

AIMA News

AIMA'S MONTHLY E-MAGAZINE

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

AUGUST 2019



Dear Readers,

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

A pioneer in the field of education, a large number of students and working professionals / academia have benefitted from AIMA's management education programmes and courses over the years. AIMA recently awarded management qualifications to 1205 students at its 24th Convocation, of which 15 scholars were awarded PhD in Business Administration, through the Aligarh Muslim University. Mr D Shivakumar, Past President, AIMA and Group Executive President, Business Development & Corporate Strategy, Aditya Birla Group, was the Convocation speaker and Mr Harshavardhan Neotia, President, AIMA and Chairman, Ambuja Neotia Group presented credentials to the students.

To help HR professionals cope with the challenges posed by disruption, AIMA organised its 8th HR Leadership Retreat on the theme 'HR Innovations in the Age of Disruption'. The retreat was chaired by Mr Pramod Bhasin, Founder, Genpact and Chairman, Clix Capital; and brought together CHROs, senior HR professionals and decision makers from across the industry for a dialogue with CEOs and HR leaders. You will find more details inside.

With an aim to reach out to the management students in the North East, AIMA conducted the first-ever Shaping Young Minds Programme in collaboration with Guwahati Management Association at Shillong. Mr Conrad K Sangma, Chief Minister of Meghalaya was the Chief Guest of the programme. The programme was addressed by eminent speakers and was very well attended by over 850 students.

In addition, AIMA organised a book launch of Ms Rashmi Bansal's latest book titled 'Shine Bright - Inspiring Stories of CEOs who are Intrapreneurs'. Mr Amitabh Kant, CEO, NITI Aayog; Mr R Mukundan, Managing Director and CEO, TATA Chemicals were among the panellists at an interactive session held in AIMA recently.

AIMA continued to provide platforms for management practitioners, students and academicians to hone their skills and enhance their knowledge. AIMA recently held the grand finale of the 45th National Competition for Young Managers in Delhi after holding regional rounds across the country which witnessed participation of over a hundred teams. AIMA's India Case Research Centre (ICRC) organised a two day workshop on Case Teaching and Writing for University/B School Faculty and Research scholars at Mumbai. Several training programmes, courses, testing and assessment services were also availed during the period.

Detailed reports are carried inside along with updates from the Local Management Associations and some interesting articles on management.

In a few days from now, AIMA will see its customary change of guard at the 46th National Management Convention at New Delhi on 17th-18th September 2019, which will be addressed by industry thought leaders and policy makers. We look forward to reporting details on this mega event in our next issue.

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

Warm Regards

Rekha Sethi
Director General

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Chairman

Ambuja Neotia Group

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Chairman & Managing Director

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CONTENTS



04 Convocation

AIMA SNAPSHOTS

06 AIMA 8TH HR LEADERSHIP RETREAT



08 73RD SHAPING YOUNG MINDS PROGRAMME



10 INTERACTIVE SESSION



12 NATIONAL COMPETITION FOR YOUNG MANAGERS



13 WORKSHOP ON CASE TEACHING AND WRITING

IN LIGHTER VEIN

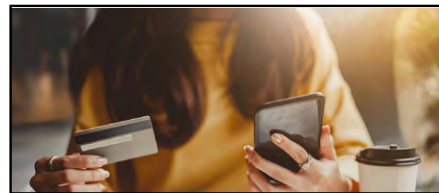
15 GHOST OF FATEH KAUR

FEATURES

17 HIRE LEADERS FOR WHAT THEY CAN DO, NOT WHAT THEY HAVE DONE



21 WITH "RETARGETED" ADVERTISING, SOONER IS BETTER THAN LATER



25 NEWS FROM LMA



64 AIMA EVENTS CALENDAR

Global Advanced Management Programme 2019

Prospects and Challenges for Business in China's new context

November 17th – 22nd, 2019
Beijing, China

Programme Director

Mr Claude Smadja, Former Managing Director,
World Economic Forum and President, Smadja & Associates Inc.

Programme Background

China has emerged as the new superpower on the basis of an ecosystem which spots, encourages and rewards merit. The policy of encouraging new business models, development and deployment of latest technologies has enabled the Nation to march ahead by creating wealth and lifting millions out of poverty. The focus on robust infrastructure and nation-building has made the country a role model for the countries like India to follow. It has also excelled in developing Artificial Intelligence and Robotics and in some areas of Innovation considered even ahead of the Silicon Valley.

Global Advanced Management Programme in Beijing, China, will cover case discussions, presentations, executive panels, site visits and interaction with the top management teams of some of the best companies in China. The learning experience will be very intensive and interactive and one that will have immediate relevance and impact.

Objective

To create a programme for the participants that will allow them to get a better understanding of what is going on in China's economic, business, political and social scene, identify key drivers and factors guiding some Chinese corporations strategies, help identify the key opportunities and challenges linked to doing business in and with China and start new relationships with Chinese companies and entrepreneurs.

Course Fee

USD 8000 + GST per participant (in equivalent INR).

Early Bird Discount of USD 500 per participant for registrations received along with participation fees by 30th September, 2019

For online registration and payments, please visit www.aima.in

For further details, please contact :

Mansoor Hassan-Manager

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24th Convocation



Bhimaraya Metri, Chairman, AIMA Board of Studies and Director, IIM Tiruchirappalli; Rekha Sethi, Director General, AIMA; Harshavardhan Neotia, President, AIMA and Chairman, Ambuja Neotia Group; D Shivakumar, Past President, AIMA & Group Executive President, Corporate Strategy & Business Development, Aditya Birla Group; Sanjay Kirloskar, Senior Vice President, AIMA and Chairman & Managing Director, Kirloskar Brothers and Raj Agrawal, Director, Centre for Management Education, AIMA

AIMA presented management qualifications to 1205 students at its 24th Convocation on 19 August 2019. 562 students were awarded Post-Graduate Diplomas in Management, including PGDM in IT, and 566 students received Post-Graduate Certificates in Management at the 24th Convocation of All India Management Association (AIMA). In addition, 15 AIMA students were awarded PhDs in Business Administration by Aligarh Muslim University and 62 students got their certificates for completing short-term courses.

AIMA President and Chairman, Ambuja Neotia Group, Mr Harshavardhan Neotia conferred



Harshavardhan Neotia, President, AIMA and Chairman, Ambuja Neotia Group

the credentials on AIMA students. He said that education was the most gratifying part of AIMA's mission and it was a privilege to help more than a thousand students get their management qualification each year. He reminded students that they were graduating at a challenging time for the domestic and the international economies and they could see this as an opportunity to innovate.

Delivering the convocation address, Mr D Shivakumar, Group Executive President, Corporate Strategy, Aditya Birla Group, urged students to appreciate failure and learn from it. "If you do not innovate, you will not take risk, and if you do not take risk you will not succeed," he said. He gave the example of Nokia board's decision to choose a proven Windows system

for its smart phones over Android despite the advice of the senior management.

Mr Sanjay Kirloskar, Senior Vice President, AIMA and Chairman & Managing Director, Kirloskar Brothers advised students to pursue wealth with values. "The best way to make money is to solve other people's problems and improve the way they live and work," he said.

The convocation was also addressed by Dr Bhimaraya Metri, Chairman, AIMA Board of Studies who presented a report on AIMA Centre for Management; Ms Rekha Sethi, Director General, AIMA and Dr Raj Agrawal, Director, Centre for Management Education, AIMA. Prof. S Balasubramanian, Director, GRG Centre for Advanced Studies, Coimbatore was awarded AIMA Fellowship during the convocation.



D Shivakumar, Past President, AIMA & Group Executive President, Corporate Strategy & Business Development



Prof S Balasubramanian, Director, GRG Centre for Advanced Studies receiving the AIMA Fellowship from Harshavardhan Neotia, President, AIMA & Chairman, Ambuja Neotia Group look on

8th HR Leadership Retreat



Participants of 8th HR Leadership Retreat

AIMA organised its 8th HR Leadership Retreat from 30th August to 1st September 2019 at Goa on the theme 'HR Innovations in the Age of Disruption'. The Retreat was chaired by Mr Pramod Bhasin, Founder, Genpact and Chairman, Clix Capital.

The Retreat was addressed by eminent industry experts including Mr D Shivakumar, Group Executive President, Corporate Strategy, Aditya Birla Group; Mr Pankaj Bansal, Co-founder and CEO, People Strong; Mr Devendra Chawla, MD & CEO, Spencer's Retail Ltd; Mr Richard Lobo, Executive Vice President & Head HR, Infosys; Mr Suresh Dutt Tripathi, Vice President Human Resource Management, Tata Steel; Mr Harshvendra Soin, Chief People Officer,

Tech Mahindra; Ms Pavitra Singh, HR Director & Head of Talent Acquisition, Asia Middle East &



Mr Pramod Bhasin, Founder, Genpact and Chairman, Clix Capital

North Africa, PepsiCo; and Mr Puneet Khurana, Vice President & Head - HR, Training & Admin, PolicyBazaar.com. The Retreat brought together CHRO's, senior HR professionals and decision makers from across the industry for a dialogue with the CEOs and HR leaders.

The Retreat was designed to learn from the experiences of successful leaders and organisations on the challenges being faced by HR in the new business landscape and the ways to modernise HR for a strategic role in business growth. The programme included sessions with experts on developing a range of new HR competencies including automation of HR processes, data analytics and use of artificial intelligence in employee acquisition, development and engagement.



D Shivakumar, Past President, AIMA & Group Executive President, Corporate Strategy & Business Development, Adiya Birla Group

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73rd Shaping Young Minds Programme



Release of SYMP Souvenir (L-R) UD'Ueto cj. 'Rt gukf gpv.'I wy cj cvk'O cpci go gpv'Cuuekecvkqp; 'Eqptcf 'M'Ukpi o c. 'Ej kgh'O kpkogt "qhl'j g" State of Meghalaya; S K Srivastava, Vice-Chancellor, North-Eastern Hill University and Sanjay'I tqxgt. 'F k'gewqt. 'NO C'Tgrv'kqpu' Membership and Young Leaders Council, AIMA

With an aim to reach out to the management students in the North East, AIMA conducted the first-ever SYMP in collaboration with Guwahati Management Association on 30th August 2019 at Shillong. Mr Conrad K Sangma, Chief Minister

of Meghalaya was the Chief Guest of the programme. Mr Sangma in his address shared that running a government is one of the most difficult management situations observing that the options of working with like minded



Vijay Thadani, Vice Chairman & Managing Director, NIIT Limited & Co-Founder-NIIT University



Ambassador Dr Deepak Vohra, Special Advisor, Prime Ministers of Lesotho and Guinea-Bissau & Ladakh Autonomous Hill Development Council, Kargil and Leh



Dr N C Borah, Chairman, GNRC Hospitals



Richard Rekhy, Board Member, KPMG in Dubai

people is limited. "Youth forms both the biggest challenge as well as the biggest resource and it is important to channelise the energy of youth in the right direction. Today there is a need for leaders to be accessible and approachable with a focus on team work," he said.

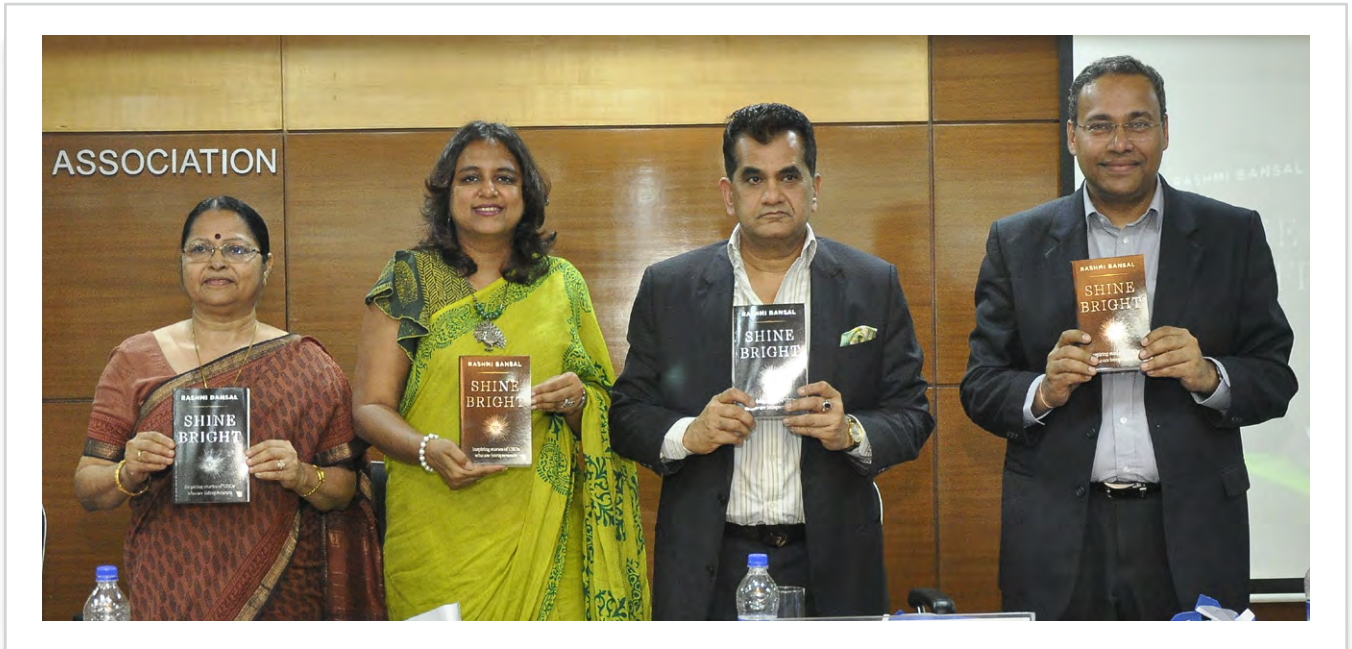
The speakers who addressed the participants included Mr Richard Rekhy, Board Member,

KPMG in Dubai; Mr Vijay Thadani, Vice Chairman & Managing Director, NIIT Limited & Co-Founder- NIIT University; Dr N C Borah, Chairman, GNRC Hospitals and Ambassador Dr Deepak Vohra, Special Advisor, Prime Ministers of Lesotho and Guinea-Bissau & Ladakh Autonomous Hill Development Council, Kargil and Leh. The programme was very well attended by over 850 students.



