

AIMA News

AIMA'S MONTHLY E-MAGAZINE

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

FEBRUARY 2015



Dear Readers,

It gives me great pleasure to present the February issue of AIMA News. It has now been two years since we launched the e-version of AIMA News, as part of our endeavour to give back to the environment in which we operate, and I would like to take this opportunity to thank you for the support you extended in this initiative.

The last month saw us celebrate AIMA's 59th Foundation Day & 9th National Management Day at New Delhi on 21 February 2015. The occasion was graced by eminent speakers including Mr Rajiv Pratap Rudy, Mr Adi Godrej, Ms Shikha Sharma, Dr Devi Prasad Shetty, Mr D Shivakumar, Mr Arvind Lal, amongst others who shared their thoughts at the various sessions.

On the occasion, we had the honour of conferring Ms Shikha Sharma with the AIMA – JRD Tata Corporate Leadership Award and Mr Adi Godrej with the AIMA Managing India Award for Business Leader of the Year Award. The AIMA Public Service Excellence Award was presented to Dr Devi Prasad Shetty and the AIMA - Dr J S Juneja Award for Creativity and Innovation for Micro Small & Medium Enterprises was presented to Nucleonix Systems Pvt. Ltd.

In addition, the AIMA – RK Swamy High Performance Brand Award was presented to Yes Bank, and was received by Mr Rana Kapoor during the World Marketing Congress held earlier. You will find brief reports inside.

In this edition, you will also find coverage on the progress of AIMA Pragati Quiz being conducted pan India, updates on the UKIERI project and the 46th Shaping Young Minds Programme held in Lucknow. You will find updates on our Skill & Development Programmes, Interactive Sessions and in company Business Simulation Programmes conducted during the period. Over 25 LMAs celebrated National Management Day across the nation last month, you will find their brief reports inside along with some interesting articles on management.

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

Warm regards,

Rekha Sethi

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Management House, 14, Institutional Area,

Lodhi Road, New Delhi-110003

Tel : 01124645100

Fax : 01124626689

E-mail : dlma@aima.in

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

Managing Editor

Ms. Smita Das

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Steely strategies to accelerate growth



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59th Foundation Day & 9th National Management Day



(L-R) Rekha Sethi, Director General, AIMA; Sunil Kant Munjal, Vice President, AIMA and Jt Managing Director, Hero MotoCorp Ltd & Chairman, Hero Corporate Service Ltd; Devi Prasad Shetty, Founder and Chairman, Narayana Health; Shikha Sharma, Managing Director and CEO, Axis Bank; Adi Godrej, Chairman, Godrej Group; Rajiv Pratap Rudy, Minister of State (IC) of Skill Development & Entrepreneurship, Government of India; H M Nerurkar, President, AIMA and Chairman, TRL Krosaki Refractories Ltd and Firdose Vandrevala, Sr Vice President, AIMA and Executive Vice Chairman, Essar Steel India Ltd

AIMA's held its 59th Foundation Day & 9th National Management Day on 21st February 2015 on the theme 'Building National Economic Consensus: The Role of India Inc.' It was an occasion to acknowledge the contributions made by corporate leaders in diverse fields and discuss their role in nation building. Mr HM Nerurkar, President, AIMA and Chairman, TRL Krosaki Refractories Ltd, welcomed the guests and elaborated the theme of the day.



Shikha Sharma, Managing Director and CEO, Axis Bank, receiving the AIMA JRD Tata Corporate Leadership Award from Rajiv Pratap Rudy

Speaking on the occasion, the Chief Guest, Mr Rajiv Pratap Rudy, Minister of State (IC) of Skill Development & Entrepreneurship, Government of India, said that we cannot realise the dream of Make in India unless and until we have skilled India. "When we talk about digital India and Make in India, skill is the most important human resource which we need to harness," he asserted.

Talking about National Skills Qualifications Framework (NSQF) he said, "Everything today has to be brought in alignment with NSQF which is the only way up. This framework has to be aligned not only with the training institutions in the country, whether private or government, but it has to go for international alignment."



Adi Godrej, Chairman, Godrej Group, receiving the AIMA Managing India Award for Business Leader of the Year from Rajiv Pratap Rudy as H M Nerurkar looks on

On the occasion the AIMA JRD Tata Corporate Leadership Award was presented to Ms Shikha Sharma, Managing Director and CEO, Axis Bank. Mr Adi Godrej, Chairman, Godrej Group, received the AIMA Managing India Award for Business Leader of the Year.



Release of the AIMA 59th Foundation Day and 9th Management Day Souvenir (L-R) Rekha Sethi, Director General, AIMA; H M Nerurkar, President, AIMA and Chairman, TRL Krosaki Refractories Ltd; Rajiv Pratap Rudy, Minister of State (IC) of Skill Development & Entrepreneurship, Government of India and Firdose Vandrevalla, Sr Vice President, AIMA and Executive Vice Chairman, Essar Steel India Ltd



Shikha Sharma; Sunil Kant Munjal and Adi Godrej at the session on Made in India: Creating Wealth for India, Globally

This year the AIMA Public Service Excellence Award was given to Dr Devi Prasad Shetty, Founder and Chairman, Narayana Health. The AIMA - Dr J S Juneja Award for Creativity and Innovation for Micro Small & Medium Enterprises was presented to Mr J Narendra Reddy, Managing Director, Nucleonix Systems Pvt. Ltd. A souvenir was also released by the chief guest on the occasion.

In his concluding remarks of the inaugural session, Mr Firdose Vandrevala, Sr Vice President, AIMA, and Executive Vice Chairman, Essar Steel India Ltd, thanked all the awardees as well as the minister.

In a separate session on 'Made in India: Creating Wealth for India, Globally' Mr Sunil Kant Munjal, Vice President, AIMA, and Jt Managing Director, Hero MotoCorp Ltd, and Chairman, Hero Corporate Service Ltd, said that it is

important to find a way to fire the engine of manufacturing to stand parallel with services to be able to meet the need of creating a million jobs every month for the next 15 years. Expressing tremendous hope and potential in the future of India, Mr Adi Godrej, Chairman, Godrej Group, said that the shape of India is expected to change. Talking about the constraints of the



Devi Prasad Shetty, Founder and Chairman, Narayana Health, receiving the AIMA Public Service Excellence Award from Rajiv Pratap Rudy as H M Nerurkar looks on



(L-R) Arvind Lal, Chairman and Managing Director, Dr Lal PathLabs; D Shivakumar, Past President, AIMA, and Chairman & CEO-India Region, PepsiCo India Holdings Pvt Ltd; Devi Prasad Shetty, Founder and Chairman, Narayana Health, and H M Nerurkar, President, AIMA, & Chairman, TRL Krosaki Refractories Ltd.

financial sector, Ms Shikha Sharma, Managing Director and CEO, Axis Bank, said that India needs a more efficient loan recovery system.

In another session, talking about creating knowledge entrepreneurs, Mr D Shivakumar, Past President, AIMA, and Chairman & CEO-India Region, PepsiCo India Holdings Pvt. Ltd, said that we need to up investment in education for knowledge entrepreneurs. One of the speakers Dr Devi Prasad Shetty, Founder and Chairman, Narayana Health, was of the opinion that the next big thing in healthcare will not be a magic pill, but information technology. IT is going to reduce mortality by 50 per cent and cost by 50 per cent with digital protocol. The other speakers included Mr Arvind Lal, Chairman and

Managing Director, Dr Lal PathLabs and Mr H M Nerurkar, President, AIMA, & Chairman, TRL Krosaki Refractories Ltd.

The event witnessed a participation of over 400 and was very well received.



