Executive Vice Chairman, Naukri.com

### H M Nerurkar

President, AIMA and Chairman,  
TRL Krosaki Refractories Ltd

### Firdose Vandrevala

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### Preetha Reddy

Executive Vice Chairperson, Apollo Hospitals Group

### D Shivakumar

Chairman & CEO-India Region  
PepsiCo India Holdings Pvt. Ltd.

### TV Mohandas Pai

Chairman, Manipal Global Education Services

### Tanmoy Chakrabarty

Vice President & Global Head-Government Industry  
Solutions Unit Tata Consultancy Services Limited

### Imran Khan

Chairman, Pakistan Tehreek-e-Insaf  
celebrity and former cricketer

### Reham Khan

Journalist & Spouse of Imran Khan

### Rajiv Bajaj

Managing Director, Bajaj Auto Limited

### TV Narendran

Managing Director, Tata Steel India & South East Asia

### Vineet Nayar

Founder, Sampark Foundation & Former CEO  
HCL Technologies

### Kris Srikkanth

Former Captain of the Indian Cricket team and  
Former Chairman of the Selection Committee

### Venky Mysore

CEO & MD, Kolkata Knight Riders &  
Red Chillies Entertainment

### Arun Lal

Former Indian Cricketer and Cricket Commentator  
**amongst others.**

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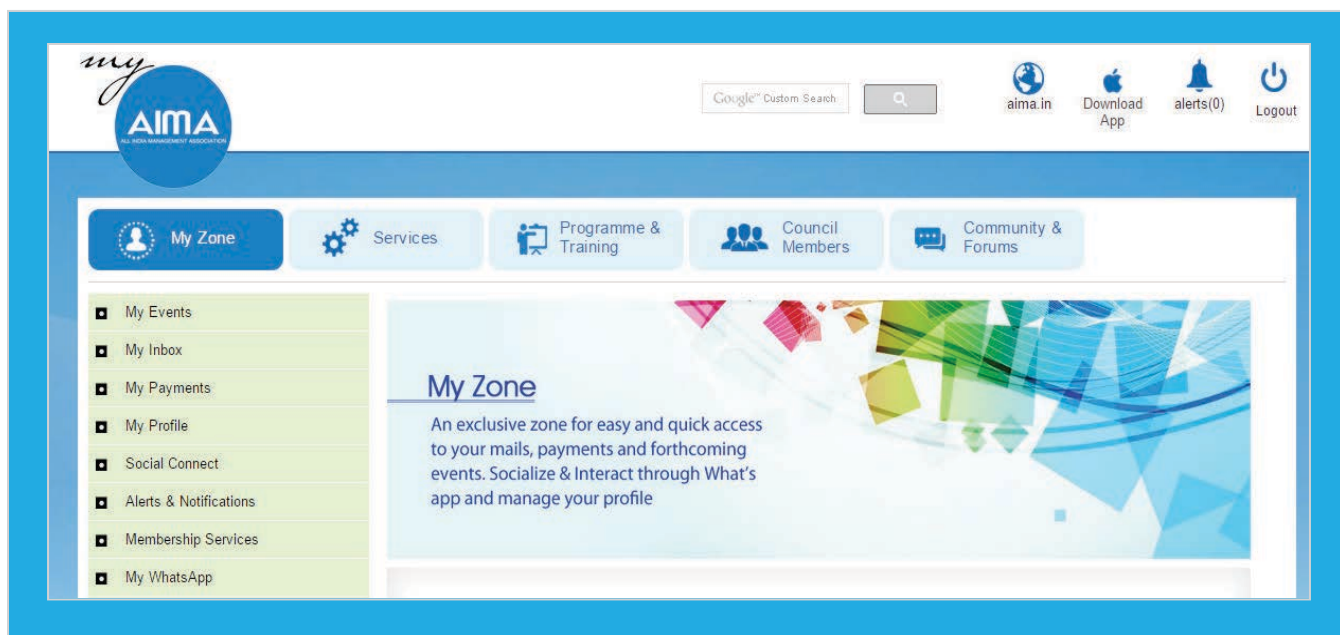
### Associate Sponsors



### Corporate Contributors



# MyAIMA.in



Continuing its focus on technology adoption and deployment AIMA rolled out a special portal, MyAIMA.in, that will cater to the needs of its members and students by providing them exclusive access to value added information and online services.

The portal will allow AIMA members to interact with other members and share opinions on industry trends. It will also enable them to access the vast knowledge bank of AIMA by providing them access to AIMA library, event videos and management news.

Some of the exclusive features and services include membership and subscription details, WhatsApp integration, LMA directory and customisable event notifications. Social links will provide updates from different AIMA social media platforms.

Student's corner will benefit students by assisting them in tracking application status, admit card and examination results.

Simply put, MyAIMA.in will connect AIMA's valued members and students and bring them one step closer to AIMA's content and services.



## Chanakya

KIIT students underwent a transformational learning experience through AIMA's Business Simulation Programme, 'Chanakya'. AIMA conducted three days of simulation as a precursor to their Marketing Summit on 23-25 August 2015. Business Simulation has been a regular feature in their curriculum.

Through AIMA's Business Simulation, students experienced running of a business house,

with reports capturing correlations between management decisions and outcomes. Faced with the challenge of formulating strategies, students used this opportunity to try new tactics, translate unfamiliar concepts and take risks in a risk-free environment. AIMA believes in preparing students right from the beginning, to take on challenges and innovate in the real world. 180 teams registered from IIM Ranchi, XIMB, KSOM amongst others.

## Workshop on 'Plagiarism and Reference Management Tools'



*Participants at the Plagiarism and Reference Management Tools workshop*

AIMA organised a workshop on 'Plagiarism and Reference Management Tools' on 6-7 August 2015 at New Delhi. The main objective of the workshop was to get an understanding of the issues surrounding plagiarism and to enhance academic/research writing.

Mr. Manoj Kumar K, Scientist –D INFLIBNET Centre, Gandhinagar presented an overview of plagiarism where he discussed about research ethics and general principals. Mr. Sanjeev K. Sunny demonstrated the features and functionalities of Mendeley and Zotero. There was also a demonstration session of Turnitin, iThenticate and EndNote-Reference Management Software of Thomson Reuters.

About 33 participants attended the workshop which was very well received.

## Training programme



*Participants at the training programme*

AIMA organised a two day training programme on 'Export and Import Management' on 27 & 28 August 2015, at New Delhi. The objective

of the workshop was to succeed in the export-import business and to equip managers with comprehensive knowledge and skills on various aspects of international business including the structure of International trade operations, Regulatory guidelines, International Trade Logistics & operations, Trade Documentation, Incoterms, Methods of Payments, Trade Finance, Export Credit Risk Management, Customs regulations and EXIM procedures of India, EDI Initiatives in Customs and Import Procedures and Management. 22 participants attended the training programme from industry and academia.

## In-Company Programmes



*ICAI participants at the training programme*

AIMA conducted a series of training programmes for Institute of Chartered Accountants of India in August 2015. The training programme covered topics like Emotional Intelligence, Motivation and Power of Positive Attitude and was attended by section officers and class four employees.

A two day training programme on 'Effective Delivery Skills' was conducted on 10-11 August

2015 at Hyderabad for internal trainers of HPCL. AIMA also organised a one day training on 'Customer Relation Management Skills' for Delhi Integrated Multi-Modal Transit System Ltd on 26 August 2015. The training covered topics like Service Quality, Consumer Behaviour, Expectations & Perception, Service Failure & Recovery and Feedback Strategies.

