

# AIMA News

AIMA'S MONTHLY E-MAGAZINE

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

DECEMBER 2020



Dear Readers,

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

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

The 10th edition of AIMA's MSME Convention was held virtually on the theme 'Innovative Solutions for MSMEs: Challenges and Opportunities', last month. The Chief Guest on the occasion, Mr Nitin Gadkari, Minister of Micro, Small and Medium Enterprises, Government of India, delivered the inaugural address. Mr Harsh Pati Singhania, President, AIMA welcomed the Minister, fellow speakers and participants while Dr JS Juneja, Chairman, AIMA MSME Committee set the context of the Convention. AIMA's annual MSME Convention addresses policy issues concerning the MSME sector and have been previously held in Delhi, Ahmedabad, Chennai, Guwahati and Hyderabad. More details on this year's Convention are carried inside.

Continuing in its endeavour to help management professionals and organisations cope in these challenging times, AIMA unveiled the 2nd edition of its popular BusinessUnusual Series. These special, closed door programmes focus on strategies to help enterprises come out of the Covid-19 crisis stronger, while also preparing for future scenarios. Two such programmes were held during the month of December and were addressed by senior industry leaders and experts including Dr RA Mashelkar, Mr TV Mohandas Pai, Mr Harsh Pati Singhania, Prof Francisco Veloso, Mr R Gopalkrishnan, Mr Pramod Bhasin, Mr Patu Keswani to name a few. Four other editions of this programme are scheduled in the weeks ahead.

Moving ahead with its hugely popular LeaderSpeak Series, AIMA held two more sessions recently. The 35th edition held with Ms Preetha Reddy, Ms Shobana Kamineni, and Mr Puansh Kamineni from Apollo Hospitals, was extremely interesting as they shed some light on 'Race For Immunity: Delivering Covid Vaccine To All'. Mr Shekhar Gupta, in his inimitable style gave some valuable insights on the 'State of the Economy Post Covid' at the 36th LeaderSpeak session. Both programmes witnessed participation in large numbers with viewers joining through Zoom, Facebook, Twitter and YouTube.

In addition, to encourage, recognise and award the best innovation practices across disciplines, AIMA organised the 9th edition of its Innovation Practitioner's Summit in a virtual mode. The Summit was based on a Case Study Contest on breakthrough Innovations in various categories and the top winner from each category presented their award winning case studies at the summit. The summit also attracted eminent industry leaders who shared their views and insights on leading innovation trends and challenges of today.

Brief reports can be found inside along with other updates on the 4th AIMA Young Managers Simulation Championship, AIMA YLC sessions, workshops and training programmes. During the period AIMA continued to offer its education programmes to aspiring and practicing managers; and its testing and assessment solutions to students and leading organisations & institutions.

This edition of AIMA News also brings you updates from the Local Management Associations and some interesting articles on management.

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

Warm Regards

Rekha Sethi  
Director General

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*Managing Editor*

Ms Smita Das

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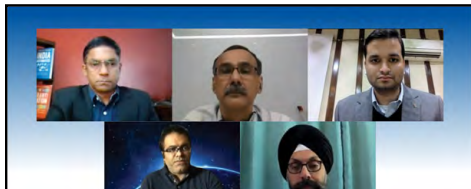
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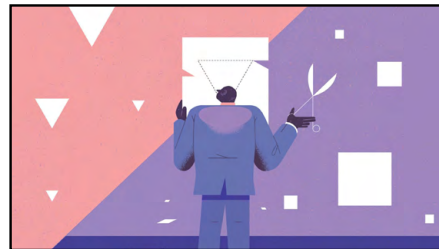
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# ADVANCED CERTIFICATE PROGRAMME IN BUSINESS CONSULTING

The Advanced Certificate Programme in Business Consulting is aimed at catering to the growing need for trained and skilled management consultants. This programme will help the participants in gaining knowledge and developing skills to act as a business/management consultant and further develop them as experts who can help the organisations to come out of the problematic situations they face.

## Eligibility

- Post-Graduate or equivalent in any discipline from a recognised university
- Minimum work experience of 5 years is desirable

## Duration

The duration of the programme is 6 months.

## Programme Fees

The programme fees for this course is ₹ 41,300/- (including GST @18%) which include cost of Course Learning Material & Examination fees.

## 10th MSME Convention

*Innovative Solutions for MSMEs: Challenges and Opportunities*



*Mr Nitin Gadkari, Minister of Micro, Small and Medium Enterprises, Government of India; Mr Harsh Pati Singhania, President, AIMA and Vice Chairman & Managing Director, JK Paper; Ms Rekha Sethi, Director General, AIMA and Dr JS Juneja, Chairman, AIMA MSME Committee and Past President, AIMA*

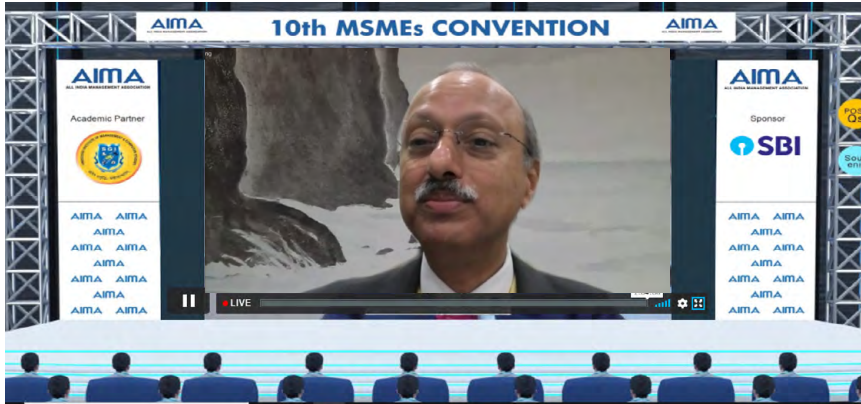
AIMA organised its 10th MSME Convention on the theme ‘Innovative Solutions for MSMEs: Challenges and Opportunities’ on 10th December 2020 virtually. Mr Nitin Gadkari, Minister of Micro, Small and Medium Enterprises, Government of India while delivering the inaugural address said, “India’s MSMEs must upgrade their technology and accept new technologies in order to make products that can substitute imports and increase India’s exports”. Mr Gadkari shared that the government’s mission was to raise the MSME sector’s contribution to GDP growth to 40% from the current 30% and increase its share in India’s exports to 60% from the current 48%. He said that the MSMEs were the key to increasing GDP of the rural and the tribal areas.

Delivering the welcome address, Mr Harsh Pati Singhania, President, AIMA and Vice Chairman &

Managing Director, JK Paper appreciated the minister’s efforts to save India’s MSME sector during the Covid crisis. He stressed that the MSME sector was the key to raising the contribution of the manufacturing



*Mr Nitin Gadkari, Minister of Micro, Small and Medium Enterprises, Government of India*



*Mr Harsh Pati Singhania, President, AIMA and Vice Chairman & Managing Director, JK Paper*

PGI; Mr Arun Kumar Sarma, Director General, North East Centre for Technology Application and Reach (NECTAR); Mr Trilok Kumar Jain, Director, Ecosystem for Innovation and Entrepreneurship (EIE); Ms René Van Berkel, UNIDO Representative, UNIDO Regional Office in India; Mr Vinod Kumar Wuthoo, President, India SME Forum; Mr Rajendra K Sinha, Professor & Chairperson, Centre

sector to 25% of the GDP and creating 5 crore additional jobs in the coming five years. Dr JS Juneja, Chairman, AIMA MSME Committee and Past President, AIMA set the context of the convention and requested the minister to accept the suggestion of the Prabhat Kumar Committee for creation of an MSME Innovation Fund of Rs 1000 crore. The introductory remarks were given by Ms Rekha Sethi, Director General, AIMA.



*Dr JS Juneja, Chairman, AIMA MSME Committee and Past President, AIMA*

Some of the other eminent speakers included Mr Parveen Arora, Advisor/ Head of Innovations, DST, Ministry of Science & Technology; Mr Vipin Tyagi, CTO and EVP Strategic Relationship,

of Excellence in Banking, IFIM Business School; Mr Pradeep Sharma, AGM, State Bank of India; Mr M Nagaraj, Director (Corporate Planning), HUDCO; Ms Mehnaz S Safavian, World Bank, Bangkok;



*(L-R) Mr Arun Kumar Sarma, Director General, North East Centre for Technology Application and Reach (NECTAR); Mr Parveen Arora, Advisor/ Head of Innovations, DST, Ministry of Science & Technology; Mr Vipin Tyagi, CTO and EVP Strategic Relationship, PGI and Mr Trilok Kumar Jain, Director, Ecosystem for Innovation and Entrepreneurship (EIE)*



*(L-R) Mr Shams Tabrez, Deputy General Manager, SME Business Unit, State Bank of India; Mr Rahul Priyadarshi, General Manager, SIDBI Ltd; Ms Mehnaz S Safavian, World Bank, Bangkok and Mr M Nagaraj, Director (Corporate Planning), HUDCO*

Mr Rahul Priyadarshi, General Manager, SIDBI Ltd; Mr Shams Tabrez, Deputy General Manager, SME Business Unit, State Bank of India; Mr Prahlad Kakkar, Chairman, India SME forum; Mr Amit Raj Sinha, Managing Director & CEO, Sigachi Industries Pvt Ltd; Mr Kartik

Sharma, CEO, Agnitio; Mr Rajesh Kumar Pandey, CEO, Omniscient IT Solutions Pvt Ltd and Mr Arup Majumdar, Chief Executive Officer, Trariti Consulting Group. The programme was very well received by the participants and attended by around 300 delegates.

## Online Workshop



*Dr Charles Dhanaraj, Evelyn & Jay G. Piccinati Endowed Chair Professor of Strategic Management University of Denver - Daniels College of Business, United States*

Business School; Ms Servjaeta Verma, Founder at The Marketing Insights, Dr Raj Agarwal, Director AIMA–Centre for Management Education; Prof Meeta Sengupta, Senior Advisor, Centre for Civil Society and Dr Anuja Pandey, Head India Case Research Centre, AIMA.

The workshop was attended by senior professors, research scholars and students who are pursuing Ph.D. The participants were given the chance to present their caselead during the workshop and detailed feedback and suggestions were shared to them by the expert panel. 40 participants attended the workshop.

AIMA ICRC & AICTE organised an online workshop on Case Teaching & Writing on 12th and 18th to 20th December 2020. Dr Dileep N Malkhede, Advisor, AICTE inaugurated the workshop. Some of the other eminent speakers included Dr A K Sengupta, Founder and Convener at Higher Education Forum, Ex Director, SIES; Dr Charles Dhanaraj, Chair, Department of Management; Evelyn & Jay Piccinati Endowed Chair; University of Denver - Daniels College of Business, United States; Dr A. Sivakumar, Professor Marketing, VIT

## 2nd BusinessUnusual Series

*Preparing enterprises to get back to business quickly in the post Covid phase*



*Dr RA Mashelkar, Former Director General, Council of Scientific and Industrial Research*



*Mr TV Mohandas Pai, Chairman, Manipal Global Education Services*



*Mr Harsh Pati Singhanian, President, AIMA & Vice Chairman & Managing Director, JK Paper Ltd*

In continuation of its endeavour to help build management capability in these difficult times, AIMA has set up the 2nd Series of BusinessUnusual Programmes. The programmes under this series will concentrate on strategies that will help an enterprise come out of the COVID-19 crisis stronger and also prepare it for future scenarios.

The first programme under the 2nd Series was held on 11th December 2020 on the theme of 'Agile

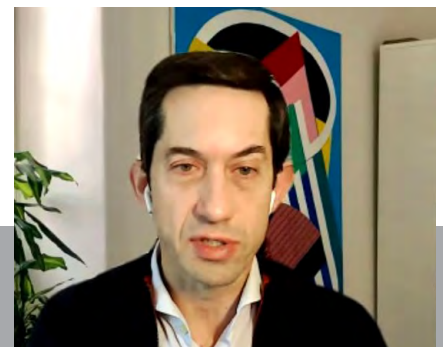
Innovation: Surviving Shocks and Shaping the Future'. The programme focused on different ways to tackle the disruption and become more resilient by building competitiveness through innovation, creating a connected business ecosystem, managing capital during a crisis, the future of work and learning and India's new digital reality. The speakers who addressed the delegates included Dr RA Mashelkar, Former Director General, Council of Scientific and Industrial Research; Mr TV Mohandas Pai, Chairman, Manipal



*Mr R Gopalakrishnan, Author & Corporate Advisor, The Mind Works and Former Director, Tata Sons*



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



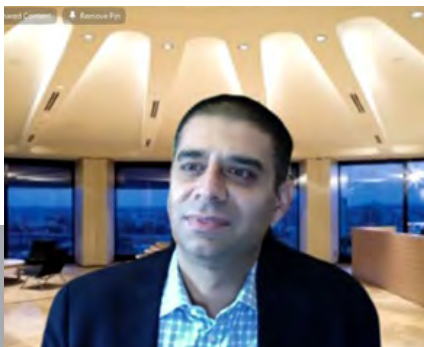
*Prof Francisco Veloso, Dean, Imperial College Business School*

Global Education Services; Prof Francisco Veloso, Dean, Imperial College Business School; Mr Patu Keswani, Chairman and Managing Director, Lemon Tree Hotels Limited; Mr Soma Velayutham, Head of Industry Business Development and AI Deep Learning, NVIDIA.

The second programme under the series was conducted on the theme ‘Adaptive Strategy Winning by Changing’ on 16th December 2020. Over the five sessions, the programme dealt with the issues of building a resilient competitive advantage, immunising organisation against persistent uncertainty, enabling real-time change with data, risk management for growth and localising strategy. The speakers at the programme

included Mr Harsh Pati Singhania, President, AIMA & Vice Chairman & Managing Director, JK Paper Ltd; Mr R Gopalakrishnan, Author & Corporate Advisor, The Mind Works and Former Director, Tata Sons; Mr Pramod Bhasin, Founder, Genpact and Chairman, Clix Capital; Mr Akshay Bhalla, Office Managing Partner – North, KPMG in India; and Prof Pulak Ghosh, IIMB Chair of Excellence, Professor – Decision Sciences, Indian Institute of Management, Bangalore.

Both the programmes were attended by around 25 senior participants from diverse industry segments from across country.



*Mr Akshay Bhalla, Office Managing Partner – North, KPMG in India*



*Mr Patu Keswani, Chairman and Managing Director, Lemon Tree Hotels Limited*



*Mr Pranjal Sharma, Economic Analyst, Advisor and Writer & Author-India Automated*



*Prof Pulak Ghosh, IIMB Chair of Excellence, Professor – Decision Sciences, Indian Institute of Management, Bangalore*



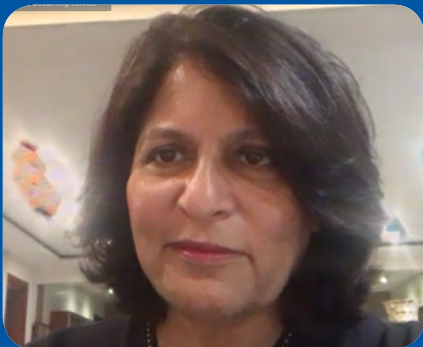
*Mr Soma Velayutham, Head of Industry Business Development and AI Deep Learning, NVIDIA*



## LeaderSpeak Session



*Ms Preetha Reddy, Vice Chairman, Apollo Hospitals*



*Ms Shobana Kamineni, Executive Vice-Chairperson, Apollo Hospitals Group*



*Mr Puansh Kamineni, Executive Director, Keimed Private Limited*



The thirty-fifth AIMA LeaderSpeak session on 'Race For Immunity: Delivering Covid Vaccine To All' was held on 15th December 2020 with Ms Preetha Reddy, Vice Chairman, Apollo Hospitals; Ms Shobana Kamineni, Executive Vice-Chairperson, Apollo Hospitals Group and Mr Puansh Kamineni, Executive Director, Keimed Private Limited. Mr Harsh Pati Singhania, President AIMA and Vice Chairman & Managing Director, JK Paper Ltd chaired the session. Mr Singhania shared, that while we are familiar with COVID, the question now revolves around when, which vaccine, how safe, cost and how to monitor the huge task of distribution are the answers to be found. Ms Preetha Reddy started the session sharing that, while the work done by the scientist community has been phenomenal, the challenge now is to see how we meet the last mile commitment. Ms Shobana Kamineni said that the distribution needs to be very organised and the private hospitals will need to liaise with the government. Ms Shobana said that by next Diwali we would have achieved herd immunity. Mr Puansh Kamineni said, to be able to get the herd immunity mark, both the government and the private sector will need to strengthen the logistic structure. The start will be by the government but at the scale we are looking to cover private hospitals will also play an important role. The immunity will not be long lasting, possibly people will the need vaccine every year. With a combination of efforts from government and private sector the access to the vaccine shall not be difficult - the future seems to be encouraging.

Another LeaderSpeak Session was conducted on 18th December 2020 with Mr Shekhar Gupta, Founder & Editor-in-Chief, Printline Media Private Limited on the theme 'State of the Economy Post Covid'. The session was chaired by Mr Harsh Pati Singhania, President AIMA

and Vice Chairman & Managing Director, JK Paper Ltd. Mr Shekhar Gupta shared how Covid came as an act of God, but we must remember that the Indian economy was not doing well for the last few quarters already - prior to the coming of the Covid. For the economy to recover the top political leaders from the government

will need to lead from the front with focus on all sectors of the economy. There is also a need to calm down politics, till mid - 2023 and focus only growth.

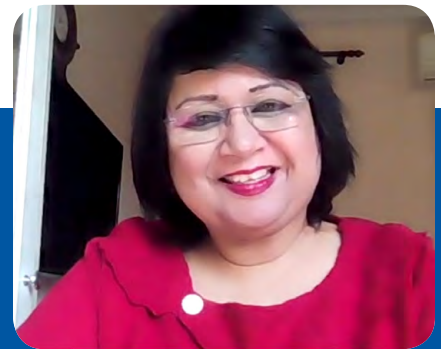
Both the session were very well attended by participants joining through Zoom, Facebook and Twitter and YouTube.



*Mr Harsh Pati Singhania, President AIMA and Vice Chairman & Managing Director, JK Paper Ltd*



*Mr Shekhar Gupta, Founder & Editor-in-Chief, Printline Media Private Limited*



*Ms Rekha Sethi, Director General, All India Management Association*

## YLC Online Session



*Swami Mukundananda Ji, Global spiritual leader*



*Mr Kartik Sharma, Director Agnitio & YLC Events Chair*

AIMA YLC organised an online session on the theme 'The Science of Mind Management' on 11th December 2020. Swami Mukundananda Ji, Global spiritual leader, Authority on mind management and IIT & IIM alumnus. Swami ji spoke on how one can use various mind Management techniques to keep calm in current times. The session was moderated by Mr Kartik Sharma, Director Agnitio & YLC Events Chair. The session was very well received by the audience.