Conrad K Sangma, Chief Minister of the State of Meghalaya with SYMP speakers and participants

Interactive Session



Chitra Gupta, Principal Sarvodaya Kanya Vidyalaya School; Rashmi Bansal, Author & writer; Amitabh Kant, CEO, NITI Ayog and R Mukundan, Managing Director and CEO TATA Chemicals

AIMA and Westland Publications jointly organised a Session & Launch of Book 'Shine Bright - Inspiring Stories of CEOs who are Intrapreneurs' with author Ms Rashmi Bansal. The session included an unveiling of the book followed by a discussion with panelists Mr Amitabh Kant, CEO, NITI Ayog, Ms Chitra Gupta, Principal Sarvodaya Kanya Vidyalaya School and Mr R Mukundan, Managing Director and CEO TATA Chemicals. The panelists shared how inspite of not being an entrepreneur one can make an impact within the ambit of a job and be an agent of change. The session was well appreciated by the participants.



Amitabh Kant, CEO, NITI Ayog

Battle of the Titans



CORPORATE MANAGEMENT OLYMPIAD 2019

15th & 16th November 2019

Management Quiz Competition
Business Simulation Competition (AIMA BizLab)
Case Study Competition
Business Modelling Competition

www.aimacorporateolympiad.com



Venue : Scope Complex, Lodhi Road, New Delhi

For registration contact:

Ravi Jangra

Deputy Director - Centre for Management Development (CMD)

All India Management Association

National Competition for Young Managers



Winning teams of National Competition for Young Managers

The 45th National Competition for Young Managers was held on the theme 'Smart Organisation: Innovative, Capable, Competitive'. The regional rounds were successfully conducted on 26 July in Kolkata, 5 August in Bangalore, 8-9 August in Mumbai and 22-23 August in Delhi. The Grand Finale was held on 30 August 2019 at New Delhi.

KHS Machinery Limited emerged as the National Champions, Rashtriya Ispat Nigam Limited were first Runner-up and Bharat Heavy Electricals Limited were the second Runners-up respectively. The Best Young Manager position was shared by Ms Jenil Mehta of KHS Machinery

Limited and Mr Naman Hans of Bharat Heavy Electricals Limited.

This year jury members at the grand finale were Mr Pravin Purang, Chancellor, O P Jindal University and Former Managing Director, Eicher Motors; Mr Rama Shankar Pandey, Managing Director, Hella India Private Limited; Ms Monisha Chowla, Co-Founder, Ikigai Communications; Mr Puneet Agarwal, Vice Chairman, MIET Group of Institutions and Mr. Mario Schmidt, Managing Director, Lingel Windows and Doors Technologies Pvt. Ltd. Around 110 teams participated in the competition.

Workshop on Case Teaching and Writing



Participants of Case Teaching & Writing workshop

AIMA, India Case Research Centre (ICRC) organised a two day workshop on Case Teaching and Writing for University/B School Faculty and Research scholars on 30-31 August 2019 at Mumbai.

The workshop was inaugurated by Dr Rajiv Kumar, Advisor, All India Council for Technical Education (AICTE) and Prof Rajan Saxena, Chairperson, AIMA-India Case Research Centre and Vice-Chancellor & Distinguished Professor, Narsee Monjee Institute of Management Studies (NMIMS) delivered the keynote address. Mr A K Sen Gupta, Founder and Convener at Higher Education Forum, Ex-Director SIES; Dr Vinod Kumar President, SME Forum; Dr Meeta Sengupta Founder of the Centre for Education Strategy; Dr Raj Agarwal, Director AIMA – Centre for Management Education; Dr Meena Saxena, Director-International Linkages, Narsee Monjee Institute of Management Studies

(NMIMS); Prof Bala Krishnamoorthy Associate Dean & Prof (Strategy), NMIMS; and Dr Anuja Pandey, Associate Professor, AIMA CME were the eminent faculty in panel discussion and technical sessions of the workshop.

The objective of the workshop was to equip the participants with the skill of Case Teaching and Writing. The cases drafted during the workshop was mentored by ICRC. 45 faculty members from various B School and university departments were trained during this workshop.

AIMA's India Case Research Centre (ICRC) is developing, aggregating and distributing India-centric management research. Many leading B-Schools, including ISB and some IIMs have tied up with ICRC for distribution of their case studies through ICRC portal. AICTE and ICRC are collaborating in holding case writing workshops in four metros of the country.

17th Global Advanced Management Programme

AIMA
ALL INDIA MANAGEMENT ASSOCIATION

Connecting with Israel's innovation dynamics

01-06 February, 2020: Tel Aviv, Israel

Programme Objectives

This five-day Global Advanced Management Programme will allow participants to

- Understand the key factors driving Israel's unique innovation dynamism and the characteristics which make it a 'startup nation'
- Get insights on how Israel's startup ecosystem works
- Interact with top Israeli entrepreneurs
- Explore how their companies can possibly benefit from Israel's technological advances and leverage new insights from, and relationships with, the Israeli innovation ecosystem.

Registration Details

- **Delegate Fee per participant:** INR equivalent of USD 8500 per participant
- **Inaugural Discount:** USD 750 per participant for registrations received along with participation fee by 30th November, 2019.

GST: 18% or as applicable on the date of fee payment will be charged on the participation fee.

AIMA GSTIN ID No. : 07AAATA1644A1ZH

AIMA PAN No. : AAATA 1644 A

For online registration, please visit www.aima.in

For more details please contact:

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Management House, 14 Institutional Area, Lodhi Road, New Delhi – 110003, India. Ph: +91 11 24608511, Website: www.aima.in

Programme Director



Claude Smadja

President, Smadja & Smadja Strategic Advisory and
Former Managing Director, World Economic Forum

Ghost of Fateh Kaur

Recently I was invited by the Punjab Government's Principal Secretary – Tourism to chair the inaugural session of a workshop cum Seminar on Integrated Tourism and Development of Creative Industries in Punjab. This was to mark the launch of a project involving the State's Heritage and Craft traditions. Impressive title of the programme and the fact that it was being held in Patiala – where I had spent 6 months, during 1961, undergoing training in a local factory – were reason enough to accept. In fact I was nostalgic about the trip.

Organisers had made all arrangements. I took a Spice Jet evening flight to Chandigarh where a cab was to meet and ferry me to the Baradari Palace Hotel, now a Neerana property, to stay overnight. Conveniently this was also the venue for the event. We reached the hotel around 9 pm. Minor glitches like the taxi reporting late and the driver not knowing where to take me in Patiala didn't really matter; these are par for the course when you are dealing with the sarkaar.

Once at the hotel, there were a lot of people waiting to welcome. I was promptly checked in by filling up the old style thick register and escorted to a room upstairs. I found myself in a comfortable room with a high four poster bed, antique furniture, a chandelier, framed portraits of King Edward VII, Queen Alexandria and, of course, a bigger one of Maharaja Bhupinder Singh (grandfather of the present scion and former chief minister of Punjab Capt. Amrinder Singh), a split AC, TV etc. Bathroom was a little bigger than the sleeping chamber with a standalone porcelain tub and, intriguingly, a young European woman's portrait next to it!

I unpacked quickly, freshened up and came down for an uneventful dinner. Short walk after dinner – during which I located the old landmark Sheran Wala Gate near which I had shared a rented room with a cousin – and I walked up again to my room for a good night's rest.

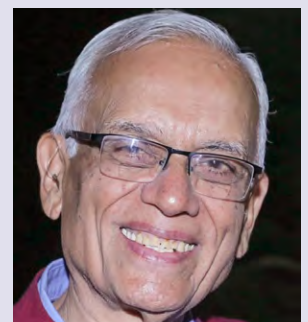
It was then that I noticed the brass name plate on the wall next to the door with the words Rani Fateh Kaur. For

a moment I thought I had come to the wrong room. But the huge brass key tag in my hand also had the same name engraved on it. I walked up and down the corridors and found other similar plates, presumably proclaiming names of the erstwhile occupants of these rooms. I located Maharani Chakerian Wali, Rani Dominique, Rani Gayatri Devi, Rani Zohrra Lateef,and even Raja Amar Singh and Prince Robin. I found it all rather strange but decided to postpone my enquiries till the morning.

As I turned in, my imagination was running riot. The late Maharaja – as the legend goes – had 350 queens and concubines. Clearly some of them were lodged here. He and his ministers must have worked out a meticulous roster so as to keep the great man happy and also not to offend at least the senior ones amongst the chosen 350. Or, maybe, each one was to be ready every evening and await the monarch's visit.

I must have been dreaming. Maharaja's ghost got amorous that evening and took a fancy for Rani Fateh Kaur. He walked through the bolted door of my room, whispered something like "Fateh darling, asleep already? Or are you unwell sweetheart? Your Maharaja is ready for you tonight"; threw away his robes and was ready to grab my supine torso, when I woke up with a loud shriek.

Soon, some staff members came up running and were knocking loudly at my door. Gingerly I got up and opened the door – still dreading the Maharaja's presence in the room. I didn't know how to answer their anxious queries. Just managed to mumble an apology and "I had a bad dream". After they left, I had no choice except popping a sleeping pill to get a really well earned rest.



by Krishan Kalra
Past President, AIMA

Champions of change

Inspiring, Creating and Innovating

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



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For other information and membership please contact: **Rajni Yadav – Assistant Director**

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Hire Leaders for What They Can Do, Not What They Have Done

by Josh BersinTomas Chamorro-Premuzic

August 27, 2019



cranach/Getty Images

Fifty years have passed since the publication of *The Peter Principle*, but its rule still applies today. "In time, every post tends to be occupied by an employee who is incompetent to carry out its duties," noted Laurence J. Peter, the educator behind this famous work. His theory postulates that most competent people are promoted until they reach a position that is above their skill level, at which point they cease to grow.

Academic studies show that promotions are still

largely a reward for past performance, and that organizations continue to assume the attributes that have made someone successful so far will continue to make them successful in the future (even if their responsibilities change). This may explain why there are still a large number of incompetent leaders.

Organizations that wish to select the best people for leadership roles therefore need to change how they evaluate candidates. The next time you are filling a managerial position, ask yourself three questions:

1. Does the candidate have the skills to be a high-performing contributor or the skills to be an effective leader?

The performance level of individual contributors is measured largely through their ability, likability, and drive. Leadership, by contrast, demands a broader range of character traits, including high levels of integrity and low levels of dark-side behaviors born out of negative attributes like narcissism or psychopathy.

The difference between these two skill sets explains why great athletes often end up being mediocre coaches (and vice versa), and why high performers often fail to succeed in leadership positions.

We all know that the most successful salespeople, software developers, and stockbrokers have exceptional technical skills, domain knowledge, discipline, and abilities to self-manage. But can those same skills be used to get a group of people to ignore their selfish agendas and cooperate effectively as a team? Probably not. Leaders do need to obtain a certain level of technical competence to establish their credibility, but too much expertise in a single area can be a handicap. Experts are often hindered by fixed mindsets and narrow views, which result from their years of experience. Great leaders, however, are able to remain open and to adapt, no matter how experienced they are. They succeed because they are able to continually learn.

This has been proved in many situations, particularly in the area of sales. A recent academic study of over 200 firms found that performance as a salesperson was negatively correlated with performance as a sales manager. If you promote your number one salesperson to management, you create two problems: You lose your top salesperson and you gain a poor manager.

2. Can I really trust this candidate's individual performance measures?

The most common indicator of someone's performance is a single subjective rating by a direct line manager. This makes measures of performance vulnerable to bias, politics, and an employee's ability to manage up. Although peer-based and network-oriented performance management is growing, it is still in its infancy. As a result, performance measures may not be as reliable as you think.

This is likely why women still tend to be promoted less than men, even when their performance is identical. Many organizations promote people into leadership positions because they "create the right impression," even if their actual contributions are minimal.

If you ask yourself the above question, and the answer is "no," take some time to think about what good leadership looks like at your company. Are you looking for leaders who can drive great results? Bring people together? Listen and develop others? Or are you looking for leaders who can connect, innovate, and help evolve the business? Every company needs different types of leaders at different times, and someone who performs well in their current role may not be the right person to help you reach your most immediate goals.

3. Am I looking forward or backward?

The secret to selecting great leaders is to predict the future, not to reward the past. Every organization faces the problem of how to identify the people who are most likely to lead your teams through growing complexity, uncertainty, and change. Such individuals may have a very different profile from those who have succeeded in the past, as well as from those who are succeeding in the present.

Avoid promoting entirely based on culture fit.

Although you may have good intentions in doing it, it often results in a lack of diversity of thought and outdated leadership models. In today's ever-changing world, businesses are expected to grow as fast as the technologies surrounding them. Their models must be in constant transformation. What worked in the past and what is working in the present may not work at all in the future. Companies, then, need to get more comfortable thinking outside the box. This means taking "misfits" or "people who think differently" and placing them into leadership roles. Give them support and time to prove themselves. This is just one way to deepen your leadership pipeline.

You should also take an extra look at the people who "may not be ready," and analyze them on the

basis of their ambition, reputation, and passion for your business. Often the youngest, most agile, and most confident people turn into incredible leaders, even though their track record may not be the best. Mark Zuckerberg, one of the most successful CEOs in decades by many measures, had almost no business experience before he started Facebook. Steve Jobs had not run a large company before Apple, yet he had the insights, connections, and drive to make it a household name.

It's time to rethink the notion of leadership. If you move beyond promoting those with the most competence and start thinking more about those who can get you where you want to go, your company will thrive. In other words, start considering those who have high potential, not just top performers.