Another one day training on 'Business Communication Skills & Professional Presence' for EFS Facilities Services India (Pvt.) Ltd. was conducted on 27 August 2015 at India International Centre, New Delhi. The training was well received by the participants. AIMA also conducted a customised training programme on 'Root Cause Analysis' for ONGC Mangalore Petrochemicals Ltd on 26-27 August at Mangalore.



## Interactive Session

AIMA organised an Interactive Session on 'Karmachari To Karmayogi: Igniting The Inner Entrepreneurship' with Mr Rajiv Khurana, CEO and Founder – The Personnel Lab Management Consultants on 28 August 2015 at AIMA. Rajiv Khurana is the Founder CEO, The Personnel Lab. He is a certified Management Consultant and a Fellow of the Institute of Management

Consultants of India. The session was chaired by Mr Sumit Chaudhuri, Chairman and Managing Director - Third Millennium Business Resource Associates Private Limited. The session focused on how to switch-on inner entrepreneurship in the domains of ABCDE - Academia, Business, Consulting, Development and Entrepreneurship. The programme was very well received.



## YOU CAN HELP US IN SAVING DELHI'S ABANDONED AND REJECTED ANIMALS

Friendicoes SECA started in 1979 as a kindness club by a group of school children in Delhi. And in the last 36 years it has emerged as one of India's biggest and well known animal shelter with more than 2000 animals under care. This shelter-cum-clinic in South Delhi provides shelter to those animals who need lifetime care and helps to control stray dog population in Delhi and Gurgaon. In addition it looks after and finds homes for abandoned and rescued animals. It has ambulances on call for emergencies, a hospital for strays in Delhi,

a well-equipped clinic cum path lab for pets and also run a mobile equine clinic for working horses and donkeys!

Unfortunately this refuge for animals in distress is now facing threat of closure due to lack of funds. They need our help and support to ensure that the place that gives a new life to so many voiceless children of God does not have its own life snuffed out. Let's support them in creating safe haven for the city's sick and abandoned animals.

[Donate now!](#)

# 10<sup>th</sup> Global Advanced Management Programme 2015

*Disruptive Innovation & Open Business Models in the Changing Global Landscape*



★ ★ ★ ★ ★ ★ ★ ★ ★ ★ 25 - 31 October, 2015 at Silicon Valley, USA. ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

## Programme Background

AIMA's Global Advancement Management Programme is an annual management development programme designed especially for senior executives, that teaches Open Innovation and Disruptive Innovative Business Model Solutions. Today's executives are facing increasing pressure to achieve profitable growth, and GAMP addresses some of the emerging issues faced by senior executives and provides tools to better navigate their companies. The programme specifically addresses economic and business trends in global markets and high-growth economies. GAMP will provide insights into the latest models and frameworks for understanding business problems and specific strategies for identifying new opportunities and capitalising on them. Professor Darwin will guide in-depth discussions and lead panel discussions, site visits and creative problem-solving exercises.

## Programme Objectives

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

## Programme Modules

- Module 1: Global Economic Trends
- Module 2: Open Innovation
- Module 3: Business Model Innovation
- Module 4: Sustainability Management in the New Era
- Module 5: Visits to World Class Companies

## Programme Certificate

Upon the successful completion of the programme, participants will be conferred a "Global Advanced Management Programme" certificate awarded by All India Management Association

## Participation Fee

- Delegate Fee per participant: INR equivalent to **USD 8500** per Participant (Plus Service Tax of 14% on the participation fee.)
- Early Bird Discount of INR equivalent to **USD 500** per participant for registrations received along with participation fee by **September 25, 2015**

## For Registration & further details

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## Collaborate for Real

By Alison Beard



As business buzzwords go, “collaborate” and its derivatives are surely modern favorites. Applying for a job? Emphasize your collaboration skills. Courting customers? Promise a collaborative relationship. Wooing new hires or investors? Talk up your collaborative culture.

Academics, practitioners, and especially consultants seem to be obsessed by these terms—and rightly so. Any business works better when its employees, teams, divisions, and leaders share ideas and resources to pursue a common goal. But how do we turn the ever-present lingo into everyday reality? Four new books offer advice.

You’ll find the most interesting case studies—of organizations getting collaboration right and of those felled by the lack of it—in *The Silo Effect*, by Gillian Tett, an editor at the Financial Times (where—full disclosure—I once worked). Drawing on her background in anthropology and decades as a reporter, Tett shows us how Sony missed the digital music revolution because its competing divisions couldn’t agree on products, platforms, or strategy; how UBS, the venerable Swiss bank, lost billions through lack of coordination between its New York and London credit derivative desks and its three risk departments (credit, market, and operational), which left everyone clueless about the enterprisewide threat; and how tribalism among the world’s leading economists blinded them to the causes of the most recent global financial crisis. On the flip side, Tett explains how Facebook uses a hierarchy-free orientation program, frequent job rotations, and regular “hackathons” to encourage cooperation among project groups; how the Cleveland Clinic reorganized its medical staff into teams that focus on ailments rather than their own skills to improve patient outcomes; and how data crunchers infiltrated



bureaucratic police departments to reduce crime rates in New York and Chicago.

Many readers will have heard those stories before, but the detail is impressive. And the lessons Tett offers at the end of the book are spot on: Keep organizational boundaries flexible and fluid; use technology to disrupt them; share data and let different interpretations of it be heard; tie compensation to collaboration; reimagine corporate taxonomies and experiment with new ones. These are high-level, top-down recommendations. But she also has a few tips for any manager eager to fight silos from the bottom up: Think like an anthropologist—with curiosity, healthy cynicism, and an appreciation for how things relate to one another so that you're able to recognize when systems no longer make sense. Also, consider jumping across a corporate or social divide yourself once in a while.

More advice for individuals comes from three other recent books about collaboration. In *Friend & Foe*, Wharton professors Adam Galinsky and Maurice Schweitzer present reams of cool research showing why, although humans are inherently social animals, we're also wired to vie with one another when resources are scarce and conditions are dynamic or uncertain. The most pertinent lesson for would-be collaborators: Build trust by showing warmth and competence, appreciating others' perspectives, and revealing vulnerability. (Quick tip derived from one experiment: If you do well in a job interview, make sure to also spill coffee; people will rate you even higher than candidates who did just as well but weren't as clumsy.)

In *Collaborative Intelligence*, consultants Dawna Markova and Angie McArthur drill down into

personal skill building. They encourage leaders to understand their own and others' "mind patterns" (six in all, based on one's preference for visual, auditory, or kinesthetic information processing) and "thinking talents" (35, ranging from "adapting" to "wanting to win"). The authors then describe how to use inquiry and mindset shifts to ensure that everyone is contributing to a successful shared future. The book is cluttered with assessments, charts, and "breakthrough practices" (exercises) to convey what is, in the end, a fairly simple message: Appreciate the value in intellectual diversity, and approach every work partnership wondering, "What can we make possible together?" Do intelligent people need 345 pages to learn this? Probably not.

Longtime management writer and consultant Ken Blanchard also believes that *Collaboration Begins with You*. That's the title of his latest business fable, a story about Dave Oakton, the leader of a cross-departmental project—Primo—that fails because the units involved are too competitive with one another. The solution, he learns from his visiting sister-in-law, is to shift his and others' hearts (intent), heads (thought), and hands (action) toward collaboration. He comes to see that leaders must build on differences; nurture safety and trust; craft a clear purpose, values, and goals; talk openly about collaboration; and empower themselves and others to spread it. And, of course, there's a happy ending: After sharing these epiphanies with his boss, he not only leads a successful Primo II but also gets promoted to chief operating officer!

