

AIMA News

AIMA'S MONTHLY E-MAGAZINE

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

AUGUST 2016



Dear Readers,

It gives me great pleasure to present the August issue of AIMA News. AIMA has always been at the forefront in spreading management thought and building capability in aspiring and practicing managers through its various services and programmes.

AIMA recently held the 4th edition of its Marketing Retreat at Goa, led by Mr. D Shivakumar, Chairman & CEO – India Region, PepsiCo India Holdings Pvt Ltd. Eminent speakers from various fields shared insights on the most challenging aspects of marketing today, 'Marketing to the Empowered Consumer'. You will find a detailed report inside.

The previous month saw AIMA conduct its Shaping Young Minds Programme in collaboration with Guwahati Management Association. The 53rd edition of this popular programme was addressed by eminent speakers from diverse fields and was well received. Over 900 students and management professionals attended the programme.

AIMA also continued to offer its customisable admission and recruitment testing services to several institutions and organisations. In addition AIMA's workshops, training programmes and interactive sessions were also conducted successfully during the period. You will find more details inside. This issue also carries updates from the Local Management Associations and some interesting articles on management, 'An Emotional Connection Matters More than Customer Satisfaction' and 'How to Improve Working Conditions in the Developing World'.

The end of this month will see AIMA's customary change of guard at the 43rd National Management Convention at New Delhi on 21st–22nd September 2016 which will be addressed by industry thought leaders and policy makers. We hope you would be able to join us there. Further details can be obtained from our website at www.aima.in

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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14TH HRM Summit 2016

Jobs in the Era of Automation

1ST December 2016 - Hotel Le Meridien, New Delhi



Summit Chairman

TV Mohandas Pai

Chairman, Manipal Global Education Services

Delegate fee (Per Participant)

Category	1 - 2 Delegates	3 - 4 Delegates	5 & more Delegates
AIMA Members	₹ 4,000	₹ 3,500	₹ 3,000
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Academicians	₹ 3,500	₹ 3,000	₹ 2,500

* Service Tax @15% extra on Delegate fee

Early Bird Discount: ₹ 1000/- Per Participant for registrations received along with the delegate fee by 15 October, 2016

• For online registration and payment please visit www.aima.in

For more details kindly contact

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4th Marketing Retreat



Participants at the 4th Marketing Retreat

AIMA organised the 4th edition of its Marketing Retreat 2016 in Goa, from 19-21 August 2016. The theme of the Retreat was 'Marketing to the Empowered Consumer'. The retreat was led by Mr D Shivakumar, Chairman & CEO – India Region, PepsiCo India Holdings Pvt Ltd.

The retreat covered one of the most challenging aspects of marketing today, the incredible velocity of change. Information is power, and the age of mass marketing has given way to the age of the empowered consumer.

Some of the eminent speakers who shared their insights on the theme included Mr Santosh



D Shivakumar, Chairman & CEO – India Region, PepsiCo India Holdings Pvt Ltd addressing the session



(L-R) Sandeep Bhushan, Business Head, Consumer Goods and Media Businesses, Facebook, India and South Asia; Santosh Desai, MD & CEO, Futurebrands India Ltd; Hamsini Shivakumar, Brand Consultant & Semiotician Director, Leapfrog Strategy Consulting, Co-founder, Semiofest; Preeti Reddy, CEO, Kantar Consumer Insights, South Asia and D Shivakumar, Chairman & CEO – India Region PepsiCo India Holdings Pvt Ltd

Desai, MD & CEO, Futurebrands India Ltd; Mr Piyush Pandey, Executive Chairman and Creative Director, South Asia, Ogilvy & Mather India; Mr Sandeep Bhushan, Business Head, FMCG and Media, India and South Asia, Facebook India; Mr Senthil Kumar, Chief Creative Officer, JWT; Ms

Hamsini Shivakumar, Owner, Leapfrog Strategy Consulting; Ms Preeti Reddy, Chief Executive Officer, Kantar Consumer Insights, South Asia; Ms Anusha Shetty, CoFounder & CEO, Autumn Worldwide and Mr Indranil Chakravorty, Founder, StoryWorks.

53rd Shaping Young Minds Programme



R Gopalakrishnan, Former Director, Tata Sons & Past President, AIMA lighting up the lamp

AIMA organised the 53rd Shaping Young Minds Programme on 2nd September 2016 at Guwahati in collaboration with Guwahati Management Association. This programme provides a platform for young professionals and management students to interact with achievers from various fields. The programme aims at helping the participants synchronise personal and career goals through exposure to experience and wisdom of successful people.

The programme was addressed by Mr R Gopalakrishnan, Former Director, Tata Sons & Past President, AIMA; Ambassador Deepak



Prabhu Chawla, Editorial Director, The New Indian Express Group addressing

Vohra, Veteran Diplomat; Mr Prabhu Chawla, Editorial Director, The New Indian Express Group and Dr N C Borah, Founder & Chairman, GNRC

Hospitals. The programme was well received with an audience of over 800 participants.



Ambassador Deepak Vohra, Veteran Diplomat



Dr N C Borah, Founder & Chairman, GNRC Hospitals

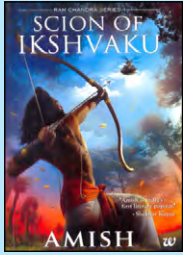
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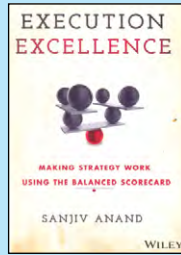


New Additions in AIMA Library



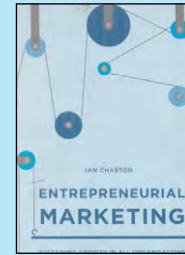
Amish

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New Delhi: Westland, 2015,
P 354.



Sanjiv Anand

Execution Excellence: making
strategy work using the
balanced scorecard.
New Jersey: John Wiley & Sons,
2016, P 270.



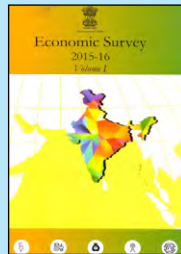
Ian Chaston

Entrepreneurial Marketing.
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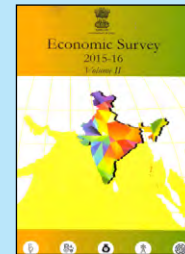
Sandeep Goel

Financial Management
Practices in India.
London : Routledge, 2016,
P 286.



Govt. of India

Economic Survey of India 2015-
16, Vol. I.
New Delhi: Govt of India, 2016,
P 162.



Govt. of India

Economic Survey of India 2015-
16, Vol. II.
New Delhi: Govt of India, 2016,
P 213.



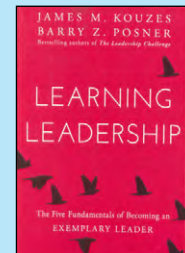
Mark Horstman

The Effective Manager.
New Jersey :
John Wiley & Sons, 2016,
P 194.



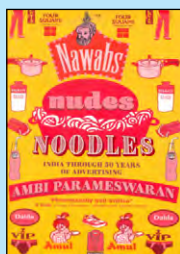
Phil Knight

Shoe Dog. UK :
Simon & Schuster, 2016,}
P 386.



James M. Kouzes,

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Kouzes, Barry Z. Posner.
New Jersey : John Wiley & Sons
, 2016, P 248.



**Ambi
Parameswaran**

Nawabs, Nudes, Noodles.
New Delhi: Macmillan, 2016,
P 301.



David S. Rose

The Starup checklist.
New Jersey : John Wiley
& Sons, 2016,
P 306.

Training Programme



Participants at the training programme

AIMA CSDT organised a training programme on 'Superannuation Planning', an exclusive

training programme for retiring executives on 30-31 August 2016 at New Delhi. The two day programme was designed to cover Health & Self-Management, Financial Planning & Investment Plans, Career Option in Second Innings and Stress Management. The programme was mostly in an interactive mode, where a number of individual tools and exercises, activities were deployed. Mr S K Jaiswal, Dr Kumar Bijoy and Dr. M Ahmad were the Programme Faculty. The session was very well received by the participants.