# 9th Innovation Practitioner’s Summit 2020

*A platform for discussing and encouraging leading innovation practices and trends*



*(L-R) Mr Pranjal Sharma, Economic Analyst, Advisor and Writer & Author-India Automated; Mr Sumant Sood, Head-Innovation, Titan Company Limited; Mr Kartik Sharma, Founder & CEO, Agnitio; Mr Prabhakar Tiwari, Chief Marketing Officer, Angel Broking and Mr Davinder Singh, Assistant Dean & Associate Professor-Strategy & Innovation, BML Munjal University*

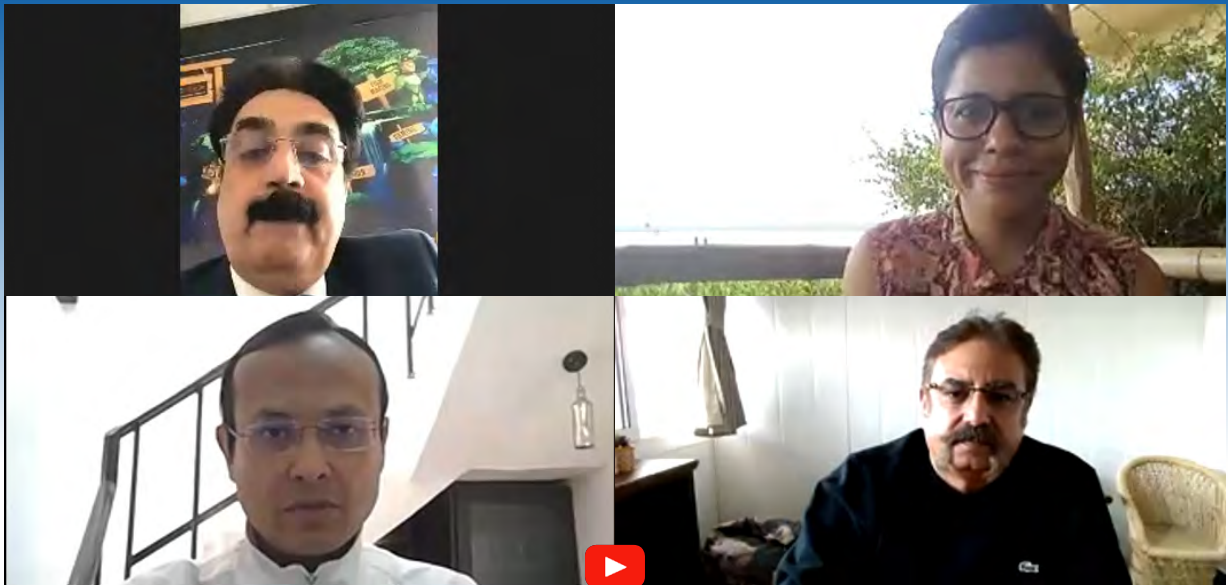
To acknowledge, award and in turn encourage best innovation practices during the pandemic, AIMA organised the 9th Edition of Innovation Practitioner’s Case Study Contest, Awards and Summit 2020 on 18th December 2020. The Summit was based on a Case Study Contest on breakthrough Innovations in the areas of Crisis & Risk Management Capabilities; New Product Development & Services; Manufacturing/ Logistic & Supply Chain; Digital Transformation; HR Practices/L&D; and Sustainability & Corporate Social Responsibility. The winner of each category was chosen from shortlisted case studies by a neutral Jury Panel

consisting of industry veterans and topic experts. The top winner from each category showcased their award winning case studies at the summit.

The summit also attracted the eminent industry leaders who shared their views and insights on the leading innovation trends and challenges. The key leaders who addressed the Summit Included Mr Prabhakar Tiwari, Chief Marketing Officer, Angel Broking; Mr Vivek Mehra, Managing Director, Sage Publications; Mr Kartik Sharma, Founder & CEO Agnitio; Mr Subhashish Nath, SVP and Enterprise Risk & Compliance - Service Line Leader, GENPACT and Mentor, GRMI; Mr Pranjal Sharma,

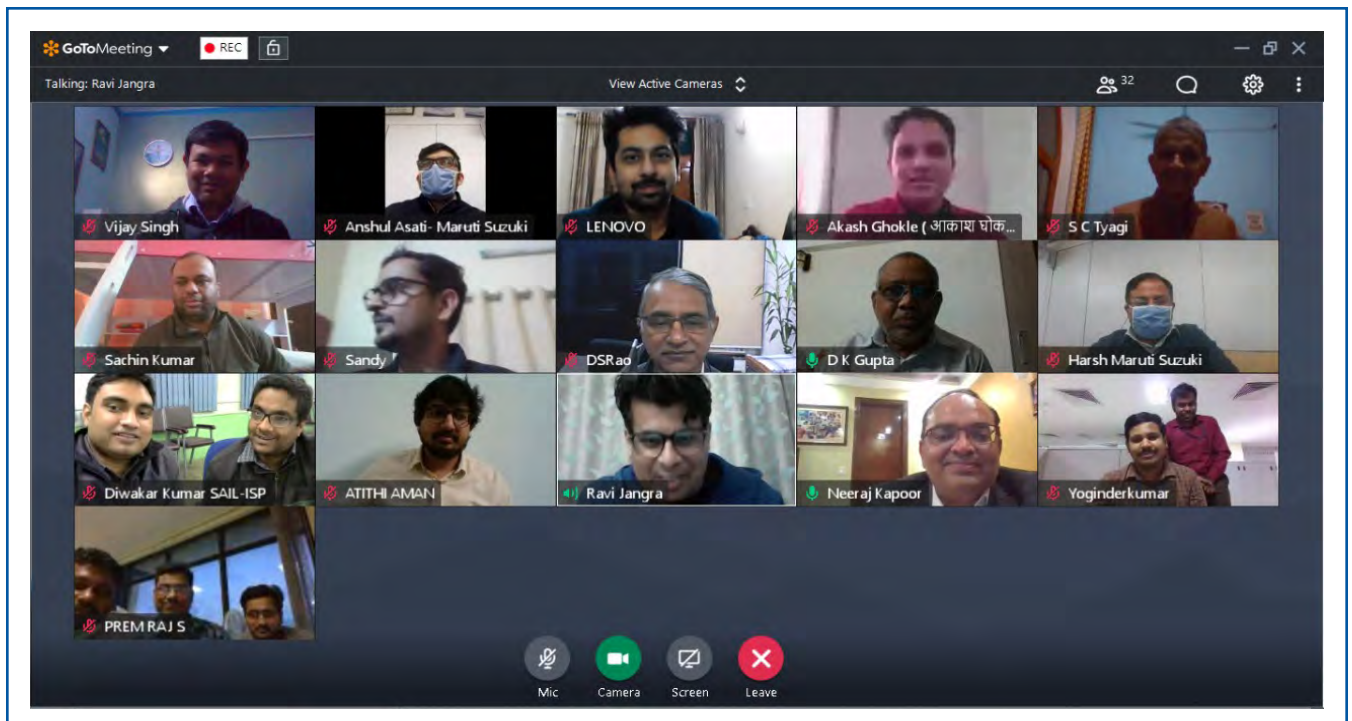
Economic Analyst, Advisor and Writer & Author-India Automated; Mr Rajeev Bhadauria, Founder & Managing Partner, Ebullient Consultancy; Ms Kirti Poonia, Head, Okhai; Mr Sumant Sood, Head-Innovation, Titan

Company Limited; Mr Davinder Singh, Assistant Dean & Associate Professor-Strategy & Innovation, BML Munjal University among others. The virtual summit was attended over 200 delegates from across the country.



*From top (L-R) Mr Rajeev Bhadauria, Founder & Managing Partner, Ebullient Consultancy; Ms Kirti Poonia, Head, Okhai; Mr Subhashish Nath, SVP and Enterprise Risk & Compliance - Service Line Leader, GENPACT and Mentor, GRMI and Mr Vivek Mehra, Managing Director, Sage Publications*

# Young Managers Simulation Championship



*Participants of Young Managers Simulation Championship*

The 4th edition of the online Young Managers Simulation Championship was successfully conducted on 15th December 2020. The competition witnessed a participation of over 60 teams from all over India comprising of both private and PSU companies.

Young Managers Simulation Championship (YMS) provides an excellent opportunity for the current generation to familiarise themselves with business management concepts and manage business in a simulated environment. The participants are sensitised

to acquaint themselves with the challenges faced by the top leaders, decision-makers, administrators as functional heads and tackle these by forming business plans and making strategic decisions.

This year NTPC emerged as the National Champion and also secured the Runners Up II position. Maruti Suzuki was declared as Runners Up. The Champion team will get a wild entry in the National Management Games (NMG 2021).

## An Indian hangover

*It was my first visit to Europe. My wife and son had gone earlier to USA and we were to meet in London. My first encounter as a 'country hick come to town' took place right at Heathrow. With nothing better to do, while waiting for the transatlantic flight, I ambled over to the BOAC (now BA) counter and asked for reconfirmation of our seats back to Delhi.*

*The young lady was polite and efficient; she 'appreciated' my desire to make sure about our return even before the other two had arrived. Four days later we were back at the airport - for our flight to Frankfurt - and I thought there was no harm reconfirming once again. The girl at the counter looked at her monitor and with unconcealed annoyance asked me as to why I needed a second reconfirmation within four days! I was aghast - instead of the expected 'appreciation' she really felt upset just because I didn't trust them.*

*The next bloomer came when I asked someone at Geneva station if the 0833 train to Renens was running 'on time'. Of course Sir, Swiss trains are never late, was his polite rebuff. Almost the same thing happened when I phoned Swissair for a flight change and enquired if I should visit them to get my ticket endorsed! Whatever for, Sir! It's already on my computer, was the cold response.*

*As we proceeded through Europe, better things were to come. As house guests of a German couple in Wurzburg we were taken by them to another German family for dinner. Every one arrived within five minutes of the appointed time and the welcome champagne and orange juice flutes were drained within the next ten. We were escorted to the buffet table and the hostess came round asking everyone for their drinks 'Whisky - Water' said I without batting an eyelid.*

*Her discomfort was apparent; she tapped her forehead for a moment, snapped her fingers and said 'yes, I am sure we have some in the store'. Before I knew she was off and came back after several minutes with a big smile on her face and an old half bottle of black label in hand. 'I told you, I would find it' was her triumphant declaration. It was only then that yours truly realized that everyone else was drinking wine; red-white, dry-sweet, German-California, the choice was unbelievable. I was the only fool with a whisky!*

*The piece-de-resistance came on our last night in Wurzburg. Our hosts - both dentists - decided to take us out for the evening. We were to first see their brand new*

*surgery, then go for dinner and finally visit a beer parlour. After we had admired the gleaming new surgery the good doc opened a cupboard, took out glasses and a bottle of schnapps, poured for everyone and bid us to drink. Being my first time with schnapps I did exactly like my host - down the hatch in one gulp! The next room was his wife's surgery and we repeated the toast. By now I was feeling 'rather good'. Dinner included some wine and I began to feel 'even better'.*

*The beer parlour was something else. An old rambling house with half a dozen interconnected barns; some big, some small - all full of people drinking. We found an empty table in the biggest barn and settled down in the middle of some 100 beer guzzling Germans in assorted groups - each engrossed in its own and oblivious of the others. Soon enough big tankards of foaming draft beer came. By now I was beyond all reasoning; the tankard was quickly emptied with bravado - only to find it refilled again...and again.*

*It was then that I noticed a lovely paper bag on the table containing some cheese straws. I don't know what came over me - I emptied the bag, blew it like a balloon and burst it, just like we used to do as kids.*

*The silence was deafening the atmosphere became tense and over 200 eyes were focused on our table. Suddenly my host caught my hand, helped me stand on my chair and said something rapidly with a big smile on his face. Immediately the pin-drop silence turned into an uproar. Everyone was shouting and laughing, many came up and shook my hand; some women even hugged and kissed me. I was told that they were greeting me on my birthday! Someone broke into a song and almost everyone joined.*

*I was dumbfounded and just kept on stupidly smiling and saying 'danke-shun'. It was much later in the car that I sought and got an explanation - the loud report of the bag burst had sounded like a gun shot. German being dead scared of gun shots became panicky and anything could have happened, if my host hadn't come up with this brilliant 'birthday' idea.*



by Krishan Kalra  
Past President, AIMA



Ministry of Finance  
Government of India

**AIMA**  
ALL INDIA MANAGEMENT ASSOCIATION

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# Global Procurement Summit 2021



## Procurement as Enabler for COVID-19 Emergency Response

3-4 February, 2021

AIMA, an apex body of management profession in India, join hands with the World Bank, Ministry of Finance and other international/ national partners for bringing together the most senior and regional procurement community to examine the challenges faced during emergency situations and also explore possible solutions to the problem in hand.

This year summit will be held on a specially curated digital platform. Live streaming on AIMA's YouTube, Facebook and Twitter channels will also increase viewership by several thousand.

### Topics Covered -

- How procurement is adjusting to new realities – automation, AI/ML, supply chain management, localized sourcing etc.
- Lessons learned for Contract Management and Dispute Resolution after one year of COVID-19
- Challenges and Opportunities for health commodities procurement and distribution, particularly COVID-19 vaccines
- Can PPP help cash-starved governments in boosting infrastructure?
- How to monitor and supervise infrastructure Projects during emergencies
- Controlling fraud, corruption and other undesirable practices in emergency procurement and supply management

Dr. Gurbandini Kaur - Center for Management Education

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## Cybersecurity Is Not (Just) a Tech Problem

by Lakshmi Hanspal | January 06, 2021



*Illustration by Klawe Rzeczy*

### **Summary.**

*Remote work during the pandemic has meant that organizations had to quickly ramp up their cybersecurity efforts. But securing remote work isn't just the job of the IT team: Ultimately companies need to make security part of every job description. And the key ingredient to make that happen is trust. The author, the global chief security officer at Box, identifies four steps to enhance trust within an organization: 1) Lead with empathy; 2) Empower employees to make effective decisions; 3) Define what matters most; and 4) Honor the distractions.*

As remote work continues to be a pillar of our new normal, organizations are realizing that the security environment has dramatically changed. Securing remote work isn't solely the job of the IT team, however — it also requires trust. Senior leadership needs to be able to trust from

the beginning that their teams have secured systems for remote work. Customers need to trust that their data is protected. Employees need to trust that there are systems in place to support them.



To get it right, companies need to weave trust throughout their entire ecosystem and make security part of every job description. In my work as a global chief security officer at Box, I have identified four steps that business and technology leaders can leverage to enhance trust among the people, processes, and platforms that contribute to secure remote work.

### **Lead with empathy.**

We live in an imperfect world, and fundamentally, trust is all about people. The most effective way to enhance trust throughout your ecosystem is to acknowledge that it will always be a work in progress.

In my experience, the most effective way to build trust is to listen, learn, and lead with empathy. When people tell you that security protocols are difficult to follow, don't lecture them — seek to understand and find adoptable solutions. Encourage people to speak up about mistakes, and reward proactive behavior. Trust within an organization multiplies when it is generously and wisely given, and when people feel heard.

### **Empower employees to make effective decisions.**

Unfortunately, some aspects of security practice have earned a bad reputation over the years, as well-meaning IT teams implemented security solutions that placed barriers between people and the information they need to do their job. The fact is, people will find a way to work around security measures that don't align with their business needs. As long as end-users see security as something that gets in the way, we will always face unnecessary risks. Effective

security comes from having tools and solutions that are easy to implement and follow.

My philosophy is that the best security solutions are built in, not bolted on. This means giving employees guideposts to facilitate their decision-making without stifling their productivity and trusting them to succeed. Technology can help us achieve this, such as using AI-driven tools that can automatically apply security classifications to different data types. But the goal is bigger than the tool: The point is to seamlessly integrate security into workflow processes without imposing new hurdles.

Investing in frictionless security solutions creates a sense of ownership and accountability among users for the content that they create and share. This helps individuals realize that they're bigger than just their title in a company, which grows the trust ecosystem.

### **Define what matters most.**

Part of any trusting relationship is knowing what's important. Not everything in an organization needs to be as secure as a bank vault. Taking a one-size-fits-all approach to security has never been economical or purposeful, even before Covid-19 changed our work environments.

In every organization, different types of data hold various degrees of security importance. Whether it's financial information or health care records, leaders need a clear view of what data, if compromised, would do harm to their organization. The appropriate security controls for these crown jewels need to be identified and integrated into workflows with clear lines of accountability, so that the data is protected

by both the technology and the people surrounding the data.

By differentiating what's critical from what isn't, leaders can successfully maximize the return on their security investments, by preempting problems that could irrevocably damage confidence in their organizations.

### **Honor the distractions.**

Trust is a two-way street. Security professionals know that end-user behavior is still one of the biggest risks to security, but I also believe that, with the right approach, end-users can be the biggest security advocates. Educating users about security threats and best practices is often seen as a "nice to have" that gets forgotten when a crisis emerges. However, this is exactly when security education is needed most. Social distractions have long been a primary threat, and the success rate with attacks is higher when everyone's attention is diverted elsewhere.

The fact is, workers are more distracted than ever in this pandemic, with many employees working

from makeshift home offices, surrounded by families and pets, maybe in multi-purpose environments like kitchens and bedrooms. Yet, these same people still want to make good decisions, and they can be trusted to do so if they have the right support. Developing and communicating clear policies about trusted devices and regularly sharing information about the changing threat environment will help establish and reinforce a strong security culture, even in a changing environment.

Organizations that don't already have strong education programs don't need to tackle this alone. They can look at leaders in this space to support them in ways that organically mesh into the culture of learning within an organization.

Why does that matter when securing remote work? Because it creates a work environment full of empowered people who feel invested in the company's success — which is a trust-based security posture that money can't buy.

#### **About Author:**

*Lakshmi Hanspal is the global chief security officer at Box.*

#### **Disclaimer:**

*This article is republished with permission from Harvard Business Review. <https://hbr.org/2021/01/cybersecurity-is-not-just-a-tech-problem>*



# INTERNET MARKETING

# AIMA

ALL INDIA MANAGEMENT ASSOCIATION

# PGCM<sub>IN</sub> DIGITAL MARKETING & STRATEGY

Approved by AICTE\*

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

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

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

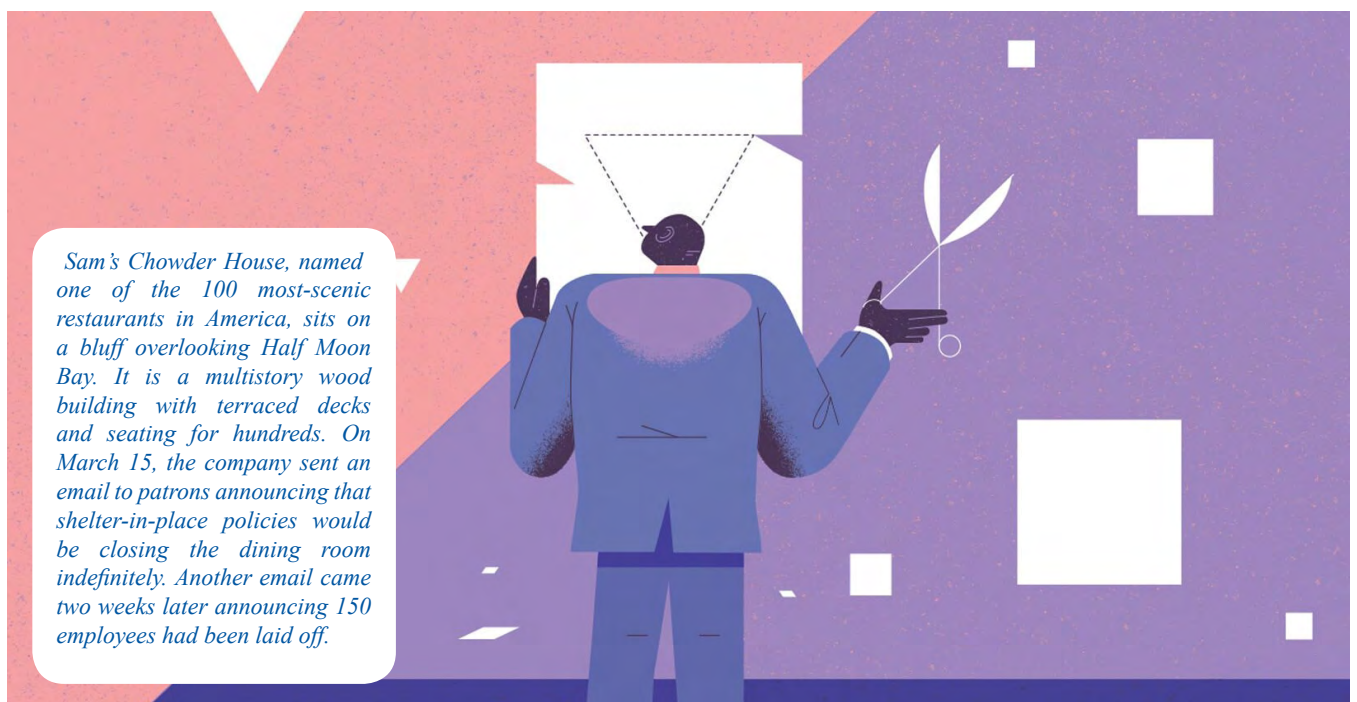
\*in ODL mode

For more details, please contact: Ekta Nayyar  
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# Beating the Pandemic by Design

Even long-established companies can use startup tactics to stabilize when markets plunge.