Blanchard's principles—helpfully summarized in an appendix for readers who prefer their self-help straight, not fictionalized—are sound. But, like Markova and McArthur's mind patterns and thinking

talents, his “heart, head, hands” construct feels a tad contrived.

More important, I think Tett has a better handle on the real problem. Companies don’t fail at collaboration because not enough people will cooperate with one another. They fail when people work too closely in certain teams, functions, or departments without any regard for the rest of the organization. Coaching for collaborative thinking and behavior might help them break through those boundaries. But policy changes—such as the incentives and restructuring put in place at the Cleveland Clinic or the nudging mechanisms seen in Facebook’s orientations, rotations, and use of its own social network to forge surprising connections—are much more effective.

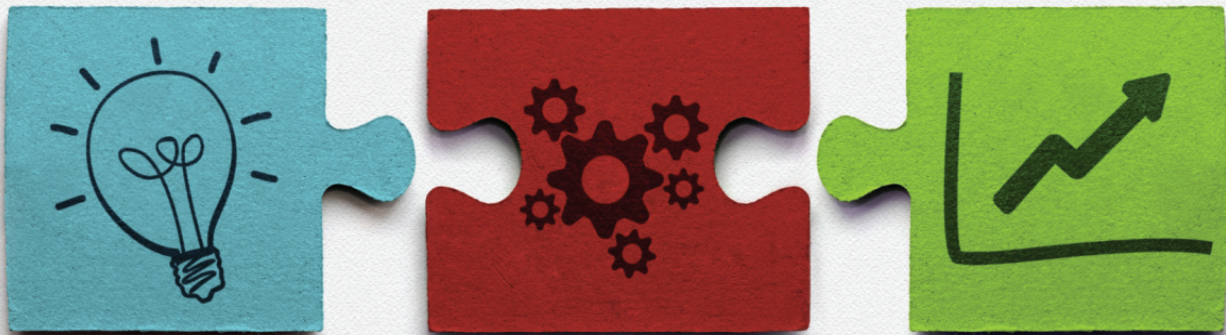
Surely Sony and UBS employed collaborative people—even leaders. But that didn’t stop them from succumbing to silos, and those silos from destroying value. As Galinsky and Schweitzer note, the more cohesive and successful teams become, the less likely they are to cooperate with other teams, even within their own companies.

So, yes, let’s encourage people to get better at collaboration, even train them in it. But let’s also design organizations that make it energizing and fun, not forced. As Tett points out, even the companies that excel at collaboration today can’t afford to rest on their laurels. Organizational silo busting requires constant vigilance.

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*Disclaimer:*

*This article is republished with permission from Harvard Business Review. (<https://hbr.org/2015/09/collaborate-for-real>). About Author: Alison Beard is a senior editor at Harvard Business Review.*



# CUSTOMIZED IN-COMPANY TRAINING

## MANAGEMENT AND BEHAVIORAL SKILLS

To help bridge the competence gap and build skilled workforce of professionals, AIMA's Centre for Skill Development & Training (CSDT) focuses on Employability Skills and Productivity Enhancement Skills.

**All India  
Management  
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(AIMA)**

AIMA is the national apex body of the management profession in India. Over the last five decades, AIMA known for its role in training and development has contributed immensely to the enhancement of management capability in the country.

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# How to Tell the Story of Your Brand

*Aim for “subtle” product pitches, and find ways to bring your brand loyalists face-to-face with each other.*

by Theresa Johnston



When entrepreneur Alyssa Rapp founded Bottlenotes in 2005, she envisioned a niche e-commerce retailer specializing in wine and beer. Then, in 2008, the financial crisis hit. Around the same time, changes came in the government regulations regarding the interstate shipment of alcoholic beverages. Rapp decided to change her business model.

Today, instead of selling wine and beer directly to consumers, the company earns revenues from vintners, importers, and marketing partners like OpenTable.com, who pay for the opportunity to connect with Bottlenotes' audience of engaged consumers. Moving quickly in crisis is one of the lessons the CEO has learned during her 10 years of running an interactive media company for wine and beer consumers. Its Daily Sipemail newsletter

reaches 350,000 wine-loving subscribers, and its Weekly Pint taps 50,000 beer enthusiasts. On campus May 1 for an entrepreneur symposium sponsored by the Center for Entrepreneurial Studies at Stanford Graduate School of Business, Rapp shared her insights for running a successful startup during an interview with Stanford Business.

## Hire Loyal Employees

“When I say loyalty, I mean people willing to tighten their belts and maybe ramp down to minimum wage for a couple months, and knowing you'll get them back when you've retooled your business model and raised new capital or driven new revenues,” Rapp says. The key to inspiring such devotion “is really being sure to have a cohesive team unit with a shared vision, for whom success matters not just for individual gain,” she says. “They really [need to] believe in an idea or a vision that's bigger than themselves.”

## Challenge Traditions

Age is a fine thing in a cabernet or chardonnay. But marketing to millennials and Generation Xers requires a fresher approach, she says. “The wine

industry is so old and stodgy, and in many ways has been slower to embrace new technologies and new media than other industries," says Rapp, who teaches a course at Stanford GSB on the dynamics of the global wine industry. As she explains, "Our goal was always to speak to the next generation."

**Tell Stories**

"Our goal was always to speak to the next generation."  
- Alyssa Rapp

"I think the wine industry is greatly about storytelling, [and] great content is absolutely critical to differentiation for e-commerce businesses these days," Rapp says. She recruited Karen MacNeil, one of the world's top authorities on wine and the author of The Wine Bible, to edit the Daily Sip newsletter. "I believe firmly that professional writing is necessary, even in the digital age," Rapp adds. "Consumers are smart. If you're targeting a consumer with whom you hope to have a longtime relationship, bad punctuation, bad grammar, and bad writing are going to turn that person off."

**Build a Sense of Community**

Rapp says Harley-Davidson "is a wonderful example of a company that has just nailed it" when it comes to fostering kinship among motorcycle enthusiasts. Likewise, Bottlenotes works to promote face-to-face interaction among its loyalists through a nationwide event series called "Around the World in 80 Sips," where oenophiles can meet, mingle, and taste wines. "If you can put those brand loyalists together in a room for one night, in a pop-up event, or even in a more sustained setting," she says, "you're not just having that one-on-one relationship and dialog.

You're enabling them to have a dialog amongst each other."

**Romance and Teach Your Customers**

The smartest businesses "romance" consumers by guiding them on matters that interest them, Rapp says. But it's important to have "a little bit more knowledge" than their customers do "and stay a step or two ahead."

One company that does this particularly well, Rapp says, is The Honest Company, which sells eco-friendly products such as diapers and wipes online — and then gently suggests other healthful products that might be of interest. "In a product category like wine, which is fairly complex and opaque, there's a lot of learning and guidance that can be provided," she says.

The key, she says, is to make the pitch "subtle."



Disclaimer: This article is republished with permission from Stanford Business School (<http://www.gsb.stanford.edu/insights/how-tell-story-your-brand>).



# 3<sup>rd</sup> Marketing Retreat

'Strategies for an Accelerating World'

16-18, October 2015, Goa

**Retreat Chairman**  
**D Shivakumar**

Chairman & CEO - India Region, PepsiCo India Holdings Pvt. Ltd.