Front Row (L-R) Dr Devi Prasad Shetty, Founder and Chairman, Narayana Health; Adi Godrej, Chairman, Godrej Group; K L Chugh, Chairman, Cosmos Consulting; Shikha Sharma, Managing Director and CEO, Axis Bank and H M Nerurkar, President, AIMA, & Chairman, TRL Krosaki Refractories Ltd. Back Row (L-R) Vijay K Thadani, CEO, NIIT Ltd; Firdose Vandrevala, Sr Vice President, AIMA, and Executive Vice Chairman, Essar Steel India Ltd; P Balaji, Director, Regulatory & External Affairs, Vodafone India Ltd; Arvind Lal, Chairman and Managing Director, Dr Lal PathLabs and Rekha Sethi, Director General, AIMA



1. (L-R) P Balaji, Director, Regulatory & External Affairs, Vodafone India Ltd; Vijay K Thadani, CEO, NIIT Ltd and Rajiv Pratap Rudy, Minister of State (IC) of Skill Development & Entrepreneurship, Government of India
2. (L-R) D Shivakumar, Past President, AIMA, and Chairman & CEO-India Region, PepsiCo India Holdings Pvt. Ltd; Dr Uddesh Kohli, Chairman, Construction Industry Arbitration Council (CIAC); D N Khurana, Former Director General, AIMA; Krishan Kalra, Past President, AIMA and Dr J S Juneja, Chairman, Global Projects & Services (P) Ltd
3. (L-R) P Balaji, Director, Regulatory & External Affairs, Vodafone India Ltd; Arvind Lal, Chairman and Managing Director, Dr Lal PathLabs; P Dwarakanath, Advisor - Group Human Capital, Max India Ltd; Dr Uddesh Kohli, Chairman, Construction Industry Arbitration Council (CIAC); K L Chugh, Chairman, Cosmos Consulting and H M Nerurkar, President, AIMA, & Chairman, TRL Krosaki Refractories Ltd.



4. J Narender Reddy, Managing Director, Nucleonix Systems Pvt. Ltd., receiving the AIMA - Dr J S Juneja Award for Creativity and Innovation for Micro Small & Medium Enterprises from Rajiv Pratap Rudy. (L-R) H M Nerurkar, Firdose Vandrevala and Dr J S Juneja, Past President, AIMA, and Chairman, Global Projects & Services (P) Ltd.
5. Rajiv Pratap Rudy, Minister of State (IC) of Skill Development & Entrepreneurship, Government of India addressing the session





"Poverty is the worst form of violence"
— Mahatma Gandhi



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- **Dental Centre**
- **Gender Resource Centre, Kalkaji**
Vocational Training
Cutting & Tailoring Program
Computer Program
Legal Aid / Counseling
Advocacy & Awareness
OPD, Health & Nutrition Camps
Delivering Govt. Social Welfare
Schemes
AwaazUthaoWomen Campaign
(Footfall of about 7,500 Women Annually)
- **Multi-Functional Centre, Govindpuri**
Nursery
Computer Training
Beauty Culture Training
- **2 Night Shelters**
- **Nursing Assistant Training Program**
- **Gandhi Clubs in Schools**

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4th World Marketing Congress



Rana Kapoor, Managing Director & CEO, Yes Bank receiving the AIMA - RK Swamy High Performance Brand Award from Srinivasan K Swamy, Chairman and Managing Director, RK Swamy BBDO Pvt Ltd. (L-R) Ramesh Jude Thomas, Managing Director & Chief Knowledge Officer; EQUiTOR Value Advisory Pvt Ltd.; Rekha Sethi, Director General, AIMA and RS Sodhi, Managing Director, GCMMF Ltd (AMUL)

AIMA organised the 4th edition of its World Marketing Congress on the theme 'The New Age Marketing Variables' on 10th February 2015 at New Delhi. The Marketing Congress was chaired by Mr Srinivasan K Swamy, Chairman and Managing Director, RK SWAMY BBDO Pvt Ltd. The World Marketing Congress aimed to address the critical challenges faced by the marketers, their implications on the business scenario and deliberates on key strategies for successful business performance.

Many eminent speakers from the industry shared their perspectives and addressed the Congress including Mr RS Sodhi, Managing Director, GCMMF Ltd (AMUL); Mr Ajey Mehta, Managing Director, Microsoft Devices Group; Mr Sandip

Das, Managing Director, Reliance Jio Infocomm; Mr Neeraj Roy, Managing Director and CEO, Hungama Digital Media Entertainment Pvt. Ltd; Mr Amar Goel, Chairman & CEO, Komli Media;



Rana Kapoor, Managing Director & CEO, Yes Bank addressing the session



(L-R) Neeraj Roy, Managing Director and CEO, Hungama Digital Media Entertainment Pvt. Ltd.; Ajey Mehta, Managing Director, Microsoft Devices Group and Sandip Das, Managing Director, Reliance Jio Infocomm

Mr Ashok Venkatramani, Chief Executive Officer, ABP News Pvt Ltd;
Mr Rajesh Jain, Founder-Chairman & Managing Director, netCORE Solutions;

Mr Sandeep Lakhina, Business Head & CEO – MINT, HT Media Ltd; Ms Anusha Shetty, Co-Founder & CEO, Autumn Worldwide; Mr Shubhradeep Guha, VP & Digital Marketing & Content Practice Lead, SapientNitro; Mr Dibyanshu Lahiri, Senior Managing Consultant - Global Business Services, IBM India Pvt Ltd; Mr Arjun Ravi Kolady, Head E-commerce, Facebook India; Mr Ramesh Jude Thomas, Managing Director & Chief Knowledge Officer; EQUITOR Value Advisory Pvt Ltd.

On this occasion the AIMA– RK Swamy High Performance Brand Award 2014 was presented to Yes Bank. The award was received by Mr Rana Kapoor, Managing Director & CEO, YES BANK. The congress was attended by over 250 delegates from Industry, Government, Media and Academia.

AIMA – Pragati Quiz

The Regional Round of AIMA Pragati quiz was conducted at Raipur on 25th February, 2015. 123 teams from across the region participated in the competition. Students from KITE College, BIT, Law Colleges Baraktulla Law University, Management Colleges such as Disha Institute, Goyal Institute, IIM Raipur participated in the quiz. The competition also witnessed participation from various corporates i.e. JSPL,

Doordarshan, Rourkela Steel Plant, HPCL etc. The chief guest on the occasion was Mr Pradeep Tandon Vice President- Corporate Affairs, JSPL.

The winners for this regional round were from Rourkela Steel Plant and now they will meet the other finalists at the Grand Finale on 27th March 2015.

Training Programme



NHPC training participants

AIMA conducted two training programmes for HPCL at Jaipur on 28-29 January 2015 and Hyderabad on 2-3 February 2015. The training was given to Union leaders on training delivery skills. The programme prepared participants to appreciate methods and tools of Converting Training Needs into Training deliverables,

Structuring Training delivery, Role of Instructor in adult learning and handling participants along with effective delivery skills. The training was very well received by the participants.

AIMA organised a five day training programme on 'Campus to Corporate' on 16-20 February 2015 for Management Trainees of Engineers India Limited. The training had five modules including People Skills, Planning, Organising and Execution Skills, Flexibility, Adaptability and Learning Orientation, Self-Management and Communication Skills.

AIMA also conducted a three day training on 'Strategic Thinking' on 25 -27 February 2015 for NHPC. The session provided understanding of Indian Power Industry and Power Industry in other countries.

UKIERI Project

Two sessions for internal faculty development under UKIERI Institutional Building project on 'Creation of Management and General Skills SSC' were organised to help faculty understand and equip them to develop National Occupational Standard (NOS).

AIMA has identified ten employability skills needed at the entry level executive positions

across sectors. As part of the UKIERI project, AIMA is now developing the NOS's for these ten employability skills. A meeting with Mr Graham Hasting-Evans, Managing Director, NOCN, (UK partner on the UKIERI project) was held on 25th February 2015, to review progress on the project. AIMA is also working on Labour Marketing Information System, which was also discussed during the meeting.

Interactive Session



Prabhat Chadha, Managing Director – Motivator at the Interactive session

AIMA organised an Interactive Session on 'Magic of Selling and Fulfill Your Dreams' with Mr Prabhat Chadha, Managing Director - Motivator. The session was held at AIMA on 27th February 2015. The session focused on strategies which result in more sales and profit and enable fulfilling the dreams of the participants. It covered sharing of time tested strategies endorsed by highly experienced CEOs and renowned authors. The session was very well received.