June 24, 2020 | by Dylan Walsh



For many businesses, staying afloat during the pandemic requires listening to customers, testing solutions, and shifting quickly. | Illustration by Michal Bednarski

This was personally distressing news for Stefanos Zenios, the Investment Group of Santa Barbara Professor of Entrepreneurship at Stanford GSB and codirector of the Center for Entrepreneurial Studies. Sam's is one of his favorite Bay Area restaurants, and he was sad to see the establishment suffer.

But from a management perspective, Zenios was more engaged than distressed. He decided that the restaurant's response in the weeks to

follow — offering curbside pick-up options, clearly communicating hygiene precautions, and creating a new online ordering system — exemplified the kind of agile thinking that he discusses with his students in Stanford's Startup Garage. As best it can, Sam's Chowder House is working around the economic hole created by the coronavirus pandemic.

"They're a great case of how companies today need to, and can, be adaptable," Zenios says. And

the world of startups with which he's so familiar provides a valuable blueprint for reorienting and stabilizing companies when the economy has plunged into such novel territory.

### **Quickly Define the Problem**

Solving a problem requires first understanding it. Managers from different parts of a company, Zenios says, must make time to meet and share, from their distinct vantages, how the pandemic is placing pressure on the business. One manager may be struggling with shifts in consumer behavior, another with problems of supply, a third with fractured partnerships.

Part of this process, he emphasized, is drilling into details by asking "why?" If shelter-in-place policies have been lifted, but customers aren't returning, ask why: Is it because they aren't aware the store is open? Is it because they fear getting sick? Is it because they have less discretionary income? Probing for specifics clarifies potential solutions.

***You want a bias for action. Bring the ideas in front of your customers and see what their reaction is.***

### ***Stefanos Zenios***

Once problems have been defined, Zenios advises, they should be sorted into a two-by-two grid. The horizontal axis describes how readily your company can address the problem; the vertical axis describes how much benefit will derive from addressing the problem. Companies should be looking for problems that sit in the

upper-right corner — those which are both actionable and likely to help the business recover.

Zenios is emphatic that this exercise should take no more than one hour. "More than that and people start overthinking and overanalyzing, even though they don't — and can't — know the exact problems," he says. The point is to be flexible, not exactly right. "In the current environment, where things are rapidly changing, you don't have the luxury of nailing the problem precisely."

### **A Bias for Action**

Then take these problems and search for solutions. This search, Zenios says, should be tailored to suit the particular dynamics of each team. For instance, extemporaneous brainstorming often works well among extroverts, while introverts might instead be given a day to think in private and write out their thoughts.

When potential solutions have been collected — and they should be collected indiscriminately, with nothing ruled out prematurely — then companies can go back to the two-by-two grid to determine which solutions are both possible to execute and promising in their impact. With a cluster of ideas in the upper-right corner, Zenios said, move quickly to experimentation.

"You want a bias for action," he says. "Bring the ideas in front of your customers and see what their reaction is. Do they like what you've proposed? Are they engaging with the ideas, perhaps in unexpected ways? Monitor what these interactions look like and determine whether you're actually solving the problems you defined." Do this, he insists, through observation, not surveys.

## Safety Inspires Innovation

Zenios also suggested that the overarching mandate to keep employees and customers safe from a highly contagious respiratory infection, generally perceived as an impediment to business, should instead be used to catalyze innovation. It may seem counterintuitive, he says, but a strict safety mandate creates a filter through which every idea must pass, and it can inspire novel forms of employee and customer interaction.

The process of sprinting from problem to prototype, endemic in the world of startups, is often stifled in mature businesses because they fear the prospect of failure. But this mindset must be jettisoned: If virtually no passengers are flying on your planes or riding in your rideshares, if virtually no customers are walking into your stores or dining in your restaurant, then there is only upside to testing novel ideas.

“This environment demands experimentation,” Zenios says.

Finally, success at the outset should be measured by one metric alone: customer engagement. Are customers enthusiastic about the new product or service? Are they using it?

“Once you get an enthusiastic response, you can take a step back and begin to quantify what you’re seeing,” Zenios says. Collect and analyze data spinning out from the new process and see what it says about the bottom line. “All of that of course becomes valuable later on, but at the beginning you just want to measure engagement.”

As codirector of the Center for Entrepreneurial Studies, Zenios recently helped to launch Stanford Rebuild, a global innovation sprint focused on accelerating solutions for the wide range of challenges and opportunities society will face as it emerges from the worst of the COVID-19 pandemic. Students, innovators, and business leaders from around the globe are invited to participate in an eight-week focused investigation of ideas that will help to create a better and more equitable post-pandemic future.

### **Disclaimer:**

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# 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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Sharing**



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

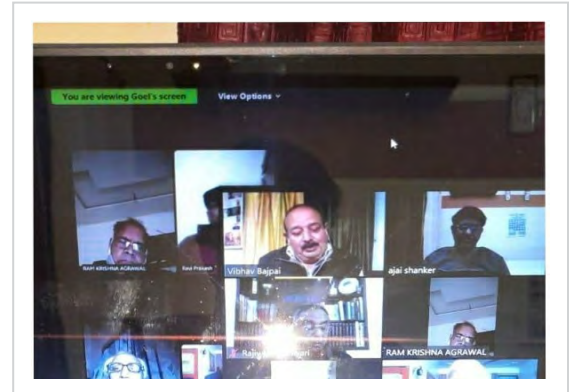
Young Leaders Council, All India Management Association Management House, 14 Institutional Area, Lodhi Road, New Delhi – 110003

Tel : 011-24645100, 43128100 Ext : 157 | Mob : +91-9845833645 | E-mail : ryadav@aima.in | Website : <https://ylc.aima.in>

## Allahabad Management Association

AMA special core committee meeting was held on 11th December to discuss various organisational matters. The vision document for the coming financial year 2021-2022 was prepared which will be placed before the Executive Committee for approval. The list of speakers for evening lecture series was also finalised.

Allahabad Management Association organised a session via Zoom on 20th December on the topic 'Role of Body Language & Gesture in Effective Communication' by Mr. Vibhav Bajpai, Director, H P 4 and President, AMA. Mr Bajpai appraised the members about the need of effective communication and special body language signs and gesture to use so that one is able to create a power impact and lasting impression. Some inbuilt personality flaws, which creep in inadvertently were also pointed out and measures to eliminate them were also discussed. 35 members and some students of the student chapter of the association registered for the event. The presentation was well received and beneficial for the students.

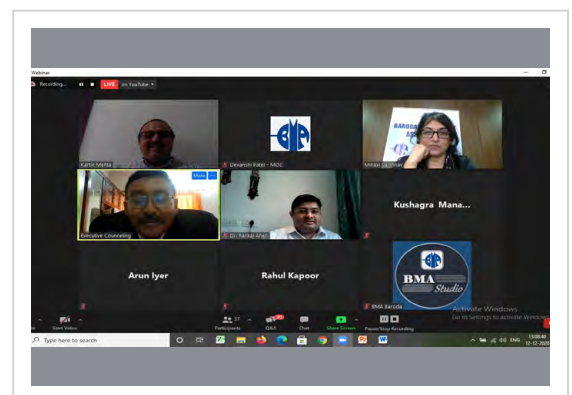


*Mr Vibhav Bajpai, Director, HP4, President, AMA addressing*

## Baroda Management Association

### Round Table Conference

Baroda Management Association organised a Round Table Conference on 12th December on the theme - 'Role of Industries for Atma Nirbhar Bharat.' Ms. Minaxi Vaishnav, President, BMA in her welcome speech explained that this conference was unique as it was in the line with Prime Minister's vision on self-sustaining and self-containing strategies for India. Mr. Hemant Shah, Vice-President, BMA welcomed the keynote speaker Mr. Tejas Sura, Managing Director of Cubic Turnkey Projects. He said that nations worldwide are focusing on nationalism like Atma Nirbhar and for any country to become self-reliant 5 major areas that need attention are economy, Infrastructure, systems, demography and demand. Mr Kushagra Manavat, Chairman, Round Table Conference Committee introduced the 3 panelists of the first round as a moderator. Mr. Bharat Desai, Managing Director, Bharat Parentals Ltd spoke about Atma Nirbhar Bharat from Pharma prospective. Mr. Himanshu Mishra, Vice-President Project Development & Regulatory Affairs - Sunsource Energy



*Speakers during the Round Table Conference*

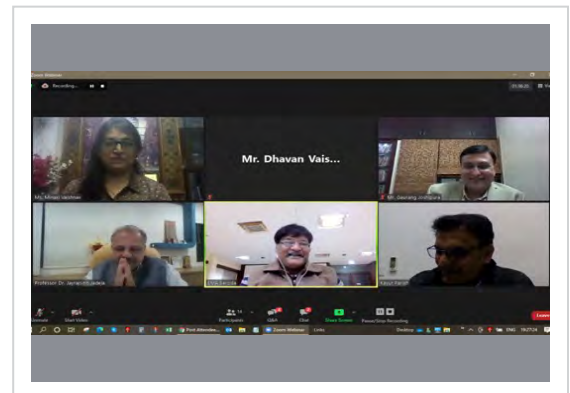


Pvt Ltd delivered a session on 'Solar and its contribution towards Atma Nirbhar Bharat' and the last panelist Commander Rahul Kapoor, Regional Head - Central Planning and Monitoring, KEC International focused his session on 'Realignment of Supply Chain in Defense and Energy Sector for Atma Nirbhar Bharat.'

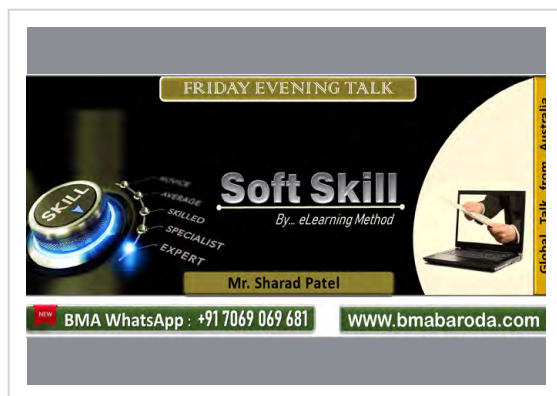
The second panel discussion was moderated by Kartik Mehta, Director, Round Table Conference Committee. Mr. Arun Iyer, Global Project Director spoke about agricultural sector, green revolution. Dr. Pankaj Aher, Director – Procurement, Strategic Sourcing, Schneider Electric India shared insights and deliberated on roles of manufacturing industries in Atma Bharat and how government can help to boost industries and the last panelist Mr. Rajesh Anand, Strategic Advisor, Angre Port Pvt Ltd spoke about the role of logistic infrastructure in realising Atma Nirbhar Bharat and challenges. The vote of thanks was given by Mr. Nimil Baxi, Hon. Secretary, BMA.

Baroda Management Association organised a webinar on 22nd December to continue the leadership series on the topic 'New Education Policy - Framework and Implementation Challenges.' The session started by Mr. Dhavan Vaishnav, General Manager, BMA and Ms. Minaxi Vaishnav, President, BMA welcomed all the eminent speakers, invitees and the participants. Mr. Keyur Parikh, Hon. Treasurer, BMA welcomed both the speaker Professor Dr. Jayrajsinh Jadeja, Vice Chancellor, Krantiguru Shyamji Krishna Verma Kachchh University and Mr. Gaurang Joshipura, Managing Director, Zeppelin.

Professor Dr. Jayrajsinh Jadeja, spoke on the framework of new education policy with higher education. He gave a thorough insight into the policy and made the audience understand the benefits the students will have with the new policy. Mr. Gaurang Joshipura concentrated his talk on bringing the industry side and the expectations of industries for new education policy. The Q/A session was very interactive and the audience were highly motivated and enthusiastic. The concluding remarks of webinar was given by Mr. Nimil Baxi, Hon. Secretary, BMA.



Speakers addressing the session on 'New Education Policy - Framework and Implementation Challenges'



An evening talk on 'Soft Skills by e-learning method'

### Friday Evening Talk

Baroda Management Association organised an evening talk on 4th December on the topic 'Soft Skills by e-learning method' with the speaker Mr. Sharad Patel. He talked on real life benefits for SME and educators to realign in the post-pandemic world through the following skills like language (pronunciation), interview, active listening, e-mail writing, conversation and body language.

BMA organised another evening talk on 11th December on the topic 'Understand, Benefit & Shape - The Emerging Digital Universe' with Dr. Madhu Mehta. The talk touched upon how the youngsters are shaping this universe to suggest possibilities of our becoming proactive and innovative in shaping it for own benefit.

BMA organised an evening talk on 18th December on the topic 'Renewable Energy - Rising demand of New India' with Mr. Ashwin Khambhatta. He showed the benefits available for setting up rooftop, ground mounted solar plant in premises of various types of consumers and subsidy available from government.

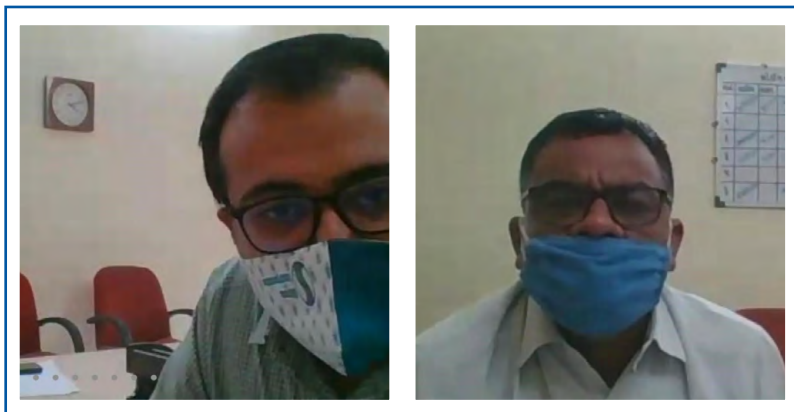


*An evening talk on 'Understand, Benefit & Shape - The Emerging Digital Universe'*

## Bharuch District Management Association

### MSME Forum Meet

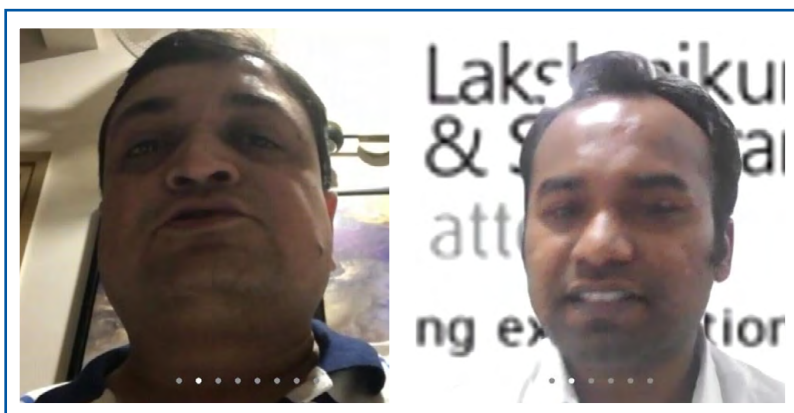
MSME Forum of BDMA organised its 1st meet on the topic 'Opportunities & Way Forward for MSMEs – A Detailed Overview on Benefits Available from Government' on 4th December with speakers, Mr. J. B. Dave, Dy. Industries Commissioner & GM – DIC, Bharuch and Mr. Y. T. Pavagadhi, Manager R.M., DIC, Bharuch & Anand addressed the industrial fraternity. More than 60 participants attended the meet. The session received excellent feedback.



*(L-R) Mr. J. B. Dave and Mr. Y. T. Pavagadhi addressing the MSME Forum meet*

### Finance & Taxation Forum

Finance & Taxation Forum organised a series of webinar on 5th & 11th December on various topics like Taxability of Liquidated Damages/ notice pay recovery; Discussion & Implication of Decision of Hon'ble Gujarat High Court in case of Cosmo Films under the Provisions of Rule 96(10) of CGST Rules, 2017 & the way forward; Manufacturing under Bonded Warehouse; 'CAROTAR'; Scheme RODTEP

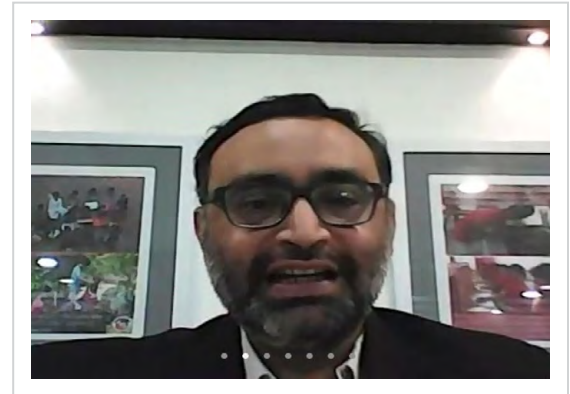


*(L-R) Adv. Jigar Shah & Adv. Manish Jain addressing the participants*

etc. were discussed in detail in two consecutive sessions. Adv. Jigar Shah; Adv. Anand Nainawati & Adv. Manish Jain shared their in-depth knowledge as esteemed speakers.

**CSR Forum Meet**

CSR Forum organised its 2nd meet : A Presentation on ‘Gujarat CSR Authority : An Institution driving Change by utilising CSR Resources in Gujarat’ on 11th December by Mr Pankaj Kumar Kamliya, Chief Operations Officer of GCSRA. Mr. Kamliya elaborated about CSR in India; CSR in Gujarat; Overview of GCSRA and highlighted some initiatives undertaken by GCSRA. The session received excellent feedback & appreciation from all the participants.



*Mr. Pankaj Kamliya addressing 2nd CSR Forum meet*



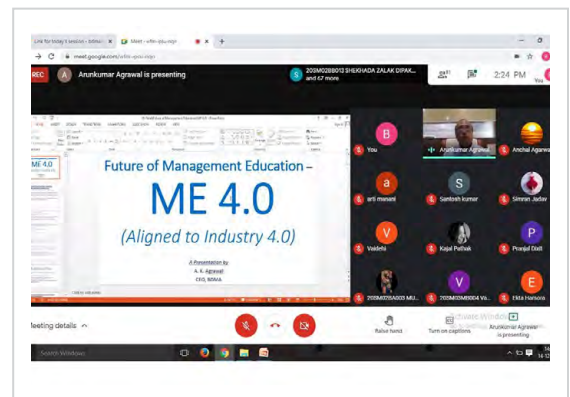
*Ms. Renu Singhi addressing the session with her presentation*

**Women’s Forum**

Women’s Forum organised its 2nd session series of ‘Courage Unlimited : Stories that Inspire’ on 12th December with Ms. Renu Singhi, a passionate cyclist & popularly known as the Iron Lady of Rajasthan shared her experience of starting cycling after the age of 50 at the session. The session was attended by more than 40 participants.

**Webinar**

BDMA’s Knowledge Partner, ‘P P Savani University’ organised the webinar on 14th December with Mr. A. K. Agrawal, CEO of BDMA on the topic ‘Future of Management Education (ME 4.0) – Aligned to Industry 4.0’. Mr. Agrawal elaborated the relevance of 4th Industrial Revolution popularly referred to as Industry 4.0 with required changes need to be incorporated in latest academic phases of education curriculam. The session was



*Mr. A. K. Agrawal sharing his presentation during the webinar*

attended by more than 85 students.

**HR Forum Meet**

HR Forum of BDMA celebrated 4th year of its establishment with 48th meet on 16th December with esteemed guest speaker, Mr. Kallol Chakraborty, Group Corporate HR – Inox Group. Mr. Kallol shared his rich experience and knowledge with the topic 'The New HR Architecture'. The session was attended by more than 60 professionals.