## Eminent Speakers

**Santosh Desai**  
Managing Director & CEO  
Futurebrands Ltd

**Prashant Singh**  
Managing Director, Nielsen India

**Indranil Chakraborty (IC)**  
Founder, STORYWORKS

**Piyush Pandey**  
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Creative Director, South Asia  
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Managing Director, PaisaBazaar.com

**KV Sridhar "POPS"**  
Chief Creative Officer, India  
Sapient Consulting Ltd

**Vineet Taneja**  
Chief Executive Officer  
Micromax Infomatics Ltd

## Key Takeaways

- Learning Innovative Marketing practices across diverse industries
- Reinventing the marketing function in your organization
- How to deploy social media to compete against large incumbent marketers
- Innovative distribution to access key markets
- Implementation on low cost service innovation
- Tapping the growth potential of trillion dollar consumer market

## Participation Fee

- Delegate Fee per participant : ₹85,000
- Service Tax: As applicable on participation fee
- Early Bird Discount: ₹10,000 per participant for registrations received with participation fee by 15th September, 2015

For online registration, please visit [www.aima.in](http://www.aima.in)

For further details, please contact  
**Surajit Bit**

Deputy Director



## Ahmedabad Management Association

The month of August commenced with Dr. Jagdish Barot's vibrant and insightful lecture on 'Higher Studies in Canada' accentuating the various aspects of education, work and other prospects in Canada. Dr. Heena Rachh, Principal at Bhartiya Vidya Bhawan, Bahrain addressed a session on 'Inner Engineering' which motivated the audience towards self-development and productive sustenance.

Mr. Himat Parikh, Director, Interface Capital Markets (P) Ltd. gave a talk on 'Angel Investing for Start Ups' which facilitated the audience in gaining valuable understanding on various aspects of Finance and Marketing. Along with enlightening the forum on Stock Markets and Investments, he also gave principal insights on Corporate Finance, Investment Banking, Stock Broking, IPO Marketing, Corporate fund Raising and Corporate Advisory.

Prof. Rasananda Panda, Ph.D. in Applied Economics and the Head of General Management at Mudra Institute of Communication (MICA), Ahmedabad delivered a lecture on 'Greek Crisis and Global Economy'. He presented various aspects on the subject matter with special focus on Industry Analysis, Behavioural Economics, Political Economy and Econometric Modeling.

'The Next Step in Parenting', a talk on this subject was given by Prof. Rajesh Chandwani, Assistant Professor in Personnel and Industrial Relations at IIM Ahmedabad. He emphasised on the changing face of healthcare, malnutrition, tracking progress and delays in child's growth and development through charts and apps, immunisation and emotional engagement of parents with children.



*Ambassador Lalit Mansingh delivering the talk*

The lofty truths of Vedanta were made available and understandable to the common man, as part of continual series of four lectures titled 'Upanishad Ganga' by Br. Atharvanji of Chinmaya Mission.

A lecture on 'International North South Transport Corridor (INSTC)' was conducted by Mr. Shankar Shinde, Vice Chairman, Federation of Freight Forwarders Association of India. He engaged the audience with highly interesting and interactive



*Dr. Rasananda Panda addressing the audience*

Mr. Lalit Mansingh, Former Foreign Secretary, Government of India delivered a talk on 'What is new in India's Foreign Policy'. He gave an engaging and highly insightful narrative on the reforms and its effectiveness and impact on India's new foreign policy.



*Mr. Shankar Shinde addressing a session on INSTC Study*

observations and unraveled the impacts and effects of transport corridors in a lucid way.

Mr. Sanjay Chakraborty, Marketing Communication Advisor addressed a session on 'Ethics in Business Communication'. The aspiring managers and students benefitted hugely from this session and the professionals were able to relate with the challenges and dilemmas in routine experiences.

The 58th Annual General Meeting of AMA was held on 27th August in which Mr. Tushar Patel, Managing Director, Sanrhea Technical Textile Ltd. and Mr. Rajiv Mehta, Executive Director, CEL Packaging Pvt. Ltd. were elected as President and Vice President respectively for the year 2015-16.

The activities at AMA were further propelled by the MDP series on Income tax basics, fundamentals of effective teaching, agribusiness and agri-entrepreneurship, effective negotiation skills, essentials of labour laws, doing business with UK, Tanzania and Brazil, responsible Leadership, art of Communication and receiving performance feedback etc. with a total of 53 wide ranging MDPs in this month.

## Allahabad Management Association

Allahabad Management Association organised a special talk on 'Management Lessons from the Bhagavad Gita' on 14th August. The audience was addressed by Bramchari Nirvana Chaitanya of Chinmaya Mission Allahabad. He emphasised the values of karma, discipline and conviction in our actions by referring to the dialogue between Arjuna and Krishna on the battlefield. The talk was well received by the 75 members who were present, including Mr. Sanjiv Sareen, President, Reliance Industries Allahabad. Mr. Ravi Prakash Hon. Secretary conducted the proceedings. Mr. Vibhav Bajpai, Vice President; Mr PK Bansal, Jt. Sec and Mr. Alok Sah, Treasurer coordinated in making the event a grand success.

Allahabad Management Association in collaboration with HP4 conducted a preplacement Training and Personality Development Programme at the Department of Psychology, The Central University of Allahabad from 20 to 26 August.



*Bramchari Nirvana Chaitanya addressing the gathering*



*Pre-placement Training and Personality Development Programme*

## Baroda Management Association

### Friday Evening Talk

A Friday Evening Talk was held on 31st July on the topic 'Management Lessons from Bollywood Movies' by Mr. Sudeep Jambekar and Mr. Hardik Vaidya from Zydex Industries.

Another Friday Evening Talk was held on 7th August on 'Employee Communication- Changing Trends' by Mr Dhruvang Mehta, Head HR, Raychem RPG Halol.

On 14th August the topic 'Tax Management- Salary' was addressed by Ms. Liny Shaji, Inspector, Income Tax Department. The Friday Evening Talk, held on 21st August addressed the



*Mr. Sudeep Jambekar & Mr. Hardik Vaidya addressing the FET session*



*Mr. Dhruvang Mehta addressing the gathering*

topic 'Legal System- Pre & Post Sayajirao III Era' and was given by Mr. Tushar Vyas. Mr. Ashit Pathak spoke on 'Mind Servicing' on 28th August.

### Certification Course Series

A Certification Course titled 'Fintelligent Women' was held on 31st July led by Mr. Rajiv Khatlawala, a professional Chartered Account. Another Certification Course titled 'Spoken English & Personality



*Mr. Ashit Pathak addressing the FET session on 'Mind Servicing'*



*CA- Rajiv Khatlawala, addressing the participants*

Development for Housewives' was held on 1st August and was led by Mr. Jyotish Babu.

### Book Launch

A book launch of Dr. Rekha Shetty's book 'Happiness & Innovation' was held on 6th August. Dr. Rekha Shetty's book emphasises

the fact that there is no such thing as instant fame and instant money.

On 18th August the book 'Chanakya in you' by Dr. Radhakrishnan Pillai was launched. The book speaks about following one's dreams and passion in all seriousness, and to attain wisdom through the Arthashastra principles.

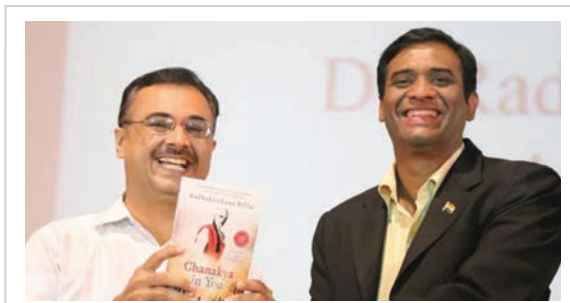


*Dr. Rekha Shetty, launching her book 'Happiness & innovations'*



**MDP**

A Management Development Programme on 'Enhancing Leadership Effectiveness' was held on 20th August with Ms. Nanda Dave. The topic dealt with making change happen, coaching for high performance, mastering emotional intelligence, handling challenging situations with courage etc.