Congratulations



Wg Cdr V S Bejoy, Director, Centre for Management Studies, AIMA being presented the Academia Award for Business Excellence and Innovative Best Practices

As a step towards acknowledgment of professional contribution, New Delhi Institute of Management recognises and awards innovative best practices and outstanding contribution to specific spheres/activities every year. This year Wg Cdr V S Bejoy, Director AIMA-CMS was chosen for this award. It was his credible handling of sensitive testing assignments with dedication and commitment for several years at AIMA. The award was conferred on Wg Cdr Bejoy by Justice Dr

Mukundakam Sharma at Jawaharlal Nehru Stadium Auditorium on 28 February 2015 in the august gathering of over 1000 distinguished invitees, media, bureaucrats, etc.

Shaping Young Minds Programme



Maj Gen Raj Mehta, Army Officer and Author inaugurating the SYMP at Lucknow

The 46th Shaping Young Minds Programme was held on 7th February 2015 at Lucknow in collaboration with Lucknow Management

Association. The programme was addressed by Mr Muzaffar Ali, Indian Film Maker; Dr Aquil Busrai, Chief Executive Officer, Aquil Busrai



Ambassador Deepak Vohra, Veteran Diplomat & Special Advisor, Prime Minister of the Republic of Guinea Bissau



Muzaffar Ali, Indian Film Maker



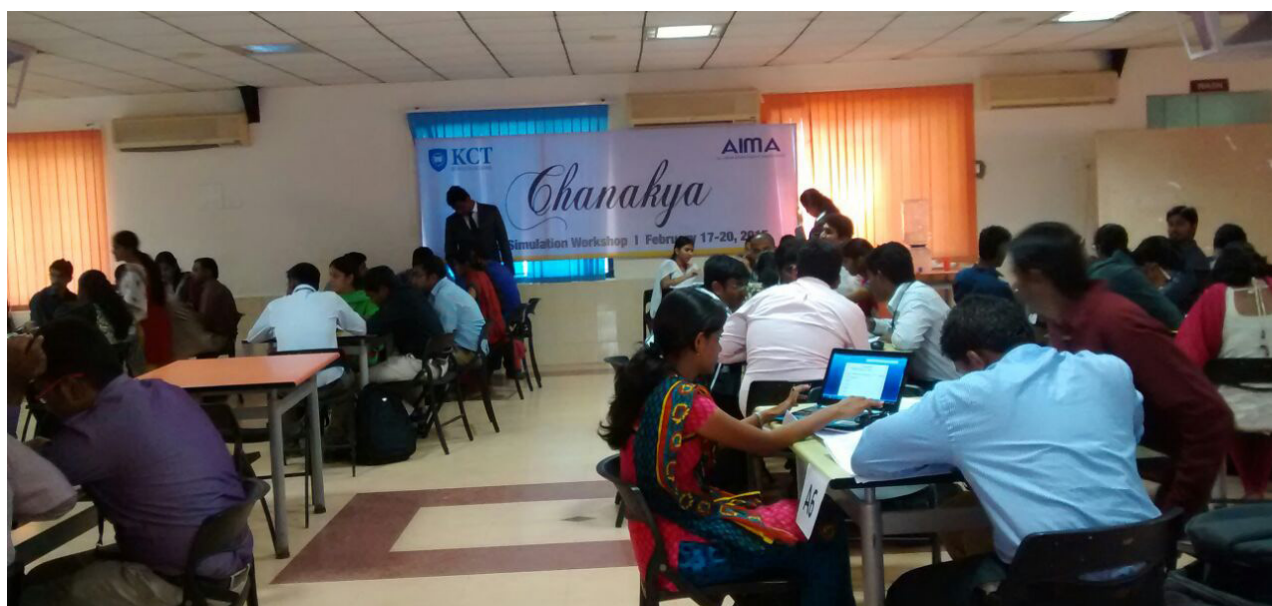
Dr Aquil Busrai, Chief Executive Officer, Aquil Busrai Consulting

Consulting; Ambassador Deepak Vohra, Veteran Diplomat & Special Advisor, Prime Minister of the Republic of Guinea Bissau and Maj Gen Raj Mehta, Army Officer and Author. The SYMP provides a platform for young professionals and management students to interact with

achievers from various fields. The programme aims at helping the participants synchronise personal and career goals through exposure to experience and wisdom of successful people.

The programme was well received with an audience of over 500 participants.

Chanakya



The Business Simulation programme in progress

AIMA conducted an in-house Business Simulation programme, Chanakya, for KCT Business School from 17-20 February 2015. The AIMA Business Simulation training programme created a virtual world in which students explored and participated in the critical management issues facing a range of industries and organisations.

Business Simulation helps them in bringing

an experiential aspect to learning about complex economic systems. This type of action learning has more impact on students adding to their regular classroom lectures or case study discussion. Students who participated in the programme experienced the immediate consequences of business decisions and learned what it's truly like to juggle between competing priorities amidst a constant influx of information.

New Additions in AIMA Library



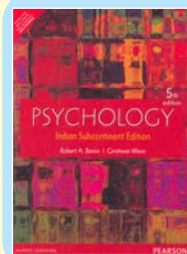
Ashdown,Linda

Performance management.
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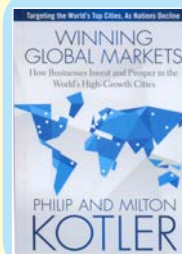
Kishen Ram

Strategic brand management/Ram
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Ane Books Pvt. :Ltd.,2013. P 310



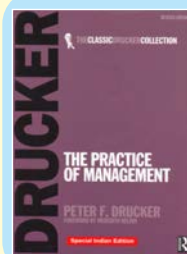
Baron,Robert A.

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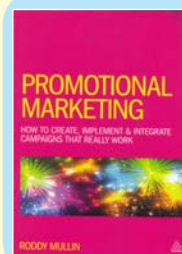
Kotler,Philip

Winning Global markets:how businesses
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Kotler. New Delhi,Wiley & Sons,2014. P 264



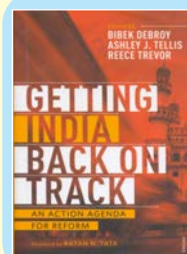
Drucker,Peter F.

The practice of management.
London, Routledge, 2014. P 355



Mullin,Roddy

Promotional marketing:how to create,
implement & integrate campaigns
that really work.
New Delhi,Kogan Page,2014. P 265



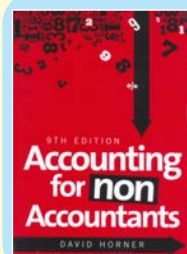
**Bibek Debroy, Ashley J. Tellis
Reece Trevor**

Getting India back on track:
Gurgaon,Random House India,2014. P 333



Parment,Anders

Auto brand :building successful car brands
for the future. New Delhi,Kogan
Page,2014. P 254



Horner,David

Accounting for non accountants.
New Delhi,Kogan Page,2013. P 372.



Ryan,Damian

The best digital marketing campaigns
in the World. New Delhi,
Kogan Page,2014. P 253

Is There a Stanford-Google-Silicon Valley School of Management?

Google has influenced the management approaches of many other high-tech firms with bright futures, but will its impact be long-term? asks Jim Heskett. What do YOU think?

by James Heskett

During graduate school at Stanford University, I participated in a Sloan Program, a spinoff of a program begun at M.I.T. Now I will really date myself. In those days it was a custom in the program for participants to meet with the program's namesake, Alfred Sloan. Although he was becoming feeble, his mind was still sharp. Mr. Sloan would talk about innovations he introduced as head of General Motors. They included a multibrand strategy with products aimed at different market segments, the introduction of new models annually, and a decentralized organization that fostered delegation and distributed authority.

As a package, these ideas and others had a significant influence on management practice in the mid- to late-twentieth century. They still have a great deal of relevance for business, and represent an important school of management thought.