***Josh Bersin** is founder of Bersin by Deloitte, and now the Josh Bersin Academy, the research and professional development academy for HR and business leaders. He is a global research analyst, public speaker, and writer on the topics of corporate human resources, talent management, recruiting, leadership, technology, and the intersection between work and life.*

***Tomas Chamorro-Premuzic** is the Chief Talent Scientist at ManpowerGroup, a professor of business psychology at University College London and at Columbia University, and an associate at Harvard's Entrepreneurial Finance Lab. He's the author of *Why Do So Many Incompetent Men Become Leaders? (And How to Fix It)*. Find him on Twitter: @drtcp or at www.drtomas.com.*

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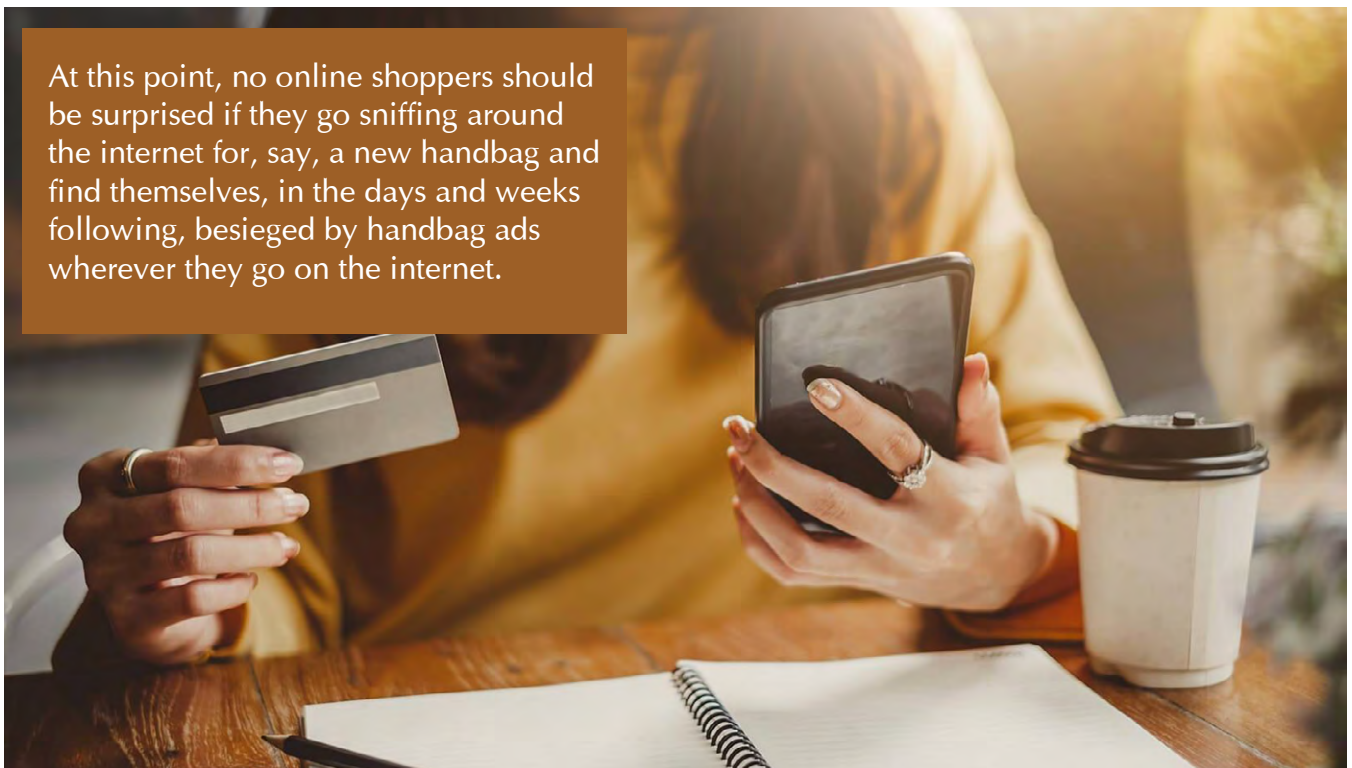
www.aima.in

With “Retargeted” Advertising, Sooner Is Better Than Later

You know those ads that follow you around online? New research shows that they work, especially when deployed early.

September 4, 2019 | by Aditi Malhotra

At this point, no online shoppers should be surprised if they go sniffing around the internet for, say, a new handbag and find themselves, in the days and weeks following, besieged by handbag ads wherever they go on the internet.



In the world of online marketing, this is known as “retargeted” advertising, and it has become ubiquitous. It works like this: When you visit an online store, the vendor places on your browser a cookie that ad exchanges can detect and use to push related ads onto other websites you visit or social media apps you use. The ads can be from the original vendor or one of its competitors.

And they work — recent surveys have shown that some marketers are spending more than half of their digital ad budgets on retargeting.

But many questions remain about how to deploy such ads effectively. For instance, should a retailer use one retargeting strategy for visitors who merely look at a product on its website and a different strategy

for those who add items to their digital “shopping carts” but stop short of making a purchase? And when should the retargeting campaign start — immediately after the visit or weeks later? And then how long should it last? One week? Four?

Retarget Early, Retarget Often

In a recent study, Stanford Graduate School of Business marketing professors Navdeep Sahni and Sridhar Narayanan set out to answer those questions and more. They designed an experiment to measure the effectiveness of various retargeting campaigns on more than 230,000 visitors to BuildDirect.com, a Canada-based retailer that sells home-improvement products, mostly to customers in the United States. BuildDirect employs multiple platforms for its retargeting campaigns, but this study focused on its use of Google’s DoubleClick, which tracks users through a combination of cookies and Google user IDs.

This is a relatively big deal since it goes against the canonical thinking.

Sridhar Narayanan

The professors created different categories of “frequency caps,” or the maximum number of retargeted ads that each customer would see during the four-week experiment. The range was wide, with some customers seeing zero ads over the entire period and some seeing up to 15 per day, every day.

The first thing the researchers found was that retargeting works: Among users who exited the BuildDirect website after viewing a product page (as opposed to creating a shopping cart), the retargeted ad campaign increased their likelihood of returning

to the site by nearly 15%.

“Retargeted ads do affect consumer behavior,” the researchers write. “A significant proportion of users, at both early and relatively advanced stages of purchase process, change their behavior because of the ads. This is consequential . . . because a returning consumer gives the marketplace another chance to sell its products and also gain revenues by showing relevant ads on its own website.”

Sahni and Narayanan also found that ads shown to users in the first week after their visit to the website were more effective than those shown in later weeks. In fact, about one-third of the effect of the first week’s advertising occurred on the first day, and half occurred in the first two days.

This finding runs counter to a current widespread assumption about retargeted ads, which is that they serve mainly as “reminders” to potential shoppers and thus are less effective when they’re served up in the immediate aftermath of a site visit.

“This is a relatively big deal since it goes against the canonical thinking,” says Narayanan.

The professors also found that such ads drive consumers back to the advertiser’s website even when they contain no additional information beyond what a consumer already learned in their initial site visit. This finding suggests that such ads can repeat known information and still be effective in increasing website engagement — especially for users who have created shopping carts, which is a sign that they have done significant research and thus already know a lot about the product.

Playing Defense

Another benefit of retargeted ads, the researchers found, was that they play a “defensive” role by making it harder for competitors’ ads to reach potential

customers, especially in the days immediately following the site visit.

“In a setting like ours, in which competitors also engage in aggressive retargeting, a consumer who leaves BuildDirect’s website is likely to be a target of a competitor’s ad campaign,” the researchers write. “Therefore, even if the ad does not provide the consumer with any new information, or remind her

of information she may have forgotten, its exposure increases the chances of the consumer coming back to BuildDirect.”

Perhaps the most significant takeaway from their study, Sahni and Narayanan say, is that it’s the first to quantify the benefits of immediacy in retargeting ads. “If a user is not advertised to in the first week,” they write, “advertising later might not be effective.”

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Ahmedabad Management Association

The highlight of this month's activities was the India-Japan Business & Tourism Conclave organised on 30th & 31st August. The Conclave was inaugurated by Mr Nitinbhai Patel, Hon'ble Deputy Chief Minister of Gujarat and the keynote address was delivered by Ambassador Sujan Chinoy, Director General, Institute for Defence Studies and Analysis and Former Indian Ambassador to Japan. Thematic sessions were conducted on Business and Tourism wherein dignitaries from Japan and India gave their presentations. The conclave was a huge success garnering participation from 300 people. Added attractions at the Conclave included #JapanSurprises: an exquisite photo exhibition on Japan Tourism; Only in Japan: a unique quiz session on fascinating facts of Japan and Launch of Nipponica: an innovative digital touchscreen encyclopaedia on Japan.

Several Lecture Programmes were organised during the month. Mr N P Desai, Chief Consultant, SME GIL Consultancy Pvt Ltd addressed on 'The Unexplored Gold Mines – Opportunities in Revival of Sick

MSMEs' on 2nd August. AMA also released the book on the same topic authored by the speaker. Mr Narendra Pandya addressed on 'Man Ki Baat Par Charcha' on 3rd August. Mr Solar D Suresh addressed on 'What a Common Man can do in Climate Change' on 8th August. Mr M S Sridhar, Smart Solutions, Mumbai addressed on 'E-Publishing – Emerging Opportunities' on 9th August. Mr Rajesh Jain, MD & CEO, UK India Global Business & Epitude Consultants addressed on 'Emotional Intelligence (EI) and its Importance in Personal and Professional Life' on 11th August. Dr Pratibha Athavale, Dentist and Social Worker addressed on 'A Single Handed Social Transformation' on 17th August. Dr Sugata Bose, Gardiner Professor of History, Harvard University addressed on 'Rediscovering the Freedom Fighter Netaji Subhash Chandra Bose: His Ideals for a Modern India' on 18th August.

AMA organised the Lecture Series on Business Compliance from 26th – 29th August. Eminent speakers addressed on the following topics during the lecture series. 'Registration, procedural and legal compliances – Labour Laws, PF and ESI' by Mr B B Vyas, Director, B B Vyas



Mr Nitinbhai Patel, Hon'ble Deputy CM of Gujarat inaugurating the India-Japan Business & Tourism Conclave



Mr D Suresh addressing the audience



Dr Pratibha Athavale during her talk

and Co. and Mr R B Vyas, Director, R B Vyas & Co. 'Pollution Control Compliances' by Mr T R Patel, Managing Director, T R Associates. 'GST Registration, Procedural Compliances' by CA Punit Prajapati, Managing Partner, Punit Prajapati & Co. 'Company Law Compliances' by CS Manish Buchasia, Proprietor, M S Buchasia & Associates

The S R Bhandari – AMA Best Speaker Award 2019 was conducted on 16th & 17th August. More than 100 participants competed in the preliminary round held on 16th August. Of these, 27 finalists were shortlisted for competing in the final round held on 17th August. Mr Manthan Eshwani was bestowed with the S R Bhandari-AMA Best Speaker Award 2019 along with a prize of INR 10,000. The entire contest was coordinated by Mr Suresh Mashruwala, Mr Narendra Pandya and Mr Francis Lobo.

AMA organised The Great India Quiz on August 10. Mr Sanjay Chakraborty conducted the quiz which garnered participation from 123 teams.

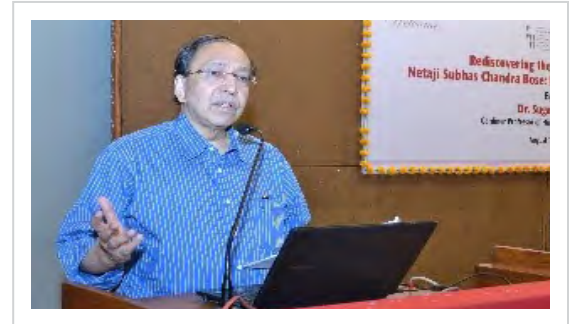
During the month, 2 Forum Meetings were conducted Mr Bhaskar Joshi, Management Consultant conducted the Book Forum on 22nd August with an address on the book 'The Hard Thing About Hard Things' authored by Mr Ben Horowitz. The inaugural session of CFO Forum was organised on 23rd August. Mr Rajiv Bhatt, Associate Partner, Ernst & Young LLP addressed and led the discussion on 'Multidimensional CFO – Partner in Value Creation'.

AMA conducted 56 MDPs and 1 In-Company Programme in this month focusing on a variety of subjects. Total 999 participants benefitted from these programmes.

Allahabad Management Association

AGM & Annual Day Celebrations

Allahabad Management Association organised its AGM & Annual Day on 4th August. The event started with a presentation of the activities of the financial year 2018-19 by the secretary Mr. AK Prasad followed by a presentation by the Vice President, Mr. Ravi Prakash wherein all the events of the year were highlighted.



Dr Sugata Bose, Gardiner Professor of History, Harvard University delivering his talk at AMA



Mr Sanjay Chakraborty with the finalists of The Great India Quiz



Mr. Justice Sashi Kant Gupta being presented a memento

The President Mr. Vibhav Bajpai in his speech apprised the increasing role of AIMA in society and announced the new office bearers which include Mr. O P Goel as Secretary, Mr. Pramod Bansal as Treasurer, Mr. Ravi Prakash and Mr. AK Prasad as Vice Presidents. The new executive committee for the year 2019-20 was also announced.

The chief guest was Hon'ble Mr. Justice Shashi Kant Gupta of Allahabad High Court. The chief guest in his role talked about the increasing role of judiciary in state administrative matters and also highlighted the management practises adopted by the judiciary at large.

Mr. V. Bajpai introduced the chief guest and Mr. Ravi Prakash proposed the vote of thanks. The programme was conducted deftly by the secretary Mr. AK Prasad. The programme was attended by 125 members of AIMA and directors of many colleges and industry.

Workshop

Allahabad Management Association as a part of its MOU with India Post organised a workshop on freedom movement with emphasis on meetings at Allahabad by the father of the nation Mahatma Gandhi on 8th August in collaboration with India Post & Ministry of Cultural Affairs. The speakers were Dr Yogeshwar Tiwari, HOD Dept of Med. & Modern History; Mr. RK Sharma, Dir., India Post Allahabad Div and Mr. Pramod Bansal, Treasurer, Allahabad Management Association.

A special cover was also released by the speakers. 25 members of AMA attended the event. This was the third event conducted by AMA in collaboration with India Post.

Interactive Session

Allahabad Management Association organised an Interactive Session on Neuro Linguistic Programming. The speaker was renowned NLP expert Mr. NK Narula. He apprised the members about how NLP can bring about changes in perception, communication and developing choices of response or communication in a given situation. The speaker also explained by a practical case study that everyone has all the resources to make positive changes in their own life. This was followed by a Q&A session which involved active participation of all the 35 members of AMA who were present in the event. Mr. OP Goel, Secretary AMA conducted the session and proposed the vote of thanks.