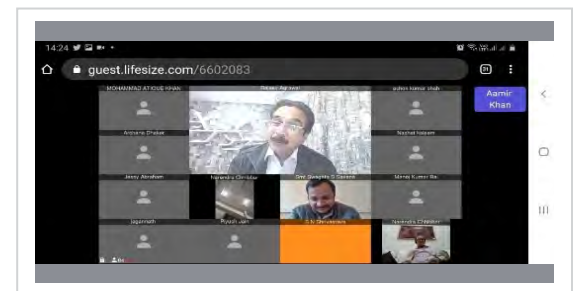


*Mr. Kallol Chakraborty addressing the 48th HR Forum Meet*

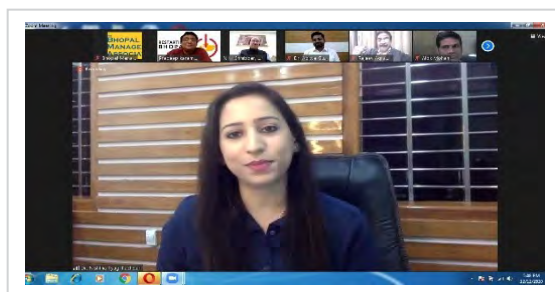
**Bhopal Management Association**

**Guest Lecture**

Bhopal Management Association organised a Guest Lecture on the topic 'How to Bounce Back after Corona' on 2nd December with Mr Rajeev Agrawal, Industrialist, Life Coach, Master Facilitator, Mentor, High Performance Motivator and Trainer by passion. More than 70 participants from BHEL and Mr. N.K. Chhibbar, Hon. Secretary, attended the programme. The programme was coordinated by Mr. Jagdish Tanwani, DGM, BHEL, Bhopal.



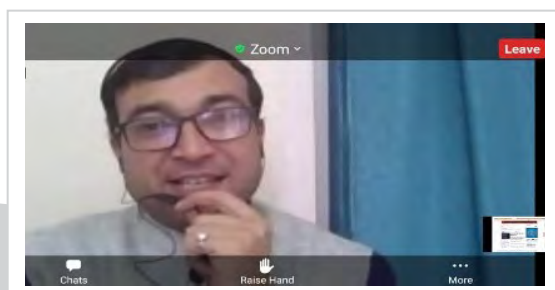
*Mr. Rajeev Agrawal addressing*



*Dr. Nishtha Tyagi Pachouri addressing the session*

**Leaders Speak Series**

Bhopal Management Association organised its Leader Speak Series on 12th December on the topic 'How Entrepreneurs & Start Ups Can Show their Strategic Leadership Skills during Covid 19' with Dr. Nishtha Tyagi Pachouri, Entrepreneur, Academician, Certified Corporate Trainer, Author-Unlock virtual Interview and Podcaster. The welcome address was given by Mr. Pradeep Karambelkar, Co-Chairman, BMA and moderated by Dr. Aditya Gupta, Placement Officer, IIFM, Bhopal. The vote of thanks was given by Mr. N.K. Chhibbar, Hon. Secretary, BMA.



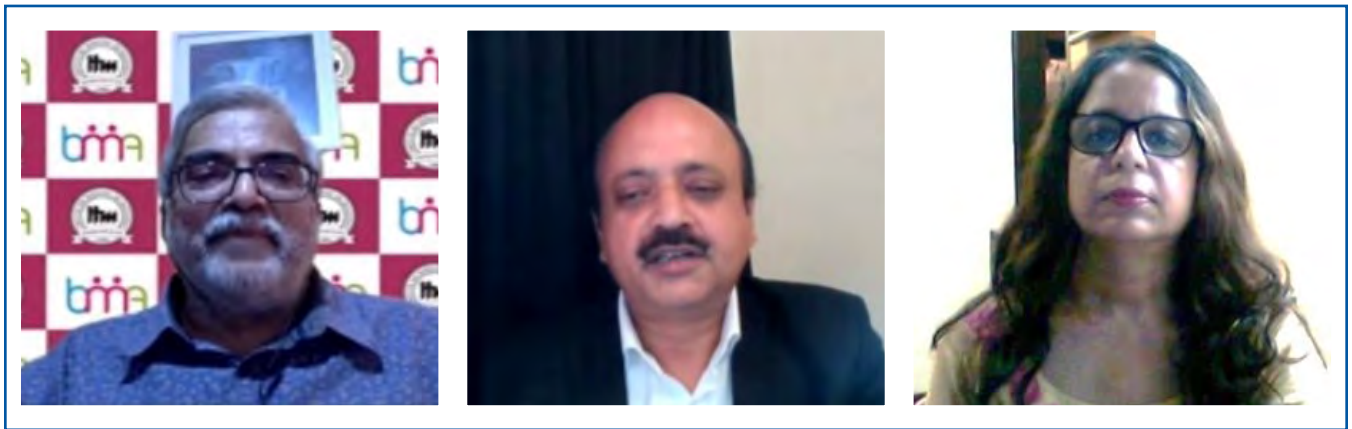
*Mr. Yogesh Pandit addressing*

Bhopal Management Association organised another Leader Speak Series on the topic 'Cyber Security' with Cyber expert Mr. Yogesh Pandit, Director-Techilaw, Cyber Lawyer, Certified Ethical Hacker, Cyber Crime Investigator. More than 50 participants from Indian Oil Corporation Ltd attended the programme. The programme was coordinated by Mr. Aamir Khan, Centre Coordinator, BMA.

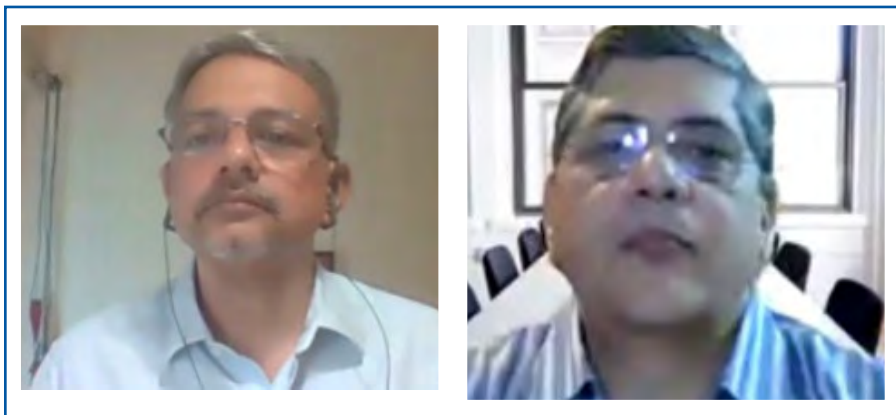
## Bombay Management Association

### Webinar

BMA conducted the 35th edition of Wednesday Wisdom webinar on 2nd December on 'Managing the Airport Experience Effectively in Current Times' by eminent speaker Mr. Videh Kumar Jaipurkar, CEO-DIAL. The session was facilitated by member of EC, Ms. Vaijayanti Naik. The session was attended by 46 participants.



(L-R) Prof RSS Mani, President BMA & VP-ITM Group; Mr. Videh Kumar Jaipurkar, CEO-DIAL; Ms. Vaijayanti Naik



(L-R) Commodore Sriram Srinivasan (Veteran) Co-founder & Principal Maven; Commander Ninad Phatarphekar (Veteran) Co-founder and Principal Maven

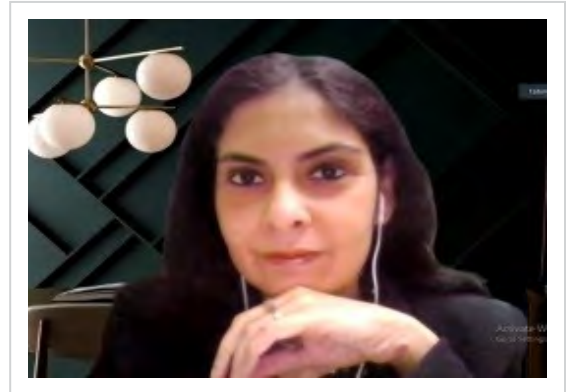
BMA conducted Friday Fundamental on 4th December on a very important topic 'Leading In The VUCA World, The Military Paradigm of Navigating in a VUCA Environment' by Commander Ninad Phatarphekar and Commodore Sriram Srinivasan (Veteran) Co-founder and Principal Maven. The panelists discussed that due to global pandemic every organisation and its leadership

is challenged. The willingness to engage in genuine cooperation and take on clear responsibilities is a basic prerequisite for VUCA enabled and ready entities. The session was attended by 34 participants.

BMA conducted the 36th edition of Wednesday Wisdom webinar on 9th December on 'Exploring the fifth dimension of the future of work' by Industry expert Ms Nishath Moheb Usmani, Director, KPMG in India. She

said forces of change are affecting three major dimensions of work: the work itself, which does the work, and where work is done. The new realities created by these forces of change present us with complex questions to consider—including ethics around human-machine collaboration. It was attended by 48 participants.

BMA conducted Friday Fundamentals on 11th December on the topic 'Business Analytics: A Strategic Tool for Business Growth & Success' by renowned stalwarts Dr. Ramesh Rajagopalan, Chief Executive Set CONNECT Inc., & Mr Doug Gray, Global Advisor & Director, Global Data Science & Value Realisation, Walmart. 61 participants actively participated in the session.



*Ms. Nishath Moheb Usmani, Director, KPMG, India*



*(L-R) Dr. Ramesh Rajagopalan, Chief Executive Set CONNECT Inc.; Douglas Gray, Global Advisor & Director, Global Data Science & Value Realisation, Walmart and the moderator, Mr. Muralidhar Rao*

**Retail Conclave**

On the occasion of Retail Employees Day, BMA conducted a session on 12th December on the topic 'Role of retail in the new economy & Importance of people in retail' by Mr. B S Nagesh, Non-Executive Chairman, Shoppers Stop, Founder, Trust for Retailers & Retail Associates of India (TRRAIN). He said that retail industry has a tremendous impact on our economy. It involves high annual sales and employment. The session was attended by 41 participants.

BMA conducted the 37th edition of Wednesday Wisdom webinar on 16th December on 'Extraordinary Brand Transformation' by Ms. Lulu Raghavan, Managing Director, Landor & Fitch, Mumbai.

She discussed holistic brand transformation through design thus resulting in business success. The webinar

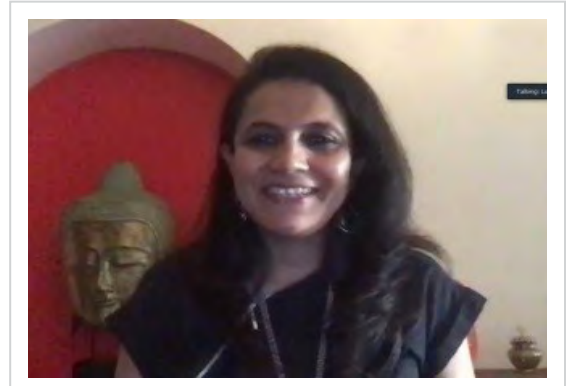


*Mr. B S Nagesh, Non-Executive Chairman, Shoppers Stop, Founder, Trust for Retailers & Retail Associates of India*

covered extraordinary brand ideas for a world in transition i.e. an inside-out journey. It was attended by 63 participants.

**BMA ESG Conclave**

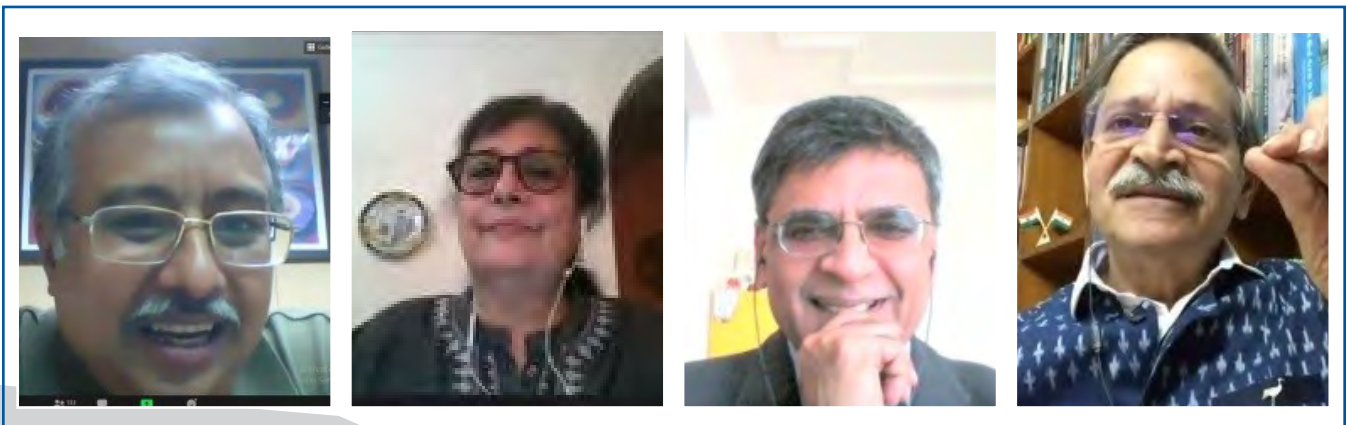
Bombay Management Association conducted its first 'BMA ESG Conclave' on 18th December in digital format. The Conclave was inaugurated by Padmashri Awardee, Mr Pullela Gopichand, India's national badminton champion and coach who is the recipient of various prestigious awards such as the Rajiv Gandhi Khel Ratna & Arjuna Award. A galaxy of 6 eminent speakers shared their wisdom on the various aspects of ESG. The session was facilitated by BMA Past President, Mr Shailesh Haribhakti, Conclave Chairperson & BMA President, Prof RSS Mani. The session was full of optimism & informative insights and attended by 238 participants.



*Ms Lulu Raghavan, Managing Director, Landor & Fitch, Mumbai*



*(L-R) Mr Shailesh Haribhakti, Former President, BMA; Padmashri Awardee, Mr Pullela Gopichand; Dr. PV Ramana, Former President, BMA & Chairman ITM Group*



*(L-R) Mr Anirban Ghosh, Chief Sustainability Officer, Mahindra & Mahindra; Ms Pearl Tiwari, President (CSR), Ambuja Cement & CEO, Ambuja Cement Foundation; Mr Sanjay K Singh, GM (Environment & Sustainability) Ambuja Cements Ltd, Mumbai; Mr Ajit Dayal, Founder & Member-Portfolio Team Quantum Advisors; Mr. Satish Pradhan, Leadership Advisor Biodiversity & Conservation Evangelist*

BMA in collaboration with Lions Club International organised a session on 19th December on 'Rights, Remedies & Responsibilities of Consumers and Citizens'. The inaugural address was delivered by Prof RSS Mani, BMA President. The session was facilitated by member of EC, CS Pramod Shah.



*(L-R) Prof. RSS Mani, President BMA & VP-ITM Group; CS Pramod Shah, Member of BMA-EC*



*Mr. Ajit Ranade, Group Executive President & Chief Economist, Aditya Birla Group*

BMA conducted the 38th edition of Wednesday Wisdom webinar on 'Strategies for Business Excellence & Growth of the Indian Economy' on 23rd December by an Industry expert Mr. Ajit Ranade, Group Executive President and Chief Economist with the Aditya Birla Group. The session was attended by 65 participants.

**Christmas Special**

BMA organised Christmas Special: Musical Evening on 25th December by the team from Shruti Sandhaan and Saptak academy. Music should be taken as a way of life not merely a means of entertainment is the primary belief of Shruti Sandhaan. There were 438 viewers on YouTube live.



*Team from Shruti Sandhaan and Saptak Academy performed the musical evening*



BMA organised a session on 30th December on 'Revitalising Organisations with OCTAPACE Culture' by Dr. TV Rao, Chairman, TVRLS. Dr. Rao strongly believed in the OCTAPACE culture that decides an organisation's effectiveness in the years to come. The process starts with questioning all employees in the organisation and aims towards creating happiness. He urged all employees to be creative and experiment because humans are an unlimited resource and humans are filled with possibilities. The programme was attended by over 104 participants.



*Dr. TV Rao, Chairman, TVRLS addressing the participants*

## Delhi Management Association

### Workshop

Delhi Management Association organised an interactive & experiential interaction on 12th December on 'Philosophy of Yoga' with Mr. Sandeep Gupta, Founder, Mindfulness Insights sponsored by YogaTalk-Global Yoga Network, Los Angeles, California. Mr. Gupta shared the philosophy of Yoga as per Bhagavad Gita & Patanjali; Yoga and the What, Why & How of human life and simple & profound Yoga tools for a healthy, meaningful, happy & successful life. The session was attended by over 50 participants and appreciated by all.



*Participants during the workshop*

### Online Symposium

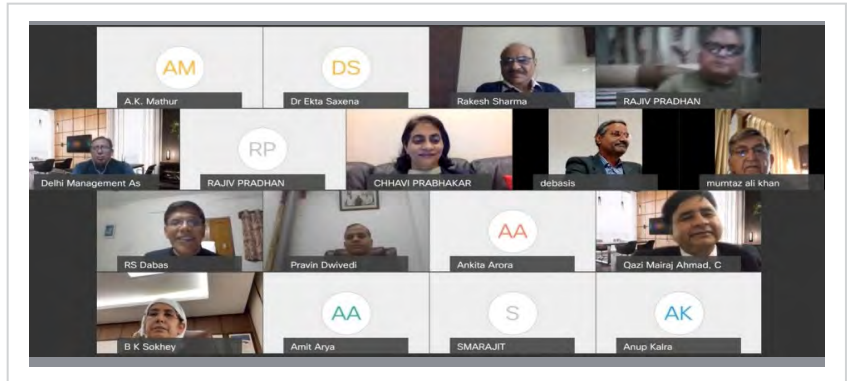
Delhi Management Association in collaboration with Parampara Family Business Institute a non-profit research and educational institute under the charitable arm of GMR, GMR Varalakshmi Foundation organised sixth session titled 'Harnessing the Power of Family Business Ownership' in the online symposium series – 'Essential Mantras for Family Business'. The session featured Dr. Josh Baron, Partner and Co-Founder of Banyan Global, a Family Business Advisory as the expert speaker. The session was moderated by Mr. Peter Leach, Founder, Peter Leach Associates and Mr. Tatwamasi Dixit, Founder, Fabric. This webinar aims to support family businesses in enhancing their sustainability through education on topics related to family business, research and content dissemination. The session was registered by around 2600 participants.



*Online symposium 'Essential Mantras for Family Business'*

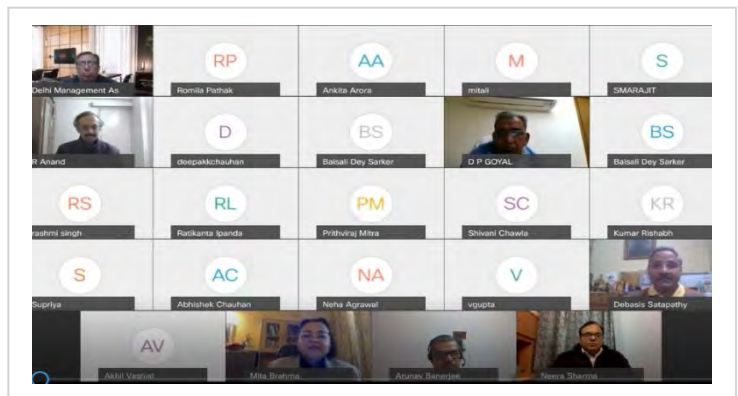
**Webinars**

A webinar for the Management committee members of DMA with the core team of Lucknow Management Association was organised on 16th December to share the best practices of their esteemed organisation. Mr. Rakesh Sharma, Past President, DMA welcomed Mr. Arun Kumar Mathur, Vice President; Mr. Pravin Dwivedi, Senior Vice President; Mr. Quzi Mairaj Ahmad, Mr. Mumtaz Ali Khan, Executive Committee Members, Mr. Rajiv Pradhan, Executive Director, LMA and the fellow members of the DMA Managing Committee.