I'm reminded of this by a wave of new books describing management practices in Silicon Valley firms, many of them from founders and managers of high tech firms who are just now finding time to write about their accomplishments. Several have

been inspired by experiences at Google (which may or may not be a signal that the best times are over for the company).

Among these, CEO Eric Schmidt and Jonathan Rosenberg have written a book, subtitled *How Google Works*. It is of particular interest for several reasons, not the least of which is that Schmidt inherited day-to-day leadership from the founders of the company cited in 2007 as one of three prime example firms demonstrating "the future of management" by thought leader Gary Hamel.

Schmidt and Rosenberg describe a philosophy that is centered around hiring "smart creatives," not just great product designers or managers, who are passionate about something. To do it, they first create a culture designed to attract them, then give them the latitude to explore their creative ideas. These creatives come from all kinds of backgrounds, especially liberal arts and engineering.

Hiring talent, the authors say, is the most important job of a manager. In fact, they devote more attention to hiring than they give to strategy. Another important task of leadership is that of maintaining



a culture designed to retain that talent. A long discussion of the organization’s culture is centered around ideas such as minimal formal organization of people working in small teams; crowding employees together in ways that resemble a Stanford dorm room; messiness as a virtue; staying functionally organized as long as possible; one-day reorganizations; and, again, hiring for and rewarding passion rather than experience or particular skills.

This philosophy of management, wherever it is found in the Silicon Valley, was in some ways inspired by Bill Hewlett and David Packard, founders of Hewlett-Packard and proponents of the “H-P Way” of doing things. They populated their organization with the brightest of Stanford’s engineering-business graduates. Later, graduates of Stanford’s computer sciences department joined the cohort. HP benefitted directly from Stanford’s multidisciplinary

educational strategy that contributed to the background of the company’s new hires.

It’s clear that Google has found a way to attract and get the best out of young, creative recruits. The question is whether this model represents a generally applicable “school” of thought that will influence and sustain many other companies into the future. Nicholas Lemann, writing in *The New Yorker*, finds this notion suspect. In particular, he questions whether the model’s effectiveness will wane with Google’s continued growth and maturity.

Nevertheless, Google has influenced the management approaches of many other high tech firms with bright futures. Will its long-term influence be equivalent to that of Sloan and GM in the 1920s and 1930s? Is there a Stanford-Silicon Valley “School of Management,” one characterized by practices at firms like Google? What do you think?

About the author

JAMES HESKETT

James Heskett is a Baker Foundation Professor, Emeritus, at Harvard Business School.

This article originally appeared on HBS Working Knowledge website - <http://hbswk.hbs.edu/> and is reprinted with permission.



Pragati

CELEBRATING ACHIEVEMENTS OF WOMEN
2015

A panel discussion followed by quiz

A two member Women Team can participate in Quiz. Organizations and Institutes are free to nominate any number of teams as they wish.

Quiz Masters

SPS Jaggi, Jacob Kurian & V Kumar (Bhilai Steel Plant)

Date and Venue

25 Feb 2015	Raipur	20 Mar 2015	Jaipur
03 Mar 2015	Chennai	27 Mar 2015	Delhi
13 Mar 2015	Ahmedabad		

Grand Finale 27th March 2015, New Delhi

Participation (Per Team)

Category	Amount
Corporate	₹5000
B-School Students / Academicians	₹3000

Team Consisting two Member are Compulsory, *Service Tax 12.36% will be Applicable
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For online registration please visit: https://apps.aima.in/eventmgmt/Fill_Details.asp

Connect with us



Studying Social Networks in Developing Worlds: Five Key Insights

Stanford scholars discuss their experiences in the field.

January 30, 2015 | by Melissa Leavitt



Shobha Vakade, 28, who took a loan from a micro finance company to start her own business, strings beads into necklaces in Mumbai. Scholars can study social networks in places like India to find out why some microloan programs succeed while others do not. | Reuters/Danish Siddiqui

Our social networks influence our economic decisions in everyday life, from what bank we use to which brands we buy. But in the developing world, these social connections can play a much bigger role.

Stanford scholars discussed their research studying the interplay between social networks and

economic activity in the developing world during a panel discussion hosted by the Stanford Institute for Innovation in Developing Economies (SEED).

Insight #1: Studying social networks in the developing world can lead to new models.

“You observe things in a developing country context, and it’s not necessarily what you were expecting,”

explains Marcel Fafchamps, a senior fellow at Stanford's Freeman Spogli Institute for International Studies. His early work in Africa, where he saw the role that social context played in market exchange, prompted him to reexamine the role of relationships in economic life. "That led me to imagine that market exchange could be based on a mix of formal and informal institutions," he says, a realization that continues to inform his work on topics like relational contracts and household formation. "You end up questioning your model, questioning the initial theory you had, and realizing, actually, there is a lot of social context in everything we do."

You observe things in a developing country context, and it's not necessarily what you were expecting.

Marcel Fafchamps

This kind of rethinking can also push researchers to develop new approaches to network analysis. Sharique Hasan, an assistant professor of organizational behavior in the Graduate School of Business, says studying networks in an economic development context could help researchers better understand how networks evolve over time.

Networks undergo rapid change, with only a small percentage of people's networks staying the same over several years, he notes. "This poses an interesting theoretical challenge for studying networks. How do you develop dynamic network theories? How do you think about networks and social capital as dynamic?"

To get at this question, Hasan studied social networks undergoing rapid change by organizing a three-week entrepreneurship academy in India. By randomizing as many social interactions as possible, he was able to track the formation of new networks and analyze how these networks influenced students' business

decisions and their capacity for innovation.

"I think the site of a developing country is really useful for thinking about information and resource acquisition, the emergence of power and influence, and the ability to mobilize people's networks to accomplish larger goals," he says.

Insight #2: In the developing world, you can more easily study social networks in their entirety.

When a bank began offering microloans in villages in rural India, it couldn't figure out why some villages embraced the loans and others didn't. Matthew O. Jackson, the William D. Eberle Professor of Economics, thought it might have something to do with how information about the loans spread through each community. To test this hypothesis, he and his coauthors created intricate maps of the social relationships in the villages, analyzing everything from who went to temple together to who borrowed money from each other.

"When you have a village of a thousand people, you can go in and you can really understand most of the relationships," he says.

Conducting this research in the developing world enabled Jackson to get a holistic understanding of how news traveled throughout the community. While it's possible to study full networks in developed countries, it may be easier in developing countries because these are places without many external sources of information, where researchers can better control what they observe and get a much more complete sense of how social networks guide behavior.

Analyzing networks in their entirety is essential, Jackson says, to understanding all kinds of decisions,

from purchasing habits to political activities: “Without understanding what the social structure is, it’s very difficult to understand those behaviors.”

Insight #3: Social networks carry a lot of weight in the developing world.

In the developing world, social networks fulfill important economic and social roles that, in developed societies, are filled by markets or governments, Fafchamps says.

As Jackson put it, “Word of mouth plays a first-order role in a lot of contexts.” In his research into microfinance opportunities in rural India, he found that personal interactions were key to disseminating information and to economic behaviors such as favor exchange, risk-sharing, and lending.

This happens in the developed world too, he says — after all, you don’t necessarily write a contract every time a colleague wants to borrow a book. But it’s especially true in settings where there is not a lot of trust in formal institutions and legal entities.

In developing worlds, economic development can be traced back to specific social relationships. For instance, Jackson found that the success of the bank’s microfinance loans depended largely on whom the bank first approached in each village. Some villagers were more influential than others, and some took a more strategic approach to information passing.

However, the heavy burden carried by networks can pose methodological challenges for the researcher, too. As panel moderator Jesper B. Sørensen, the Robert A. and Elizabeth R. Jeffe Professor in the Graduate School of Business, says, the heavy influence of networks on economic activity could limit the generalizability of any insights gained. “The

fact that networks carry a heavier burden affects what kinds of inferences you’re going to be able to draw,” says the professor of organizational behavior.

Insight #4: Economic development can change social networks.