Interactive Session



(L-R) P Dwarakanath, Advisor, Group Human Capital, Max India Limited and Ambassador Anil Kumar Trigunayat, Former Ambassador of India to Jordan, Libya and Malta

AIMA organised an Interactive Session on 'Managing Interests and Bilateral Relations in Conflict Zones – Personal Perceptions' by Ambassador Anil Kumar Trigunayat, Former

Ambassador of India to Jordan, Libya and Malta on 7th September 2016. He shared his experiences and emphasised on how the world has become more complex even as different regions and nations have become more connected, globalisation today has taken not only transformed the economic landscape but it has also altered the diplomatic and security scenario. Managing interests and bilateral relations is today a major challenge, particularly in the conflict zones. The session was chaired by Mr P Dwarakanath, Advisor, Group Human Capital, Max India Limited and was very well received.

An Emotional Connection Matters More than Customer Satisfaction

by Alan Zorfas and Daniel Leemon



In the search for profitable organic growth, more and more companies are making major investments in optimizing the end-to-end customer experience – every aspect of how customers interact with the company’s brand, products, promotions, and service offerings, on and offline. But most companies lack a strategic objective

that spans the customer journey, can be understood and operationalized across the enterprise, and, most importantly, actually increases customer value. Without a clear, measurable, value-creating goal, companies risk expending huge amounts of human and capital resources without delivering any real financial return.

Many companies are busy mapping their customer experience and tracking customer activity across physical stores, call centers, e-commerce sites, and social media, gathering mountains of data from their own surveys, customer tracking systems, loyalty programs, and third-party providers. Their stated goal is typically to improve customer satisfaction at each step of the customer journey. But overall customer satisfaction is often already high, and seldom a competitive differentiator.

appealing to any of dozens of “emotional motivators” such as a desire to feel a sense of belonging, to succeed in life, or to feel secure.

High-Impact Motivators

Hundreds of “emotional motivators” drive consumer behavior. Below are 10 that significantly affect customer value across all categories studied.

On a lifetime value basis, emotionally connected

I am inspired by a desire to:	Brands can leverage this motivator by helping customers:
Stand out from the crowd	Project a unique social identity; be seen as special
Have confidence in the future	Perceive the future as better than the past; have a positive mental picture of what’s to come
Enjoy a sense of well-being	Feel that life measures up to expectations and that balance has been achieved; seek a stress-free state without conflicts or threats
Feel a sense of freedom	Act independently, without obligations or restrictions
Feel a sense of thrill	Experience visceral, overwhelming pleasure and excitement; participate in exciting, fun events
Feel a sense of belonging	Have an affiliation with people they relate to or aspire to be like; feel part of a group
Protect the environment	Sustain the belief that the environment is sacred; take action to improve their surroundings
Be the person I want to be	Fulfill a desire for ongoing self-improvement; live up to their ideal self-image
Feel secure	Believe that what they have today will be there tomorrow; pursue goals and dreams without worry
Succeed in life	Feel that they lead meaningful lives; find worth that goes beyond financial or socioeconomic measures

Our research across hundreds of brands in dozens of categories shows that the most effective way to maximize customer value is to move beyond mere customer satisfaction and connect with customers at an emotional level – tapping into their fundamental motivations and fulfilling their deep, often unspoken emotional needs (for details, see our HBR article “The New Science of Customer Emotions”). That means

customers are more than twice as valuable as highly satisfied customers. These emotionally connected customers buy more of your products and services, visit you more often, exhibit less price sensitivity, pay more attention to your communications, follow your advice, and recommend you more – everything you hope their experience with you will cause them to do. Companies deploying emotional-connection-



based strategies and metrics to design, prioritize, and measure the customer experience find that increasing customers' emotional connection drives significant improvements in financial outcomes.

The customer experience is a critically important driver of emotional connection. Our analysis shows that customers who engage in an omnichannel experience, for example, are much more emotionally connected and therefore consistently more profitable. Unfortunately, customers often cannot tell you what aspects of the customer experience resonate most powerfully with their emotional motivations. In fact, they often misreport the underlying importance of particular customer experience elements, leading companies to invest in the wrong things. By applying sophisticated big data analytical techniques, we have developed a method for optimizing the customer experience investments that directly drive increased emotional connection and, thereby, greater customer value and financial returns.

Working with one brokerage and investments firm, we helped to quantify the value of emotional connection, identifying its customers' key emotional motivators and relating those motivators to the customer experience. We found that key drivers of emotional connection included satisfying customers' desires to stand out from the crowd, and to bring order and structure to their lives. These were the emotions that most strongly motivated them to choose and invest more with their brokerage firm.

With these insights in hand, we mapped nearly 100 facets of the customer experience – all the way from opening an account through on-going customer service – against both what customers stated was important to them, and, via predictive analytics, what actually affected their emotional connections. While customers said that, for example, assistance

with transferring funds was highly important to them when they opened a new account, our analytics showed that this had little impact on emotional connection, while a personal welcome note and online investing education videos had a big impact– even though customers did not identify these features as particularly important when asked.

Of course, it's necessary to provide customers with what they say is important. However, our research shows that it's much more valuable to align customer experience investments to those elements shown to drive emotional connection, thus maximizing ROI while minimizing risk. For this firm, customer-experience strategies that maximized emotional connection resulted in customers who are six times more likely to consolidate assets with the firm than customers who are highly satisfied but not emotionally connected.

In our work with a major apparel retailer we found that among customers' key emotional motivators were their desire to feel a sense of belonging, be thrilled by the shopping experience, and have a sense of freedom and independence. The retailer executed marketing programs designed specifically to address these motivators at the "choose store" and "make a purchase" stages of the customer journey – for example, by using relatable models within their advertising imagery and providing personalized alerts on new items, aspects of the experience that drove emotional connection even though customers said these weren't important.

By implementing an emotional-connection-based strategy across the entire customer experience – including how it communicates with customers and attracts prospects – this retailer has increased its percentage of emotionally connected customers from 21% to 26%, reduced its customer attrition rate from 37% to 33%, and increased customer advocacy



from 24% to 30%, resulting in a 15% increase in the number of active customers and more than a 50% increase in the rate of same-store-sales growth.

Shaping a customer experience by being precise about the emotional connections you're trying to build and investing in the touch points that drive these connections is an powerful way to increase customer value, and maximize the return on investment decisions and minimize the risk. Emotionally connected customers not only generate greater value, but in every interaction become more and more convinced that "this company gets me."

Customer experience improvement is critical, but it's very hard and expensive to execute. It requires prioritizing and managing large investments that span multiple functions across the organization, all in the hope that customer value will increase. By setting emotional connection as the overarching goal, the "true north" of the customer experience, companies can point their investments in the right direction, execute more effectively, and reap significant financial rewards.

About Author:

Alan Zorfas is a co-founder and the chief intelligence officer of Motista, a consumer intelligence firm.

Daniel Leemon is a director of CEB, a best-practice insight and technology company, and an advisor to Motista.

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How to Improve Working Conditions in the Developing World

A major sporting goods manufacturer found a surprising way to improve workers' lives while maximizing productivity.

by Ian Chipman

As multinational enterprises increasingly look to less-developed countries for manufacturing needs, is it possible to reconcile the tension between ethical sourcing and bottom-line business incentives?



Even for companies actively working to eliminate sweatshops in their supply chains, it can be an uphill battle. Corporate social responsibility programs designed to address poor working conditions in emerging markets are often costly to implement, challenging to evaluate, and difficult to sustain.

New research shows one possible solution: lean manufacturing.

Jens Hainmueller, a professor of political economy at Stanford Graduate School of Business, along with

Greg Distelhorst at MIT and Richard M. Locke at Brown University, analyzed Nike supplier factories that switched from traditional to “lean” manufacturing, which emphasizes efficiency and responsiveness to increase production quality. They saw a surprising spillover effect of improved conditions for workers.

Given Nike’s stature as one of the biggest apparel companies in the world, the results should be an eye-opener to anyone interested in addressing social and ethical issues in global supply chains, says Hainmueller.

A Natural Experiment at Nike

In the mid-2000s, Nike launched a program to boost supply-chain productivity and quality by introducing lean manufacturing principles to its apparel suppliers in the developing world. Developed by Japanese automakers after World War II, the lean production method focuses on eliminating waste, emphasizing flexibility, and enabling skilled workers.