Mr. Pramod Bansal Treasurer AMA releasing the special cover



Mr. NK Narula NLP expert addressing the members of AMA

Baroda Management Association

Management Development Programme

Baroda Management Association organised a management development programme on 'Art of Pitching' on 13th August by Dr. Nirav Majmudar. The MDP gave the participants a great understanding on mastering the art of pitching and how it allows the sales team to stand out from others. The MDP also benefited the participants and enabled them in learning the art of closing faster and how to sell expensive products.



MDP on 'Art of Pitching'

Friday Evening Talk

BMA organised a Friday Evening Talk on 'Benefits of Alternative Therapies of Treatment' on 23rd August, and the speaker was Mr. Samarth Vyas. In this talk he explained the audience what positive and negative energy is and how it helps us. He explained what healing is and how it impacts a person.

BMA organised a Friday Evening Talk on '3 Inches of Life' on 30th August and the speaker was Ms. Meenakshi Gupta. In this talk, she discussed what those 3 inches of life actually are and their importance. She gave some success mantras to successfully attain those 3 inches and the science behind them.



FET on 'Benefits of Alternative Therapies of Treatment'



FET on '3 Inches of Life'

Bharuch District Management Association

Women's Forum Meet

BDMA organised its Women's Forum Meet on 21st August on topic 'Good Feng Shui... Pathway to a Prosperous Life'. Feng Shui expert Ms. Anjana Mistry explained in detail about 'Feng Shui, Myths about Feng Shui, Cosmic Trinity, etc'. She also spoke about benefits of Feng Shui such as increase in energy, help in finance and legal related matters, boost to business and career, improves health and so on. The talk was quite interesting & interactive.



Ms. Anjana Mistry, Feng Shui Expert delivering her talk on 'Good Feng Shui... Pathway to a Prosperous Life'



Mr. Sunil Agarkar (Legal Entrepreneur & Advocate) addressing

32nd HR Forum Meet

BDMA organised its 32nd consecutive HR Forum Meet on 28th August. The topic 'What's New in the Code on Wages 2019?' was discussed by Mr. Sunil Agarkar (Legal entrepreneur and Advocate – Bar Council of Gujarat). Mr. Sunil explained the topic to participants with latest changes in great details. The meet was attended by more than 50 HR professionals. The talk was very informative and interactive one.

Motivational Talk

BDMA organised a motivational talk for students of SVMIT College, Bharuch & P. P. Savani University, Kosamba on 30th August. BDMA Past President Mr. Sushil Kumar took the session on 'Motivation' for students of SVMIT College at Bharuch followed by session on 'Campus to Entrepreneurship' at P.P. Savani University, Kosamba. The sessions were very useful for the students of Engineering college and BBA final year students.



Mr. Sushil Kumar addressing the students at P.P. Savani University, Kosamba



Felicitating of Mr. Jaimin Shah

EHS Forum Meet

BDMA EHS Forum organised a talk on 'LEAN Management in EHS Excellence' on 31st August. Mr. Jaimin Shah (Sr. Trainer cum Consultant, GK Engineers) was the Guest Speaker of the session. Mr. Jaimin had a very interesting presentation and interactive talk with EHS professionals from surrounding industries. The feedback from the participants was very good.

Bhopal Management Association

Workshop

Bhopal Management Association affiliated to AIMA and PHD KAS successfully organised a Workshop on ‘Information Management Security System in Industries- Cyber Crime’ on 19th August. The following were the guest speakers: Dr. Mahesh Shukla, Chief General Manager, BSNL and Chairman BMA; Mr. LPS Bhadoria, Inspector, Cyber Cell, MP Police; Cyber Expert Mr. Yogesh Pandit, Faculty Cyber Security and Cyber Law at Administrative Academy, Govt. of Madhya Pradesh, Bhopal and Mr. K.B Lal, Asst. General Manager, Bank of India. The programme was conducted by Mr. R.G. Dwivedi, Co-Chairman and Mr. N.K. Chhibbar, Hon. Secretary, Bhopal Management Association proposed the vote of thanks to guests and participants. The workshop was attended by more than 50 participants.



(L to R) R.G. Dwivedi, Yogesh Pandit, Dr. Mahesh Shukla, LPS Bhadoria, K.B. Lal, N.K. Chhibbar

Courtesy Meet

BMA Courtesy Meet with Hon’ble Governor Mr Lalji Tandon, Govt. of M.P. at Governor House was held on 26th August. Dr. Mahesh Shukla, Chairman BMA and Chief General Manager BSNL, gave a brief about the activities of BMA. Mr. R.G. Dwivedi, Co-Chairman explained the future road map of BMA. Mr Lalji Tandon appreciated the efforts and work done by BMA for the betterment of industries, institutions and society. Mr. N.K. Chhibbar, Hon. Secretary; Dr. Rajpal Singh; Mr. G.K. Chhibbar, EC Members and Mr. Aamir Khan, Centre Coordinator, Bhopal Management Association were present at the meeting.



Mr Lalji Tandon, Hon’ble Governor; MP with Dr. Mahesh Shukla, N.K. Chhibbar, R.G. Dwivedi, Dr. Rajpal Singh, G.K. Chhibbar; Aamir Khan

Bombay Management Association

MDP

BMA organised a Management Development programme on the 3rd August, called ‘The Art of Managing Difficult People’.

The MDP was led by Ms. Nirmala Mehendale, Past President of BMA. The content of the programme was very rich and it emphasised on the importance of leadership through assertive behaviour and the activities that were performed led to self realisation and how to adapt our behaviour to adjust to different situations. The course also focused on managing inter-personal conflict, communication styles and collaboration.



Ms. Nirmala Mehendale Past President of BMA with the Participants

Leader 2020 programme

Bombay Management Association and Jamnalal Bajaj Institute of Management Studies jointly inaugurated the ‘Leader 2020 Leadership Development for the Next Decade’ programme by Chief Guest Mr. Pramath Sinha, Founder & Managing Director at Harappa Education on 2nd August.

In his address he shared that he always believed that anybody can do anything. What we want to do always doesn’t require motivation but if we see ourselves, how far we have come from what we were and what we are and how many years we have now to ‘grow exponentially’ and that is the exciting part of the world we live in.

Thereafter the Core team and the Advisory team of L2020 were felicitated by Ms. Chhaya Sehgal, President-BMA.



Chief Guest Mr. Pramath Sinha, Founder and MD at Harappa Education with Leader 2020 participants

Meeting

Bombay Management Association conducted a meeting for BMA Bandra Chapter Members at IES Institute of Management and Research on 9th August and after the meeting a short session was conducted by Advocate Satyanarayan Kollam. He spoke about the importance of making a will and covered the important points of will. The session was well appreciated by Bandra chapter members.

Emotional intelligence and conflict management

Bombay Management Association organised an educative event on ‘Emotional Intelligence and Conflict Management’ on the 10th August. The event was facilitated by Mr. Vicent D’Silva, Principal Consultant at Silva Management Services where he explained how Emotional Quotient is equally important as Intelligent Quotient. He shared real life examples through professional videos.



Advocate Satyanarayan Kollam with participants



Mr. Vincent D’silva with participants



Out of box production team

Theatre Play

Out of the box production organised a play ‘Kaise Karegay’ in collaboration with BMA on the 10th August with Abhishek Pattnaik and Darsheel Safary. Another comedy play title ‘Two Adorable Losers’ was held on 17th August.

Book Reviews

Two book reviews were uploaded in the month August for 'Attitude is Everything' by Jeff Keller and 'How to make better decisions' by Chip and Dan Heath.

Calcutta Management Association

Workshop

A workshop on 'Seal your Deal' held on 3rd August was organised by CMA in collaboration with Coherent Training. Mr Vibhor Tandon, Neuro-Linguistic Trainer & Mr. Ayaz Ahmed Shafi, Corporate Trainer were the trainers at the workshop. The workshop focussed on negotiation skills and brain based effective negotiations.



Session in progress with Mr Vibhor Tandon



Dr Suranjan Mukherjee being acknowledged

X-Talk

CMA has the privilege of organising one hour pep talks to employees of BPCL on a regular basis. This time Dr Suranjan Mukherjee MBBS, MD, MRCP, FRCP, CCT Respiratory Medicine spoke extensively on 'Sleep Apnoea' on 19th August and shared the importance of good sleep and side effects of stress and insomnia.

Knowledge Exchange Series

The first episode of the Knowledge Exchange Series for the FY 2019-20 was kicked off in style as Mr Abhishek Rungta, Founder & CEO, Indus Net Technologies spoke on 'Building and Managing Teams in the Digital Era' on 21st August. This was proclaimed by many as one of the most inspirational oration in CMA's platform. Mr Rungta emphasised on 'Leading from the back' by trying to break the age long leadership notion of 'Leading from the Front'. In a hall filled with 200 plus audience, the programme was very well appreciated.



Mr Abhishek Rungta during the programme

Money Skills

CMA held ‘Money Skills – A Financial Awareness Programme’ in collaboration with Guwahati Management Association at North Eastern Hill University, Shillong on 28th August. Not much needs to be said about this event of CMA, which is now almost a monthly fixture in CMA’s programme calendar. The speakers at the event were Mr Vibhor Tandon, AVP, MCX Ltd. and Mr Malay Biswas, Regional Manager, CDSL.



The speakers, office bearers of GMA & CMA at NEHU, with their Dean & HOD

Chandigarh Management Association

Chandigarh Management Association organised CMAx talk, a thought provoking session on ‘Role of Bureaucracy in Grassroot Development for New India’ on 31st August.

Mr. Manjiv Kumar Vohra, President CMA in his welcome speech highlighted the grassroot and national level issues, like the rural development, which has a direct bearing on our industry, business and country. General Secretary CMA, Mr. Tej K. Magazine introduced the distinguished speaker Mr Chander Shekhar, a Life Member of AIMA / CMA, Commissioner rank IAS officer, presently Secretary, Haryana State Human Rights Commission. The session concluded with a vote of thanks by Prof. JPS Nindra. The first e-Newsletter of the year 2019-20 (July 2019 issue), newly designed and titled CMA Outlook was released by Executive Committee members. Around 60 CMA members attended the event which concluded with a big round of discussions, question & answers followed by a networking lunch.



President CMA, Mr. Manjiv Kumar Vohra & Past President Col. (Retd.) P.K. Vasudeva presenting a memento to the distinguished speaker.



First e-Newsletter of the year 2019-20 (July 2019 issue), CMA OUTLOOK, released by EC members

Coimbatore Management Association

Inauguration of Monday Musings

Coimbatore Management Association inaugurated the Monday Musings for the year 2019 – 2020 on 5th August at PSG Institute of Management, Coimbatore.

Dr Nithyanandan Devaraj, the CEO of Foundry business and member of the executive management of the CRI Groups, graced the gathering as the Chief Guest along with Dr T G Vijaya, Director, PSG Institute of Management; Mr S Prashanth, President, Coimbatore Management Association and Mr N Krishna Kumar, Secretary, Coimbatore Management Association.



Dr Nithyanandan Devaraj, CEO, CRI Group of Companies, delivering the special talk



Mr S Prashanth, President, Coimbatore Management Association, Addressing the gathering

Dr Nithyanandan Devaraj delivered a talk on management and business values by highlighting the theme of 'Thondum Thuravum' (Service and Renunciation) on 19th August. People from various fields, corporate, associations, faculty, business consultants and students from student chapter of CMA and students from various other institutions attended the session.

Monday Musings

Mr Venkatesh Natarajan, a Business Consultant and former Senior Marketing Professional at The Hindu spoke on the topic 'Navigating in a Knowledge World' at the PSG Institute of Management on 19th August. "We all know that we live in a VUCA world which is volatile, uncertain, complex and ambiguous. Knowledge handling is an approver of various information that can be applied for decision-making, whether in your personal life or a corporate perspective. The key insight which we need to intake is our tacit knowledge and explicit knowledge," opined Mr Venkatesh Natarajan.



Mr Venkatesh Natarajan, Mentor, VelBa Consultancy, Chennai.

On 26th August Mr R Ravi Kumar, an Industrial Trainer, Environmentalist and General Manager- Operations at Roots Multi-clean Limited, stressed that “Women are the real driving force behind the nation.” The discussion was focussed on the topic ‘The Paradox of Indian Economy’ and was held at the PSG Institute of Management, Peelamedu.

Interactive Session and Special Talk

The Coimbatore Management Association (CMA), affiliated to the All India Management Association (AIMA) organised an Interactive Session and Special Talk on ‘Leadership Challenges in the Age of Disruption’ on 12th August. Mr Vineet Agarwal who is also the Chairman of the Youth Leadership Council (YLC), a forum for young leaders and management professionals under 40 years of age under the AIMA took the opportunity at the event to throw the challenge to the audience to start a Coimbatore chapter of YLC. Mr Amith Kumar, the CEO of Server Cake took up the challenge to lead the Coimbatore Chapter of YLC and set things in motion.

After the Interactive session with the Young Leaders Mr Vineet Agarwal, the Managing Director of Transport Corporation of India (TCI) addressed the gathering on various responsibilities and challenges faced by the top management in an environment disrupted by technology. The CMA President, Mr S Prashanth, CEO of Quadra Systems and Secretary, Mr N Krishnakumar presided over the event.

AIMA – CMA – GRGCAS Launch of Programmes

Encouraging the concept that data-driven knowledge has become a powerful tool of business utility, the AIMA and CMA in association with the GRG Centre for Advanced Studies introduced educational programmes on Digital Marketing and Business Analytics. The official launch of the educational programmes was held at PSGR Krishnammal College for Women, Peelamedu.

We have discussed with AIMA and CMA to keep 85 percent of the courses online, so that each of you will have the freedom to do it wherever you are and whenever you want. In addition to that, 15 percent of the total time will be in the form of



Mr R Ravi Kumar, General Manager – Operations, M/S Roots Multiclean Ltd., Coimbatore



(L-R) Mr S Prashanth, President, Coimbatore Management Association; Mr Vineet Agarwal, Managing Director, Transport Corporation of India Ltd, AIMA Council Member, National Chairman AIMA Young Leaders Council (YLC); Mr N Krishna Kumar, Secretary, Coimbatore Management Association



Launch of AIMA – CMA – GRGCAS Programmes. (L-R) Mr Rahul Bhatia, Asst. Director, AIMA New Delhi; Mr S Prashanth, President Coimbatore Management Association; Dr. Nandhini Rangaswamy, Chairperson, GRG Institutions; Prof. S. Balasubramanian, Director, GRGCAS; Mr N Krishna Kumar, Secretary, Coimbatore Management Association

contact sessions.”The courses are open for working professionals who wish to be proficient in data and business analytics, for students who have completed their under graduation studies or pursuing their final year, and for entrepreneurs who wish to increase their online avenues for marketing.