*Dr. Radhakrishnan Pillai launching his book 'Chanakya in you'*

**Bharuch District Management Association**

**Seekers' Forum Meet**

BDMA has been arranging lectures on Shrimad Bhagwad Gita as part of a lecture series on the 'Great Song of Lord - Gita' by Swamini Shraddhanandaji Saraswati of Param Praman Darshanalaya, Pardi. This lecture series is organised on three Sundays every month.



*A participant making a presentation as part of the training*

**MDPs**

An MDP on 'Making Powerful Presentation and Effective Communication Skills' was organised on 11th August led by Ms. Avi Sabavala, Corporate Trainer, Vadodara. The training aimed at providing skills and competencies to participants to learn how to communicate effectively and deliver presentations that are convincing and inspiring.



*Mr. Apurva Pandya with the participants.*

An MDP on 'Train the Trainers' was held by Mr. Apurva Pandya, Director – Inside Out Training Solutions, Bharuch on 20th August. The objective of the training was to provide basic training skills to 'non-trainers' who train their subordinate / employees as a part of their work assignment in an organisation.

**Bombay Management Association**

**Workshop**

A Workshop on 'Plan the Work & Work the Plan' by Mr. Sridharan Mahadevan, Senior Director, MantHRas Consultants was held on 12th August. The objectives were to help participants learn how to adjust mindset for result orientation, appreciate three dimensions of efficiency, improve the risk propensity while making courageous decisions, avoid issues becoming disasters, succeed in implementation of dream planning.

### Evening Talk

On 7th August, an Evening Talk on ‘Manage Your Image, Manage Your Life – Making First Impressions Count’ by Mr. Suunil Kini, Managing Director & Principal Trainer of Image Gurukul Training & Consulting Pvt Ltd was organised by the BMA Western Suburbs Centre in association with Durgadevi Saraf Institute Of Management Studies. The talk emphasised the importance & relevance of image building.

An Evening Talk on ‘Better Security Through Better Financial Planning’ by Mr. Dharmendra Satapathy was organised at three BMA Centres. The first was organised on 19th August at the South Mumbai Centre, the next was at Navi Mumbai Centre on 22nd August in association with Oriental Institute of Management and the third was at Western Suburbs Centre in association with Indian Education Society’s Management College and Research Centre.

### Half-Day Workshops

A half-day workshop on ‘Law on Workplace : Sexual Harassment Demystified’ by Ms. Veena Gopalakrishnan, and Mr. Vikram Shroff, of Nishith Desai Associates was organised on 20th August by BMA Eastern Suburb Center in association with IBS Business School at their Institute.

On 22nd August a half-day workshop for SMEs on ‘Can SMEs actually grow 2X using Digital Marketing’ by Mr. Ivan Bayross was organised by BMA Eastern Suburb Centre in association Kohinoor Business School and Control Panel and Swtichgear manufacturers’ Association.

### Annual General Meeting

The 61st Annual General Meeting of BMA was held on 28th August. Mr. Suresh Mhatre took charge from Mr. Niteen Bhagwat and shared his vision and plans with the members. Mr. Niteen Bhagwat felicitated Mr. R Ramakrishnan, Chairman of the Awards Committee and the Best Chairman of BMA Committees Award was presented to him. The new Executive Committee of BMA and new elected members were also announced.



*Mr. Sridharan Mahadevan along with the participants*



*Mr. Suunil Kini along with the participants*



*Mr. Dharmendra Satapathy along with the participants*



*Mr. Niteen Bhagwat presenting the Best Chairman of BMA Committees Award to Mr. R Ramakrishnan, Chairman of the Awards Committee*

## Calcutta Management Association

### Student Education Programme

CMA in collaboration with the Calcutta Stock Exchange has started a new series of educative programmes titled 'Student Education Programme'. The series is a financial literacy programme aimed at college students. The third event of the series was organised at the Bhawanipore Education Society College, on 22nd August. The programme received an overwhelming response from the student community and more than 220 students attended the programme. Ms Sripriya Senthilkumar, DGM, Calcutta Stock Exchange; Mr Manoj Garg & Ms Farha Zeba, Co-Partners, Value You were the faculty for the programme.

### Money Skills Programme

Money Skills Programme is another six event series aimed at educating the general mass in Capital Market issues. The first event of the series was organised on 22nd August at IISWBM on the theme 'Share Investment & Share Trading'. The audience was a mix and match of corporates, retired personnel and students. The audience found the programme very interesting and informative.

### Calcutta Management Summit

The 5th Calcutta Management Summit including the 15th Sir Jehangir Ghandy Memorial Oration was organised successfully on 31st August. CMA was privileged to have Mr Anoop Kr Agrawal, President & CEO of National e-Governance Division of the Dept of Electronics & Information Technology, Govt of India; Dr Nirmalya Kumar, Member, Group Executive Council, Tata Sons; Mr Sunil Kr Alagh, Past President, AIMA; Mr Anand Kr Bajaj, President, Digital Payments & Mobility, YES BANK; Mr Mohit Kampani, President & CEO, Spencer's Retail; Mr S C Pattanayak, Sr Divisional Manager, LIC of India; Mr Atanu Ghosh, Founder & CEO, Salt n Soap; Mr Rajarshi Sengupta, Sr Director & Chief Innovation Officer, Deloitte Touche Tohmatsu India and Past President, CMA and Mr Sumit Ray, Chief Operating Officer, All India Technologies Ltd and Past President, CMA as distinguished speakers. The theme of this year's summit was 'Social Media - Latest alternative fuel for Growth & Development' and the Sir Jehangir Ghandy Memorial Oration was delivered by Dr



*Ms Sripriya Senthilkumar, DGM, Calcutta Stock Exchange, addressing the gathering)*



*Mr Manoj Garg, Partner, Value You; Mr Siddhartha Chatterjee, Country Head, Trustline Securities Ltd. & Treasurer, CMA and Mr Debes Roul, Asst Mgr, Calcutta Stock Exchange.*



*Chief Guest, Mr Anoop Kumar Agrawal delivering the inaugural speech.*



Nirmalya Kumar on 'Social Media for Branding, Business and Marketing'. The summit was attended by over 150 participants including corporates and institutes.



*Dr Nirmalya Kumar, Member, Group Executive Council, Tata Sons, delivering the Sir Jehangir Ghandy Memorial Oration*

## Coimbatore Management Association

CMA's 'Monday Musings' is a 45 minute popular interactive programme on a topic concerning individual and institutional management. This time Mr. K. Ravi, Chief Financial Officer, Roots Group of Companies, Coimbatore delivered a lecture on 'Communication – an Effective Tool'. Monday Musing is conducted every Monday at CMA premises and is usually attended by more than 30-40 people.



*Mr. K. Ravi, Chief Financial Officer, Roots Group of Companies, Coimbatore*

## Delhi Management Association

### Workshop

DMA organised a workshop on 'Empowerment of Women Employees' on 7th August. In the inaugural session Mr. Rajan Pandhi, Director, DMA welcomed the eminent speakers and participants.

Mr. Raj Kamal Gupta, Director- HR, Cedna Biotech, gave the programme overview and Ms. Neena Malhotra, Managing Director, Alert Card Company & Past President, DMA also shared her views on the subject. Ms. Praveen Tomar, Senior Inspector, Delhi Police delivered the keynote address.