Networks in the developing world operate differently than they do in developed settings, but interestingly, the panelists note, their roles can change as economic development takes hold.

When researching the success — or failure — of microfinance opportunities in India, Jackson didn’t just study the villages the banks entered. He also studied a “control” group of villages that weren’t contacted by banks. The comparison revealed that exposure to microfinance actually changed social networks in the villages, Jackson says, impacting things such as the borrowing and lending network, including the exchange of essentials such as rice and kerosene.

Fafchamps notes that in many cases, these changes to the network actually improve efficiency. For instance, in the developing world, social networks can serve as informal credit references, sharing information about who pays their bills and who doesn’t. But when a formal credit reference agency is established, social networks no longer need to serve that function. In these cases, he explains, formal institutions free up social networks to serve other purposes.

Insight #5: Social networks in the developing world can potentially improve economic conditions.

Before conducting research in India, Hasan volunteered there. The experience gave him a firsthand look at what happened in a place without

strong social networks. Without peer networks in place, he noticed, people had a difficult time accessing the resources they needed to improve their situation.

“The networks that provide access to jobs and opportunities to people in slums are not there,” he says. “The absence of these networks prevents people from learning about things that may really change their economic outcomes.”

His work with the entrepreneurship academy and a study he conducted analyzing peer networks in

an Indian engineering college were motivated by a desire to understand how to design peer groups in a way that could enhance learning.

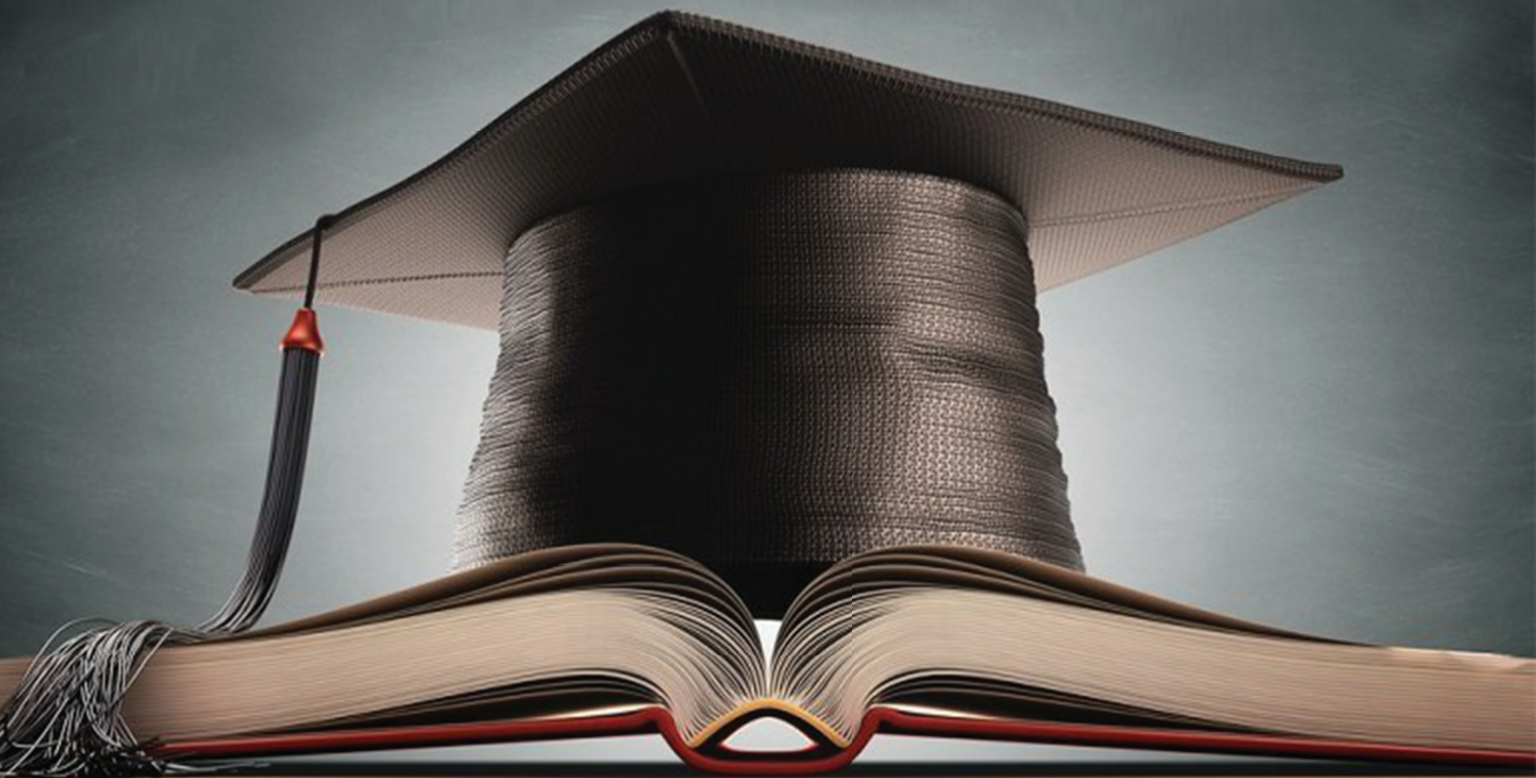
“This is really important for everybody, but especially important for people who are first-generation students moving from villages into cities,” he says.

Striking a note of caution, Fafchamps says that while these networks can improve the conditions of some, it may be at the expense of others.

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Allahabad Management Association

Allahabad Management Association (AMA) organised a special function to celebrate National Management Day on 25th February at UPTEC. AMA President, Prof. Jagdish Khatri, highlighted the role and importance of professional management in uplifting the economy as well as in meeting social development goals. A ceremonial cake was cut to celebrate the advent of an institution like AIMA.

A large number of AMA members including Secretary Vibhav Bajpai, Treasurer Pramod Bansal, past President Prof. KK Bhutani, Vice President Dr. Ashish Kumar, attended the meeting.

The Management Day function was followed by a special lecture by Mr. Gaurav Krishna Bansal, Director, North Central Zone Cultural Centre, Allahabad on 'Managing Mega Events', highlighting the strategies and tactics to be followed in organising and managing mega events.



Prof Jagdish Khatri, President, Allahabad Management Association presenting the memento to Mr. Gaurav Krishna Bansal, Director, North Central Zone Cultural Centre, Allahabad

Ahmedabad Management Association

The month started with a lecture series addressed by Swami Bodhananda Saraswati on Indian Leadership – Ancient and Modern. The five day series covered personalities like Vyasa, Chanakya, Sankara, Vivekananda and Gandhi. Swamiji also addressed the meditation session in the morning.

Mr. Sanjay Chakraborty's lecture on 'Public Interest' - a talk on Social Advantage and Simple Smart and sensible Solution for Swachh Bharat addressed by Mr. S.B. Dangayach attracted several persons and generated great interest.

The National Management Day was celebrated with a popular Lecture on 'Building Economic Consensus: The Role of Indian Inc.' addressed by Dr. Rasananda Panda, Senior Faculty from MICA (Mudra Institute of Communication and Advertising). Over 100 persons attended the programme. This was followed by another interesting talk by Dr. Rabinder Malik from United Nations University, Japan on New Era of Indo-Japan Relations. All these evening lectures were greatly appreciated by members as well general public. During the month 53 training programmes were organised.

AMA programmes and announcements are now accessible through App. Also there is facility of on-line registration for programmes and purchase of publications on-line.



Dr. Rasananda Panda addressing

Baroda Management Association

Round Table Conference

Baroda Management Association came up with a half day workshop on 'Hands On Innovation' on 3rd February to help define problems, think differently, explore new solutions, isolate promising solutions and arrive at clear action steps. Mr. R Sridhar, Innovation Facilitator, Consultant and Coach, from IDEAS-RS started with the 5 steps to think beyond the obvious which were Inspiring Changes, Think about Obstacles, Have a Right Team, Think Differently and Measure your Results.