Workshop

A one-day workshop on ‘Self Service Business Intelligence using MS Excel’ was organised by the Coimbatore Management Association and the Auditors Association of Southern India on 22nd August.

Dr. S Murugappan from Bannari Amman Institute of Technology coordinated the workshop by educating the audience on tools involved in using an Excel spreadsheet. He assured the participants that the tactics and techniques learnt from the workshop will help people in reducing their work time. The programme emphasised on the usage of Microsoft business intelligence tools (BI tools) which are extremely useful for data and information management.



Participants along with CA M Ramji, Treasurer, Coimbatore Management Association; CA L Rajesh, President, TAASI and Dr. S. Murugappan, P.G.D.E.D, MB., Ph., Professor, School of Management Studies, Bannari Amman Institute of Technologies

Delhi Management Association

Book Launch

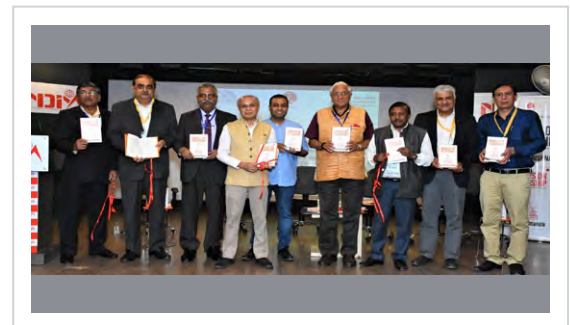
City Book Leaders in collaboration with NDIM, Rupa and with the support of DMA organised a book launch of ‘Doodles on Leadership’ by Mr. R Gopalakrishnan, Renowned Business Author, Former Director Tatasons & Unilever on 1st August.

Mr. V M Bansal, Chairman NDIM welcomed the eminent panelists Mr. Kanwal Jeet Jawa (MD & CEO, Daikin), Mr. Jayaram Easwaran (Author and Management Consultant), Prof (Dr.) Rajendra Pandey (DG, National Power Training Institute), Mr. Mohit Gupta (Chief Curator CBL) and the fellow participants.

The programme was very well appreciated and attended by the participants.

1st Women Development Conference

DMA organised the 1st Women Development Conference on ‘Think Equal, Build Smart, Innovate for Change’ on 8th August under the guidance & leadership of Ms. Veena Swarup, Former Director HR, EIL and Chairperson, DMA Women in Management Committee. The conference was inaugurated by Ms. Soyounng Park, Deputy High Commissioner for Canada in India as Chief Guest. Mr. Erik af Hallstrom, Charge d Affaires a.i. Embassy of Finland



Launch of Mr. R Gopalakrishnan’s book ‘Doodles on Leadership’

and Mr. Satoshi Sasaki, Deputy Director, ILO Decent Work Team for South Asia and Country Office for India were the Guests of Honour. Ms. Neeru Ahuja, Senior Partner, Deloitte gave the keynote address. Mr. Rajan Pandhi, Director, DMA thanked the dignitaries for sparing their valued time and sharing their words of wisdom with the participants.



L to R: Prof Sanghamitra Budhpriya, Ms. Neeru Ahuja, Mr. Satoshi Sasaki, Ms. Soyoun Park, Ms. Veena Swarup, Mr. Erik af Hallstrom and Mr. Rajan Pandhi



L to R: Ms. Veena Swarup, Ms. Neeru Ahuja, Mr. Satoshi Sasaki, Ms. Soyoun Park, Mr. Erik af Hallstrom and Mr. Rajan Pandhi

Some of the other speakers included Ms. Pooja Bajpai, Organisation Culture and Change Specialist, Leadership Development Consultant, Former Big 4; Ms. Nina Chatrath, Founder, Enhance Consulting; Ms. Sonia Kumar, Director Finance & Commercial Operations, SAGE; Mr. Harshvendra Soin, Chief People Officer, Tech Mahindra Ltd; Ms. Monisha Chowla, Co-Founder, Ikigai Communication; Dr. Shikha Sharma, Managing Director, NUTRI-HEALTH; Ms. Monica Widhani, Ex Executive Director, BPCL; Lt. Rita Gangwani, Pageant Coach, Personality, Development Mentor; Prof Sanghamitra Buddhapriya, Dean (Academics), FORE School of Management; Dr. Pratibha Jolly, Former Principal, Miranda College; Dr. Terrie Romano, Counsellor (Economic Affairs – Ontario), High Commission of Canada amongst others.

The conference was very well received and appreciated by a large number of women entrepreneurs, corporate delegates and Senior faculty members from various management institutes.



L to R: Prof Sanghamitra Buddhapriya, Ms. Aya Matsuura and Mr. Harsh Sawrani

Programme

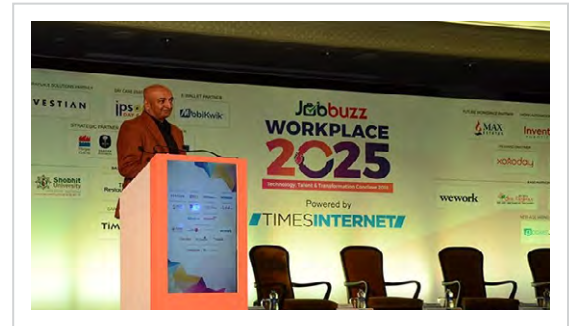
DMA organised its popular Programme on Contract Labour Management - Implications & Issues (with the latest amendments) on 23rd August. Mr. Rajan Pandhi, Director, DMA welcomed the eminent speakers and the fellow participants. The speakers included Mr. GM Saini, Advocate & Advisor Labour & Employment Laws; Mr. Piyush Sharma, Former Additional Labour Commissioner, Govt. of NCT and Delhi; Dr. S P Verma, CEO, Ascent HR & Legal Services and Mr. C S Puri, Life Patron, DMA.



Participants at the programme

Technology, Talent & Transformation Conclave & Expo Den 2019

Times Internet organised a Mega Conference on Technology, Talent & Transformation Conclave & Expo Den 2019 on 31st August with DMA as Think Tank Partner. The welcome address was given by Mr. Gautam Sinha, CEO, Times Internet LTD. Mr. Sinha shared that it's crucial for organisations to transform themselves at the speed of the digital. The keynote address was delivered by Mr. Ronnie Screwvala, Co Founder & Chairman, Upgrade – Building Careers of Tomorrow and Mr. Vineet Nayar, Founder & Chairman, Sampark Foundation spoke on workplace transformation as an eminent Special Industry Speaker. Some of the eminent speakers who addressed the gathering of Management Fraternity were Dr. Pawan Agrawal, International Motivational Speaker, Author, Educationist, Business Consultant & Successful Entrepreneur; Mr. Sudeep Ralhan, Head–HR, Walmart Labs; Mr. Sunit Sinha, Managing Director, Accenture; Mr. Jacob Singh, CTO, Grofers; Ms. Neeru Mehta, VP–HR, Globallogic India; Ms. Vineeta Kukreti, Director – HR, FISERV; Ms. Aruna Newton, Global Head – D & I, Infosys Limited. The conference was attended by India's largest gathering of C-suite brass, CHROs, CIOs, CTOs and Digital Transformation Leaders to discuss the future of jobs.



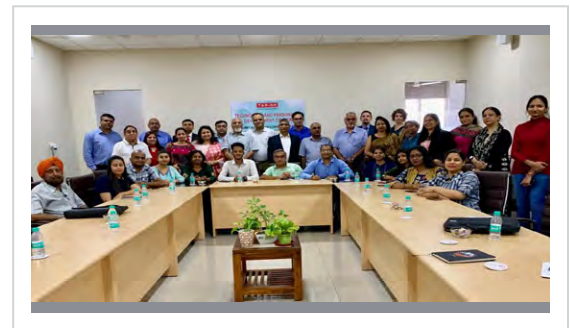
Mr. Gautam Sinha addressing the participants

Faridabad Management Association

Faridabad Management Association in collaboration with TAP-DC Faridabad organised an Seminar on 'Managing Employees in Digital Era - Challenges & Oppurtunities' on 3rd August. The programme started with an inaugural address by Mr. Abhay Kapoor, President, Faridabad Management Association. The speakers were Mr. Deepak Bharara - CHRO, Lanco also the moderator; Mr. Nitin Agarwal, Lead HR Operations - Fluor Daniel; Mr. Ajay Sahoo - Influencer Resource, Humane Solutions LLP; Mr. Abhishek Kapoor - Software Engineer - Juxt Smart Mandate (JSM). It was attended by about 40 participants from various industries from Faridabad.



Seminar on 'Managing Employees in Digital Era - Challenges & Oppurtunities'



Participants and speakers of the seminar

Ghaziabad Management Association

Lecture cum Interactive Session

Ghaziabad Management Association organised a lecture cum interactive session with Mr. Khaitan, for our members on 21st August at IMT, Ghaziabad on the topic ‘Masterstrokes for leading your business’.

The session was attended by 62 members of GMA and was very informative, substantiated and illustrated with stories and was much appreciated by one and all. In the end, the talk generated a great deal of interaction and the feedback was very encouraging. In fact, student members, who attended the talk, requested Mr. Khaitan to consider coming to their institute for a guest lecture also, to which he readily agreed.

Seminars

A one-day seminar on ‘Intellectual Property Rights’ was organised by IMS Ghaziabad, University Courses Campus in association with Consortium of Women Entrepreneurs of India (CWEI) and Ghaziabad Management Association (GMA) on 23rd August at IMS Ghaziabad, University Courses Campus.

Eminent dignitaries from the industry deliberated upon various aspects of IPR. Some of the speakers included Dr. Ms. Shashi Singh, Social Entrepreneur, Gender Specialist, International Consultant - Enterprise Development; Mr Yashawant Dev Panwar, Head, Patent Facilitating Centre (PFC); Mr. Satish Kumar Meena, Examiner of Patents & Design; Dr. Shikha Rastogi, Principal Scientist, CSIR; Mr Aasish Somasi, Senior associate, Anand and Anand, Delhi.

Ghaziabad Management Association, in collaboration with Department of Business Administration, ABES Engineering College, organised a half day Seminar on ‘Building High Performance Team’ on 30th August at ABES Engineering College.

The seminar contained a mix of practical experience and of research findings on the subject. The speakers included Mr. Ajay Sahoo, Founder Director of Influencer Resource Humane Solutions LLP; Dr. S J Roa; Dr. R K Singhal, HoD, MBA, ABES Engineering College; Mr. Anurag Dubey; Mr. Vinay Gupta. Dr. Pooja Tiwari and Dr. Parul Agarwal, both Assistant Professors (HR) in ABES Engineering College, shared their research paper findings on the subject. The programme was very well received.



Mr. Anil Khaitan, addressing the audience



The speakers on the dais



Panelists at the session

Goa Management Association

Goa Management Association organised a programme on 'How to File Income Tax Returns for Small and Medium Enterprises' by CA Rohan Bhandare on 7th August. The talk was highly informative. The presentation was followed by question and answer session. The event was presided by Chairman GMA, Mr. Harshvardhan Bhatkuly and the vote of thanks presented by Mr. Amin Ladak, Vice Chairman, GMA.



Mr. Harshvardhan Bhatkuly, Chairman, GMA along with the speaker CA Rohan Bhandare and members of the executive committee of GMA



Mr. Harshvardhan Bhatkuly, Chairman, GMA presenting memento to speaker Dr. Mukesh Batra

MasterClass

Goa Management Association organised GMA MasterClass with Padmashri Dr. Mukesh Batra on 10th August. Dr. Batra, Founder & Chairman Emeritus of Batra's Positive Health Clinic Pvt Ltd made an interactive presentation sharing his real life case examples while creating a huge enterprise. The event was presided by Mr. Harshvardhan Bhatkuly, Chairman, GMA. Also present were Mr. Amin Ladak, Vice Chairman, and Mr. Anup Prabhu Verlekar, Hon. Secretary, GMA on the dais. The talk was highly enlightening and appreciated by all.

Goa Management Association organised GMA MasterClass with Chef Jerson Fernandes, Executive Chef of Novotel Goa Dona Sylvia, Cavelossim. Chef Fernandes curated an immersive dining experience sharing tips of making signature Goan dishes. The Chef also explained the etymology and historical journey of some of these dishes from Portuguese colonies in Africa to Goa. GMA members got themselves engaged in the process of creating a mouthwatering menu and later received certificates from Chef Fernandes. Chairman of GMA, Mr Harshvardhan Bhatkuly presided over the evening which was organised by Mr Varun Albuquerque, member of GMA executive committee



GMA MasterClass with Chef Jerson Fernandes

GMA interaction

Goa Management Association organised an interactive session with freedom fighters. The interaction was co-ordinated by noted historian and heritage activist Mr Prajal Sakhardande. Ms. Sharada Sawaiikar, Mr Naguesh Karmali, Mr Rohidas Desai



GMA interacts with Freedom Fighters

and Dr Ratan Nayak Khaunte shared their experience of Goa’s freedom struggle against the Portuguese rule. The breakfast interaction was presided over by GMA Chairman Mr Harshvardhan Bhatkuly. Past Chairman of GMA, Dr R Krishna Gopal and Executive Committee member, Dr Saldas Khorjuvekar were also present at the interaction, which ended with presentation of mementos to the freedom fighters.

Guwahati Management Association

Press Conference

To commence the year long Golden Jubilee celebration, GMA organised a Press Conference on 20th August. Over 60 members of GMA, Board of Directors and Advisors, and representatives from the local print & electronic media were present. GMA office bearers shared GMA activities and plan for next one year. Mr S.B. Sarmah, GMA; Mr. Shantikam Hazarika, Advisor GMA; Mr D. Gohain, Chairman, celebration committee & Mr B. Hazarika Hony. Gen. Secy were the speakers.