*Participants during the webinar*

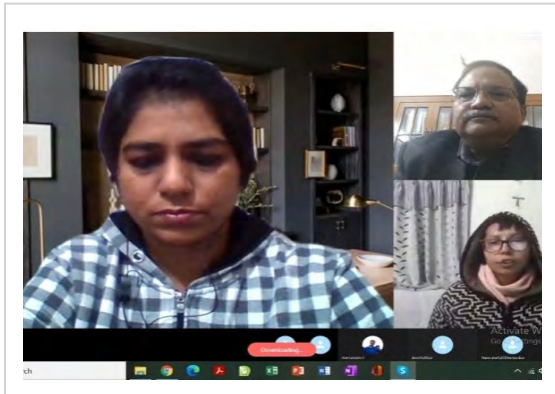
In the knowledge sharing session, both the management organisations shared their experiences on the new initiatives, role of Managing Committee, programmes conducted and the challenges faced by them. The session was coordinated by Ms. Chhavi Prabhakar, Co-Founder & CEO, Global Indian Solutions & member of the DMA Managing Committee and Mr. Rajan Pandhi, Director, DMA. Dr R S Dabas, Vice President, DMA thanked the core team of LMA for the insightful and educative sharing and the DMA Managing Committee members for their presence & sharing their valuable thoughts in the meeting.



*Participants during the session on 'Job Evaluation for Talent Management and Compensation Planning'*

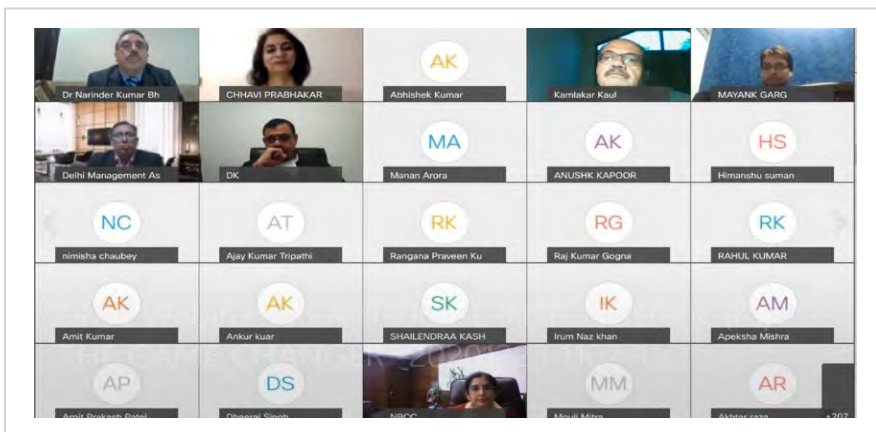
DMA organised a webinar on 19th December on 'Job Evaluation for Talent Management and Compensation Planning'. In the opening Mr. Debasis Satapathy, GM-HR, NBCC welcomed the eminent speakers Mr. Anand R, Principal Consultant & Advisor – HR, HCL Technologies; Mr. Arunav Banerjee, Managing Partner, Adyant; Mr. Neeraj Sharma, Region Total Rewards Leader, GE Steam Power and the fellow participants.

The eminent speakers shared the importance of job analysis and evaluation as a tool in HR with specific reference to talent management and total rewards. The participants found the session very informative. It was moderated by Dr Mita Brahma, Advisor, Strategic HR, NIIT and Chairperson, Human Capital Committee, DMA. The vote of thanks was delivered by Mr. Rajan Pandhi, Director, DMA.



Speakers addressing the meet

Drones for Daughters Network Meet was held on 20th December with Dr Ruchi Saxena, Director of Operations, Caerobotics Consultancy and Mr. Rajan Johri, Chairperson, Skill Development Committee, DMA & Managing Director, LeadWynnas and supported by Delhi Management Association; Caerobotics; India Flying Labs; Girls in Tech Nepal and Women in Big Data India. The main aim of the event was to facilitate a discussion on understanding challenges and opportunities for creating a gender balance in the drone industry. The session was attended by students, professionals and parents who want to see more women take up impactful roles in the unmanned industry.



Participants during the session

Delhi Management Association organised a webinar on 23rd December on 'Artificial Intelligence - The Game Changer'. Ms. Chhavi Prabhakar, Co-Founder & CEO, Global Indian Solutions and Chairperson, DMA Finance Committee welcomed the eminent speakers Mr. Kamlakar Kaul, Executive Director (IT), Telecommunication Consultants India Ltd; Mr. Mayank Garg, Machine Learning at Google, AI

Evangelist and the fellow participants. Mr. Kaul shared his views on digital transformation. Mr Garg shared his thoughts on Impact of Artificial Intelligence in the personal and professional life.

The session was moderated by Prof. (Dr) Narinder Bhasin, Prof. Banking & Insurance, Amity University. Prof Bhasin shared his views on artificial Intelligence in the financial services space and Ms. B K Sokhey, Director, Finance, NBCC and Co-Chairperson, DMA Finance Committee also shared her view with the participants. The session was highly interactive and very well attended by over 260 professionals, students, entrepreneurs. In the vote of thanks Mr. Rajan Pandhi, Director, DMA thanked the eminent speakers for the insightful and educative session.

## Faridabad Management Association

Faridabad Management Association in collaboration with MVN University conducted a virtual panel discussion on 11th December on the topic 'Spirit of Entrepreneurship'. The Inaugural address was given by Dr. Sanjay Sadana, Sr. Faculty-SPMC of MVN University who also moderated the event. The welcome address was given by Mr. V. Thyagarajan, Executive Director, FMA. The session started by Dr. Sanjay Sadana by the introduction of speakers. The speakers of the panel were Ms. Smiti Bhatt Deorah, Co-founder & COO of Advantage Club; Ms. Aakriti Bhargava, Co-founder & COO, Wizikey; Mr. Navdeesh Mahajan, Co-Founder- NBDM Entertainment and Ms. Saloni Kaul, Founder & CEO, It's People. All the speakers shared their entrepreneurial journey and also told how they overcame the hurdles to become a successful entrepreneur. The theme of the event was curated by Mr. V. Thyagarajan and Mr. Gaurav Saini, General Manager- CRC of MVN University, Faridabad. The vote of thanks was delivered by Mr. V. Thyagarajan and the session was attended by students, faculty, industries and consultants.



Panel discussion on 'Spirit of Entrepreneurship'

Faridabad Management Association conducted a webinar on 16th December on the topic 'Individual Development Planning' with Ms. Saloni Kaul, Founder & CEO, It's People. The session was initiated by Mr. V. Thyagarajan, Executive Director, FMA who gave a welcome address followed by an introduction of Faridabad Management Association and a brief Profile of Ms. Saloni Kaul. Ms. Kaul spoke in details on how to develop individual development plans and execute the same. In the end, the concluding remarks were given by Mr. V. Thyagarajan. The session was attended by participants from industry as well as academia and students.



Webinar on 'Individual Development Planning'

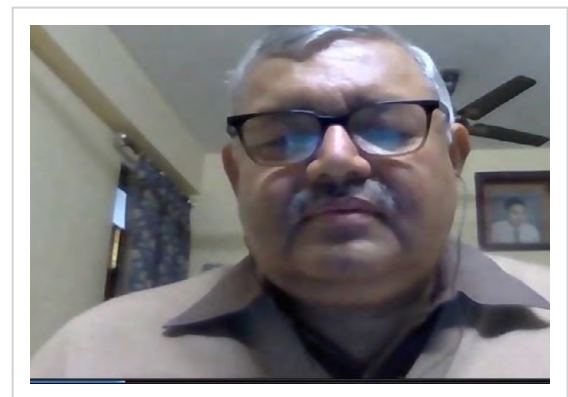
## Ghaziabad Management Association

### Webinar

Ghaziabad Management Association in coordination with AIMA on 5th December organised a webinar on 'Corporate Governance and Future Challenges' by Mr. P Dwarakanath, Chairman GSK Consumer Healthcare Ltd. He emphasised that an organisation needs to remain focused on its purpose and at the same time, follow ethical practices. The session was well attended by about 80 members.

GMA organised an interactive session on 15th December on 'New Paradigms in Teaching and Learning' with speaker Prof. Rajkumar S Pant, a senior member of faculty of Aerospace Engineering Department at IIT, Bombay. He shared his experience of actions taken by IIT Bombay to meet the challenges. IIT Bombay was the first university in the world to conduct its Annual Convocation in a unique and completely non-contact mode by creating digital avatars of all concerned. The entire teaching of IIT Bombay was moved online and measures were incorporated to bridging the digital divide and ensured to reach out to its students spread all over the country. The session was attended by about 45 members from the institutes and individual professionals.

Webinar on 'Corporate Governance and Future Challenges'



Prof. Rajkumar S Pant addressing during the webinar



Leadership Talk Series by Dr. Sindhu Bhaskar, CEO and Chairman of EST Group Global Inc. USA

An interactive session was organised on 18th December in association with Management Department, IMS UC Campus and STUGMA-GMA under the Leadership Talk Series on 'Contemporary Issues and Challenges in Fintech application in India' with keynote speaker Dr. Sindhu Bhaskar, CEO and Chairman of EST Group Global Inc. USA. He commenced his talk by making the audience aware of the banking of India and how it has adopted the technological change. The session was attended by about 250 participants including students and GMA members.

### Inter Institute Presentation Competition

GMA organised an Inter Institute Presentation Competition on 18th December under the title 'STUGMA Presentation Competition: 2020'. Total 12 teams from four institutes i.e. Ajay Kumar Garg Institute of Management;

KIET Group of Institutions; IMS (University Course Campus) and IPEM of Delhi NCR participated in the competition. The competition was judged by senior corporate members, Mr. Rahul Agarwal and Mr. Ajay Sahore. The winner and runner up of the event was IMS (University Course Campus) and the second runner up team was from IPEM.

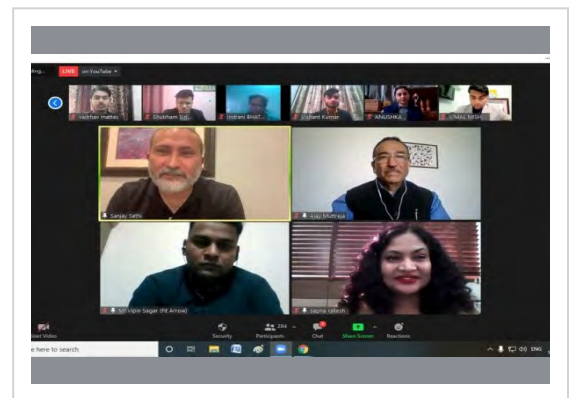
**Entrepreneurship Summit**

On 19th December, GMA along with the E-Cell at IMSUC Campus Ghaziabad organised the Entrepreneurship Summit 2K20. The Inaugural session was graced by Guests of Honour, Mr. Ajay Muttreja, Strategy Advisor & Mentor, National Startup Committee, FICCI and Mr. Sanjay Sethi, CEO & Co-Founder, ShopClues.com in the presence of Dr. Harsh Vardhan Kothari, member of GMA; Dr. Sapna Rakesh, Director, IMS. The second session of the summit was the E-Cell meet in which representatives from E-Cells of IIT BHU, IIT Mandi, TISS Mumbai, NSEC Kolkata, IIT Guwahati & IIM Calcutta represented the panel discussion moderated by Ms. Anushka Pandey, student of IMSUC an active member of E-Cell IMS UC, with an in-depth discussion on the topic 'Sowing the seeds of Entrepreneurship – Issues & Challenges'. The event also had a fun filled activity 'Game of Flix – Entrepreneurial Learnings from Cinema'. The Mega Final was held on 19th December in the presence of panel of Judges Mr. Prakhar Gupta, Founder, WIN Legally Solutions LLP; Ms. Ishika Jethwa, Brand Identity Head, CyberKart and Mr. Vipin Sagar, Founder, Fit Arrow. There were more than 280 participants.

'STUGMA Presentation Competition: 2020'



Entrepreneurship Summit 2K20



Speakers addressing the session

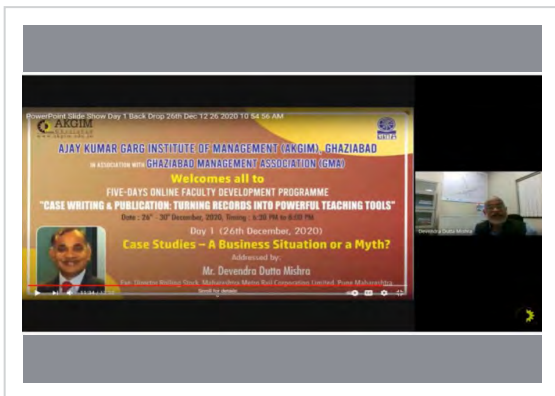
**FDP**

GMA and Ajay Kumar Garg Institute of Management conducted a five day online FDP from 26th to 30th December on 'Case Writing and Publication: Turning Records into Powerful Teaching Tools'. On day one, Mr. Devendra Dutta Mishra, Executive Director in Maharashtra Metro Rail Corporation Ltd, Pune gave very useful insights into the requirement for case teaching and the role it plays for purposeful real-time business solutions. On day two, Prof. Kaushik Bhaduri, Founder, My Money Advisor, Faculty, Dept. of Banking & Finance, Ramanujan College,

University of Delhi discussed the method that needs to be adopted for teaching case studies and cleared a lot of inhibitions regarding the industry perspective of case handling.

On day three, Dr. Manisha Sharma, Faculty, Operations & Decision Sciences, School of Management, Gautam Buddha University, Greater Noida helped the participants understand various aspects related to the mechanics of case writing including discussion on the types of research methodology used for case writing.

Finally, on day four and five Dr. Sudhanshu Joshi, Faculty, School of Management, Doon University, Dehradun gave an in-depth insight on the process of writing the case; teaching notes and the process and prerequisites of Case publishing in renowned journals. There was an overwhelming response from the participants with a very interesting round of Q & A session. The FDP was attended by about 40 participants on all days.



FDP on 'Case Writing and Publication: Turning Records into Powerful Teaching Tools'.



Mr. Devendra Dutta Mishra addressing the session

## Goa Management Association

Goa Management Association organised a panel discussion on 11th December on the topic 'Tourism in Goa – Building Back Better'. The panel members were Mr. Vipul Prakash, COO, Make My Trip; Mr. Rattan Keswani, Dy. Managing Director, Lemon Tree Hotels; Mr. Vincent Ramos, Area Director, IHCL Goa and Mr. Serrao Francis Socorro, Managing Director, Crosscraft Pvt Ltd. The session was moderated by Mr. Sunil Dias, Managing Partner, Greystuff Strategy LLP. Mr. Amin Ladak, Chairman, GMA welcomed the audience while Dr. Pradeep B Salgaonkar, Founder Director, Saldots Academy conducted the Q/A session. There were several questions put forth by the participants which were very well answered by the speakers. The vote of thanks was presented by Mr. Nilesh Dessai, Hon. Secretary, GMA.



Panel Discussion on 'Tourism in Goa – Building Back Better'

## Hyderabad Management Association

### MDP

Hyderabad Management Association conducted Export and Import Management programme on 1st December by Prof. Sivaram Tekuru, a member of HMA, under the Management Development Programme. The programme covered the following points, the various types of risks in International Trade like Commercial Risk, Political Risk, and Risks arising out of Foreign Laws, Cargo Risk, Credit Risk, and Foreign Exchange, the role of ECGC in helping the exporters as a hedging mechanism towards the above risks, the role and importance of a customs house agent (CHA), on behalf of the exporter for Customs Clearance and Forwarding of goods and coordination in one or more modes of transportation, the categories of shipping, the cost, travel time, schedule of the movement of ships.



*Workshop on Export and Import Management programme*

### HMA Annual awards 2019-2020

The 47th HMA Annual Awards Ceremony was held on 12th of December following all COVID norms. Mr. G Kishan Reddy, Union Minister for State Home Affairs was the Chief Guest along with Mr. Sanjay Kapoor, the President, HMA, and the Immediate Past President Mr. Nagesh Vishwanatham presided the event. All the awardees received the golden coloured statuette, inscribed 'Yoga Karmesu Kausalam' which means 'Yoga is skill in action'. Mr. Kishan Reddy felicitated the award winners.



*Farewell ceremony of Mr James Peter*

### SDP

HMA conducted Industry Readiness Programme on 5th December with Mr Rajesh Reddy, VP, Bank of America who delivered a session on retail banking and shared his experiences of retail banking in private and foreign banks. Mr Saurabh Kumar, CEO, GMR Logistics delivered a session on practical aspects in logistics sector with GMR Cargo as a case study.

On 6th December, the speakers Prof Sriharsha Reddy Dean, IMT spoke on Banking and Prof. Apurva Sanaria, MICA gave inputs on academics and the programme on 11th December was held on digital transformation with Mr Chirantan Chatterjee –

Founder & CEO Py's AI Labs & Omion Fusion Technologies.

On 13th December, the programme concluded with a session by Mr Shiva Kumar, Chairman, ITC Technico Agri and Mr Sanjay Kapoor, Former GM, L&T. The students took a comprehensive examination and top five performers received course completion certificates during HMA awards event.

On 19th December, a session was held on the topic 'Career Path in Data Science'. The student chapter at Vidya Jyothi Institute of Technology was inaugurated by Mr. Sanjay Kapoor, President HMA and Mr. Chirantan Chatterjee was the first speaker for the chapter who spoke about career path in Data Science as the next evolution in the software arena.

Mr. James Peter was given a farewell on 29th December after his service of 45 years in HMA. He has been an honest, dedicated and sincere worker who was focused on HMA's achievements and made it his priority in life.



## Indore Management Association

### IMA Staff Development Programme

Indore Management Association Staff Development Programme organised a webinar for Management professionals & students on 4th December on the topic 'Listening to People: How to conduct effective surveys in Organizations' by Prof. Ajit Phadnis, Faculty with the Humanities and Social Science at IIM, Indore.



Prof. Ajit Phadnis during the session

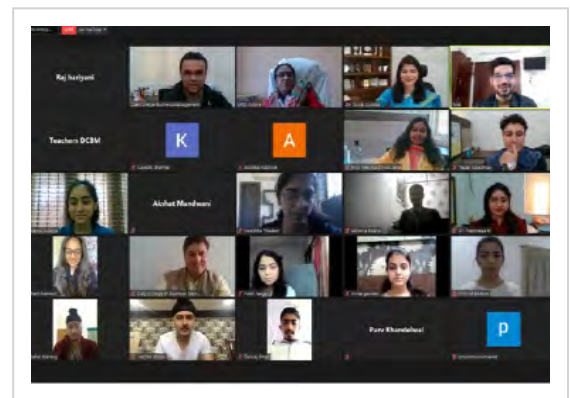
IMA Staff Development Programme organised a webinar for Management professionals & students on 5th December on the topic 'Be a Rider and a Provider' with Capt. Jaison Thomas, a motivational speaker.



Capt. Jaison Thomas during the session

### IMA Student chapter

Indore Management Association Student chapter organised a webinar for the students of Daly College Business Management on 5th December on the topic 'Opportunities In and Out of Covid' by Ms. Aryama Sanyal, Director at Airport Authority of India.



Facilitator and participants during the session

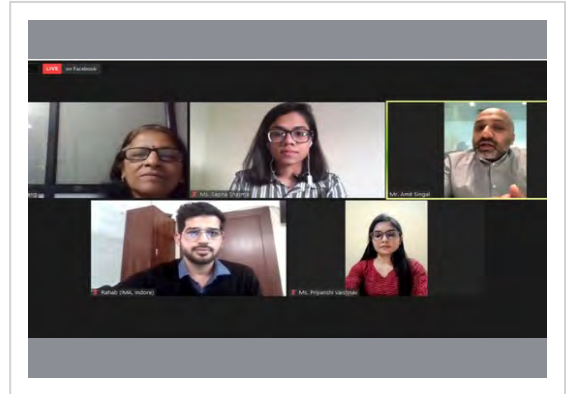


Dr. Vijay Kumar Sukhwani addressing the session

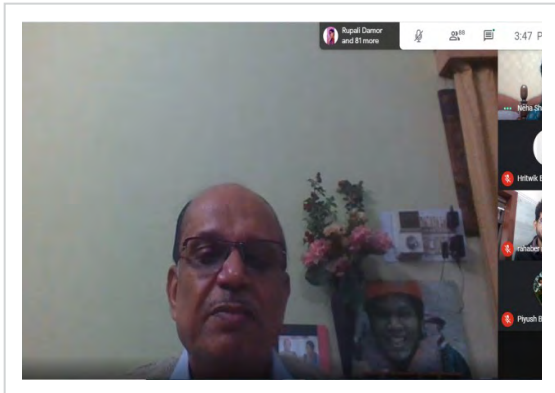
### IMA Centre of Excellence

Indore Management Association Centre of Excellence organised a webinar for Management professionals & students on 8th December on the topic 'Life Management Lessons from Bollywood Songs' by Dr. Vijay Kumar Sukhwani, Professor of Mechanical Engineering at Engineering College of Ujjain.