In a traditional apparel factory, workers might specialize in performing routine tasks, such as sewing individual seams. Large bundles of inventory might stack up while waiting for other parts of production to catch up. In this setting, a garment that needs only a few minutes of actual labor might take days to assemble. Inventory buffers also make it harder for factories to respond if a company decides to change an order size, say for a design change or in response to consumer demand, which adds costs and limits responsiveness.

In a lean environment, workers learn to perform a variety of tasks while taking an active role in process improvements, and inventory buffers are viewed as a wasteful enemy: Sewing, ironing, and packing might all be linked in a single process in one integrated system.

While Nike’s program trained senior management from apparel suppliers on lean processes in waves starting in 2009, the company simultaneously performed audits of the working conditions in its supplier factories. Every 12 to 18 months, Nike scored each factory on a variety of labor standards (such as wages, working hours, and disciplinary actions) as well as health, safety, and environment standards (such as access to emergency exits and safe storage of hazardous chemicals). The resulting grades in the

two compliance areas ranged from A and B ratings for factories with good workplace conditions to C and D ratings for factories demonstrating serious violations.

While Nike’s compliance program was not related to the company’s lean-adoption program, the high-quality data collected from each offered the researchers a natural experiment of sorts to answer a simple question: What happens to labor standards after a factory goes lean?

The Spillover Effects of Lean

While previous research has looked at how lean affects business factors like productivity and financial performance, little is known about its impact on working conditions, especially in the developing world. One intuition might be that the emphasis on efficiency and quick turnarounds wouldn’t bode well for labor standards. “We were not confident that we would find positive effects,” Hainmueller says. “This is something Nike committed to for business reasons, to increase efficiency and be more productive. It’s not clear that workers would necessarily benefit from it at the end of the day.”

The beautiful result is that there is a business case for doing (lean manufacturing) and it’s in the company’s best interest to sustain it, but it also seems to have these positive social consequences. It’s a win-win. Why not go for it?

Jens Hainmueller

And yet, by looking at the scores for the years before, during, and after a factory adopted lean practices — and controlling for other factors — the researchers were able to pinpoint its effect on labor compliance. Adopting even a single lean production line was

associated with a labor compliance improvement of nearly a third of a letter grade, while a 100% lean factory saw an improvement of over half a letter grade. Overall, lean adoption reduced the probability of serious labor violations by 15 percent. The researchers also found a statistically uncertain but still positive effect on health, safety, and environmental compliance. “I didn’t expect to see much of a difference,” Hainmueller says. “But the effect was quite sizable.”

What’s more, he says, introducing lean techniques didn’t just dramatically bump up compliance grades — it also helped factories cross a critical divide. “It typically occurs in this crucial transition between the C-to-D grades, where you see the more serious violations, to the A-to-B grades,” Hainmueller says. In other words, the gulf that marks the difference between an unacceptable and an acceptable factory in Nike’s eyes.

Digging Deeper

What about lean makes for better working conditions? One explanation, Hainmueller says, could be that going lean kicks off a virtuous cycle where workers are expected to be more than just cogs in a machine. That means managers invest more in worker training, which makes retention and motivation more important, which leads to more equitable terms of employment. “With these efficiency gains, you basically increase the size of the pie, and you can share more of that back with the workers,” he says.

Looking across the spectrum of countries supplying Nike apparel, the researchers discovered a notable limitation to their finding. While lean adoption had

a large effect on labor compliance scores in India and Southeast Asia, some countries, such as China and Sri Lanka, saw no such benefit. In Sri Lanka, the broad majority of non-lean factories already scored well on labor compliance ratings, leaving little room for improvement. However, factories in China — by far Nike’s largest supplier country — typically score much lower on labor compliance grades and saw no measurable increase as a result of lean adoption.

Hainmueller says that it’s difficult to pin down why Chinese factories saw no compliance benefit from lean adoption. “Countries are different on so many dimensions,” he says. “The broader interaction between the government and the companies matters quite a bit, in terms of enforcing some of these labor standards, and ensuring that workers have a way to consult the courts, or sue the company, or engage in protest in order to improve things. Perhaps it takes a minimum labor standard of workers’ rights, which you might have more in a country like Vietnam than in China.”

Even if adopting lean manufacturing is no silver bullet for eliminating poor working conditions, Hainmueller is especially optimistic about the implications for sustainably aligning a company’s global business operations and corporate social responsibility efforts.

“There obviously might be other consequences that we have not looked at, but the beautiful result is that there is a business case for doing this and it’s in the company’s best interest to sustain it,” he says. “But it also seems to have these positive social consequences. It’s a win-win. Why not go for it, even if all you want to do is maximize your profits?”

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www.aima.in

Ahmedabad Management Association

Management Forum

'The Chanakya's Seven Secrets of Leadership' was addressed on 6th August by Dr. Radhakrishnan Pillai, Author, Dept. of Philosophy, University of Mumbai. Mr. Dipesh Shah, Vice President, GIFT City addressed on 'IFSC (International Financial Services Centre) and Emerging Opportunities for Business and Professionals' on 11th August.

Mr. Nehal Sheth, Director – Tax & Regulatory Services, Ernst & Young LLP addressed on 'Succession Planning for Family Business' on 12th August. The sessions were very well received by the attendees and served beneficial to all professionals as well as aspiring students ensuring clear understanding of the various management aspects.

Book Release

The Second Part of the 'You Can Be an Entrepreneur' (Challenges and Opportunities) tri-book series was released on 8th August, by Dr. N Ravichandran, Professor, IIMA. The book written by late N K Patel and edited by Ms. Amruta Dave on 'World Class Manufacturing Techniques' Part II provides useful insights on managing organisation effectively with world class techniques for the entrepreneurs in manufacturing industry.

Member Connect Initiatives

Ms. Sagarika Shah, relationship therapist addressed on 'Managing Relationships' on 7th August. 'The Great India Quiz' was conducted by Mr. Sanjay Chakraborty, Marketing Communication Advisor, Essksee Consultancy on 15th August which was a much anticipated and exciting event for students and professionals. 'War of Wealth – Case Study of High Profile Family Disputes' was addressed by Mr. Himel Parikh, Director, Interface Capital Markets Pvt. Ltd. on 26th August.

Developing Perspectives

A lecture on 'Igniting Passion and Right Attitude for Success' was addressed by Mr. Hemant Bhangre, Founder Director, Bizzatt Consulting, Pune on 13th August. Ms. Zia Mody, Founder and Sr. Partner, AZB & Partners,



Dr. Radhakrishnan Pillai addressing on Leadership



Book Launch- 'You Can Be an Entrepreneur'



The Great India Quiz

Mumbai addressed on 'Democracy, Development and Judicial Reforms' on 19th August. Both the programmes were very well received by the participants.



Ms. Zia Mody interacting with audience



Participants at the Teachers Workshop

on Pre-placement, Effective Negotiation Skills, Certificate Programme on Managerial Effectiveness, Teacher's workshops, Business Branding, Grooming Yourself, Modern Stores & Warehouse Management, Essentials of Contract Management, Problem Solving and Crisis Management etc.

Management Development Programmes

AMA conducted 45 Management Development Programmes this month focusing on Effective Leadership, Workshop on Pre-placement, Effective Negotiation Skills, Certificate Programme on Managerial Effectiveness, Teacher's workshops, Business Branding, Grooming Yourself, Modern Stores & Warehouse Management, Essentials of Contract Management, Problem Solving and Crisis Management etc.

Allahabad Management Association



The executive committee members with the chief speaker of the workshop

Allahabad Management Association organised a workshop on 'Time Management' at CORE for the senior executives and members of AMA on 5th August. Mr. Mahesh Mangal, General Manager, CORE, Allahabad was the chief guest. Dr. Arun Kumar, Professor Moniriba, Central University of Allahabad conducted the workshop and gave an interesting presentation on the value of time management and how to divide your schedule into the four quadrants. All the senior GMs, CTT, CET, Chief Engineers of Railways were present along with 40 members of AMA.