Mr S B Sarmah President, G M A, addressing the press meet

Monthly Meeting

Guwahati Management Association held its monthly meeting on 24th August. Dr. N.C. Bora, Chairman, GNRC Group of Hospitals & Mr. M. K. Sharma, owner, Trusses & Tower Pvt. Ltd were the speakers. Mr S.B. Sarmah, President GMA delivered the welcome address. Mr B. Hazarika, Hony. Gen. Secy, GMA introduced the speakers. On the occasion, Dr. N.C. Bora was felicitated with a citation presented by GMA Director, Mr. Parag Phukan. Around 60 participants and GMA members attended the meeting.



Dr N C Bora, Chairman GNRC hospital group receiving the citation

Financial Literacy Programme

A joint programme on ‘Money Skill – Investment in capital market and on investor risk management’ was held on 28th August at Shillong in collaboration with Calcutta Management Association and North Eastern Hill University. Mr. V. Tandon of MCX Commodity Exchange; Mr. Moloy Biswas of CDSL and Dr A.P. Pati of NEHU University were the speakers. Mr. S.B. Sarmah, President GMA welcomed the gathering and spoke about the various options for investment before the investors. The programme was well received by around 100 participants.

Shaping Young Minds Programme

For the first time, GMA and AIMA organised a SYMP programme outside Guwahati in the North Eastern Region, at Shillong on 30th August. The event was held in partnership with School of Commerce, Management & Library Science of the NEHU University, and was sponsored by the North Eastern Council, Shillong and Oil India Ltd.

The event was inaugurated by Chief Minister, Meghalaya, Mr Conrad Sangma in the presence of V.C. V. Srivastava, NEHU University. Mr. S.B. Sarmah, President, GMA welcomed the gathering and Mr. D. Gohain, Vice President, GMA offered the vote of thanks. Some of the speakers included Mr Richard Rekhy, Board Member, KPMG Dubai; Mr. Vijay Thandani, Founder Chairman, NIIT; Dr. N.C. Bora, Chairman, GNRC Group of Hospital; Ambassador Deepak Vohra; Mr. M. Haque, Chancellor USTM, University of Meghalaya; Dr. S.P. Singh, V.C., Royal Global University, Guwahati; Dr. B. Panda, Dean School of Economics & Management, NEHU and Mr. Navin Kumar, Advisor, North Eastern Council, Shillong. The event was very well received by more than 950 participants.



Mr Conrad Sangma, Hon'ble Chief Minister of Meghalaya, inaugurating Shillong SYMP

Hyderabad Management Association

Workshop

Hyderabad Management Association (HMA) and All India Management Association (AIMA) conducted a half day Workshop on 'Role of Branding in Enhancing Competitive Growth for MSME Sector' on 2nd August was an excellent workshop for Micro, Small and Medium Enterprises (MSME) to understand about role of branding in a larger perspective. Dr Raj Agrawal, Director, AIMA; Mrs Geeta Goti, Independent Director, NSIC and Mr Shakri Ali, Marketing expert cleared off several myths about branding that branding is costly and is meant only for larger enterprises and that it does not add value to the MSMEs etc.



(L to R) Prof Mahesh Kumar Soma, Hon. Secretary, HMA; Dr Raj Agrawal, Director, AIMA; Mr Nagesh Vishwanathan, President, HMA; Mr Shakir Ali, Marketing Expert and Mrs Geeta Goti, Independent Director, NSIC



HMA Managing Committee Members and audience with the panel speakers

Panel Discussion

Hyderabad Management Association conducted a Panel Discussion on 'Cancer- Prevention, Treatment, Advancement in the Patient Care' on 17th August. Dr Kakarla Subba Rao, Reputed Radiologist and former Director, NIMS, Hyderabad chaired the panel discussion. The erudite speakers Dr Chinnababu Sunkavalli, Consultant Surgical Robotics Oncologist, Apollo Hospital and Dr Rooma Sinha, Senior Consultant Gyneacologist, Laparoscopic & Robotic Surgeon, Apollo Health City gave an eloquent disposition on Cancer.

Joint Programme

A joint programme with Hindu Business Line on CAI Expo event (Construction, Architecture & Interior) at HITEX Exhibition Centre was organised. The Expo was a B2B event which provided a perfect platform to showcase the products & services and connect with the right target audience like building contractors, architects, interior designers, project managers, structural and civil engineers, planners, purchase managers, lighting & air conditioning consultants, real estate developers, Govt. agencies, environment and conservation experts, manufactures of building materials.



CAI Expo event

FDP

A Faculty Development Programme on HR Analytics was organised by Andhra Mahila Sabha School of Informatics (AMMSOI) in association with Hyderabad Management Association on 29th August.

Dr K Vijayalakshmi, Principal, AMMSOI welcomed the participants. Dr A.R. Aryasri, Joint Secretary, HMA delivered the inaugural address. Dr D V Ramana, Data Science Consultant, Wissen Infotech was the resource person who explained about data analytics. Besides, the concepts, steps, types, applications along with select case studies in HR Analytics were discussed. Dr. Sailaja, Coordinator, FDP proposed the vote of thanks. The session was very interactive with 40 faculty members from over 25 business schools participating.



(L to R) Dr K Vijayalakshmi, Principal, AMS School of Informatics; Dr D V Ramana Murthy, Data Science Consultant, Wissen Infotech and Dr A R Aryasri, Joint Secretary & Convener for Student Development Programme and Faculty Development Programme

SDP

Hyderabad Management Association conducted a Student Development Programme (SDP) on 'Action Plan for Enhancing Employability for MBA Students' at Anurag Group of Institutions, (formerly CVSR College of Engineering) Venkatapur (V), Ghatkesar (M), Hyderabad. Dr. G. Sabitha Srinivas, Head & Associate Professor, School of Business Management inaugurated the SDP. The resource person was Mr. Venkat Vatti, IT Software & Entrepreneur.



Mr Vatti Venkat, CA, IT Software and an Entrepreneur addressing at Anurag Group of Institutions

The various inputs given by the speaker were to make the student market and employment ready & ensure that they match individual skill sets with organisation requirements. He also highlighted about the competitive technologies for the next three years - Block Chain, Artificial Intelligence, Machine Learning & Data Analytics,

Data Science etc and their impact on the business world. He encouraged the students to be innovative as innovation leads to disruptive business solutions.

Indore Management Association

Student Chapter Exclusive Session

IMA Student Chapter organised an Exclusive Session for the engineering students of Indore on 3rd August. The topic for the session was Technology Trends @ 2020. The speakers for the session were Dr. Subodh Shrivastava, CEO iNTRED Private Limited; Mr. Raj Kumar Vatnani, Delivery Manager at World Pay India Pvt Limited and Mr. Apurva Joshi, Delivery Manager at Waste Management Inc.



Speakers during session Technology Trends @ 2020



Mr. Akhilesh Sengar during the session.

Student Chapter Programme

IMA Student Chapter organised on 'Awakening Young Minds' for students of Idyllic Institute of Management, Indore on 10th August. The speaker for the session were Mr. Akhilesh Sengar, DGM, Capability Management at Vodafone Idea Limited and Co Founder of YUVA – Taking Business Beyond Yardstick.

Student Chapter Industrial Visit

IMA Student Chapter organised an Industrial Visit for the students of Shri Govindram Seksaria Institute of Technology & Science, Indore on 30th August at Mahindra & Mahindra Limited (Two Wheelers Division) at Pithampur.



Students and faculty during the Industrial Visit at Mahindra & Mahindra Limited



Students with the faclitator CA Nidhi Agrawal after the session.

Student Chapter Programme

IMA Student Chapter organised an exclusive session on 'Management Games' for students on 31st August. The facilitator for the programme was CA Nidhi Agrawal.

Centre of Excellence

Indore Management Association organised Centre of Excellence (COE), an interactive session on the topic ‘Block chain Technology’ on 9th August. The facilitator for the session was Mr. Amit Agrawal, Chief Operating Officer at Cyber Infrastructure (P) Ltd. Indore.



Mr. Amit Agrawal during the session



Participants during the session

Indore Management Association organised Centre of Excellence (COE), an interactive session on the topic ‘Creating and Sustaining competitive advantage’ on 14th August. The facilitator for the session was Prof. Dr Prashant Salwan-Professor of Strategic Management and International Business at IIM, Indore.



Mr. Ambarish Sinha during the session

Mentoring from CEOs’

Indore Management Association organised a Mentoring from CEO’s session on ‘Planning & Controlling in Business’ on 28th August. The facilitator for the session was Mr. Ambarish Sinha – Plant Head, ROCA Bathroom Products Pvt. Ltd.

Exclusive Talk

AIMA Young Leader’s Council Indore Chapter with Indore Management Association organised CEOs’ Round Table Meeting with Mr. P Dwarkanath - Chairman, GSK Consumer Healthcare, India on 9th August.



Mr. P Dwarkanath during the session



Participants at the session

Evolution for Excellence

Indore Management Association organised its Evolution for Excellence, a one-day workshop for professionals on the topic ‘The Power of Not Knowing’ on 3rd August. The faculty for this workshop was Ms. Archana Sharma - Thought Technologist.

Indore Management Association organised a Tête-à-Tête with Mr. CP Gurnani - MD & CEO, Tech Mahindra on the topic ‘Authentic Leadership through Diversity & Inclusion’ on 3rd August.



Mr. CP Gurnani during the session

Kerala Management Association

Inauguration of KMA Activities 2019-20

The inauguration of KMA activities took place on 9th August. Former President of KMA Mr. S. Rajmohan Nair welcomed the gathering in the occasion. LIC Managing Director Mr. T C Sushil Kumar inaugurated the event followed by the Key note address Mr. C. Balagopal, Entrepreneur and writer. The event also witnessed honouring Dr. Ajith K P, an auto driver who is the first PhD holder from the Thunchathu Ezhuthachan Malayalam University. The vote of thanks was delivered by Honorary Secretary Mr. Bibu Punnorran.



Lighting the lamp by the Chief Guest Mr. T C Sushil Kumar

Lead Seminar

Rotary District 3201 and KMA jointly conducted a Lead Seminar on 18th August. Honourable Minister of State for External and Parliamentary Affairs, Mr. V. Muraleedharan inaugurated the seminar which was followed by a keynote address by Member of Parliament, Mr. Hibi Eden. Mr. Jibu Paul, President of KMA, addressed the gathering on ‘Working Together Works’.



Lighting the lamp by the Chief Guest Mr. V. Muraleedharan



Mr. Sleeba Paul addressing the gathering

Evening Lecture

KMA organised an evening lecture on 29th August on the sensational news about first artificial poet 'Miss Auriya Kathi'. Past president Mr S. Rajmohan Nair welcomed the gathering. The session was handled by Mr. Sleeba Paul, the brain behind the Artificial poet. The vote of thanks was delivered by Honourary Secretary, Mr Bibu Punnorran.

Lucknow Management Association

Session

LMA - YMF conducted a session 'Be Efficient : Memory Management' at Lal Bahadur Shastri Group of Institutions on 8th August. The Session was conducted by Mr. Devesh Agarwal, Treasurer LMA.



CA Devesh Agarwal Treasurer LMA interacting with students of Lal Bahadur Shastri Group of Institutions



Mr. Raj Shekhar Managing Director UPSRTC listening to the presentation by Dr. Rajan Johri MD LeadWynn

Presentation

LMA organised a presentation on AcciVac- A Battery of Tests for Prevention of Accidents on 5th August for officers and employees of U.P. State Road Transport Corporation. The presentation was made by Dr. Rajan Johri, Managing Director, LeadWynn, a service science and Transformation Consultancy. The presentation was important in view of multiple accidents of UPSRTC buses. Among others Mr. Raj Shekhar, Managing Director, UPSRTC were present.

Interactive Session

Interactive session with students of La Martiniere College wanting to pursue career in Chartered Accountancy and Company Secretary was organised by YMF on 3rd August. The panelists were CA Devesh Agarwal; Mr. Sachin Sahni; CS. Anuj Teawri; Mr. Sharad Pradhan and CS Geetika Keswani.



Mr. Sachin Sahni interacting with students of La Martiniere College



Mr. A.K. Mathur, Sr. Vice President LMA interacting with the members of Small Tanners Association at Kanpur

Interactive Session

LMA organised an interactive session with Small Tanners Association on Scaling Up Leather Business on 8th August. Besides members of the Small Tanners Association, Mr. Vikas Singhal and Mr. S.P. Yadav, Asstt Commissioners Industry Department, Uttar Pradesh; Mr. Hafizur Rahman, President Small Tanners Association were present in the session.

Interactive Session

To catalyse Govt policy to improve startup ecosystem in Lucknow/Uttar Pradesh, LMA took an initiative to set up an Angel Network and organised an interactive session on 28th August in which 5 HNI LMA members came together in an interactive session on how to create a UP Angel Network. The objectives of the proposed network, modalities to create a Section 8 Company and plan of action to move forward were discussed. The session was presided over by Mr. Alok Sinha, Additional Chief Secretary (IT & Electronics), Govt. of Uttar Pradesh who assured support to the Network. Besides Sr. Vice President LMA and LMA members; Mr. Kumar Prashant, Managing Director, U.P. Electronics Corporation was present in the session.



Mr. A.K. Mathur, Sr. Vice President LMA interacting with Mr. Alok Sinha, Additional Chief Secretary IT and Electronics on Govt. policy to improve Start-up Eco System

Internship Placement Drive

Lucknow Management Association organised a a day long Internship Placement Drive at Lucknow Public College of Professional Studies on 4th August. The speakers included Mr. S.P. Singh Founder, Lucknow Public Group of College and Schools; Mr. Rohit Manglik, CEO Edugorilla, Shadab of Internshala. Around 40 companies and 500 students participated in the event. LMA - YMF has shortlisted around 18 candidates who will be working as intern on LMA - YMF projects.



CA Devesh Agarwal, Treasurer LMA being felicitated by the students of Lucknow Public College

Talk

On the occasion of U.N. International Youth Day, YMF- LMA in associations with Brahma Kumaris & Rotary Club Lucknow Rajdhani organised a talk on Transforming Education on 11th August at Brahma Kumari’s Center Gomtinagar, Lucknow. The talk was conducted by Sister B.K. Swarnlata (a Rajyoga practitioner corporate trainer). The Chief Guest on the occasion was Mr L.K. Jhunjhunwala, President FICCI.