IMA Student Chapter organised a webinar for Management professionals & students on 10th December on the topic 'Dynamics of Building a lean Company and power of Collaboration' with speaker Mr. Amit Singal, Founder & CEO at Nexus Health Tech Pvt Ltd.



Mr. Amit Singal addressing the participants



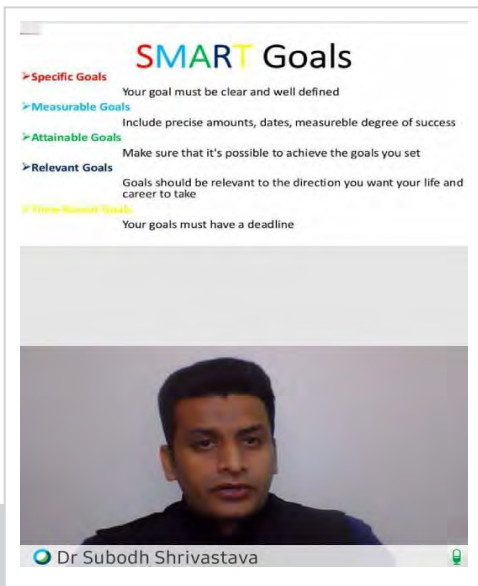
Mr. Sushil Dubey addressing the participants

IMA Student Chapter organised a webinar for Management professionals & students on 11th December on the topic 'College Life to Corporate Life: Switch to Success' by Mr. Sushil Dubey, Ex-Country Head Tata International Ltd in Ethiopia.

IMA Student Chapter organised a seminar for Management professionals & students on 15th December on the topic 'Campus to Corporate for New Employees' with Capt. Jaison Thomas, a motivational Speaker.



Capt. Jaison Thomas with the participants

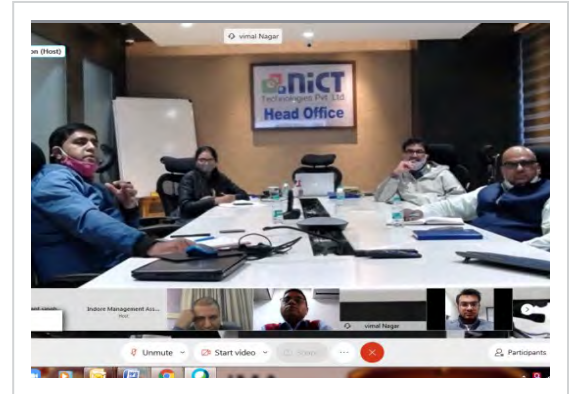


Dr. Subodh Shrivastava during the session

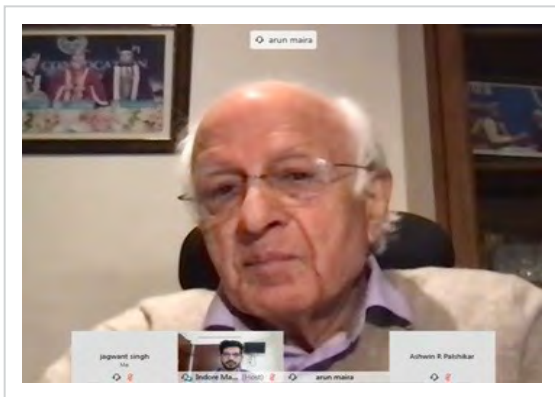
IMA student chapter organised a webinar for Management professionals and students on 18th December on the movie 'Goal Setting through Famous Bollywood Movies' with the speaker Dr. Subodh Shrivastava, CEO - INTRED Services Pvt Ltd.

**IMA HR Forum**

IMA HR Forum organised a Meet for Management professionals & students on 18th December on the topic 'Role of HR after Covid19, Challenges and Opportunities' with Dr. Reva Mishra over 14 years of professional excellence in providing teaching, training and academic services in different colleges of Management.



*Speaker and participants during the session*



*Mr. Arun Maira addressing the participants*

**Rendezvous – An Exclusive CEOs Meet**

Indore Management Association organised an exclusive CEOs meet on 19th December on the topic 'Building Learning Factories & Confident Industries in India'. The speaker of the session was Mr. Arun Maira, Chairman of Help Age International, Former Member, Planning Commission of India and Former Chairman, Boston Consulting Group, India.

IMA Centre of Excellence organised an evening programme for Management professionals & students on 30th December on the topic 'Begin & Manage 2021 from the learning of Sunderkand' with CA. Santosh Muchhal, Past President, IMA and Senior Partner at Muchhal & Gupta.

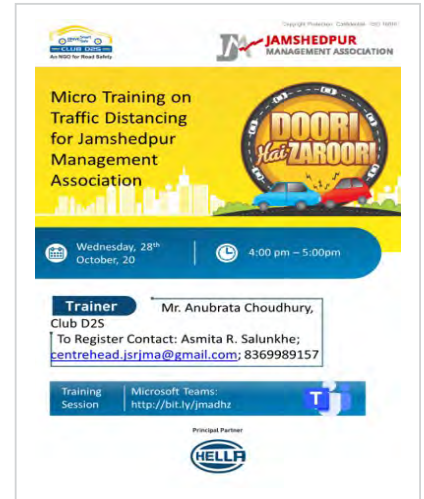


*CA. Santosh Muchhal during the session*

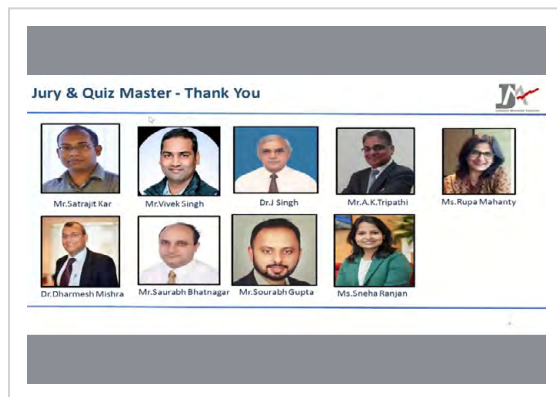
## Jamshedpur Management Association

### Road Safety Campaign Micro Training

JMA in collaboration with NGO Drive safe and Smart, D2S and Hella India Lighting Ltd organised micro training in Road Safety Campaign “Doori hai Jaroori” on 28th October. It was a volunteer led micro training project which aims to enrol million road users, drivers via digital, – online video and audio platforms towards Traffic Distancing. Mr Anubrata Choudhury, Head of sustainability at D2S conducted the training. Mr Ramashankar Pandey President, CWC–D2S, Managing Director–Hella India Lighting Ltd. also attended the session and answered the queries of participants. The session was attended by 66 professionals who had registered in advance.



Road Safety Campaign Micro Training



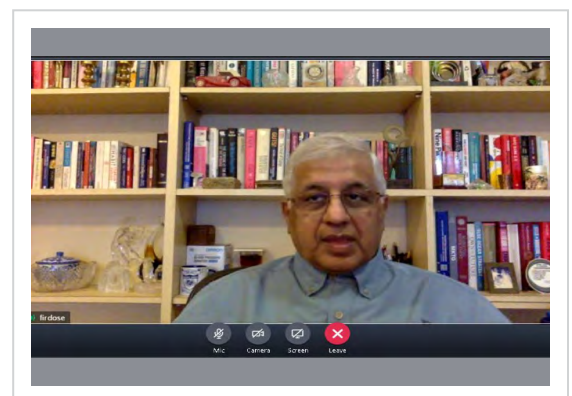
Jury and Quiz Masters

### JMA Management Olympiad 2020

JMA Management Olympiad 2020 was organised from 4th-5th December on a virtual platform. The two-day event engaged working professionals, undergraduate and post graduate students. The event was divided in 3 segments, case studies, start-ups and quizzes with each segment having 3 topics. Prize distribution programme was organised (on a virtual platform) on 8th December, in which Mr Suresh Dutt Tripathi, VP HRM, Tata Steel & President, JMA was present along with other JMA Board Members. Mr Amit Kumar Jha, NIT, Jamshedpur was adjudged as the Mr Young Leader & Ms. Neha Kumari, Arka Jain University bagged the Ms. Young Leader Award. XLRI became the overall event winner of JMA Management Olympiad 2020. Approximately 150 professionals/ students from different companies and colleges of Jamshedpur participated in the programme.

### Inspiring Leader Series

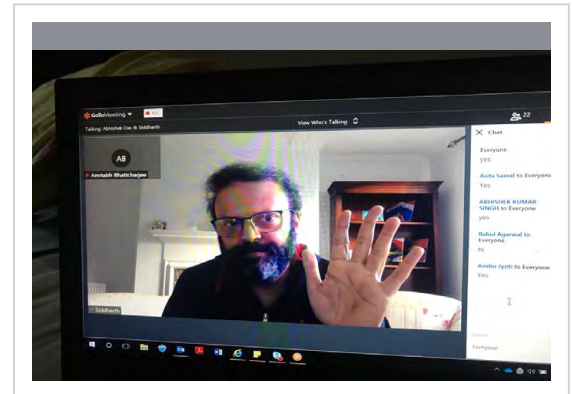
Jamshedpur Management Association has started an Inspiring Leaders Series – a platform to showcase the experiences of inspiring leaders. The first session in the series was organised on 12th December with Mr Firdose Vandrevale, Former Executive Vice Chairman, Essar Steel India. Mr Vandrevale touched upon the fact that leadership is best learnt on the job. The session was moderated by Mrs Rupa Mahanty, JMA Board Member and hosted by Mr. Amitabh Bhattacharjee, Hony. Secretary, JMA. Professionals from Tata Steel, Tata Motors, ISWP, JCAPCPL, TSLP, TSUIL etc participated in the session.



Mr Firdose Vandrevale, Former Executive Vice Chairman, Essar Steel India addressing

**Online Training**

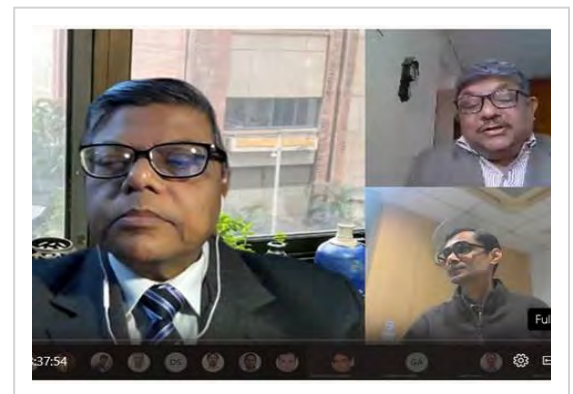
An online training on Marketing in a Digital World was organised on 14th December. Prof. Siddharth Deshmukh from MICA, Ahmedabad was the speaker of the programme. Mr. Deshmukh focused on points like understanding the new consumer and her digital footprint, new marketing rules: content virality, consumer journeys and interventions, communities and networks, developing a marketing and communications strategy and campaign/conversation for your brand- putting it all together and planning KPI's with cases. The training was nomination based and professionals from JCAPCPL, TATA STEEL, TSUIL participated in the training.



*Prof. Siddharth Deshmukh addressing*

**TERI Certification Programme**

The Energy and Resources Institute (TERI) Certification Programme on Sustainable Energy and Environment Transition was organised from 16th-18th December on a virtual platform. Mr Amit Kumar, Senior Director, Social Transformation Division & Prof. Manipadma Datta, Vice Chancellor, TERI SAS opened the session. A wide array of subjects such as energy and climate change linkage, energy conservation opportunities in Industry (with case studies), renewable opportunities for industries, towards low carbon renewable rich industries, renewable energy policy and regulation, air pollution and control strategies for industries, waste recovery/recycling opportunities for industrial waste & water footprint in industry: analysis and strategies, economic and regulatory instruments for water pollution control were covered by different professors of TERI. Professionals from Tata Steel, Tata Pigments and TSUIL participated in the training.



*TERI Certification Programme*

Prof. Durga Pathak, Faculty XLRI, TMDC and Mr Vinaya Nand Pandey, Faculty XLRI, TMDC were the speakers of the session. The main objective of programme was to enable participants to understand the concepts of Customer Focus Communicating with Customers: Active Listening, Telephone manner, External and Internal customers and apply them to enhance Customer Satisfaction and Delight, Competency Assessment: Empathy and Interpersonal Skills. 22 professionals benefitted from the initiative.

**Total Customer Focus Programme with Tata Health**

The two-day training programme was organised specially for Tata Health workers largely from the Pharmacy department from 29th – 30th December. Prof Durga Pathak, Faculty XLRI, TMDC and Mr Vinaya Nand Pandey, Faculty XLRI, TMDC were the speakers of the session. The main objective of programme was to enable participants to understand the concepts of Customer Focus Communicating with Customers: Active Listening, Telephone manner, External and Internal customers and apply them to enhance Customer Satisfaction and Delight, Competency Assessment: Empathy and Interpersonal Skills. 22 professionals benefitted from the initiative.



*Participants of the training programme*

**JMA Team**

JMA Team photo session was organised on 2nd January at J.R.D Tata Sports Complex. All JMA Board members and the Managing team members were present on the occasion which also marked the celebration of JMA receiving two AIMA recognitions- 'Best LMA Awards IV' & 'Most Improved LMA Awards' 2019-20. The announcement of the same was made at the 47th AIMA National Management Convention Award Ceremony (online) on September 21, 2020.

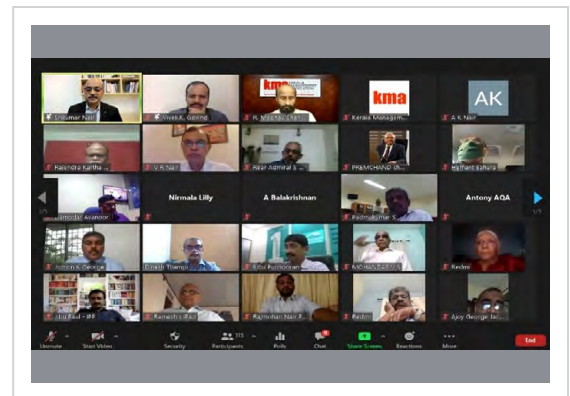


*JMA Board members & Managing team members*

**Kerala Management Association**

**Panel Discussion**

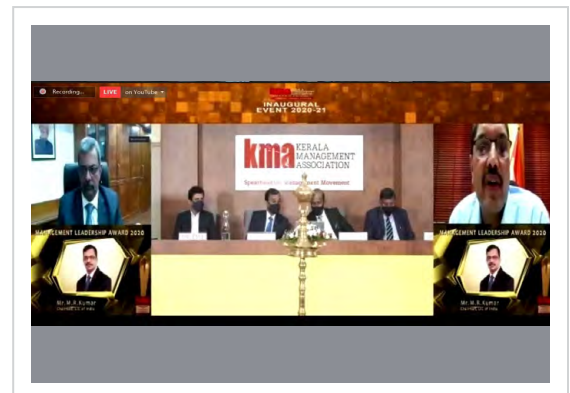
KMA conducted a pre-inaugural panel discussion on 6th November on the topic 'COVID 19 Impact Let us remain updated' with CA. Jomon K George, Founder & Chief Executive Partner, JVR & Associates; Mr. Srikumar Nair, Founder & CEO at ByGC & Former Sr.VP, HDFC Bank; Mr. Dinesh Thampi, VP & Delivery Center Head – Kerala, Tata Consultancy Services; Mr. Damodar Avanoor, Director, Chethana Formulations & Past President, KSSIA. The session was moderated by CA. Vivek Krishna Govind, Senior Partner, Varma & Varma. The meeting was well attended with over 150 participants including management students.



*Panelists along with the participants*

**KMA - Inaugural Event 2020-21**

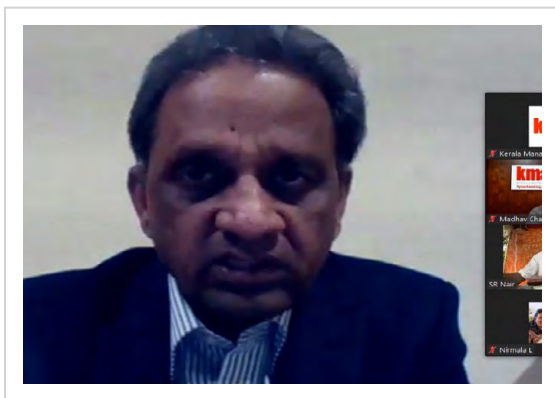
Inauguration of KMA activities for the year 2020-21 was done on 12th November by Dr. Vishwas Mehta, IAS, Chief Secretary, Government of Kerala followed by Management Leadership Award 2020 presentation to Mr. M.R. Kumar, Chairman, LIC of India. The Management Leadership award is the highest accolade of KMA presented to the most distinguished individual professional manager, acknowledging his immense contributions in the field of management and industrial development. The programme was presided by KMA President, Mr. R. Madhav Chandran. The event was well attended by management fraternity and students.



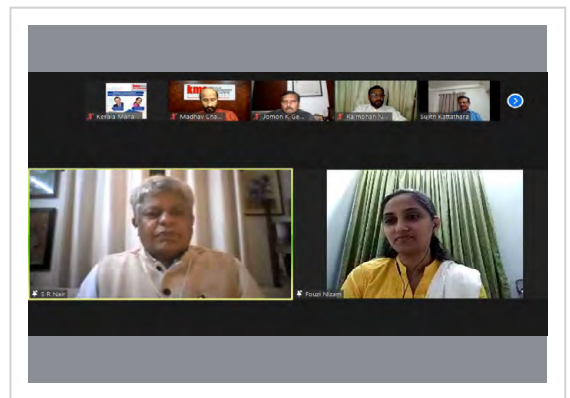
*(R) Dr. Vishwas Mehta IAS addressing the gathering (L) Mr. M.R. Kumar on the stage (L-R) Mr. Jibu Paul, Mr. S. Rajmohan Nair, Mr. R. Madhav Chandran, Mr. Jomon K. George*

**LeaderTalks Session**

KMA organised a LeaderTalks session on 19th November by Mr. Naresh Kumar Piniseti, President-Corporate Governance, Deepak Fertilizers and Petrochemicals Ltd on the topic 'Why Leaders Fail?'. Mr. R. Madhav Chandran, President, KMA presided over the function and introduction of the speaker was done by Mr. S R Nair, Chairman, Programme Committee. The vote of thanks was proposed by Mr. Jomon K George, Honorary Secretary. The Leader Talks session is a series of lecture conducted bi-weekly on various contemporary topics by eminent leaders in management.



*Mr. Naresh Kumar Piniseti during the interactive session*



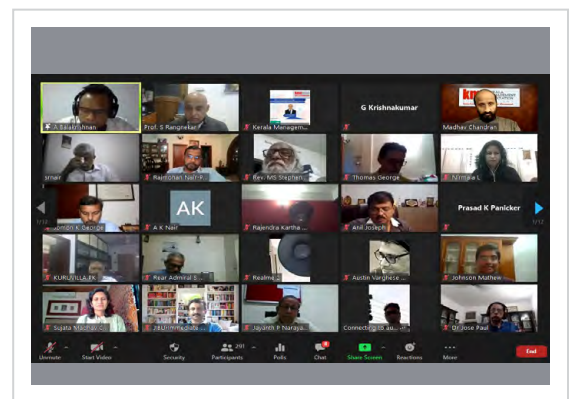
*Panel discussion in progress*

**StartCon**

StartCon is a series where successful start-ups are invited to share their success stories. This is the first of its kind introduced by KMA to promote the start-ups and to emulate their stories by others.