'College to Campus - a Paradigm Shift' workshop was held in the auditorium of SS Khanna PG College for the faculty and students on 29th August. Mr. Vibhav Vajpai emphasised the importance of communication skills while Mr. Ravi Prakash gave a presentation on the topic and highlighted the primary skills to gain entry into the corporate world and carve a niche for oneself. About 100 students attended the workshop.



College to Corporate – the workshop in progress

Baroda Management Association

MDPs

Baroda Management Association organised a one day Management Development Programme on 'Advanced Excel' on 2nd August. Mr. Nilay Shah, Computer and Technology Expert was the speaker for the session. The session was appreciated by the participants.



Mr. Nilay Shah with the participants



Dr. Jacob George with the participants

Another one day Management Development Programme on 'Developing Assertiveness Skill' was organised on 22nd August. Dr. Jacob George, MD, Gulbrandsen Chemical was the speaker for the session. The session was well attended by the participants.

Friday Evening Talk

BMA organised a Friday Evening Talk on 'Parenting in the elderly - Blessing or Curse' on 5th August. Dr. Rohit Bhatt, Chief of Dept. Obst. Gynec at Bhailal Amin General Hospital was the speaker for the session. The session was well received by the participants.



Dr. Rohit Bhatt addressing the FET on 'Parenting in the elderly - Blessing or Curse'

Another Friday Evening Talk on 'Vadodara to be a Smart City - Challenges, Solutions & Opportunities to be a Global City' was organised on 12th August. The speaker for the session was Mr. Chandresh Makhija. The session focused on the existing scenario of Vadodara city, its challenges and suggested solutions.

A Friday Evening Talk on the topic 'Photographing Vanishing Cultures around the World!' was held on 19th August. Mr. Trupal Pandya, professional photographer was the faculty for the session. The session was well attended by the participants.

A Friday Evening Talk on 'IQ+EQ+SQ = Total Personality' was held on 26th August with Mr. Bhagyesh Thakkar, Principal of Vidyut Board Vidyalaya, Vadodara as the speaker. The talk was about understanding the importance of the three dimensions of our personality i.e. Intelligence Quotient, Emotional Quotient and Spiritual Quotient.



Mr. Chandresh Makhija addressing

Bharuch District Management Association

MDPs

An MDP on 'Fire Fighting Prevention & Awareness' was held on 3rd August with Mr. Nalin Chaudhary, Trainer.

Another MDP on 'Effective Presentation Skills' was conducted on 9th August with Mr. Apurva Pandya, Senior Executive Head



Mr. Nalin Chaudhary giving practical demonstrations

& Trainer, BDMA. An MDP on 'Cost Effective Maintenance' was conducted on 23rd August led by Mr. J. M. Desai, Trainer, Consultant & Auditor.



Participants along with the trainer Mr. Apurva Pandya

EHS Forum

BDMA organised an EHS Forum on 8th August on 'Fire Safety Management Plan'. The session was chaired by Mr. Mitesh Marvaniya who is the HSE Manager at Lubrizol Advanced Materials India Pvt Ltd, Dahej.



Mr. Mitesh Marvaniya addressing

Inhouse Training Programme

An inhouse Training Programme on 'Unleashing the Potential within You (Motivation)' was conducted on 12th and 26th August at Toyo Ink India Pvt Ltd, Dahej. The faculty was Mr. Apurva Pandya, Senior Executive Head & Trainer, BDMA.



Mr. Apurva Pandya conducting the session

Bathinda Management Association

Bathinda Management Association organised a programme on 'Goods & Services Tax (GST) The Way Forward' on 12th August. The Chief Guest was Mr. Pawan Garg, Additional Excise Taxation Commissioner and the speaker was Mr. Rajat Mohan (CA), Tax Expert and Author. The programme was very well received.



Felicitating the speakers

Bhopal Management Association

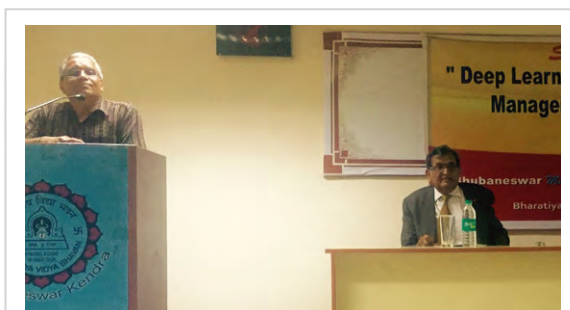
Bhopal Management Association (BMA) successfully organised the 10th Annual General Meeting and Celebration of 10 Years of BMA 20th August. Chairman BMA, Mr Subhash Vithaldas gave the welcome address; Hon. Secretary, Mr Vishwas Ghushe, presented the Annual Secretary Report 2015-16 and new Treasurer BMA, Mr Manoj Jha presented Annual Audited Accounts 2015-16. On the occasion the 1st Quarterly Newsletter of BMA with Souvenir of 10 years journey of BMA was released and new website of BMA (www.bmabhopal.org) was also launched by the Chief Guest, Dr. G.C. Pandey, CGM, BSNL (M.P).



Release of 1st Quarterly Newsletter and Souvenir of BMA. (L-R) Mr Subhash Vithaldas, Mr Atmadeep, Mr Sanjay Grover, Mr Anil Agrawal, Dr. G.C. Pandey and Mr Vishwas Ghushe

Bhubaneswar Metropolis Management Association

Bhubaneswar Metropolis Management Association organised a Seminar on 'Deep Learning and the Future of Jobs – A Management Perspective' on 30th August. The Chief Speaker was Prof. Gopal Nayak, Director, International Institute of Information Technology, Odisha. Dr. S.K. Tamotia Director General of Bharatiya Vidya Bhavan gave the welcome address; Mr Syed Maqbool Ali, Working President, BMMA gave the presidential address and Prof. Dr. MN Tripathi, Exec. Vice President, BMMA gave the vote of thanks.



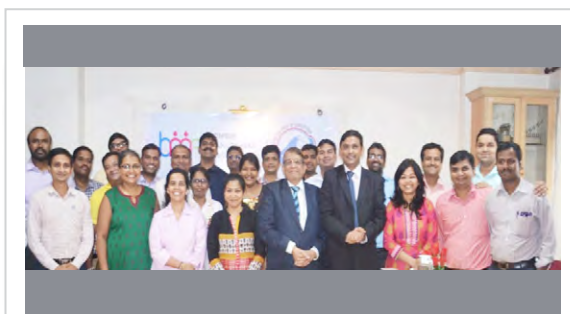
Seminar on 'Deep Learning and the Future of Jobs – A Management Perspective'

Bombay Management Association

MDPs

A half day programme on 'The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 to ensure safe and healthy environment for women at workplace' was conducted by Mrs. Harshada Patil on 5th August.

A one day inhouse programme on 'Effective Interpersonal Communication Skills' was held on 9th August for the employees of M/s. Madison World led by Mr. Pramod Palekar.



Mr. Pramod Palekar with participants

Crucial Conversations with Leaders

'Crucial Conversations with Leaders' Series with Mr. Yogi Sriram, Senior Vice President – Corporate Human Resources, Larsen & Toubro Limited on the theme 'Learning to Change, while Technology opens up new Vistas: The soft aspects are hard to understand' was held on 2nd August.



Mr. Yogi Sriram addressing the participants

Another in the series was conducted on 26th August with Mr. Niteen Bhagwat, CEO of Asterii Analytics on the theme 'Profit From Analytics'.



Mr. Niteen Bhagwat addressing the participants

Ms. Poonam Bhonsle spoke on 'Reaching the Unreached – An Endeavour' on 27th August and Mr. Ambi Parameswaran, Brand Strategist & Founder, Brand-Building.com shared insights from his latest book 'Nawabs Nudes Noodles' on 31st August.



Ms. Poonam Bhonsle addressing the participants

Calcutta Management Association

Calcutta Management Summit 2016

The annual signature event of Calcutta Management Association, Calcutta Management Summit was held on 3rd August on 'Challenges & Future of Indian Banking', by bringing together in its platform, some of the most distinguished and respected names in the Indian banking scenario.