MDP on Industrial Relations

An MDP was held on 3rd February on 'Industrial Relations' by Mr. K B Lele. Mr. K B Lele is a well known faculty in the field on Contract Labour and Industrial Relations. The speaker shared the relevant labour laws – interfacing the IR functions. He shared the IR problems faced by the contractors and the employers as well as its issues, concerns and remedies.

Cracking an Interview

A session on 'Cracking an Interview' was organised at BMA on 13th February to facilitate the young talent pool to learn about the intricacies of an Interview. The session was addressed by Mr. Bhaskar Joshi, GM – HR of Somaiya Group of Industries. He emphasised on the various tools to crack an Interview which includes Self Analysis, Improving Communication and Knowledge.

Bharuch District Management Association

Presentation at Narmada College

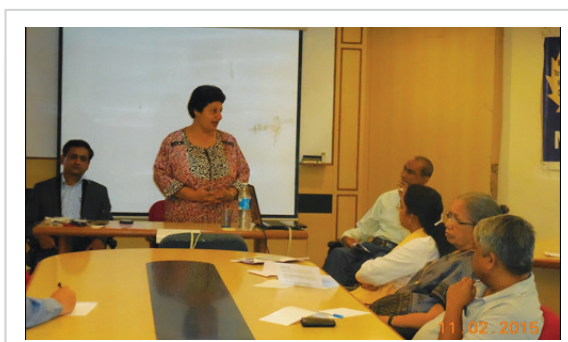
Dr. C. K. Giriya, Founder and CEO, Matru Chemicals, Ankleshwar made a presentation at Narmada College of Management on 10th February. This was in relation to the students' competition that BDMA conducted on 23rd February so as to celebrate the Management Day with students.



Mr. R. Sridhar addressing the Round Table Conference on Innovation



Mr. K B Lele along with the participants



Ms. Avi Sabavala addressing the participants

Training Programme

BDMA organised a Training Programme on ‘Making Powerful Presentation and Effective Communication’ by Ms Avi K Sabavala, Corporate Trainer, Vadodara on 11th February.

Another Training Programme on ‘Stress Management’ was conducted by Dr. Mahesh Parikh, Consultant Psychiatrist and Psychotherapist, Valsad on 20th February. The subject aims to enable a person to withstand the inevitable stresses of life (at work place, home area, social life etc.) without breaking down.

A two day Training Programme on ‘Internal Auditor Course – Based on 9001:2008 (Quality Management System)’ was held on 24th – 35th February led by Mr. Kailash Chandra Parmar, Proprietor, Akshar Management Consultant, Vadodara.



Mr. Kailash Parmar, addressing the participants

Evening Talk

An Evening Talk on ‘eChai and eInitials’ by Mr Jatin Chaudhary, Co-Founder and Salesman, eChai Ventures, Online-Offline social network of Entrepreneurs, Ahmedabad was held on 18th February. Mr Chaudhary talked about social entrepreneurship, leadership, technology for good and technology ventures. Every month over 5000+ entrepreneurs, professionals, students and mentors come together at various eChai programmes to connect, share and collaborate with each other and most importantly to get an eChai experience.



Dr. Trupti Almoula, I/c Director, Narmada College of Management, welcoming the guests and students for Management Day Celebration

Management Day Celebration

As a part of celebration of National Management Day, BDMA organised competitions on 23rd February for MBA/BBA students of Bharuch District. The competitions included Business Plan Competition and Essay Writing. Prizes were given to 1st and 2nd winners for both the competitions.

Bhopal Management Association

Bhopal Management Association organised a Workshop on ‘Yoga & Meditation’ at Indian Oil Corporation Ltd., on 6th February. Dr. Sadhana Dauneria, HOD, Yoga Department, Barkatullah University, Bhopal was the Guest Speaker. Mr Sanjeev Kumar, GM, Indian Oil Corporation Ltd. presided over the inaugural function. Mr Vishwas Ghushle, Hon. Secretary, BMA, who is also a faculty for the subject



Workshop on Yoga

explained the importance of understanding the knowledge of Yoga and Ms. Vanashri demonstrated the methods of performing Yogasanas. Mr Rajesh Jadhav, Chief HR Manager, Indian Oil Corporation Ltd., Ms. Malti Joshi, Sr. Manager (IS) and Mr Aamir Khan, Centre Coordinator, BMA also attended the workshop. About 30 women employees of Indian Oil Corporation Ltd. from different cities of Madhya Pradesh attended the workshop.

Bombay Management Association

Awards Ceremony

The prestigious BMA Annual Awards Ceremony was held on 16th February at Mumbai. Over 650 invitees and guests attended this event. The illustrious recipients of the Awards were the following: Management Man of the Year to Mr. Y C Deveshwar, Chairman, ITC; Management Woman Achiever to Ms. Arundhati Bhattacharya, Chairman, State Bank of India; Entrepreneur of the Year to Mr. Kunal Bahl & Mr. Rohit Bansal, Founders, Snapdeal; Entrepreneur of the Decade to Mr. Uday Kotak, Executive Vice Chairman & MD Kotak Mahindra Group and Lifetime Achievement Award to Mr. Ratan Tata, Chairman, Tata Trusts.

Other awards were also presented on the occasion.

Management Week

Management Week was celebrated from 17th February on the theme 'Mandatory CSR in India - Is it a Win - Win? Implementation of CSR activity vis - vis the company Act 2013'.

The Dandekar Trophy Competition was hosted by Narsee Monjee Institute of Management Studies on 18th February the BMA Trophy for BMS Students was held at Smt. M. M. P. Shah College of Arts and Commerce for Women. The presentation of 4th BMA Competition for Young Managers – 2015 was also done during the Management Week.

Conceptual Forum CEO Breakfast

On 18th February the Conceptual Forum CEO Breakfast was held in association with Kohinoor Business School at their Institute. The discussion was on 'Make in India: Time for action?'. The keynote speaker was Mr. Ramakrishnan Ramamurthi, Vice Chairman, Joint MD and Group CEO, Polycab Wires Private Limited, Mumbai. The panelists were Mr. Niteen Bhagwat, President, BMA and ED & CEO, Asterii Analytics and Mr. Raj Bowen, Managing Director, Korn Ferry Leadership and Talent Consulting, Mumbai.



Recipients of the BMA Annual Awards



Awardees with the panelists

Workshop

On 4th February a Workshop on 'Profitability Through Productivity' by Mr. Narendra Nabar, founder of New Age Management Consulting Services was organised by the Western Suburbs Centre and SME Cell of Bombay Management Association in association with PTVA's Institute of Management. The professionals and owners of SMEs who attended the workshop learnt about change in processes that lead to productivity.



Participants at the workshop

The Eastern Suburbs Centre and SME Committee of BMA in association with Kohinoor Business School conducted a one day workshop on 'Employment Laws and Related Requirements for SMEs' by Mr. Ramesh Soni on 27th February. The programme was promoted in association with Bombay Industries Association and COSMA.

Movie Discussion

The Movie 'The 8th Habit : From Effectiveness to Greatness' by Stephen Covey was screened on 7th February at the Institute of Management & Computer Studies (IMCOST), Thane. More than 180 students and industry professionals participated in the discussions on the movie.



Participants with Mr Krishnamurti

A Movie Discussion on 'Why Organizations have failed' by Mr J Krishnamurti was held on 25th February. The film focuses on organisational values, leadership issues and transformation process.

Evening Talk

An Evening Talk on 'Ethics in Management of SME' by Dr Satish Modh, Director, Vivekananda Education Society Institute of Management was organised on 13th February by the Eastern Suburb Centre and SME Cell of Bombay Management Association in association with Don Bosco Institute of Management and Research.

On 21st February an Evening Talk on 'Overseas Business Opportunities for Indian Companies' by Mr. Arun Sengupta was organised by BMA Eastern - Western Suburbs Center and SME Cell in association with Alkesh Dinesh Mody Institute for Financial & Management Studies at their Institute.



Dr Satish Modh addressing

On 27th February an Evening Talk on 'The First Indian Solo Circumnavigation under Sail' by Cdr Dilip Donde

was organised by BMA Membership Services Committee in association with Somaiya Centre for Lifelong Learning.