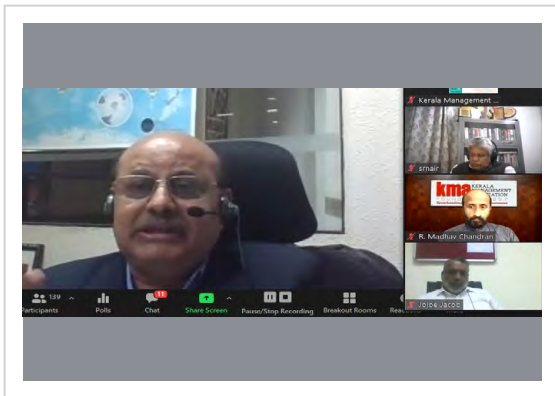
KMA conducted 'StartCon' startup conversation on 21st November and the panelists were Mr. Sujith K Bhaskaran, Founder & Managing Director, GigsBoard India and Ms. Fouzi Nizam, CEO, Cutiepie Cakes Pvt Ltd. The event was moderated by Mr. S R Nair, Chairman, Programme Committee and presided over by Mr. R. Madhav Chandran, President, KMA.

In the second 'StartCon' for the year, two award winning entrepreneurs, Mr. Joy Sebastian, Founder & CEO, Techgentsia Software Technologies Pvt Ltd and Mr. George Zachariah, Founder & CEO, ExTravelMoney Technosol Pvt Ltd was on the panel on 21st December with Mr. S. R. Nair, Past President and Programme Committee Chairman. The event was well attended by the young entrepreneurs, students and KMA members. The participants shared their experience through their journey to success.



*Dr. Santosh Rangnekar along with the participants*

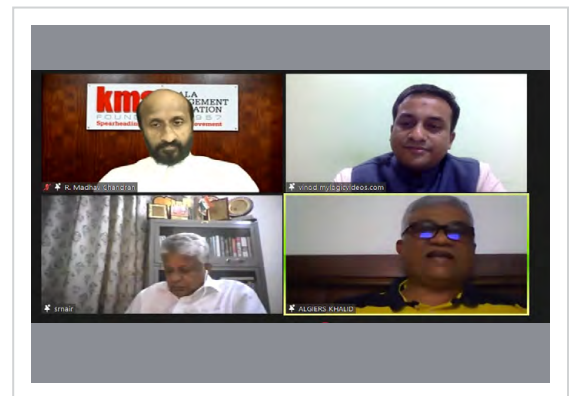
KMA organised the second LeaderTalks session on 25th November by Dr. Santosh Rangnekar, Professor, Indian Institute of Technology, Roorkee on the topic 'Servant Leadership'. The event was presided over by Mr. R. Madhav Chandran, President, KMA and Mr. S R Nair introduced the speaker. The vote of thanks was given by Mr. Jomon K. George, Hon. Secretary.



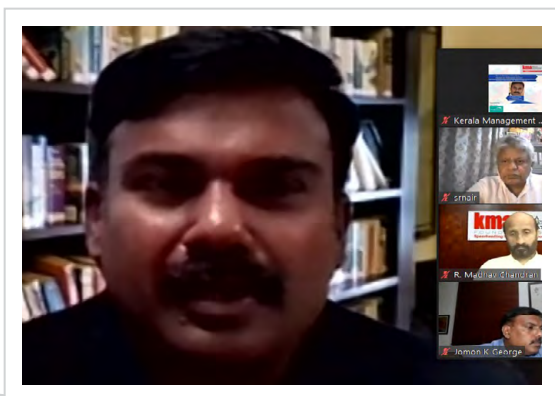
*Dr. A. V. Sivarama Prasad during the session*

KMA's third LeaderTalks session was addressed by Dr. A. V. Sivarama Prasad, President (Strategy), The KCP Ltd on 2nd December on the topic 'Future of Industry & People Management'. The session was well attended by the members and management students. The programme was presided over by Mr. R. Madhav Chandran, President KMA.

KMA organised LeaderTalks session on 15th December by Mr. Vinod Chandran, Co-Founder & Director, Logic School of Management, Bangalore on the topic 'Disruptions in Management Education'. The event was presided over by Mr. R. Madhav Chandran and Mr. S R Nair introduced the speaker. The vote of thanks was given by Mr. Algiers Khalid, Hon. Joint Secretary.



*(L-R) Mr. R. Madhav Chandran; Mr. Vinod Chandran; Mr. S R Nair & Mr. Algiers Khalid*



*Dr. Sandeep K. Krishnan addressing the participants*

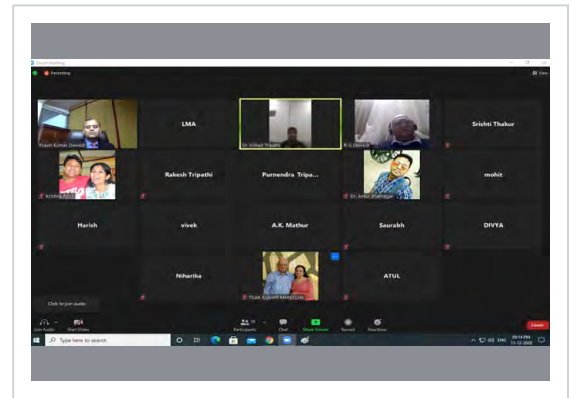
The last Leader Talk for the month was done by Dr. Sandeep K. Krishnan, Sr. Partner, People Business, Visiting Faculty, IIM Ahmedabad and Indore on 29th December on the topic: How to Develop a Consulting Mindset for Professional Success?. The event was presided over by Mr. R. Madhav Chandran and the introduction of the speaker was given by Mr. S R Nair, Programme Committee Chairman. The vote of thanks was proposed by Mr. Jomon K. George, Hon. Secretary. The event was well attended by management fraternity and students.



## Lucknow Management Association

### Knowledge Sharing Webinar

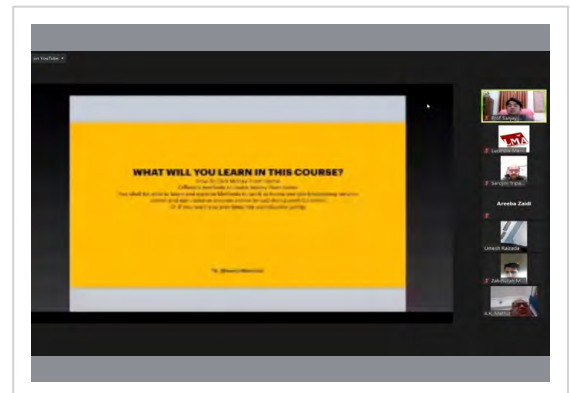
Lucknow Management Association joined hands with AWOKE India Foundation and Indian Industries Association and organised a webinar on 11th December on 'Introduction to consciousness management in entrepreneurship & business development' with speaker Dr Vishad Tripathi, Consciousness Scientist & Vedic Educationist Expert Coach. Mr A K Mathur, Vice President, LMA welcomed the participants and introduced the speaker and Mr Pravin Diwedi, President, AWOKE India Foundation & Senior Vice President, LMA gave the concluding remarks and proposed the vote of thanks.



Participants during the webinar

### Webinar

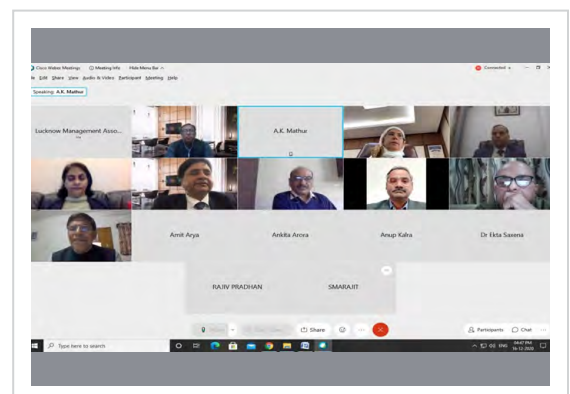
Lucknow Management Association organised a webinar on 15th December on 'Online Work Opportunities with No Investment' by Dr Dheeraj Mehrotra, MS, MPhil, Ph.D (Education Management), H.C., a white and a yellow belt in Six Sigma, an Academic Evangelist, a Certified NLP Business Diploma holder, an Educational Innovator, Soft Skills Trainer, Author, Freelance Journalist (IT) with expertise in Six Sigma in Education Academic Audits, Neuro Linguistic Programming, Total Quality Management In Education, an Experiential Educator, a CBSE Resource towards School Assessment, JIT, Five S and KAIZEN has also been honored by President of India. The session was attended by a large number of students of MBA Department from University of Lucknow. The moderator was Mr A.K. Mathur, Vice President, LMA.



Session by Dr Dheeraj Mehrotra

### Online Meeting

An online meeting was organised on 16th December to share the best practices of the activities between Lucknow Management Association and Delhi Management Association. The two associations were represented by the members of their managing committee and Directors who had fruitful deliberations for the common cause.



Online meeting in progress

**Outreach Visit**

Lucknow Management Association organised an outreach visit to AWOKE India skill centre at village Ujariyaon on 17th December. Mr Vipin Gupta, Treasurer presented a cheque of Rs. 5000 on behalf of LMA to skill centre for procuring cloth for masks to be made by SHG women.

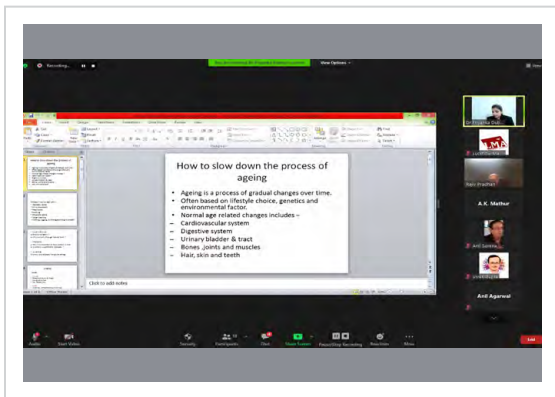


*Visit to AWOKE India skill centre*



*Session on 'WINNER' Work and Life*

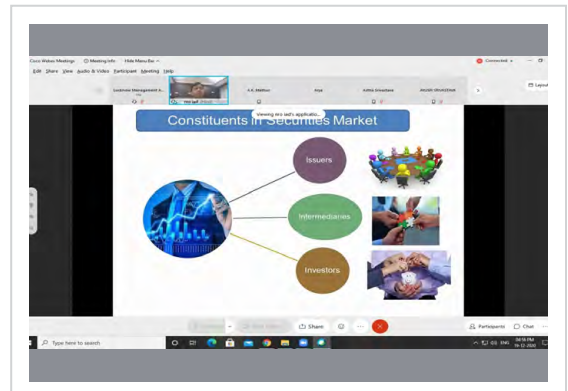
Lucknow Management Association in collaboration with HR Association of India organised a panel discussion in the virtual mode on 17th December on 'WINNER' Work and Life. The panelists were Dr. Rajan Johri, Managing Director, LeadWynn and Member Executive Committee LMA; Dr. J. Jessy Christin, Chief Delivery Officer- India, Masadir HR Services; Mr. Frederick Sidney Correa, Sr. Associate VP –HR, Darashaw; Mr. Dhavan Bhow, DB Speaks. The session was moderated by Mr A.K. Mathur, Vice President, LMA.



*Dr. Priyanka Dubey addressing the participants*

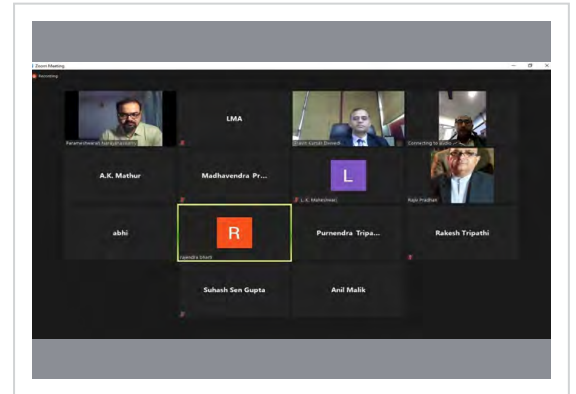
LMA organised a webinar on 'How to slow down the process of Ageing' on 19th December with Dr. Priyanka Dubey, Ph.D in Food & Nutrition. Mr A K Mathur, Vice President, LMA welcomed the participants & introduced the speaker and Dr Vivek Gupta from IIM, Lucknow proposed the vote of thanks.

LMA joined hands with AWOKE India Foundation and organised a webinar on 19th December on 'Future of Financial Management and COVID-19' with Mr. Atul Agarwal, DGM, SEBI. Mr A K Mathur, Vice President, LMA welcomed the participants & introduced the speaker and Mr Pravin Diwedi, President AWOKE India Foundation & Senior Vice President, LMA proposed the vote of thanks.



*Webinar on 'Future of Financial Management and COVID-19'*

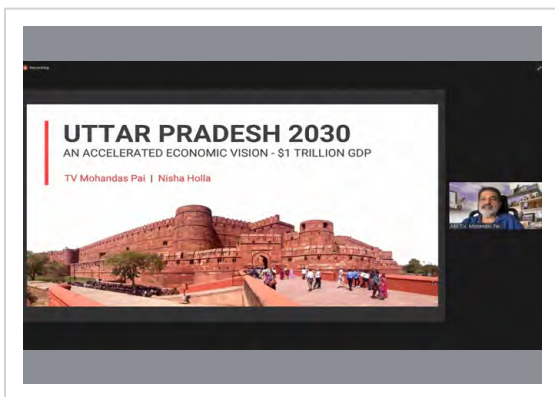
LMA in collaboration with AWOKE India Foundation organised a webinar on 19th December on 'Financial Management and Covid-19' with CA Parmeshwaran N Swamy, financial expert from Mumbai. He talked about making financial decisions in changing environment in the wake of Covid-19 with reference to senior citizens. Mr A K Mathur, Vice President, LMA welcomed the participants and Mr Pravin Diwedi, President AWOKE India Foundation & Senior Vice President, LMA gave the concluding remarks and proposed the vote of thanks.



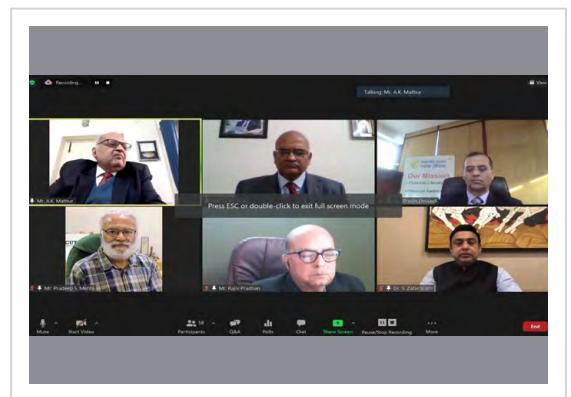
Participants during the webinar

**Virtual Annual Convention**

Lucknow Management Association Virtual Annual Convention was held on 22nd and 23rd December on the theme 'Imperatives of creating 1 Trillion Dollar Economy for Uttar Pradesh'. The inaugural address was given by Mr. T.V. Mohandas Pai, Chairman, Manipal Global Education & Past President, AIMA. Prof Sudipto Mundle from National Council of Applied Economic Research was the keynote speaker. Session one was chaired by Dr. Nuzhat Hussain, Professor and Head Department of Pathology & In-charge State Referral Centre for Lab Investigations Dr. RML Institute of Medical Sciences, Lucknow and addressed by Prof. K. Srinath Reddy, President, Public Health Foundation of India; Dr. R.K. Dhiman, Director, SGPPI and Dr. Vishwajeet Kumar CEO & Principal Scientist, Community Empowerment Lab. Session two was chaired by Professor Archana Shukla, Director, Indian Institute of Management Lucknow. The panellists were Mr. Nassar Munjee, Chairman DCB Bank and Former Minister of Health, Govt. of Nepal; Prof. Trilochan Sastry, Centre for Public Policy (CPP), IIM Bangalore; Mr. Sudhanshu Kumar, Farmer Samastipur and Ms. Sharon Cully, Director & Process Improvement Expert Simply Processes U.K. Mr. A.K. Mathur, Vice President, LMA introduced the panelists and the vote of thanks was given by Dr. Kavita Pathak, Director, Jaipuria Institute of Management, Lucknow.



Mr. T.V. Mohandas Pai, Chairman, Manipal Global Education & Past President, AIMA addressing the Annual Convention of LMA

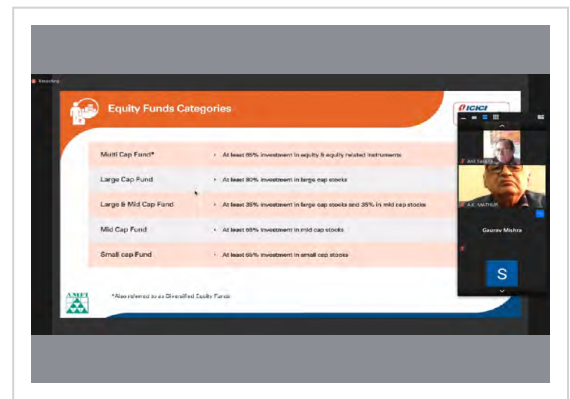


Panelist & speakers addressing the Annual Convention of LMA

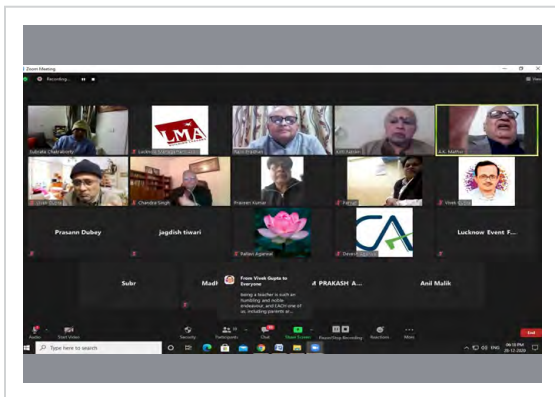
On day two, session three was chaired by Mr. Alok Ranjan, Former Chief Secretary, Uttar Pradesh and addressed by Mr. Pradeep S. Mehta Secretary General CUTS International; Dr. S. Zafar Islam M.P. & Former MD, Deutsche Bank & Mr. Shailendra Singh IAS, Additional Secretary DIPP Govt. of India. The valedictory session was addressed by Dr. Ajay Chhiber, Non Resident Senior Fellow, Atlantic Council Distinguished Visiting Scholar, Institute of International Economic Policy, George Washington University. The concluding remarks were given by Mr. Alok Ranjan, Former Chief Secretary, Uttar Pradesh and closing remarks were made by session Chairman, Dr. Navneet Sehgal, ACS GoUP & President LMA. The vote of thanks was proposed by Mr. Pravin Dwivedi, Sr. Vice President, LMA.

**Webinar**

LMA in association with Advisors Club, Pune organised a knowledge sharing webinar on 26th December on 'Financial Management & Awareness' by Mr Kanwaljit Singh, an Independent L&D Consultant. Mr A K Mathur, Vice President, LMA made concluding remarks and proposed the vote of thanks.



Webinar on 'Financial Management & Awareness'



Speaker & participants during the session

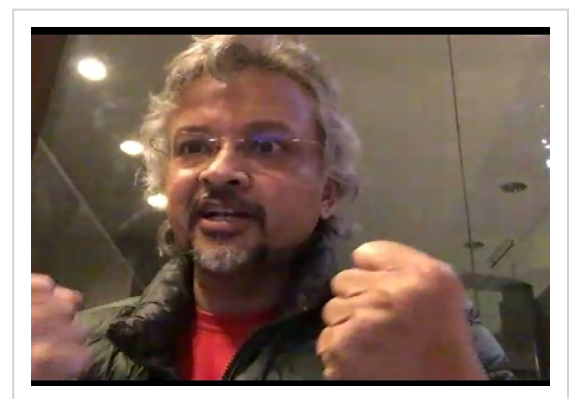
**Interactive Session**

LMA organised an online interactive session on 28th December on 'Making Education Purposeful' with Mr Subrata Chakraborty, Former Dean & Director-in-Charge, IIM Lucknow and former Director, Jaipuria Institute of Management Lucknow. A large number of eminent academicians shared their views and interacted on the occasion. The session was moderated by Mr. A K Mathur, Vice President, LMA.