B.K. Sister Swarnlata delivering her talk on Transforming Education

ODOP Workshop

LMA organised a stakeholder’s workshop on upgrading perfume industry under ODOP programme of Uttar Pradesh Government on 13th August. Besides Mr. A.K. Mathur, Sr. Vice President LMA and Mr. B.P. Bajpai, Dy. Commissioner Industries, Kannauj, representatives of Margdarshak, a Financial Service Company, entrepreneurs of perfume industry and representatives of Fragrance & Flavour Development Centre (FFDC), an institution under Ministry of MSME, Government of India with the assistance of UNDP / UNIDO and Government of Uttar Pradesh participated in the workshop.



Mr. A.K. Mathur, Sr. Vice President, LMA with other officials of Industries department during the ODOP workshop

Workshop

LMA- YMF in association with Maharaja Agrasen Public School, Gomti Nagar, Lucknow organised a workshop on Forget Forgetting Memory Management on 14th August. The session was conducted by CA. Devesh Agarwal, Treasurer LMA.



CA Devesh Agarwal conducting a workshop on Forget Forgetting Memory Management



Mr Sushil Pandit of Vivekanand Kendra Kanya Kumari addressing LMA members and others on Kashmir: Past Present and Future- Problems and Solution

Talk on Kashmir

LMA in collaboration with Vivekanand Kendra Kanya Kumari organised a talk on Kashmir: Past Present and Future- Problems and Solution on 14th August by Mr Sushil Pandit, a prominent and world-renowned Kashmiri leader and intellectual. His talk emphasised the need to confront the issues prevailing in

Kashmir and provided keen insights into how India as a nation should put the politics of partition behind to build a stronger and more united country. Several organisations like PHDCCI, IIA, IIT Roorkee Alumni Association, Lucknow chapter, Indian Medical Association, and Rotary club of Lucknow participated in the event.

Workshop on U.P. State Development Report

Uttar Pradesh Government is in the process of publishing U.P. State Development Report (SDG) with chapters addressing all Sustainable Development Goals of UN adopted by India. LMA has been mandated to write the Chapter on Energy (#SDG7). LMA has taken up this assignment to carry out research on the common prescribed template jointly with CEEW (Council of Energy, Environment and Water, a non-profit think tank) and develop a paper on the subject. An interactive session was organised in which LMA-CEEW presented the draft paper before the review committee comprising Mr. K.V. Raju, Economic Advisor to Chief Minister & Chairman of the Committee; Mr. Alok Ranjan, Former Chief Secretary and Advisor to Chief Minister; Dr. Anand Mishra, Director, Perspective Planning; Mr. Arvind Pandey, Director Statistics, U.P. Government, and Dr. Arvind Mohan, Professor & Head, Department of Economics, University of Lucknow with his faculty colleagues. Authors of other chapters of the report also participated in the session.



Mr. Alok Ranjan, Past President LMA and Mr. A.K. Mathur, Sr. Vice President, LMA in the first workshop on UP State Development Report

Presentation

A presentation on 'Living a Happy, Fulfilled and Successful Life' was organised by LMA by Mr. S. Nand on 24th August. The presentation dwelt on vital questions about life, success and happiness at home and workplace. The speaker Mr. S. Nand, a life Coach, Youth Mentor and Corporate Trainer, former senior executive of two public sector and one large private sector companies.



Mr. A.K. Mathur, Sr. Vice President, LMA felicitating Mr. S. Nand a Life Coach, Youth Mentor and Corporate Trainer



Dr. Sandeep Gupta, Sr. Consultant, Apollomedics addressing the members of LMA and Awoke India Foundation

Wellness Talk

LMA in collaboration with AWOKE India foundation organised a wellness talk on 'Joint Pain and its' Management (including Management of Arthritis)' on 25th August. The speaker was Dr. Sandeep Gupta, Sr. Consultant, Apollomedics Super Specialty Hospital.



Mr. A.K. Mathur, Sr. Vice President, LMA interacting with the Silk Weavers and Entrepreneurs of Varanasi under the ODOP policy of Government

Stakeholder’s workshop

LMA organised a Stakeholders workshop on ‘Upgrading Business of Silk Weavers and Entrepreneurs’ of Varanasi under the ODOP policy of Government on 27th August. The session was addressed by Mr. A.K. Mathur, Sr. Vice President, LMA; Mr. Kamal Kumar, Advisor, Margdarshak Financial Services and Mr. V.K. Verma, Assistant Commissioner, Industries Varanasi.

Training Programme

LMA and Institute of Entrepreneurship Development Govt. of U.P. jointly organised a three-day Training Programme on ‘Start-up and Enterprise Promotion’ from 26th to 28th August for engineering students. The participants were exposed to subjects like opportunities for entrepreneurship, unbinding and exploring self, experiential learning on entrepreneurial behavior, entrepreneur’s profile, framework of business plan, eco system of entrepreneurship, managing new enterprise, identification of the project, various schemes for msme, and start-up the vision and process presentation by students. Faculty from IED and Dr. Rajan Johri, Managing Director, LeadWynn, a member of LMA conducted the sessions. LMA also organised an industry visit and interaction with entrepreneurs for the participants.



Dr. Rajan Johri, MD, LeadWynn addressing to Engineering Students on ‘Start-up and Enterprise Promotion’

Industrial Visits

LMA-YMF in association with Navyug Kanya Mahavidyalaya organised an industrial visit for students to Gyan Dairy on 10th August. 30 students and 5 faculty members participated in the visit.



Students of Navyog Kanya Mahavidyalaya during an industrial visit to Gyan dairy



Engineering Students during an industrial visit to PTC Ltd.

LMA organised an industrial visit to PTC Ltd for engineering students participating in LMA-IED training programme on 27th August. PTC is a world class robotic controlled foundry with clients all over the world.

Ludhiana Management Association

Diploma in French Language

Ludhiana Management Association started the 3rd batch of Diploma in French Language - a four month course from 1st August to 30th November. At the orientation session Dr. Paramjit Kaur, General Secretary, LMA informed that the objective is to teach the participants basic elements of French language, speaking, listening, reading, & writing skills, expressions used in language, etiquette, general conversation, and to make the participants familiar with the culture of Francophone countries. The programme is has been taken up by 35 participants from 20 organisations.



French Language Class in session

Plantation Drive

Smart City Connect Forum of Ludhiana Management Association organised Plantation Drive at BCM School on 4th August. Though there are multiple challenges, there also are many NGOs in Ludhiana to address these through ideas, finances and manpower, our responsibility as administration is to facilitate them for achieving the coveted objective of making Ludhiana the greenest smart city in the nation, were the views expressed by Mr Sanyam Aggarwal, ADC-(D) & also CEO Smart City Project, Ludhiana. LMA President Mr Kamal Wadhwa, Col. MS Sodhi, Mr Naveen Aggarwal, Mr Jaskirat Singh, Captain V.K. Syal, Manager BCM Arya Schools also addressed the audience. Also present on the occasion were Mr. Viraj, Assistant Commissioner, Ludhiana Municipal Corporation.



Mr. Sanyam Aggarwal planting saplings

Seminar

With an objective to understand the rationale and ramifications of this the challenging decision on Article 370, Ludhiana Management Association organised, on 29th August, a seminar on 'Article 370 Revocation: Rationale and the Way Forward' by Gen. V P Malik, former Chief of Army Staff India. He said perhaps it's one of the most historic decisions taken by Government of India pertaining to integration and unity of the nation and hoped that people would realise very soon that integration with the nation would usher a new era of growth and development.



Gen. V P Malik addressing the LMA members

Second Phase of Tree Plantation Drive

Smart City Connect Forum of Ludhiana Management Association in the continuing process organised second phase of tree plantation drive, on 30th August in Dayanand Medical College. Mr. Prem Kumar Gupta, Secretary Managing Society, Dayanand Medical College and Hospital was the Chief Guest on this occasion. 250 trees of different varieties were planted at the DMC Medical College Campus and all senior doctors of DMC, medical students and large number of LMA members participated in is programme. Mr. Kamal Wadhwa, President, LMA announced that LMA will continue this tree plantation drive on regular intervals till December 2019.

Madurai Management Association

Symposium

Madurai Management Association organised a Symposium on ‘Solid Waste Management’ on 9th August. President Er M Shunmugasundaram welcomed the gathering and introduced the Chief Guest, Mr S Visakan, IAS, Commissioner of Madurai Municipal Corporation and the Guest of Honour, Dr S Vinodh Raja, Chief Health Officer. The Chief Health Officer explained the various steps they are taking towards the solid waste management. Prof G Suresh, Hon Secretary proposed the vote of thanks after the interaction session with participants.



(L-R) Mr M Shunmugasundaram, President, Mr S Visakan, IAS and Dr S Vinodh Raja

Meeting

Madurai Management Association organised a meeting on 30th August. Er M Shunmugasundram, President delivered the welcome address. Dr K Vanitha, Dean, Government Rajaji Hospital & Madurai Medical College was the Chief Guest and he spoke about their aim to provide medical facilities / surgeries equal to the corporate hospitals. The Medical Superintendent, Dr J Sangumani explained the various aspects of diabetes and suggestions to live happily without any major problems / medical issues. Prof G Suresh proposed the vote of thanks.



(L-R) Dr J Sangumani, Er M Shunmugasundram, Dr K Vanitha and Prof G Suresh

Mangalore Management Association

Mangalore Management Association and SDM PG Centre for Management Studies & Research, Mangaluru jointly organised a lecture meeting on ‘Contributor Personality for Managerial Life’ by Mr. Ranjan Bellarpady, Chief Co-ordinator of Mangaluru, Ramakrishna Mission, Swacch Manas, Swacch Soch & Youth Programmes on 30th August. Mr. Marcel Monteiro, President – MMA presided over the function. Mr K. Jairaj B. Rai, Vice President, MMA welcomed the gathering. Dr. Seema S Shenoy, Director, SDM PG Centre of Management Studies & Research introduced the Chief Guest. Mr Dawn Prakash, Secretary, MMA proposed the vote of thanks and Mrs. Ramya Shetty, Asst. Prof. SDM PG Centre compered the programme.



Mr. Ranjan Bellarpady, Chief Co-ordinator of Mangaluru, Ramakrishna Mission, Swacch Manas, Swacch Soch & Youth Programmes addressing

Meerut Management Association

Plant Visit

A plant visit of Bindals Papers Mills Ltd., Muzaffarnagar was organised by Meerut Management Association for its members on 2nd August. The representatives of Bindals Papers had briefed all members about the company, plant and process of making and manufacturing of papers to packaging and delivery to customers.



The members of MMA along with the representatives of Bindals Papers Mills.



MMA members at the time of flag hoisting

Independence Day Celebration

On the occasion of Independence Day, Meerut Management Association and Amar Ujala jointly hoisted flag under the initiative of ‘Maa Tujhe Pranam’ at Saket Chauraha. Mr. Ankur Jaggi, Mr. Kapil Gahlot, Mr. Vinod Kumar and few student members were present there. In MMA premises, the National Flag was hoisted by Mr. Vibhor Agrawal (President MMA) and Capt. V. K. Gupta (Former President MMA).

Lecture

A lecture was delivered by Mr. Ankur Jaggi, Immediate Past President, Meerut Management Association at IIMT University, Meerut in association with Meerut Management Association on 28th August. Mr. Ankur Jaggi shared his experiences with the young and budding students. The practical experiences will help in enhancing the knowledge of students. Mr. Kapil Gahlot, Executive Director, Meerut Management Association; Mr. Vinod Kumar, faculty/students of IIMT and members of MMA were also present at the lecture.



Mr. Ankur Jaggi delivering the lecture



Mr. Yogesh Garg (Former President, MMA) welcoming CA Piyush Moona

Talk

Meerut Management Association organised a talk in association with Indian Industries Association on 'Insolvency & Bankruptcy Code for MSMEs' on 31st August. CA Piyush Moona was the distinguished speaker for the talk.

Navsari Management Association

Visit

A team of 18 members of NMA visited Auroville – a unique township established in India by a special constitution act, where people of 49 countries stay with a specific purpose. The purpose of Auroville is to realise human unity – in diversity. It was a very useful spiritual visit of NMA members, helpful in learning many aspects of life.



Team of EC members of NMA

Annual General Meeting

The 6th AGM of NMA was held on 23rd August to approve audited accounts and other business. President Jignesh Desai express gratitude to all members for contributing in the growth of NMA. New office bearers were declared during AGM.



President Jignesh Desai speaking at the AGM

Lessons from Krishna – Leadership, Relationship and friendship (Fellowship)

Navsari Management Association organised jointly with RANGAT an event on Janmashtmi on 24th August in the presence of 800 plus people on the innovative subject about Krishna’s virtues of leadership, relationship and friendship. Well-known poet Kavi Ankit Trivedi described all virtues of Krishna with the support of songs and his memorable commentary. It was a grand musical celebration and everybody enjoyed it.



Felicitation of C P of Navsari Mr. Girish Pandya

SME Conclave

Navsari Management Association organised an SME conclave on 25th August. Mr. Yogi Sriram – a well know consultant and HR Head of L&T also Council member of AIMA was the key note speaker. He spoke on opportunities for SMEs. The other speaker was Dr. Hitesh Shukla – a very well known and famous consultant on family business management, a professor at Saurashtra University. He spoke on family managed business – Challenges and Opportunities in local language and narrated many examples. 180 people participated in the conclave.



Dr. Hitesh Shukla addressing the SME Conclave



Mr. Yogi Sriram – Council Member of AIMA and H R Head of L&T delivering his keynote address at SME Conclave

NMA Youth Talk

Navsari Management Association organised NMA Youth Talk at Narayan Lala College Navsari for the students of MBA BBA Finance on 31st August. The speaker was Mr. Snehal Desai from a well known wealth management company of South Gujarat. He spoke on financial understating at early age and mutual fund working. It was a very informative talk for all the students.



Mr. Snehal Desai addressing the students at Narayan Lala College.

Noida Management Association

Mind Management Programme

Noida Management Association organised a programme on 6th July on the most discussed and burning subject of Mind Management. Mind Management is one of the most important aspect of life but unfortunately it is not being addressed either in academic courses, management programmes, corporate training or in other relevant forums. Mr Akhilesh N. Singh, a Management Consultant spoke on the various facets of Mind Management. The members of Noida Management Association attentively listened to the lecture of Mr Singh and it was felt a very useful programme to be respected in future also.