The summit was inaugurated by the Chairman of State Bank of India, Ms Arundhati Bhattacharya, who also delivered the 16th Sir Jehangir Ghandy Memorial Oration on 'Challenges and Future of Indian Banking'. Other distinguished speakers in the summit were Dr Achintan Bhattacharya, Director, National Institute of Bank Management (NIBM), Pune; Dr A S Ramasastri, Director, Institute for Development and Research in Banking Technology (IDRBT), Hyderabad; Mr C S Ghosh, MD & CEO, Bandhan Bank; Dr Anup Kr Sinha, Prof of



Ms Arundhati Bhattacharya, Chairman, SBI, lighting the inaugural lamp with Dr Achintan Bhattacharya, Director, National Institute of Bank Management (NIBM), Pune; Mr Gautam Ray, President, CMA & Mr Sanjay Budhia, MD, Patton Group

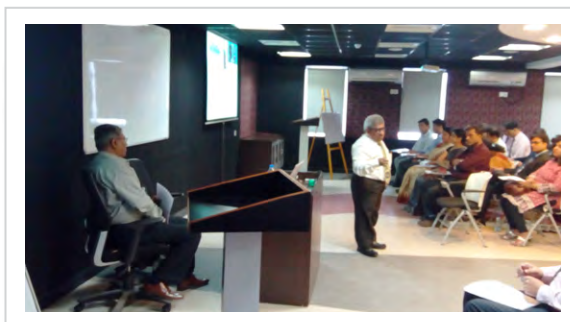
Economics, IIM, Calcutta; Mr Pavan Trivedi, COO, Srei Equipment Finance; Dr Shubhada Rao, Gr President & Chief Economist, YES BANK; Mr Saugata Bhattacharya, Sr Vice President & Chief Economist, Axis Bank; Mr Deshbandhu Kataria, Dy General Manager – Anytime Channel, State Bank of India and Mr Rajarshi Sengupta, Partner Chief Innovation Officer, Deloitte, Touche, Tohmatsu India LLP.

Workshop

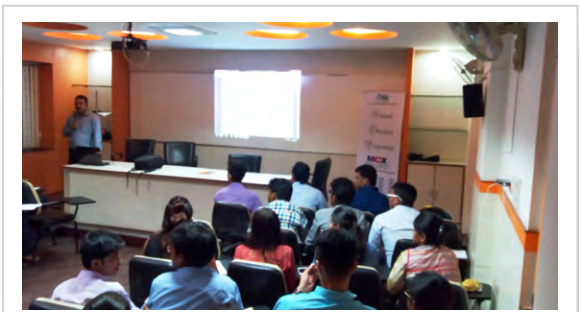
On 26th August, CMA organised a workshop on 'Communication, Presentation & Negotiation Skills'. The workshop was addressed by Mr Amitabha Datta, Executive Committee Member, CMA and Mr Arindam Chatterjee, Workshop Director. The workshop attracted 50 plus participants, who found the programme very informative and entertaining.

Student Financial Literacy Programme

In continuation to its efforts last financial year, CMA continued to organise financial literacy programmes at B-schools & colleges with MCX India. NSHM Business School and J D Birla-Dept of Management were the two B-schools where the latest programmes were organised on 29th & 30th August simultaneously. Mr Diptendu Moulik, Sr Executive, MCX India; Mr Vivek Bajaj, Founder & Director, Kredent Academy & Mr Ramen Barua, Director, CMA, were faculty members at these programmes.



(L-R) Mr Amitabha Datta, Executive Committee Member, CMA & Mr Arindam Chatterjee, Workshop Director, interacting with the participants.



CMA-Student Financial Literacy Programme with MCX India

Delhi Management Association

6th HR Conclave & 4th DMA- Thomas National Award for Excellence in Talent Management

DMA and Thomas Assessments organised its flagship event 6th HR Conclave on 'Role of HR as a Growth Agent' under the leadership of Mr. Yogesh Misra, Vice President, Thomas Assessments as Conclave Director followed by 4th DMA-Thomas National Award for Excellence in Talent Management on 9th August. The Chief Guest was Mr. Sumant Sinha, Chairman and CEO, ReNew Power and the Conclave Director



(L-R) Mr. Yogesh Misra, Mr. Sumant Sinha, Mr. A Sundara Rajan and Mr. Rajan Pandhi

was Mr. Yogesh Misra. Mr. A Sundara Rajan, Founder & Director, Thomas Assessments was the Speaker of Eminence.

Some of the other speakers included Mr. A Thiru, President (Corporate HR), J K Organisation (EZ); Mr. Amit Malik, CHRO, Aviva Life Insurance; Mr. Sandeep Tyagi, Director HR, Samsung; Ms. Neeru Mehta, Vice President- HR, Global Logic; Ms. Deepa Mohamed, HR Director-India & South Asia, Lexis Nexis; Ms. Simin Askari, Vice President – HR, DS Group; Mr. Vaibhav Date, Head – Talent Management, Future Group; Mr Rajiv Bhadauria, Director- Group HR, Jindal Steel & Power Ltd; Mr. Sidhartha Ganguly, Vice President – Corporate HR, Bennett Coleman & Co Ltd; Ms. Tania Chatterjee, L&D Head of Delivery – India, RBS amongst others.

The DMA – ‘Thomas Assessments National Awards’ for Excellence in Talent Management were also presented in various categories. Mr. Rajan Pandhi congratulated the Award winners and delivered the vote of thanks. The conclave was attended by large number of HR professionals both from the PSU and Private sector.

Interactive Sessions

DMA organised an interactive session on ‘Social Media/ Digital Marketing a Strategic tool for Business Success’ on 12th August. Mr. Rajan Pandhi, Director, DMA welcomed the eminent speakers Mr. Rajeev Tewari, Journos.in, Consultants Network.in, Media4Media Network, The Delhi School of Communication, Founder & Chairman, Academic Council; Mr. Navpreet Singh, Sr Manager - Human Resource Business Partner, Home Credit India and Dr. Manan Chaturvedi, Founder & CEO, Fortune Architect and the participants. The speakers shared that Social media has now crept into the boardrooms of business organisations and just like the internet; it has transformed complete communication processes.

Another interactive session on ‘Stay Ahead in Employee Engagement with HR Analytics’ was organised on 26th August. Mr. Neeraj Mehra, HR Business Advisor, BMR Advisors and Dr. Manan Chaturvedi, Founder & CEO, Fortune Architect were the eminent speakers. The session was attended by a large number of professionals from diverse background. The session concluded with a vote of thanks by Mr. Rajan Pandhi.



(L-R) Mr. Yogesh Misra, Mr. Vaibhav Date, Ms. Simin Askari and Ms. Deepa Mohamed



(L-R) Dr. Manan Chaturvedi, Mr. Navpreet Singh, Mr. Rajeev Tewari and Mr. Rajan Pandhi



Participants at the interactive session

Goa Management Association

As part of GMA Knowledge Series 'Leaderspeak' Goa Management Association organised a talk by Padma Shri Wendell Rodricks, renowned designer, writer, environmental activist, traveler and foodie on 11th August.

Mr Rodricks addressed the gathering on the topic 'A Career in Couture'. The talk was attended by around 100 people. The welcome address was done by Mr. D Kumar Pillai, Chairman, Goa Management Association. Ms. Varsha of Gallery Gitanjali welcomed Mr Rodricks and Mr. Harshvardhan Bhatkuly, Honorary Secretary, Goa Management Association, introduced the speaker. Mr. Nitin Kunkolienker, President, Goa Management Association, presented the memento to Mr. Wendell Rodricks.

Another 'Leaderspeak', was led by Professor Cedric Serpes of Goa Institute of Management, Goa on 29th August who spoke on the topic 'The Management of Meaning'. The talk was attended by around 60 people. The welcome address was given by Mr. D Kumar Pillai, Chairman, Goa Management Association. Mr. Rajesh Dempo, Managing Director, Vision Dempo Hospitality and Estates Pvt Ltd, welcomed the speaker and Mr. Amin Ladak, Member, Executive Committee presented the vote of thanks.



(L-R) Mr. Harshvardhan Bhatkuly, Honorary Secretary, GMA; Mr. D Kumar Pillai, Chairman, GMA and Padma Shri Wendell Rodricks, Fashion Designer.