Visit

A visit to Tata Motors Plant was organised on 25th and 26th February for two groups of management students of Kohinoor Business School. The visit was truly a learning experience for all and the feedback from the students was very positive.

On 28th February a visit to Sula Vineyard & Winery, Nasik. The feedback from the participants was very positive. BMA has therefore organised another visit on 8th March.



Students at the plant



Participants at Sula Vineyard & Winery

Chandigarh Management Association

Chandigarh Management Association (CMA) organised a meet and greet session on 'Making Chandigarh a Smart City' on 7th February. Ms Poonam Sharma, Mayor, Chandigarh was the Chief Guest on the occasion. Initiating the discussion President, CMA and Chairman, Aryans Group of Colleges, Dr. Anshu Kataria said that Chandigarh may be the first smart city in India.

Ms Poonam Sharma said that smart cities are based on theories of regional competitiveness, transport, natural resources, human, social capital, quality of life and participation of citizens in the governance of cities. Mr. J.N Vohra, member, CMA said that the self-sustainable, smart city should have uninterrupted power, water, proper sanitation, efficient management of solid waste, decongestion of roads, last mile connectivity and effective use of information and communications technology (ICT). Mr. J. S. Nayyar, Vice President; Mr. Sandeep Singh, Secretary General; Mr. Ashok Verma, Treasurer; Mr. A. K. Gandhi, Immediate Past President; Mr T. S Chhabra, Joint Secretary; Mr. J. N. Vohra; Mr. R. K. Nayyar; Dr. Ashwani Vig; Col. M.G.S Khurana; Mr. Anil Kumar Arora etc. were also present on the occasion. The event was attended by businessmen, industrialists, professionals, academicians and people from different walks of life.



Ms Poonam Sharma addressing the session

Coimbatore Management Association

Coimbatore Management Association celebrated the National Management Day in Coimbatore on 21st February. Dr. K. Rathnam, MD of Amul Dairy and Dr. N. Ravichandran, CEO of Lucas-TVS were the Guests of Honour. CMA also recognised entrepreneurs and managers who have contributed to nurturing and promoting professional management. The Best Entrepreneur award was given to Mr. K.P. Ramasamy, Chairman, KPR Group; the Best SME Entrepreneur award was conferred on Mr. S. Jeevanantham, MD, JS Auto Cast Foundry; the Best Woman Entrepreneur award was presented to Dr. Ms. Manimekalai Mohan, Managing Trustee, SSVI Institutions and the Best Manager award was given to Mr. S. Kannan, CFO, Suguna Foods. Best students and best student chapters were also recognised.



Awardees with the panelists

Calicut Management Association

CMA celebrated Management Day on 20th February. Vice President, Mr CA Sathish Kumar welcomed the participants and CMA President, Adv. James Thomas gave the presidential address. Founder President, Dr. VKS Menon gave the management day message. During the proceedings, CMA announced the launch of a new training division. CMA Vice President, Mr. Anil Kumar introduced the aims and objectives of the new training division. CMA Management Leadership Award 2014 was presented to Mr. PNC Menon. This Award was presented by Mr. M K Raghavan, MP. CMA's journal, 'Calimage' was also released on the occasion.



Release of CMA journal, Calimage by Mr. M K Raghavan

Delhi Management Association

Marketing Summit

A Marketing Summit on 'Contemporary Issues in Marketing: An Opportunity for Indian Inc.' was organised by Maharaja Agrasen Institute of Management Studies on 17th February under the aegis of PHD Chamber of Commerce and Industry and Delhi Management Association.

Dr. Jatinder Singh, Sr. Secretary, PHD Chamber of Commerce was the chief guest and Professor Sanjiv Mittal, Dean, USMS, GGSIP University was special Guest of Honour. Dr. C S Sharma, Director, MAIMS welcomed the dignitaries, participants and emphasised the need for developing new ways of marketing for success.



(L to R) Dr. C S Sharma, Mr. R. Sreenivasan, Shri. Prem Sagar Goel, Professor Sanjiv Mittal, Dr. Nand Kishore Garg, Dr. Jatinder Singh, Prof. Nawal Kishore and Dr M L Goyal

Some of the other speakers included Mr. Viswajeet V. Jaturi, National Manager, Business Development, Toshiba India; Prof. Nawal Kishore, IGNOU; Mr. R. Sreenivasan, Co-founder, Career Launcher; Mr. Ritesh Mathur, AGM, Signature Global; Mr. Dhruv Kashyap, Director, MART Academy; Mr. Ashok Gupta, MD, Apollo Tubes; Dr. N H Mullick, Associate Professor, Jamia Hamdard; Mr. Bhaskar Dasgupta, GM, HCL Technologies amongst many others. Dr. Lokesh Jindal, Summit Convener gave the vote of thanks.

Special Talk

DMA in collaboration with New Delhi Institute of Management organised a talk on 'Cross-Cultural Business Psychology' on 20th February.

Mr. Rajan Pandhi, Director, DMA welcomed Mr V M Bansal, Chairman, New Delhi Institute of Management and renowned speaker, Prof. Dr. Ullrich Guenther, Professor in Business Psychology, University of Lueneburg, Germany.

In the talk Prof. Guenther shared the critical events during business and leadership activities of managers abroad and also a comparison of German managers and managers of other nationalities working in Germany. The talk was attended by a large number of professionals from diverse backgrounds.

5th Women Entrepreneurship Conference

DMA in collaboration with Indus Business Academy (IBA) organised the 5th Women Entrepreneurship Conference on 'Role of Women Entrepreneurs in Make in India Mission' on 26th February.

Mr. Ravindra Nath, CMD, NSIC, the Chief Guest shared various initiatives taken by Government of India for Make in India programme. The Guest of Honour was Ms. Veena Swarup, Director - HR, Engineers India Limited and the keynote speaker was Mr. Anurag Batra, Chairman & Editor-in-Chief, Business World Media Pvt. Ltd. Ms. Neeru Abrol, CMD, National Fertilizers Limited & Program Director for the conference welcomed the distinguished dignitaries and the participants.

Some of the other speakers included Ms. Preeti Marwah, VP & Head HR, Power2SME; Ms. Arti Luniya, Executive Director, SAIL; Ms. Jayashree Kurup, Head Content & Research, Times Business Solutions; Ms. Anubha Prasad, Deputy General Manager, SIDBI; Ms. Anuradha Das Mathur, Founder & Director, 9.9 Media amongst others.

All the sessions were highly interactive and very informative.



(L to R) Mr V M Bansal, Prof. Dr. Ullrich Guenther and Mr Rajan Pandhi.



Ms. Neeru Abrol welcoming the participants. (L to R) Ms. Veena Swarup; Mr. Ravindra Nath and Mr. Anurag Batra



Eminent speakers at the conference

Ghaziabad Management Association

Cancer Awareness Rally

Ghaziabad Management Association joined hands with the Indian Cancer Winners Association (I Can Win) in their rally on cancer awareness organised on 15th February.

There were approximately 250 – 300 participants who took part in the walk. The event was inaugurated by the Mayor of Ghaziabad and the chief promoters, Dharamshilla Cancer Hospital and members of the Association. The programme was quite successful and left a visible mark on the public of Ghaziabad in the matter.



Participants at the Rally

Workshop

BBDIT, Ghaziabad, in collaboration with GMA, organised a one day Workshop on 'Product Certification' on 18th February. The facilitators were from the MSME Development Institute. The participating MSME representatives showed their interest in the subject and a good interactive session followed seeking various clarifications from the speakers. The facilitating panelists were officers of the MSME Department, Govt. of India.



Panelists at the workshop

Workshop

GMA & Babu Banarsi Das Institute of Technology, Ghaziabad organised a Lean Manufacturing Awareness Workshop on 25th February. The facilitators from National Productivity Council, New Delhi, were its Director, Mr. N K Chanji and Assistant Director, Ms. Kritika Shukla. They gave a very detailed presentation on what 'Lean' actually means and steps to be taken for achieving lean manufacturing process. The workshop was attended by about 30 representatives from the member industries.