Mr Pankaj Jain Presenting mementos to Speaker Akhilesh N. Singh and Mr Surinder Mohan, President NMA

Workshop

A one day paid training programme on 'Prevention of Sexual Harassment at Work Place' was organised by Noida Management Association on 9th August in which 55 delegates from across the industries of Noida and Greater Noida participated. Many working women face sexual harassment at work place on a daily basis. Employers are, therefore, required by law to take steps to prevent and deal with harassment in the workplace. Keeping in view the importance and relevance of the subject, this training programme was organised by NMA and was a great success. The faculty of the programme was Mr Sidhartha Mukherjee, Ex. ED – HR, Indian Oil Corporation Ltd.



Lighting of lamp, Faculty Sidhartha Mukherjee; Dinesh Jain, President, Legal & Corporate Affairs, Uflex Ltd; S. S. Yadav, ED-HR, KRIBHCO; S N Singh, Past President NMA; Surinder Mohan, President NMA

Pala Management Association

The monthly meeting of the Pala Management Association was held on 3rd August at Pala. Mr V S Radhakrishnan, President of PMA presided over the meeting. His Grace Rt. Rev. Dr. Thomas Menampampil, Former Arch Bishop, North East, Guwahati was the Chief Guest. While deliberating on the subject 'Experiences in Peace Building – And How They Serve You in Actual Life', he shared that purity of mind and belief in the Almighty will help to grow the seeds of peace among the people. Mr James Mathew, Dr. T V Muralivallabhan, Lions Club District Governor Ms Maggie Menampambil and Dr. C K James also spoke on the occasion.



His Grace Rt. Rev. Dr. Thomas Menampampil, Former Arch Bishop, North East, Guwahati; Mr. V S Radhakrishnan; Ms. Maggie Menampambil and Mr. P G Mukundan

Palghat Management Association

Session

PMA had a special guest Mr. Vineet Agarwal, Managing Director - Transport Corporation of India Limited and AIMA Council Member, who enlightened the members on the topic 'Leadership Lessons in the age of disruption' at a session on 13th August. The session was fact filled and focused on how leaders can empower their organisations in this age of disruption.

Independence Day Celebrations

PMA celebrated the 73rd Independence Day on 15th August with a flag hoisting by President Mr. Sumesh K Menon.



Mr. Vineet Agarwal, AIMA Council Member & MD of TCI addressing



Flag hoisting



Donation of note books and school bags

Flag hoisting

As a part of our social responsibility, PMA members donated a good number of school note books and school bags for children affected by the flood and landslide in Palakkad rural area, which was handed over to the Asst. Collector Mr. Chethan Kumar – IAS on 15th August.

Quilon Management Association

Quilon Management Association (QMA) conducted a talk on 'Waste Management: Reduce, Reuse, Recycle and Refuse' by Dr. T. N. Seema, Ex MP and Vice Chairperson, Harithakeralam Mission, Govt of Kerala on 28th August. Mr. Sreeraj C, Secretary General QMA, welcomed the gathering. Dr. Riji G Nair, President, QMA presided over the session, Prof. Biju. K, Secretary (Programmes) introduced the chief guest. Dr. T. N. Seema, during her speech, highlighted the requirement of attitudinal change in citizens towards the waste management.



Dr. T. N. Seema, Ex MP and Vice Chairperson, Harithakeralam Mission, Govt of Kerala addressing

She requested QMA, being a cross section of management fraternity at various sectors, to propagate and implement some good management practices on waste management and green protocol. The above session was attended by 65 participants. Mr. Jaychandran, Treasurer, QMA handed over mementos to the chief guest and Dr. Madhu. R, Secretary (Public Relations) QMA proposed the vote of thanks.

Rohilkhand Management Association

Rohilkhand Management Association organised a motivational and interactive Workshop on spiritual awakening on 7th August at The Indian Wood Products Co. Ltd. The programme covered various life skills for our day to day life related to the topics Art of Happiness, Meditation, Managing Stress by managing our Body, Mind and Soul, Consciousness, Enlightenment, Self-Realisation and Essence of Gita. CS Deepak Jain, an eminent Life Coach & Speaker for more than 10 years shared valuable tips for solution of economical, organisational and psychosocial issues which bring pressures, stress, problems, failures and even sufferings in professional, business and personal life. Past President RMA, Mr. K.K. Damani welcomed the participants and shared his views related to the Workshop.



Past President RMA Mr. K.K. Damani, Secretary RMA Qadir Ahmad and speaker CS Deepak Jain with participants.

Tarapur Management Association

Installation Ceremony

Installation ceremony of new committee for the period 2019-21 took place on 2nd August. Mr. Elangovan R Mudaliyar, founder Member of TMA and Managing Director, MEM Process Equipments Pvt. Ltd., took charge as President of Tarapur Management Association and welcomed all new executive committee members. The function was well attended by all the Past Presidents of TMA, executive committee members, general members, prominent industrial personalities, institutional members, journalists and others.



Mr. V. D. Sudame, Past President -TMA officially handing over charge to Mr. Elangovan Mudaliyar

Technical Session

Tarapur Management Association (TMA) in collaboration with Tarapur Industrial Manufacturers Association (TIMA) organised a technical session on ‘Hazard Identification & Risk Assessment’ on 21st and 22nd August. Mr. Prince Gomez, Safety Auditor & Assessor, at Mahindra Lifespaces-Chennai conducted the programme which was well attended by TMA members, TIMA members, industrial representatives, supervisors, safety professionals and safety course students.



Mr. Elangovan Mudaliyar, President -TMA and TMA executive committee members presenting a memento to the guest speaker

19th batch of ‘Advance Diploma in Industrial Safety’

Tarapur Management Association (TMA) organised the inaugural session of the 19th batch of ‘Advance Diploma in Industrial Safety (ADIS)’ on 20th July. ADIS is a professional Post Graduate Diploma course being conducted by TMA successfully for the past eighteen years and is recognised by Maharashtra State board of Technical Education. Till now TMA has contributed in qualifying more than 500 safety officers through this course which in turn helped local industries in safe operation of their plants. Mr A.D. Khot, Jt. Director, DISH, Govt. of Maharashtra, was the chief guest of this function while TIMA President, Mr. D.K. Raut presided over the function. Mr. Elangovan R. Mudaliyar, President TMA and Mr. V.S. Raju, Honorary Principal of this course felicitated the best performers of the previous year.



Chief Guest Mr A.D. Khot, Mr. Veljibhai Gogri, Vice-President-TIMA, Mr. Elangovan R. Mudaliyar, President -TMA and Mr. V.S. Raju, Hon. Principal during the felicitation

Thrissur Management Association

Inauguration of TMA Activities 2019-20

Inauguration of TMA Activities was held on 6th August. Former Research & Analysis Wing Chief and Former Kerala DGP. Mr. Hormis Tharakan inaugurated by lighting the lamp.



Former Research & Analysis Wing Chief and Former Kerala DGP. Mr. Hormis Tharakan inaugurating TMA Activities 2019-20

Address

Mr. P K Hormis Tharakan (Former Chief RA&W) addressed TMA members on the topic 'Management Challenges in Recent Times'. Dr. V M Xaviour welcomed the members. President CA. Sony C L delivered the presidential address and introduced the new office bearers of 2019-20. Mr. Seejo Ponnore proposed the vote of thanks.

Er. Vinod Manjila (Vice President TMA). CA. Manoj Kumar (Hon. Treasurer, TMA); Mr. Prathap Varkey (Hon. Jt. Secretary); Mr. T Vijayakumar (MD, Elite Super Market & TMA Corporate Member) and 110 TMA members also attended this programme.



Management Challenges in Recent Times' address by P K Hormis Tharakan (Former Chief RA&W)

Inauguration of TMA-JMC Management Student Chapter

Inauguration of TMA-JMC Management Student Chapter was held on 2nd August at Dr. John Matthai Centre Campus, Thrissur. CA. T S Anantharaman (TMA Past President and Former Chairman CSB Bank Ltd.) inaugurated the chapter.

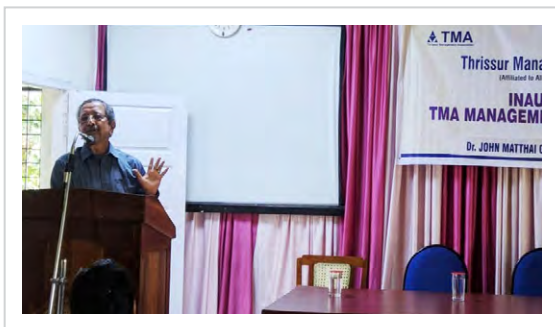
Management Development Programme

TMA conducted two managerial development sessions for TMA-JMC Management Student Chapter on 2nd August. CA. T S Anantharaman (TMA Past President and Former Chairman CSB Bank) addressed the students on the topic 'Challenges in Management Education in the Disruptive World'.

In the second session TMA Committee Member and Former SP Mr. T Chandran IPS (Retd) addressed on the topic 'Police Administration with in the Perspective of Business Administration.' TMA President CA Sony C L, Dr. V M Xaviour Sr. Vice President, Student Chapter convener CA. Shaji P J, Hon. Secretary Mr. Seejo Ponnore, Chapter President & Secretary Mr. Rohit & Mr. Aswin and 60 students attended the sessions.



TMA Student Chapter Affiliation certificate handing over ceremony



CA. T S Anantharaman (TMA Past President and Former Chairman CSB Bank)

73rd Independence day Celebrations

TMA celebrated 73rd Independence Day on 15th August in a colorful manner. TMA President CA. Sony C L hoisted the flag and delivered the Independence Day message to members.



73rd Independence Day celebration

Trivandrum Management Association

Evening Lecture

Cinema is often a bold reflection of the world we live in. It aspires for the meek and brings hope to the despairing. Cinema is all encompassing. Trivandrum Management Association organised an Evening Lecture programme on ‘Silver Screen Lessons in Management’ by Dr. Mrram Rajagopalan on 2nd August and the programme was well received and attended by the participants.

Management Leadership Award Ceremony

TMA instituted the Management Leadership Award in 1986, since then being awarded every year to an outstanding management professional for his/her leadership competencies, excellence in relationships and social commitments.

TMA Management Leadership Award 2018 Ceremony was held on 27th August. Justice (Retd) P. Sathasivam, Hon’ble Governor of Kerala was the Chief Guest of the Award Ceremony.

The Jury Committee after detailed scrutiny of the nominations and based on the criteria, selected Prof. M. Radhakrishna Pillai, Director, Rajiv Gandhi Centre for Biotechnology as a winner for the TMA Management Leadership Award 2018. Dr. MKC Nair, Vice Chancellor of Kerala University of Health Sciences and Architect N Mahesh, Senior and renowned Architect and Founder of College of Architecture, Trivandrum were selected for TMA Lifetime Achievement Award 2018.



Mr. Rajesh Jha, President, TMA presenting a memento to Dr. Mrram Rajagopalan



TMA Management Leadership Award 2018 presented by Justice (Retd) P. Sathasivam, Hon’ble Governor of Kerala to Prof. M. Radhakrishna Pillai, Director, Rajiv Gandhi Centre for Biotechnology.

Vaikom Management Association

A Management Development Programme was held on 15th August on ‘Personality Inventory’. Er A. Saifuddin, Certified MBTI Consultant, addressed the session. The session was very useful for the participants in understanding their own personality. Er P Rajendraprasad, President, formally inaugurated the session.



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AIMA Events Calendar

Event	Programme Chairman /Director	Venue	Date
4th US-India Conference at UC Berkeley	Sunil Kant Munjal Chairman Hero Enterprise & Past President AIMA	UC Berkeley	27 September 2019
YLC Session on Future is not what it used be		Bengaluru	28 September 2019
CEOs Delegation to Silicon Valley	Sunil Kant Munjal Chairman Hero Enterprise & Past President AIMA	Silicon Valley	30 September- 03 October 2019
Western Regional Management Conclave		Mumbai	08 November 2019
Building the Foundations of Evidence Based Management : Workshop for Doctoral Educators	Prof. Phanish Puranam INSEAD, Singapore	New Delhi	11-13 November 2019
8th Innovation Practitioners Summit		New Delhi	14 November 2019
Session on Climate Change	Kirk R Smith Professor of Global Environmental Health, University of California Berkeley	New Delhi	15 November 2019
Corporate Management Olympiad		New Delhi	15-16 November 2019
Global Advanced Management Programme	Claude Smadja former Managing Director World Economic Forum	Beijing, China	17-22 November 2019
74th Shaping Young Minds Programme		Thrissur	27 November 2019
YLC Session on from Farm to the Table	Kapil Mandawewala , Founder & CEO at Edible Routes Pvt Ltd	New Delhi	30 November 2019
AIMA-IVEY Case Workshop		New Delhi	03-04 December 2019
9th AIMA MSME Convention	Dr. J S Juneja, Chairman- AIMA MSME Committee & Chairman, Global Projects & Services Pvt. Ltd	Guwahati	05-06 December 2019
11th Senior Leadership Retreat	Sunil Kant Munjal Chairman, The Hero Enterprise & Past President AIMA	Goa	13-15 December 2019

Event	Programme Chairman /Director	Venue	Date
YLC Goa Retreat		Goa	20-22 December 2019
3rd Young Managers Simulation Championship (YMS)		Bangalore / Mumbai Delhi Finale	16 - 17 January 2020 22 - 23 January 2020 24 January 2020
75th Shaping Young Minds Programme		Rajkot	22 January 2020
Global Advanced Management Programme	Claude Smadja former Managing Director World Economic Forum	Israel	01-06 February 2020
76th Shaping Young Minds Programme		Vaikom	08 February 2020
2nd AI & Big Data Retreat		Goa	14-16 February 2020
4th National Competition for Managers		Mumbai Delhi Finale	18 February 2020 21 February 2020 26 February 2020
64th Foundation Day and 14th National Management Day		New Delhi	21 February 2020
North East Regional Management Conclave		Guwahati	20 March 2020
AIMA Managing India Awards	Sanjiv Goenka Chairman, RP- Sanjiv Goenka Group	New Delhi	27 April 2020
6th National Leadership Conclave	Sanjiv Goenka Chairman, RP- Sanjiv Goenka Group	New Delhi	28 April 2020
Global Advanced Management Programme USA	Solomon Darwin Executive Director Garwood Center for Corporate Innovation Haas School of Business University of California Berkeley	Silicon Valley, USA	21-26 June 2020

To view full calendar please visit www.aima.in

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