(L-R) Mr. Amin Ladak, Mr. D Kumar Pillai presenting a memento to Professor Cedric Serpes

Hyderabad Management Association

Management Students Development Programme

Hyderabad Management Association conducted a half day Management Student Development Programme and Inauguration of Student Chapter at S R Engineering College, Ananthasagar (V), Hasanparthy (M), Warangal on 4th August.

On the occasion, Hyderabad Management Association conducted Management Lectures on Leadership Quotient, From Class Room to Career & Personal Branding by Mr Pathuri Rama Rao, HMA Individual Member & CEO, Matex Industries Pvt Ltd; Mr Ravi Krishna Rao Devulapally, HMA Individual Member & Director, Zintec Software Pvt Ltd and Mr Vijay Vedantam, HMA Individual Member & Vice President, Atlas Financial Research Consulting Pvt Ltd.



Mr Ravi Kumar Peesapati, Secretary, HMA; Mr M Gopalakrishna, IAS, (Retd) HMA Life Member, Former Chairman, Rural Electrification Corporation addressing the gathering; Mr. Sravan Kumar Madap, President, HMA & Mr. K Harishchandra Prasad, Convener Lecture Meetings, HMA

Lecture Meeting

Hyderabad Management Association conducted a Management Lecture Meeting on 'The Ethics, Values & Transparency in Corporate Management' on 26th August. The speaker was Mr M Gopalakrishna, IAS (Retd), HMA Life Member, Former Chairman, Rural Electrification. Mr. Sravan Kumar Madap, President of Hyderabad Management Association presided over the occasion and Mr. Ravi Kumar Peesapati, Secretary, HMA gave the vote of thanks.

Indore Management Association

Evolution for Excellence

IMA organised Evolution for Excellence workshop on the topic Competencies Mapping and Assessments on 2nd August. The facilitator for the session was Lt. Shalabh Agrawal.



Dr. Sameer Golwelkar during Centre of Excellence

Reader's Clique

IMA organised a book review on the book 'Rework' in IMA Reader's Clique on 10th August with Mr. Virendra Goel.



CA Navin Khandelwal during the Management Film Show



Lt. Shalabh Agrawal addressing

Centre of Excellence

IMA organised Centre of Excellence (COE), an evening talk on the topic 'Violence' on 4th August with Dr. Sameer Golwelkar, a counselor at his centre 'Options Guidance and Counseling'.



Mr. Virendra Goel during IMA Reader's Clique

Film Show

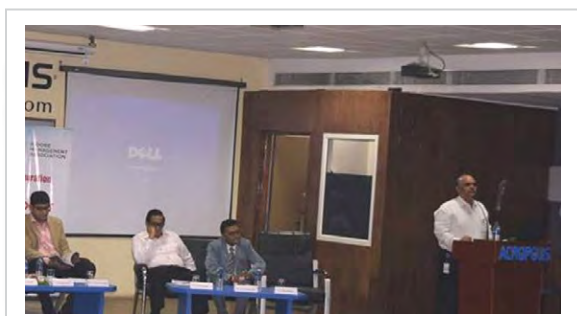
Indore Management Association organised a Management Film Show on Learnings from T20 World Cup 2016 on 22nd August. The facilitators for the session were CA Nikhil Nainani and CA Navin Khandelwal.

Training@doorstep

IMA organised Training@doorstep on the topic 'Effective Internal Coordination for Productive Outputs' on 23rd August at Cummins Turbo Technologies India Ltd., Pithampur. The facilitator for the session was Mr. Shashank Kasliwal, Director and Founder Emotional Intelligence Inc.



Mr. Shashank Kasliwal during IMA Training@doorstep.



Dr. Rajendra Joshi addressing the inauguration of IMA Student Chapter

Student Chapter

IMA inaugurated Student Chapter at Acropolis Institute of Management & Research, Indore on 24th August.

HR Forum Meeting

IMA organised its HR Forum Meeting, on the topic 'Quality of Work Life in Maintaining Work life Balances' for management professionals on 26th August. The facilitator for the session was Mr. R. S. Patil, Chairman & Managing Director of Deccan Group of Companies.



Mr. R. S. Patil addressing the participants

Jalandhar Management Association

Jalandhar Management Association organised a session on 'The Power of Whole Brain Thinking' for the students and faculty of the Apeejay Institute of Management Technical Campus, Jalandhar, The resource person was Dr. Shankar Goenka, CEO & Country Head, Wow Factors (India) who is a distinguished corporate trainer and a life coach. Dr. Rajesh Bagga, Director, Apeejay Institute of Management thanked JMA for organising this highly informative session. Mr. Ahsanul Haq, President JMA thanked the keynote speaker and all students, faculty members & other guests for their active participation during the session.



(L-R) Vishal Sharma, General Secretary, JMA; Ahsanul Haq, President, JMA; Dr. Rajesh Bagga, Director, Apeejay Institute of Management; Shankar Goenka, CEO, Wow Factors (India) & keynote speaker for the day

Kerala Management Association

The Inaugural Event of KMA Activities 2016-17 was held on 11th August. The Chief Guest of the function was Mr. T.P. Sreenivasan, IFS (Retd.), Former Indian Ambassador to the United Nations. Dr. Prakash K. Chathoth, Professor, Department of Marketing and Information Systems, School of Business Administration, American University of Sharjah, UAE delivered the keynote address on the topic 'Managing Organisational and Service Leadership – Emerging Trends'.



Mr. T. P. Sreenivasan, IFS delivering the inaugural address

Lucknow Management Association

Talk

LMA in collaboration with NHRDN and TiE organised a talk on 'Effective Public Speaking for Business Success' by Mr. Pawan Gupta on 1st August. Mr. Pawan Gupta is an author and Executive Coach. He has worked for 27 years in business and product strategy and has developed businesses in 24 countries.



Effective Public Speaking for Business Success

Presentation

Government of Uttar Pradesh invited LMA research group on 5th August to present its report on 'Evidence Based Research Study on Ease of Doing Business in Uttar Pradesh'. The LMA research group comprised Professor Debashis Chatterjee and Professor Jabir Ali of IIM Lucknow, Professor Ashraf Rizvi, Director, Jaipuria Institute of Management; Professors Kavita Pathak, Hemendra Gupta, Maneesh Yadav of JIML and Mr. A.K. Mathur Vice President & Executive Director LMA. Mr. Alok Ranjan, Chief Advisor to Hon. Chief Minister, U.P.; Mr. Sanjay Agarwal, Principal Secretary, Infrastructure and Industrial Development; Mrs. Nivedita Shukla Verma, Principal Secretary, Horticulture and Food Processing; Mr. Anil Kumar, Principal Secretary, Registration; Dr. Rajneesh Dube, Principal Secretary, MSME; Mrs Alka Nanda, Secretary, Industries and Mrs. Kanchan Verma, Executive Director, Udyog Bandhu were among many senior officers who were part of the programme.



LMA Research Group in discussion

Interactive Sessions

Ministry of Human Resource Development, Govt of India issued Consultation paper based on a draft of National Education Policy (NEP) 2016 and invited public comments thereon. LMA organised an interactive session on 8th August for generating responses on the draft policy from the stakeholders including State Government, some eminent domain experts and LMA members to be submitted to MHRD. The session was chaired by Mr. Alok Ranjan, Chief Advisor to Hon. Chief Minister, Uttar Pradesh.

An interactive session on 'Enabling Employability | Expanding Employment through Service Science' was organised on 12th August. The interaction was led by Dr. Rajan Johri, Managing Director LeadWynn, a Service Science Consultancy affiliated to Institute of Service Science, Zurich University and was attended by Head/Dean, Management and Engineering Faculties and their faculty colleagues of BBD University. Another interactive session was held on 29th August.



Consultation Paper on Draft of National Education Policy 2016



Evidence Based Research Study on Ease of Doing Business in UP



Enabling Employability - Expanding Employment

LMA organised an interactive session on 'Evidence Based Research Study on Ease of Doing Business in Uttar Pradesh' on 29th August with representatives of Cuts International including its Director Mr. Udai S. Mehta. Information on business climate in various states was shared with the visiting team during the session.