Dr Sunita Reddy, National President, SATAT elaborated the theme 'Rights of Women' in the second session. In the last session Ms. Payal Kakra, Managing Partner, K&T Law shared her vast pool of knowledge and expertise with the participants.



*(L - R) Mr. Vipin Sondhi, Dr. Ekta Saxena, Ms. Veena Swarup, Mr. Rajan Pandhi and Dr. Yasho V Verma*

### 7th Mega HR Conclave

Delhi Management Association in collaboration with Indus

Business Academy organised the 7th Mega HR Conclave on the theme 'Building Capability for Future HR Challenges' on 20th August with Dr. Veena Swarup, Director –HR, Engineers India Limited as Programme Director.

The Chief Guest was Mr. Vipin Sondhi, Managing Director & CEO, JCB India Ltd. Some of the other speakers included Dr. Yasho V. Verma, Board of Director, Dena Bank; Mr. Ashish Arora, Founder & Managing Director, HR Anexi; Mr. Jacob Jacob, Chief People Officer, Apollo Hospitals; Mr. Kaushik Chakraborty, Director-HR Business Partner & Head of Learning and Development, Jones Lang LaSalle; Mr. Deepayan Sensharma, Vice President-HR, Accenture; Mr. Sandeep Tyagi, Director-HR, Samsung Electronics India; Mr. Rajiv Jayaraman, Founder & CEO, KNOLSKAPE; Mr. Ashu Malhotra, CHRO & Director, Jabong.com; Mr. Sandeep Chatterjee, Global Lead-Talent & Organization Practice, Accenture; Mr. Tarun Sinha, Regional Head-BD, Timesjobs.com amongst others.



*Award winners of the case study contest*

The Conclave was followed by a Case Study Contest which was introduced for the first time this year. The team from Wipro won the first prize, second prize was received by Engineers India Limited team and the third prize was won by another team from Engineers India Limited.

**Roundtable Meet**

DMA in collaboration with People and Management has taken a niche initiative and launched a series of Roundtable Breakfast Meets on the theme 'Workforce Strategy for Changing Business Dynamics and Demographics' in different cities all over India. The series will be chaired by Mr. Sundra Rajan, Founder Director, People Metrics.



*Professionals at the Roundtable Breakfast Meet*

The first meet of the series focused on 'Best Practices for the Hospitality and Health and Wellness segment of Indian Industry' was organised on 25th August. Ms. Linda Brady Hawke, CEO & Publisher, LB Associates in her welcome address shared that organisations need to understand the scale of challenges in an increasingly globally dispersed, multicultural business environment.

**Guwahati Management Association**

Guwahati Management Association organised 'North East Young Managers Competition' (NEYMC) on 28th and 29th August 2015.

Mr H.K. Sharma, IAS , Commissioner of Power & Social Welfare, Govt. of Assam inaugurated the function as Chief Guest, and Mr. Swapnil Barua, IAS, Commissioner & Secretary - Industries & Commerce & Managing Director of AIDC Govt. of Assam was the Guest of Honour .



*The inaugural function of North East Young Manager Competition*

Mr D N Barua, President GMA delivered the welcome address. Mr S B Sharma, Vice President, GMA and the coordinator of the event, gave a brief background of the annual flagship event. Contestants from 20 different corporates in North East Region participated. The programme was also addressed by Mr Santikam Haarika, Former Director of Assam Institute of Management, Guwahati and Mr Dhireswar Gohain, Hon General Secretary.

## Indore Management Association

### Rendezvous – CEO Dinner Meet

Indore Management Association organised its prestigious Rendezvous - A CEO Dinner Meet with India's leading economist, Dr. Omkar Goswami on 25th August. He addressed the gathering on the topic 'Indian Economy: Kal-Aaj-Kal'.

The programme started with the welcome speech by Mr. Vijay Goyal, President IMA. Dr. Omkar Goswami captivated the participants with his enriching speech on the Indian economy. He shared that we can achieve growth if we accelerate manufacturing. The programme concluded with an interactive session and a vote of thanks to Dr. Omkar Goswami.

### Open House Session

IMA organised an Open House Session on 'What India Can Learn from China' on 7th August with Mr. Rajesh Mittal, Sr. Vice President-Manufacturing and Quality, Dong Feng Commercial Vehicles, China.

Mr Mittal shared that China is 10 trillion USD economy, five times bigger than the economy of India, whereas their population is just about 5% higher than India. This phenomenal growth is a result of disciplined execution by the citizens of China to the government's development agenda in the last two decades. The session was highly energetic and result oriented.

Another Open House Session on 'Managing Foreign Assets & Succession Planning in your Current Business' was held on 13th August led by Mr. Sanjay Jhanwar, Founder and the Managing Partner of Chir Amrit Legal LLP. Mr. Jhanwar shared that the business risk should be ring fenced in such a manner that one adverse event or incorrect decision does not become fatal for the entire business.

### Management Film Show



*Dr. Omkar Goswami addressing the gathering.*



*Mr. Rajesh Mittal addressing the participants.*



*Dr. Sandeep Atre with the participants during IMA Management Film Show*



IMA organised a Film Show on 'Do Ankhon Barah Haath' for management professionals and students on 18th August. The moderator for the session was Dr. Sandeep Atre, Director, CH EdgeMakers, Indore.

**Evolution for Excellence**

IMA organised its Evolution for Excellence a one-day workshop on 7th August. The module for the workshop was 'Customer Relations Management' and the faculty for the session was Mr. Supran Sarkar, CEO & Founder of ARESS Group, India.



*Mr. Sarkar during the workshop.*

**Workshop**

Indore Management Association organised an exclusive work shop on Advance Tally ERP.9 on 17th August at Shri Nakoda Infrastructures Pvt. Ltd. The speaker for the session was Mrs. Kavita Navlani, IT Trainer and Microsoft Certified Professional.

**IMA Training @ Doorstep**

IMA organised its Training @ Doorsteps a one-day workshop on 21st August on 'Taking People Along: Managing by Persuasion'. The faculty for the session was Mr. Amber S. Arondekar, Corporate Trainer. The companies that participated in the workshop were MAHLE, Cummins, Rajratan Global Wire, Jaideep Ispat & Alloys Pvt. Ltd and many more.



*CA Manish Dafria during IMA Reader's Clique.*

**Reader's Clique**

Indore Management Association in its Reader's Clique programme organised a book discussion on the book 'The Alchemist' by Paulo Coelho for management professionals and students on 12th August. The moderator for the session was CA Manish Dafria, Managing Partner, M/S V. K. Dafria & Co.

**Kerala Management Association**

**Curtain Raiser & KMA – NASSCOM IT Leadership Award**

A curtain raiser event of KMA Activities 2015-16 and presentation of KMA – NASSCOM IT Leadership Award 2014-15 to Mr. P.H. Kurian IAS, Principal Secretary (Industries & IT), Government of Kerala by Mr. Oommen Chandy, Chief Minister of Kerala was held on 14th August.

The Chief Guest, Mr. Oommen Chandy, Chief Minister of Kerala, inaugurated the curtain raiser event, marking the beginning



*Mr. Oommen Chandy, Chief Minister of Kerala delivering the inaugural address*

of KMA Activities for the year 2015 -16. Mr. Vivek K Govind, Chairman (Programme Committee) & Vice-President KMA welcomed the guests and Mr. Prasad K Panicker, President KMA, delivered the presidential address.