**Meerut Management Association**

**Webinar**

A webinar was organised by Meerut Management Association on 6th December via Zoom on the theme of 'Leadership Talk on 7 Lessons from Everest' with speaker Mr. Aditya Gupta, Founder, Sharda Exports. The session was moderated by Mr. Gaurav Jain, President, MMA. Mr Gupta shared his experience from his Everest Expedition. Members and students exchanged questions and additional inputs as a part of knowledge sharing session. The webinar was widely appreciated by all the participants.



Speaker Mr. Aditya Gupta delivering his lecture



*(L – R) Mr. Vibhor Agrawal, Immediate Former President; Mr. Gaurav Jain, President; Mr. Sidharth Singhal, Vice President; Mr. Sameer Goel, Secretary and Mr. Nishant Jain, Joint Secretary*

### Annual General Meeting

Virtual Annual General Meeting of Meerut Management Association was held on 22nd December at Management House, Meerut via Zoom. The President, Mr. Gaurav Jain presented the Annual Report of 2019 -2020, Audited Balance Sheet, Profit & Loss Account for the financial year ended 31st March 2020. All these were approved, adopted unanimously. It was decided that the current Executive team will continue till March 2021.

MMA organised a webinar on 26th December on the theme 'How to Safeguard Your Trademark' with an eminent speaker Advocate Vikas Khera, Lexfons, Intellectual Property Attorneys, New Delhi. The session was moderated by Mr. Gaurav Jain, President, MMA. Members and guests exchanged questions and additional inputs as a part of knowledge sharing session. The webinar was widely appreciated by all the participants.



*Advocate Vikas Khera delivering his lecture*

## Navsari Management Association

### Talk

Navsari Management Association organised a talk on 13th December on 'Herbal Way to Life – Home Herbal Garden' with speaker and coach Mr. Minoo Parabia. Mr Parabia is a former Professor of Biosciences, dean of science faculty at Veer Narmad South Gujarat University. The session was a very useful and related to the current pandemic situation. About 40 people participated in home kitchen gardening and medicinal plantation. The Q/A session was very interactive and informative.



*Mr. Minoo Parabia addressing the participants*

NMA organised another talk on 29th December on 'Emotional Freedom Technique'. The felicitator was Mr. Mahesh sharma who is a Founder of Know Your True Self Group, a research, training, coaching and community sharing entity in the field of human behaviour. There were 45 participants and Mr Sharma explained in a simple

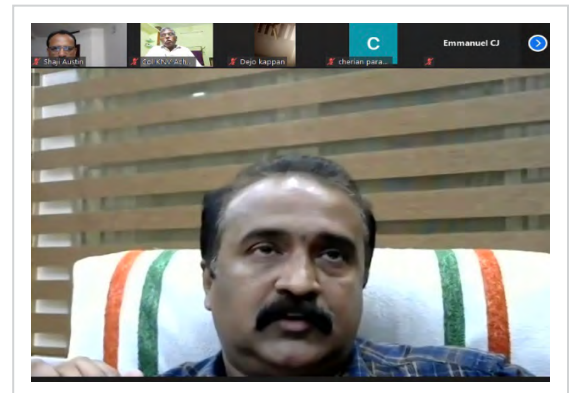
language how can we achieve optimum emotional health and wellbeing and how this easy, simple and effective technique from the field of energy psychology called EFT, can assist us in being the best version of ourselves in 2021. The topic was very interesting and every participant appreciated it.



*Mr. Mahesh Sharma addressing the participants*

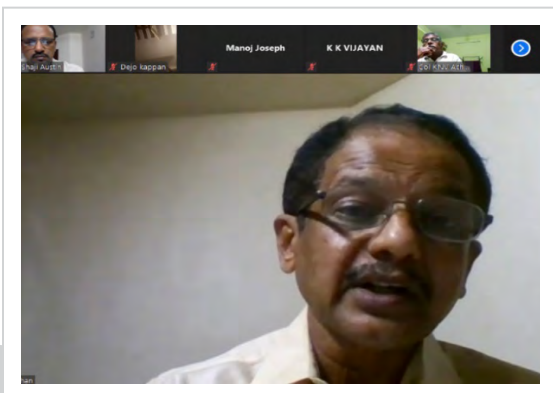
## Pala Management Association

Pala Management Association organised a symposium on 19th December on 'Agricultural Act 2020'. The speaker, Dr. P. Sudheer Babu, Dean, Faculty of Dairy Science - College of Dairy Science and Technology, Mannuthy spoke in detailed about the plight of farmers in India so far, the various Bills concerning farmers which were implemented in the past and finally about the recent three bills - 'The Farmer's produce Trade & Commerce Act, Farmer's Agreement on price Assurance & farm Services Act and Essential Commodities Act. Dr. Sudheer Babu highlighted that while the new bills were intended to protect the farmers, some of their concerns were not addressed duly while finalising them.



*Dr. P. Sudheer Babu addressing the participants*

The second speaker, Mr. Dijo Kappen, a prominent activist in the socio-cultural front and a member of PMA shared his views on the impact of Agricultural Act 2020 in the general



*Dr. T. V. Muralivallabhan addressing the participants*

perspective. He has highlighted the concerns of consumers and farmers on issues like dangers of abandoning the 'Mandi' system and the issue of 'corporatisation' in the farm sector. The panellists Dr. T. V. Muralivallabhan, an Economist, Academician and member of PMA spoke on the economic impact of the bills and Mr. James Mathew, an adept Stock Marketer and member of PMA enlightened the audience on the impact of the act from a business perspective. The questions from the audience were answered by the panellists. The session was presided over by the president of PMA, Dr. Jubilant J Kizhakkethottam and was moderated by the Secretary General, Er. Shaji Austin.

## Palghat Management Association

Palghat Management Association organised a webinar on 11th December titled 'Business Opportunities Beyond Indian Shores'. The session was presented by Mr Suresh Kumar Menon, IFS (Retd) Former High Commissioner of India to Malawi. The session was covered with introduction to international projects funded by government of India, role of Exim Bank in business beyond India and challenges to expect in international business projects. The event was well attended and received by PMA members.



Speaker- Mr Suresh Kumar Menon, IFS (Retd) addressing

## Patiala Management Association

Patiala Management Association organised a talk on 22nd December on the topic 'How the pandemic has changed our minds : Management Lessons from COVID19' with prominent psychiatrist Dr. Satyen Sharma through Zoom. Mr. Sanjay Gupta, Hon. Finance secretary made a brief introduction of the speaker. Dr. Satyen talked about identification of newer leaner and more efficient work processes and how productive employees are now becoming a better asset for organisations. Dr Manu Vats, Gen. Secretary, PMA thanked all the participants and the event was concluded with remarks by Dr. Dinesh Goyal, President, PMA. The programme was attended by 50 members of PMA.

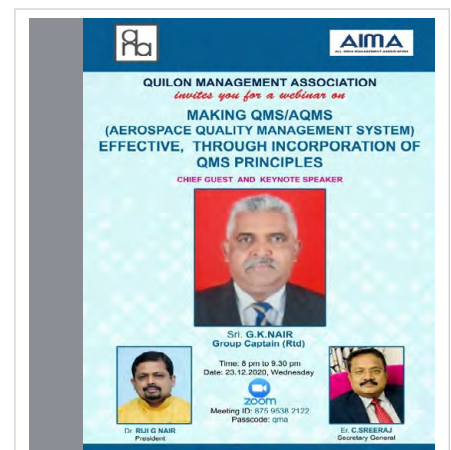


Speaker - Dr Satyen Sharma

## Quilon Management Association

### Webinar

Quilon Management Association conducted a webinar on 23rd December on 'Making QMS/AQMS (Aerospace Quality Management System) effective through incorporation of QMS Principle' through Zoom. The Chief Guest and keynote speaker was Group Captain G.K. Nair (Retd). Mr. Sreeraj. C Secretary General, QMA, welcomed the members. The session was chaired by Dr. Riji G Nair, President, QMA and Mr. Sunil



Webinar on 'Making QMS/AQMS (Aerospace Quality Management System) effective through incorporation of QMS Principle'

Kumar. K, Secretary, administration, QMA, introduced the chief guest. He elaborated different ways, key factors for the successful implementation of AQMS, the expected results obtained in various organisations through the implementation of management system. The session was well appreciated and participated by around 85 members. Mr. Jayachandran, Treasurer, QMA gave the concluding remarks and proposed the vote of thanks.

## Rajkot Management Association



Webinar on 'Awareness Jolly'

RMA organised a webinar with Vmitis on 'Awareness Jolly' where teenagers meet experiences on 22nd November. The speakers were Kanan Pareek, Co-founder, Kanan's Kido Quest; Sunny Nagpal, Chief Smile Officer, Founder of aha! Education and Clémence Fabien, Conscious Career Coach. Awareness jolly is an event which aims at increasing mental health awareness amongst youth groups and millennials. More than 150 participants attended the programme.

RMA was the associate partner with American society for the 10th Annual International Conference on Quality Management on 27th & 28th November. The Chief guest was Dr. Joerg Dehmer, Global Quality Head, Rexroth, AG, Germany. President - Dr. Anup. K. Singh, Director General - Nirma University also addressed. The Keynote speaker was Prof. Prem Vrat, Chairman IIT(GSM) Dhanbad. The Guests of Honour were Mr. Suresh Lulla, President & Mentor- Gimpro and Mr. Anindya Sarangi, Director ASQ, South. The Chief Guest at the Valedictory session was Mr. C. V. Raman, Sr. Exe. Director, Maruti Suzuki Ltd. Samvad panel discussion topic was 'The role of Quality to make India self-reliant'. Mr. Chetan Kothari, Chairman, RMA was one of the 5 panelists and Dr. Rajesh Jain from Nirma university was the moderator. This online conference was attended by more than 600 participants.

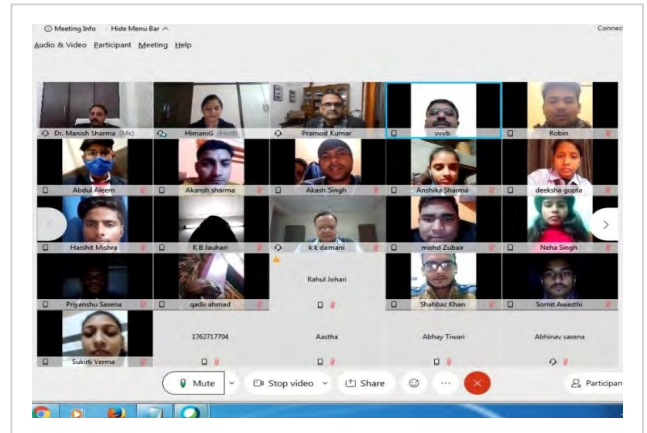


International Conference on 'Quality Management'



## Rohilkhand Management Association

Rohilkhand Management Association organised a webinar on 19th December on 'Introduction to Securities Market focusing on financial literacy and investor awareness' in association with Security and Exchange Board of India and National Securities Depository Ltd. Dr. Vinay Khandelwal, Vice President, RMA graced the webinar. Ms. Himani Lath, Manager, NSDL and Mr. Qadir Ahmad, Secretary RMA greeted the participants. Ms. Veena Kumari, Manager, SEBI explained in detail the role and functions of SEBI in regulating all the players operating in the Indian capital markets, protect the interest of investors and develop the capital markets by enforcing various rules and regulations. Ms. Himani Lath described the functions of NSDL highlighting how to hold securities such as bonds, shares etc. She also explained the process of opening Demat account and how to convert securities from physical form to digital form. Dr. Manish Sharma, President, RMA extended a warm welcome to participants and also shared his views about depository accounts and rules and regulations with certain data. Dr. Neeraj Saxena, Programme Director, RMA thanked the speakers and the participants. The session was attended by over 100 participants including professionals and students.



Participants attending the webinar

## Thrissur Management Association

### TMA-DLB Merit cum Means Scholarships & TMA Scholarship

TMA –DLB Merit cum Means Scholarships and TMA Scholarships was held on 4th December at TMA Management House, Thrissur. Er. Vinod Manjila welcomed the members and guests. Dr. V M Xaviour delivered the presidential address & congratulated the winners. The vote of thanks was proposed by CA. Manoj Kumar M. Convener, student chapter. Dr. Capt. Suseela Menon R, Director, Dhanlaxmi Bank Ltd, Thrissur & Mr. P K Vijayakumar IRS (Retd) Director, Dhanlaxmi Bank Ltd, Thrissur presented TMA-DLB Merit cum Means Scholarships to Mr. Deepak Mathew Sunny & Ms. Chithra M. Mr. Prathap Varkey, Hon. Secretary, TMA presented TMA Scholarship to Ms. Sneha Girijan of Elijah Institute of Management Studies.

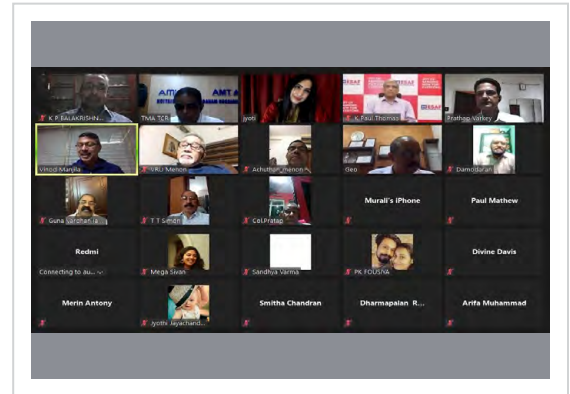


Presentation of TMA-DLB Merit cum Means Scholarships

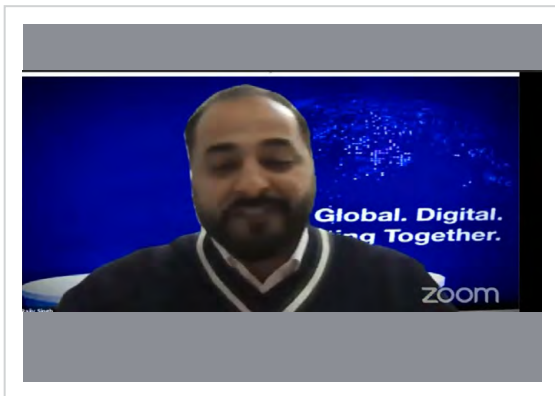
**Webinar**

TMA organised a webinar on 9th December on the topic 'Coaching Leaders for Greater Effectiveness' by Ms. Jyoti Balakrishnan, HR Leader & Executive Coach. She spoke about her journey to becoming an executive coach, the tenets required for coaching, its importance and role in organisational effectiveness. The participants learned a lot from the webinar.

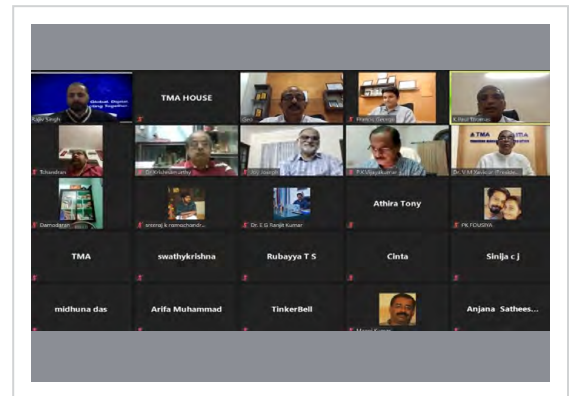
TMA conducted another session on 16th December on the topic 'Cultural Influences on Managerial Effectiveness: A Global Perspective' by Mr. Rajiv Singh, Managing Director - ISC cargo-partner, a global logistics company. He spoke about the cultural influences on decision making and managerial effectiveness from a global perspective. The unique perspective that he shared based on his own professional and personal experiences proved to be enlightening for the audience.



Speaker & participants during the webinar



Mr. Rajiv Singh addressing the participants



Speaker and participants during the webinar

**Trivandrum Management Association**

**Webinar on 'Customer Relationship Management'**

Trivandrum Management Association organised a webinar on 10th December on 'Customer Relationship Management' by Mr. PK Mohankumar, Former MD & CEO, Ginger Hotels (TATA Group). He spoke on Customer Relationship Management (CRM) philosophy which uses information technology to capture, store, manipulate and distribute substantial information about customers for gaining wide spread popularity among many industries. There is an evolution of customer relationship management which is extensively accepted as an important

**TRIVANDRUM MANAGEMENT ASSOCIATION**  
(Affiliated to All India Management Association, New Delhi)

**WEBINAR SERIES**

Talk on **Customer Relationship Management**

10.12.2020 (Thursday)  
6.30 pm to 7.30 pm

Meeting ID: 817 4168 9877  
Passcode: 54321

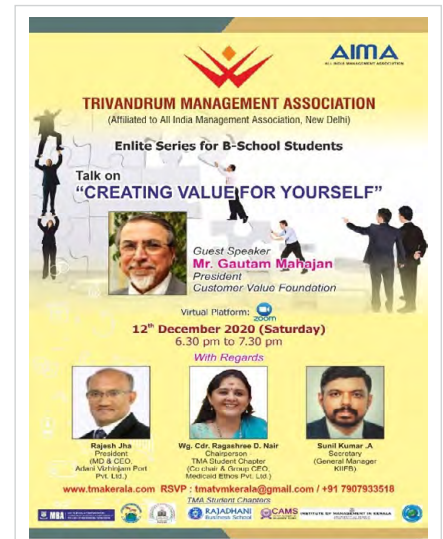
**PK Mohankumar**  
Former MD & CEO  
Ginger Hotels (TATA group),  
Hospitality Expert & Consultant,  
Founder & CEO  
Turnstone Hospitality LLP

www.trivandrumta.com  
Rsvp : trivandrumta@gmail.com / 0471-2724786, +91 7402933518

Webinar on 'Customer Relationship Management'

element of marketing management and corporate communication management meticulously in star hotels. In the present scenario CRM has a social relevance in our society. The programme was well attended by the participants.

Trivandrum Management Association organised a student chapter elite series for B-School students on 'Creating Value for Yourself' on 12th December by Mr. Gautam Mahajan, President, Customer Value Foundation. He discussed that in this world of rising competition employer hires the value which satisfies his needs not a person. So self-creation is most essential in a world where technology and society are evolving day by day and it is up to us to determine our value to move forward. The programme was well attended by the HOD, faculty and students of TMA Student Chapter.



Talk on 'Creating Value for Yourself' by Mr. Gautam Mahajan, President, Customer Value Foundation



Webinar on 'Personal Agility: Manage for Productivity'

TMA organised a webinar on 23rd December on 'Personal Agility : Manage for Productivity' by Dr. Sriram Rajagopalan, President, Agile Training Champions, USA. He said that there are different aspects of agility on personal level. The agility brings personal value, leadership navigation and managing knowledge. Taking personal agility as the future competency with an agile mind set is a crucial starting point to transform yourself. The programme was well attended by the participants.



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# AIMA Events Calendar

Event	Programme Chairman /Director	Venue	Date
2nd BusinessUnusual Series The Great Reset: Leadership in a transformed world		Online	15 January 2021
Special Session	<b>Mr Ameya Prabhu</b> Founder & MD NAFA Capital and Partner UAP Advisors	Online	15 January 2021
National Competition for Managers		Western Southern Northern Eastern	20 January 2021 22 January 2021 28 January 2021 30 January 2021
2nd BusinessUnusual Series Disruptive Technologies and Industry 4.0		Online	22 January 2021
Thirty Seventh Leaderspeak	<b>Mr Anant Maheshwari</b> President Microsoft Corporation India Pvt Ltd	Online	29 January 2021
Global Procurement Summit		Online	03-04 February 2021
2nd BusinessUnusual Series Instant karma: Marketing at the speed of byte		Online	05 February 2021
Special Session	<b>Mr Parthsarathi Trivedi</b> CEO & Co-Founder Skylo	Online	05 February 2021
Regional Management Conclave with Hyderabad Management Association		Online	10 February 2021
2nd BusinessUnusual Series The Great Reset: Leadership in a Transformed World		Online	12 February 2021

Event	Programme Chairman /Director	Venue	Date
Thirty Eighth Leaderspeak	<b>Lt Gen Alok Kler</b> PVSM, VSM	Online	12 February 2021
65th Foundation Day and 15th National Management Day		Online	20 February 2021
2nd BusinessUnusual Series Programme on HR Leadership		Online	05 March 2021

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