Workshop

Young Managers forum of LMA organised a workshop on 'Quest for Quality: Improving Personal Effectiveness' in collaboration with Department of Business Administration, University of Lucknow on 20th August. The workshop was led by Mr. Vikas Gupta, an alumnus of IIT Banaras and IIM Calcutta, and a solar energy entrepreneur.



Felicitation of the speaker

Ludhiana Management Association

LMA organised a Mentoring Session for Young Entrepreneurs on 11th August with Mr Sachit Jain, Jt Managing Director, Vardhman Textiles Limited & Past President, LMA. Mr Jain shared with young entrepreneurs various intricacies in starting & running any business enterprise, providing leadership & managing in uncertain times. 28 members of Young Entrepreneur Forum of LMA participated.



Mr Sachit Jain conducting mentoring session for Young Entrepreneurs



Mr Sandesh Mestry addressing participants on 'Family Business - Leaving a Legacy'

Presentation

LMA organised a presentation on 'Family Business - Leaving a Legacy' on 17th August. Mr Sandesh Mestry, Director, MBMC Consulting Private Limited, Mumbai addressed the gathering and shared that 90% of the business in the world are family business and contribute to large extent in the economies of their countries. 192 entrepreneurs and industrialists in family business, senior executives and professionals attended the programme.

Session

A Motivational Session on 'Transition from College to Corporate Life' was held on 24th August. Mr V K Goyal, Executive Director & CEO, SEL Manufacturing Company Limited & Past President of LMA advised the students to develop aptitude & change their attitude on joining a corporate as an executive on completion of MBA Degree. 450 student members of LMA & 20 faculty members, from different institutions attended the session.



Mr V K Goyal interacting with the student members of LMA

Mangalore Management Association

Talk

Mangalore Management Association, SDM PG Centre for Management Studies & Research, Mangaluru and Mangalore Productivity Council, Mangaluru jointly organised an interaction with Tax Authorities on 23rd August. Mr. R. N.



Mr. R.N. Siddappaji, Adl. Commissioner of Income Tax, interaction on Income tax addressing.

Siddappaji, Addl. Commissioner of Income Tax and Mr K.A. Chandrakumar, IRS, Joint Commissioner of Income Tax, Mangaluru were speakers for the session.

Ms Sowmya Panduranga Rao, rendered the invocation. Dr. Devaraj K., Director, SDM PG Centre of Management Studies & Research presided over the function. Mr. J.H.G. and Mr P. Panduranga Rao, Life Member of MMA introduced the Chief Guests. Mr. M.R. Vasudeva, President, MMA expressed his views about the talk. Mr. H.M Bhandarkar, Life Member of MMA proposed the vote of thanks.

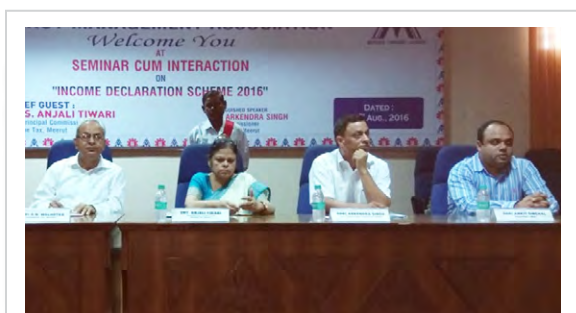
Meerut Management Association

Independence Day Celebration

Meerut Management Association in keeping with its tradition, celebrated Independence Day with Gyanoday Vatika, a venture, in which the school goes to children, rather than children going to school, where the 'Vatika' is the school, be it in a jhuggi or a tin shed or a quiet edge of a road. Flag hoisting was followed by cultural programmes organised by students of Gyanoday. On this occasion, MMA donated Rs. 11000/- for the welfare of underprivileged children who are unable to go to a regular School and are generally deprived of the joys of childhood.



(L-R) Mrs. Yogesh Garg, Mr. Ankit Singhal, President MMA, Mr. Rajeev Jain, Former President MMA, Mr. Ankur Jaggi, Vice President MMA



(L-R) Mr. A. N. Malhotra, Chairman IIA; Ms. Anjali Tiwari, Principal Commissioner, Income Tax, Meerut; Mr Arkendra Singh, Joint Commissioner, Income Tax, Meerut; Mr. Ankit Singhal, President MMA

Seminar

Meerut Management Association and Indian Industries Association jointly organised another successful seminar on 26th August. Ms Anjali Tiwari, Principal Commissioner, Income Tax, Meerut was the chief guest and Mr Arkendra Singh, Joint Commissioner, Income Tax, Meerut was the distinguished speaker who spoke on the Income Declaration Scheme 2016. MMA and IIA members were present in the seminar. Mr. A. N. Malhotra, Chairman Indian Industries Association and Mr. Ankit Singhal, President Meerut Management Association were the chair persons. The event was well attended by 50 participants.

Navsari Management Association

Wealth Conclave – II

The one day programme on ‘Wealth Conclave–II’ was organised by Navsari Management Association on 6th August. Mr. Piyushbhai Desai (M.L.A Navsari) inaugurated the programme. Some of the other speakers included Mr. Gurpreet Singh, Principal Consultant FIAI; Mr. Ashish Somaiya, CEO Motilal Oswal Asset Management; Mrs. Aditi Kothari Desai, Executive VP DSP BlackRock Investment; Mr. Sanjay Parikh, Fund Manager Reliance Nippon A M, Indian Markets and Dr. Porus Peshoton, VP Cigna TTK Health. More than 180 delegates attended the conclave and appreciated the programme content.



Mr Piyushbhai Desai inaugurating the conclave

SOCH

The Seminar on SOCH ‘Lateral thinking’ and ‘Creative problem solving’, was organised by Navsari Management Association on 7th August. The opening remarks were given by Mr. Lalit Pandya. The audience was welcomed by Mr. Haardik Nayak who elaborated the objective of the event. The expert for the programmes was Dr. Veena Pani who explained the different tools of lateral thinking and their implementation.



Participants in action – SOCH

Ethics in Business

The Seminar on ‘Ethics in Business’ was organised by Navsari Management Association on 21st August. Guruji G. Narayana from Baroda explained Ethics Vs. Ego. He also explained the four ‘Purnapurshotam’ of ethics, economy, expectation and enlightenment in personalities of Ram, Laxman, Shatrugna and Bharat.



Participants with Guruji G. Narayana

Seminar

A seminar on ‘Swasth Man Swasth Tan’ was organised on 28th August. Dr. Pankaj Parekh from Mumbai was the guest speaker and he gave a brief overview of healthy mind and body and how they co-relate with each other. More than 150 participants enjoyed the programme which concluded with a question and answer session.



President Hardik Nayak addressing the audience

Noida Management Association

A half day programme was organised on 27th August on the theme 'Cyber Crime, Mobile and PC Forensics/Fraud Investigations and PC and Mobile Data Recovery as Part of OWASP/NULL'. The chief guest of the programme was Dr. Gaurav Grover, IPS, ASP Noida who inaugurated the event. Mr Anuj Agarwal an eminent cyber expert was the keynote speaker. 70 participants attended the programme from different organisations dealing in cyber crime investigations. Mr SN Singh, Hony Secretary, Noida Management Association welcomed the chief guest and other participants in NMA House. The programme was a great success and members demanded a repeat programme on the subject.



Half day programme on Cyber Security



Achieving Breakthrough in Profits and Cash Flows

Noida Management Association jointly organised a programme with Indian Society of Management Accountants and Institute of Company Secretary of India on 20th August on the subject 'Achieving Breakthrough in Profits and Cash Flows'. Mr. Vinay Agarwal, Managing Partner of PGT Partners was the speaker and Mr Amit Sinha, Managing Partner and Founder Panamax Indigram Advisors was the guest of honour. Mr SK Tomer, President and Mr SN Singh, Hony Secretary, NMA welcomed all the members and the guest speaker. The programme was well attended by members of Noida Management Association.