Mr. Joseph Korah, Convener of the Award panel, spoke of the contributions by Mr. P H Kurian, in spearheading IT initiatives of the state with the vision of Kerala. The programme concluded



*Mr. P.H. Kurian IAS receiving the KMA-NASSCOM IT Leadership Award 2014 from the Chief Minister of Kerala*



*Mr. C.V. Jacob in conversation with Mr. Sunil K. Zachariah, Past President, KMA*

Sunil K. Zachariah, Past President. Mr. Vivek Krishna Govind, Chairman of the Programme Committee delivered the welcome address, followed by the presidential address by Mr. Prasad K Panicker, President, KMA.

with felicitations by Mr. P Premchand, Immediate Past President and vote of thanks proposed by Honorary Secretary Mr. C S Kartha.

### Scripting My Story

The first edition of the 'Scripting My Story' session saw Mr. C. V. Jacob, Chairman of Synthite Group in conversation with Mr.

## Lucknow Management Association

### Lectures/Seminars

LMA organised several lectures and seminars during the month. On 8th August, Dr. M. Ashraf Rizvi, Director, Jaipuria Institute of Management spoke on 'Reinventing Your Leadership Potential'.



*Dr. M. Ashraf Rizvi addressing the session*



*Mr. Venkat Changavalli addressing the gathering*

LMA in Collaboration with Samadhan organised a seminar on 'Sharpen Your Entrepreneurial Skills' for students of Institute of Management Sciences on 11th August.

Young Managers' Forum of LMA organised a talk by Mr. Venkat Changavalli, Former CEO, Emergency Management Research Institute (EMRI) Hyderabad and Adviser (Health & Home), Govt. of Uttar Pradesh on 'Basics of Management' on 19th

August. LMA also organised another talk with Mr. Venkat Changavalli on 'Leading in Crisis' on 20th August for the students and faculty of Amity University.

LMA joined Assocham Business Standard Conclave on 'Lucknow as Smart City' on 27th August. Mr. Sudhir Garg, Principal Secretary, MSME; Mr. S.P. Singh, Secretary, Urban Development; Mr. Diwakar Tripathi, representing Sri Rajnath Singh, M.P. for Transformation of Lucknow and Mr. L.K. Jhunjhunwala, President, FICCI were the panelists.

**MDP**

LMA organised a two day MDP on 'Leadership, Decision Making, Interpersonal and Soft Skills' on 21st and 22nd August for senior and middle level executives of National Handloom Development Corporation. Professor Himanshu Rai, Dean MISB Bocconi Italy, India campus; Mr. Rohit Singh, Manager Operations, Agies Global; Mr. Ranvir Singh and Mr. Vivek Pandit, Soft Skill Trainers were the faculty. Mr S. Srinivas, MD, NHDC; Dr. B.B. Pattanaik, Advisor, NHDC and Mr. Sakthivel Perumalsamy, Executive Director, NHDC were also present in the programme.

**Industry Visit**

On 26th August LMA organised a visit to Akshaya Patra Kitchen, a fully automated plant which supplies hot midday meals to about 50,000 children in schools spread over 65 km in rural and urban areas. Akshaya Patra Foundation is among the world's largest nonprofit organisations engaged in this kind of activity and works on the PPP model.

**Ludhiana Management Association**

Mr Sachit Jain, Joint Managing Director, Vardhman Textiles Limited, & President, Ludhiana Management Association delivered a lecture cum presentation on 'Managing in Uncertain Times' to members of LMA on 25th August. The subject was of great significance in view of highly uncertain situation prevailed by the sudden fall of capital market in China which impacted the global markets. The session was attended by 220 members and was very well received.



*Conclave on 'Lucknow as a Smart City'*



*MDP on Leadership, Decision Making, Interpersonal and Soft Skills*



*Participants at the industry visit*



*Mr Sachit Jain addressing*



Mr Gautam Sikri, Managing Director, Ramsons Cycles Industries Private Limited, Ludhiana delivered a lecture cum presentation to student members of LMA on 31st August on the topic 'I, the Product, I, the Brand'. The programme organised by Students Forum, was attended by 350 student members. It was a highly interactive session.



*Mr Gautam Sikri addressing*

## Meerut Management Association

Meerut Management Association jointly with YES Bank celebrated Independence Day on 15th August at Abha Manav Mandir, an old age home in Meerut. The flag hoisting was done by President Meerut Management Association, Capt. V.K. Gupta and one of the senior citizens, Mr. Aggarwal. On behalf of Meerut Management Association Capt. V.K. Gupta handed over a cheque of Rupees 10,000/- to the Chairman of the trust Mr. S.C. Govil and YES Bank organised a film screening followed by tree plantation.



*(L-R) Mr. S.C. Govil, Chairman, Abha Manav Mandir; Captain V. K. Gupta, President, MMA; (on the dias) Mr. Vikas Gupta, Trustee, Abvha Manav Mandir*

## Navsari Management Association

### Workshop

A two day workshop was organised by Navsari Management Association on 8th and 9th August on 'Innovative Secrets of Indian CEOs'. The faculty was Ms Rekha Shetty who is a management consultant. The programme was attended by 30 participants and was very well received.



*Participants with Ms Rekha Shetty*

### Interactive Session

Navsari Management Association organised an informative and interactive session meeting on 23rd August with Mr Jay Narayan Vyas, Ex- Finance Minister, Govt of Gujarat. The session was attended by close to 350 participants including office bearers of C A Navsari Branch, Navsari District Chamber of Commerce and other organisations, and 50 students of Narayan Lala MBA college.



*Mr Jayanarayan Vyas addressing the gathering*

## Noida Management Association

Noida Management Association organised an Evening Lecture on 8th August on the subject 'Unleashing Inner Potential Through Micro-level Initiatives'. The speaker of the programme was Mr Ashok Jain and Air Vice Marshal (Retd.) Bipin Chandra Pant. Mr Ashok Jain is a leading consultant and Advisor in the filed of learning solutions. The lecture session was presided over by Mr SK Tomer, Sr. Vice President, NMA. Other dignitaries present were Mr SN Singh, Asst Vice President HR, U Flex and Mr SC Kulshrestha, Labour Law Advisor. A large number of NMA members from across the industries participated in the deliberations.



*Panelists at the Evening Lecture*

## Patiala Management Association

Patiala Management Association organised an informative talk by Mrs. Bittu Safeena Sandhu on 20th August at Thapar University, Patiala. The theme of the lecture was 'Art of being Articulate' and it was attended by approximately 140 participants.



*Dr. Satwant Sachdeva and Ms. Ratinder Kaur welcoming the speaker Ms. Bittu Sandhu*

## Silchar Management Association

Silchar Management Association (SMA), in association with Management Club, JNSMS-AU and Silchar Red Cross Children Hospital organised a Blood Donation Camp on 21st August at Sir Jamshetji Tata MBA Block, Assam University, Silchar. The camp received an overwhelming response from students and teachers of Assam University and collected 124 units of blood. Dr. Swapna Sen led the team from Silchar Red Cross Hospital while Mr. I. B. Ubhadia, Chairman, SMA and Mr. Amit Kumar Das, General Secretary, SMA behalf of the Association appreciated all the students and teachers of the university.



*Blood Donation Camp*

## Tarapur Management Association

### Evening Lecture

TMA organised an evening talk on 'In Pursuit of Happiness' on 30th July with Mr. M.S. Subramanian, Director –Operations of M/s. Lavino Kapur Cottons Pvt Ltd as the guest speaker. The session was well attended by executives from various industries.

### Session

TMA organised an half a day session on 'Parenting' for the benefit of the working executives / parents with a prime focus on the importance of the role of parenting and its direct implication on the efficiency at the work place. The session was organised on 14th August and Sh Damodaradasa of ISKON as the guest speaker for the session. The programme was well attended and well received.



Past President of TMA Mr. Elangovan R Mudaliyar along with the guest speaker Mr M.S. Subramanian.



Sh Damodaradasa addressing the session

## Thrissur Management Association

### Address to Student Chapter

TMA Student Coordinator, Mr. P.M. Jose presented a paper on 'Innovation for Financial Inclusion' in a UGC sponsored National Seminar on 11 – 12 August at St Thomas College.



Mr. P. M. Jose addressing



Mr. Anand Krishnamurty, MD & CEO, Catholic Syrian Bank Ltd honoured by CA V Venugopal, President, Thrissur Management Association

### Guest Lecture

On 18th August, a reception was given to Mr. Anand Krishnamurty, MD & CEO of Catholic Syrian Bank Ltd. He addressed the gathering on the topic 'Recent Trends & Developments in Indian Banking'. The programme was very well received.



## Trivandrum Management Association

### Management Leadership Award 2014

Chief Minister of Kerala, Mr Oommen Chandy presented the TMA Management Leadership Award for 2014 to former Director of Vikram Sarabhai Space Centre (VSSC), Mr M Chandradathan. The award, instituted by the Trivandrum Management Association, comprised a gold medal and a citation and was presented on 11th August. Mr AS Suresh Babu, TMA President and Managing Director & CEO, Vizhinjam International Seaport Ltd presided over the ceremony. The programme was also attended by Mr BS Basanth Kumar, Hon. Secretary, TMA & IT Head, Asianet News; Mr S Suresh Mohan, Past President, TMA & Managing Director, Mohan & Mohan Associates and Mr SN Raghuchandran Nair, MC Member, TMA & Managing Director, SI Property.

### Evening Lecture

TMA organised an Evening Lecture Programme on 'PARAG Product Persona to Software Development' by Dr. Sriram Rajagopalan on 19th August. The programme was well received.



*Mr Oommen Chandy, Chief Minister of Kerala presenting the Management Leadership Award for 2014 to Mr M. Chandradathan, former Director, VSSC.*



*Dr. Sriram Rajagopalan addressing*

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EXPERIENCE THE THRILL OF  
RUNNING A COMPANY AND  
TAKING IT AHEAD OF YOUR  
COMPETITORS.



**19<sup>TH</sup>**

# Student Management Games (SMG 2015) A National Competition

## What is Business Management Simulation?

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

## Eligibility

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

## Dates & Venue

| Region    | Prelim Rounds   | Regional Round   |
|-----------|-----------------|------------------|
| Bengaluru | 29-30 September | 1 October        |
| Mumbai    | 6-7 October     | 9 October (Pune) |
| Pune      | 6-7 October     |                  |
| Online    | 12-13 October   | 14 October       |
| Delhi     | 28-29 October   | 30 October       |

## Participation Fee (Inclusive of Taxes)

| Upto 2 Teams       | 3 or more Teams    |
|--------------------|--------------------|
| ₹ 5,700 (Per Team) | ₹ 4,500 (Per Team) |

The participation fee is inclusive of Service Tax. AIMA Service Tax no. AAATA 1644 AST 001, PAN no. AAATA1644A

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

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

For registration, please visit <http://chanakya.aima.in>

## Prizes

**1** **Champion Team**  
Trophy + ₹ 40,000/-  
& Tablets worth 20,000

**2** **Runners Up I**  
Trophy + ₹ 30,000/-  
& Gift Hampers

**3** **Runners Up II**  
Trophy + ₹ 20,000/-  
& Gift Hampers

*The number of regional finalists will be selected to participate in the National Final based on the number of registration at each region. All participants will get a Certificate.*

## Grand Finale 31st October 2015, Delhi

Main Sponsor



**Sinhgad Institutes**  
SINHGAD INSTITUTE OF MANAGEMENT

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Gift Hampers



**For Registration Contact**

Mini Khurana

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Website: <http://chanakya.aima.in>

# AIMA Events Calendar

| Event  | Conference Director  | Venue                  | Date                           |
|--|--|------------------------|--------------------------------|
| National Competition for Young India                       |  | Mumbai                 | 03-04 September 2015           |
|  |  | Bangalore              | 10-11 September 2015           |
|  |  | Kolkata                | 15 September 2015              |
|  |  | Delhi                  | 17-18 September 2015           |
|  |  | Grand Finale, Delhi    | 25 September 2015              |
| SYMP   |  | Goa                    | 08 September 2015              |
| SYMP   |  | Kolkata                | 11 September 2015              |
| Two days Workshop on Effectiveness for Women Professionals |  | Delhi                  | 10-11 September 2015           |
| Two days Workshop on MS Excel                              |  | Delhi                  | 11-12 September 2015           |
| Student Management Games                                   |  | Coimbatore             | 29-30 September 2015           |
|  |  | Mumbai                 | 06-07 October 2015             |
|  |  | Pune                   | 06-07 October 2015             |
|  |  | online                 | 12-13 October 2015             |
|  |  | Delhi                  | 28-29 October 2015             |
|  |  | Grand Finale           | 31 October 2015                |
| Training Programme on E-Procurement                        |  | Delhi                  | 26-27 October 2015             |
| 42nd National Management Convention                        |  | Delhi                  | 30 September – 01 October 2015 |
| Training Programme on E-Procurement                        |  | Delhi                  | 26-27 October 2015             |
| SYMP   |  | Kolkata                | 11 September 2015              |
| 3rd Marketing Retreat                                      |  | Goa                    | 16-18 October 2015             |
| 10th Global Advanced Management Programme 2015             | Prof Solomon Darwin<br>Executive Director -<br>Center for Corporate<br>Innovation, UC<br>Berkeley-Haas School<br>of Business | Silicon Valley,<br>USA | 25-31 October 2015             |



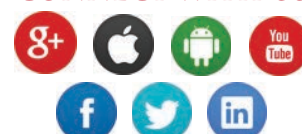
| Event                                 | Conference Director   | Venue            | Date                |
|---------------------------------------|---|------------------|---------------------|
| 4th Young Leaders Retreat             | Sanjeev Bikhchandani<br>Founder and Executive Vice Chairman,<br>Naukri.com & Vineet Agarwal<br>Managing Director,<br>Transport Corporation of India Ltd | Goa              | 27-29 November 2015 |
| SYMP                                  |   | Cochin           | 10 December 2015    |
| 13th HRM Summit                       |   | Delhi            | 10 December 2015    |
| Global Executive Management Programme | Prof Solomon Darwin<br>Executive Director - Center for Corporate Innovation, UC Berkeley-Haas School of Business  | Bangalore, Delhi | 14-17 December 2015 |
| SYMP                                  |   | Baroda           | 08 January 2016     |
| Digital Marketing Retreat             | D Shivakumar<br>Chairman & CEO-India Region,<br>PepsiCo India Holdings Pvt Ltd  | Goa              | 22-24 January 2016  |
| 6th Senior Leadership Retreat         | Sunil Kant Munjal<br>Jt Managing Director, Hero MotoCorp Ltd and<br>Chairman, Hero Corporate Service Ltd  | Goa              | 05-07 February 2016 |
| Foundation Day                        |   | Delhi            | 20 February 2016    |
| National Leadership Conclave          | Sanjiv Goenka<br>Chairman,<br>RP-Sanjiv Goenka Group  | Delhi            | 03-04 March 2016    |
| SYMP                                  |   | Ludhiana         | 10 March 2016       |

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

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# AIMA

ALL INDIA MANAGEMENT ASSOCIATION

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