Quilon Management Association

Quilon Management Association (QMA) jointly with The Institution of Engineers (India), Kollam Local Centre (Chemical Division Board of IEI) organised talk on the topic 'Creation of Startup Systems in Kerala and Challenges' on 1st August. Mr P H Kurian, IAS, Principal Secretary (Revenue), Govt. of Kerala was the chief guest. Mr Rajendra Prasad chaired the session and Mr Sreeraj gave the welcome speech. Mr Madhu introduced the chief guest and Dr. Jose proposed the vote of thanks.



Mr P H Kurian, I A S, Principal Secretary (Revenue), Govt. of Kerala addressing as Mr Rajendra Prasad, Dr. Jose and Mr Sreeraj look on

Rajkot Management Association

Rajkot Management Association (RMA) held a half day Seminar on 'Quality for Education Excellence' for engineering and management faculty members of the region on 13th August. Dr. Himanshu Trivedi, Dr. R.K. Jain and Dr. Dharmesh Raval gave inspiring lectures on Quality for Education Excellence and student empowerment through support of faculty. This programme was partnered by American Society of Quality. The welcome speech was given by C A Kothari, President, RMA.



'Quality in Education Excellence' of Rajkot Management Association.

Rourkela Management Association

Talk

Management Association Rourkela (MAR) organised a talk on 'Make in India' on 23rd August in collaboration with Rourkela Steel Plant. Mr Sanjay C Kirloskar, CMD Kirloskar Brothers Limited made a presentation on this topic. Mr P K Pradhan, ED (P&A) RSP; Mr S Das, ED (Projects) RSP and President MAR, a large number of general managers, senior officers, members of MAR, guests were present during the function.



Mr Sanjay C Kirloskar, CMD Kirloskar Brothers Limited addressing. Mr Subhendra Das ED (Projects) RSP & President, Management Association Rourkela and Mr P K Pradhan ED (P&A) RSP on the dais

Tarapur Management Association

Evening Lecture

Tarapur Management Association organised an evening lecture programme on 'Art of Asking Questions??' on 19th August. The speaker of the session was Mr Narayan Mohite, Past President of TMA, Past President of Rotary Club and Financial Consultant. During the session he touched upon various techniques while framing a question based on the nature of the discussion and also emphasised to be a good listener prior to be a questioner. The programme was well attended by the executives from various industries of this area and also the members of TMA.



Guest speaker Mr Mohite being presented with a memento by Mr SS Nair, Executive Member of TMA

Film show

A film show on ‘Business Legends – A series of Success Stories of Business Tycoons’ was organised on 27th August. In this series the success story of Mr Sunil Bharti Mittal, Founder & Chairman of Bharti Enterprises was shown through the film by the joint initiative of HSBC & CNBC TV18.

Thrissur Management Association

26th Annual General Meeting

Thrissur Management Association organised its 26th Annual General Meeting on 4th August. Election for the new office bearers was conducted and results were announced on the same day. The event was attended by 120 members.

Independence Day Initiative

On Independence Day, 15th August, TMA in association with Surya Arts and Sports Club distributed free rice to feed the poor.

Outbound Managing Committee Meeting

The Outbound Managing Committee Meeting of TMA was held on 18th August. Around 30 members participated in the meeting.



26th AGM of Thrissur Management Association



Mr. S. Sreeraman about Venture Capital and Start-ups Finance

Inaugural event of TMA Student Chapter Activities

The inaugural event of TMA Student Chapter activities 2016-17 was conducted on 16th August. Mr S. Sreeraman, Director, Bee-Hive Ventures was the Chief Guest for the occasion. The theme for the event was ‘Venture Capital and Start-Ups Finance’.

The event was attended and appreciated by 120 participants.

Inaugural Event of TMA Activities

The inaugural event of TMA activities 2016-17 was held on 27th August on the theme ‘GST – The Way Forward’. Mr Venugopal C. Govind, FCA, Sr. Managing Partner, Varma & Varma Chartered Accountants and Prof V K Vijayakumar, Investment Strategist, Geojit BNP Paribas were the chief guests for the session. The event was attended by 128 delegates.



Prof V K Vijayakumar addressing members

Lecture Series

TMA in association with Bankers club organised a lecture on the topic ‘Relevance of Insurance in Modern Times’ on 25th August. Mr. P. K. Vijayakumar IRS, Insurance Ombudsman & Managing Committee Member, TMA was the chief guest. 150 participants attended the session.



Mr. P.K. Vijayakumar IRS (Insurance Ombudsman) addressing

Trivandrum Management Association

Workshop

Trivandrum Management Association organised a workshop on the subject ‘New Companies Act, 2013’ led by CS Anshul Kumar Jain, Partner, Mehta & Mehta, Company Secretaries, Mumbai. The session was held on 5th August and was very well received by the delegates.



Mr. E.M Najeeb, Chairman & Managing Director, Air Travel Enterprises India Ltd (right) giving a memento to CS Anshul Kumar Jain



Prof. Rajit Karunkaran Nair addressing

Lecture Programme

Trivandrum Management Association organised an evening lecture programme on ‘Steve Jobs – An Inspiring Leader and Innovator – A Flashback’ by Prof. Rajit Karunkaran Nair, Director, Rajadhani Business School, Trivandrum on 26th August. The lecture provided an insight into the lesser known facets and traits of Steve Jobs. The session was very interesting and informative and well attended and received by the participants.



5TH YOUNG LEADERS RETREAT 2016

A country for the Young- Building a New Destiny

2-4 December, 2016 - Hotel Vivanta by Taj, Fort Aquada, Goa

Retreat Co-Chair

Sanjeev Bikhchandani
Founder and Executive Vice Chairman
Naukri.com

Vineet Agarwal
Managing Director
Transport Corporation of India Ltd

Participation Fee

- Rs 90,000.00 plus 15% Service Tax Per Participant which includes the course fee, study material, cost of accommodation from 2 - 4 December 2016 (02nights), breakfast, lunches, dinners as per itinerary.
- Early Bird Discount: Rs 10,000 discount per participant for registrations received along with participation fees by 15th October, 2016.
- For online registration, please visit www.aima.in

Surajit Bit

Deputy Director

All India Management Association

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Tel: 011-24608511 Ext: 542, Email: sbit@aima.in, Website: www.aima.in

AIMA Events Calendar

Event	Conference Director	Venue	Date
20th Student Management Games (SMG 2016)		Pune & Baroda	19-20 September 2016
		Indore	22-24 September 2016
		Hyderabad	27-28 September 2016
		Coimbatore	03-05 October 2016
		New Delhi	17-18 October 2016
		Ghaziabad	19-21 October 2016
		Online	07-09 November 2016
43rd National Management Convention		New Delhi	21-22 September 2016
54th SYMP		Lucknow	22 October 2016
13th National Competition for Young India		Bangalore	16 November 2016
		Hyderabad	18 November 2016
		Chennai	21 November 2016
		Mumbai	24 November 2016
		Delhi	28 November 2016
Grand Finale	06 December 2016		
14th HRM Summit	TV Mohandas Pai Chairman, Manipal Global Education	New Delhi	01 December 2016
5th Young Leaders Retreat	Sanjeev Bikhchandani Founder and Executive Vice Chairman, Info Edge and Vineet Agarwal, Managing Director, TCIL	Goa	02-04 December 2016

Event	Conference Director	Venue	Date
2nd India - Dubai Conference	Sunil Kant Munjal Vice President, AIMA & Chairman, Hero Corporate Service P Ltd	Dubai	30 January 2017
7th Senior Leadership Retreat	Sunil Kant Munjal Vice President, AIMA & Chairman, Hero Corporate Service P Ltd	Goa	10-12 February 2017
61st Foundation Day & 11th National Management Day		New Delhi	21 February 2017
3rd National Leadership Conclave	Sanjiv Goenka Chairman, RP Sanjiv Goenka Group	New Delhi	22-23 March 2017
Managing India Awards 2016	Sanjiv Goenka Chairman, RP Sanjiv Goenka Group	New Delhi	22 April 2017

To view full calendar please visit www.aima.in

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- Use of Google Analytics and other tools.
- Use of Social Media Marketing in today's global environment

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- Search Engine Marketing/Google Analytics and Display ads
- Social Media Marketing
- Email Marketing
- Web Analytics

Program Fee

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Online Weekend Programme: 3-4 hours (Saturday/Sunday)

For more details, please contact:

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AIMA

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