National Seminar

I.T.S Ghaziabad, and Ghaziabad Management Association organised a National Seminar on 'Concurrences & Opportunities for the Financial Sector' on 6th & 7th February.

On day one, the Chief Guest was Dr. Gireesh Tripathi, Deputy Director General (Academics), NTPC Power Management Institute. On the second day, the Chief Guest was Mr. Brijesh Grover, Chief Cost Controller, Nokia Siemens Network. Dr. Deepak Tandon, Professor, IMI, Delhi delivered the keynote address.



The seminar in progress

A foreign delegation of 52 participants from 26 different countries like Russia, Uganda, Afghanistan, Zimbabwe, Cambodia, Mongolia, Nepal, Srilanka, Mauritius etc participated in the seminar. At the end of seminar winners of research papers presentation were awarded for Best Paper under Faculty Category and under Student Category.

Goa Management Association

The Goa Management Association in collaboration with SV's Sridora Caculo College of Commerce and Management Studies (Saraswat College) celebrated the Management Day on 23rd February. The Chairman, GMA, Mr. D Kumar Pillai spoke in detail about the importance of celebrating Management Day. Principal, Saraswat College, Dr. Santosh Patkar also addressed the gathering.

A seminar on the theme 'Building National Economic Consensus: The Role of India Inc.' was addressed by Dr. Sarath Chandran, Founder and General Secretary, Goa Economic Association; Mr. Martin Ghosh, Director, Syngenta India Ltd; Mr. Blaise Costabir, Managing Director, GMI Zarhak Moulders Pvt Ltd. On the occasion an intercollegiate management quiz and Presentation Competition was also organised.



(L to R) Mr. Martin Ghosh, Director, Syngenta India Ltd; Mr. Sarath Chandran, Founder and General Secretary, Goa Economic Association and Mr. Blaise Costabir, Managing Director, GMI Zarhak Moulders Pvt Ltd

Guwahati Management Association

Guwahati Management Association celebrated National Management Day on 21st February 2015 by organising a talk on 'Building National Economic Consensus: Role of India Inc', to mark the 59th Foundation day of AIMA a day which is celebrated as National Management Day all over India.

Dr. Amiya Kumar Sharma Executive Director of Rastriya Gramin Vikas Nidhi delivered the key note address. About 25 numbers of GMA members participated in the meeting. Mr Dhireswar Gohain Hony General secretary, explained the reason of holding the meeting- as AIMA requested all LMAs to organise a meeting of the eve of 59th Foundation Day. President D N Barua delivered the welcome address. He also concluded the meeting with closing remarks. Mr Tamal Sen Hony Joint Secretary offered the vote of thanks.



Dr Amiya Kumar Sharma, Executive Director of Rastriya Gramin Vikas Nidhi delivering the key note address.

Hardwar Management Association

Consumers of Numbers

HMA organised a talk by Dr. Rajiv Mehta, International Consultant and Retd. Addl. Director General (ISS-HAG) on the subject 'Consumers of Numbers' on 18th February. Dr. Mehta, with his vast experience in Agricultural Economics and working with Ministry of Statistics, UNO, FAO among others explained various facets of how all of us consume numbers in huge quantities.

Digital Banking – The Way Ahead

Cluster Head of ICICI Bank, Mr Tushar Khatri, along with his team delivered a talk on the subject 'Digital Banking – The Way Ahead' on 25th February. The main focus of the talk was on the concept of Mobile Banking; what kind of banking activities can be done using the mobile applications, the issues of security in transacting electronically etc.



Dr. Rajiv Mehta, International Consultant addressing.



Panelists at the session

Indore Management Association

Indore Management Association organised its 24th International Management Conclave 2015 on 6-7 February at Indore. Mr. H. M. Nerurkar, Chairman, TRL Krosaki Refractories Limited and President, AIMA declared the Conclave open and the Chairperson of the Conclave, Mrs. Ritu Grover welcomed the participants.

The new logo of Indore Management Association was also unveiled at IMA's 24th International Management Conclave 2015. This year the conclave's motive was to have a deep insight & to grow at a faster pace than ever before.

Dr. K Radha krishnan was felicitated by IMA Life Time Outstanding Innovation Award 2015 by IMA Dignitaries. Mr. H. M. Nerurkar, President AIMA acknowledged IMA for its achievement to make this event happen. He concluded by addressing young future leaders with the saying that- Be futuristic, be specific and lead the Nation reclaiming its 'Tryst with Destiny'. Mr. Rahul Bajaj, Chairman - Bajaj Group was conferred with IMA Life Time Outstanding



Lamp Lighting Ceremony by Dr. K Radhakrishnan, Former Chairman - ISRO & Mr. HM Nerurkar, Chairman, TRL Krosaki Refractories Limited and President, AIMA along with Mr. Shiv Singh Mehta - Chairman IMA, Mr. Vijay Goyal – President IMA, Ms. Ritu Grover - Conclave Chairperson 2015 & Mr. Jagdish Verma – Mentor IMA.



Mr. HM Nerurkar, President AIMA, addressing

Achievement Award 2015 for his contribution throughout his illustrious career.

The event was also addressed by Mr. Bhaskar Bhat, Managing Director, Titan Industries; Mr. Rana Kapoor, Founder & CEO, YES Bank; Mr. Murugavel Janakiraman, Chief Executive Officer- Matrimony.com Private Limited; Mr. Nikhil Gandhi, Founder & Non-Executive Chairman, Pipavav Defence and Offshore Engineering Company Limited; Major Gen. Bhupesh Jain - Indian Army, addressing at IMA's 24th International Management Conclave 2015.

Day two started with the book launch of Sadhguru Jaggi Vasudev, 'Anand Lehar- Chaho Aur Pa Lo', by Dr. Bimal Jalan, Former Governer RBI.



Sadhguru Jaggi Vasudev along with other IMA dignitaries during the flag hosting ceremony

Vice President, AIMA; Mr. Arun Nanda, Chairman, Mahindra Holidays and Resorts India Limited and Chairman, Mahindra Lifespace Developers Limited; Mr. Vallabh Bhanshali, Chairman and Co-founder, ENAM Securities Pvt. Ltd; Ms. Renuka Ramnath, Founder, Multiples; Mr. Vivek Kaul, Author, Easy Money Trilogy. The conclave witnessed active participation and was a grand success.



IMA Dignitaries presenting IMA Lifetime Outstanding Achievement Award 2015 to Mr. Rahul Bajaj - Chairman, Bajaj Group

Some of the other speakers included Mr. Sunil Kant Munjal, Jt. Managing Director, Hero MotoCorp Ltd and



Mr. Sunil Kant Munjal, Vice President, AIMA and Jt. Managing Director, Hero MotoCorp Ltd & Chairman, Hero Corporate Service Ltd. addressing

Jalandhar Management Association

Management Film Festival Series

With the idea of inspiring and motivating the professional students to aim and achieve higher in their careers and lives, Jalandhar Management Association has started a 'Management Film Festival Series'. Mr Ahsanul Haq & Mr Vishal Sharma, President & General Secretary of JMA conducted highly interactive sessions for the students of CT Group of Institutions, DAV University, GNA-IMT & GNA University so far. Clippings of business related movies and speeches of eminent personalities as cases for discussion on managerial issues and secrets of success in business world are screened followed by panel discussions among the students to decode and understand the message. The students are finding this initiative highly involving, entertaining and inspiring as such sessions provide great opportunity for experiential learning.



Participants at the Film Fest

SME Conclave

Under the initiative of promoting best management practices in the Small and Medium Enterprises, AIMA, with its local chapter Jalandhar Management Association organised a full day SME Conclave at Jalandhar. The GNA University was the host and institutional partner of the event which was attended by more than 150 delegates from the region. The welcome address was given by Mr Ahsanul Haq, President, JMA and the theme address was delivered by Dr. J. S. Juneja, Chairman, MSME-AIMA initiative and Past President, AIMA. The keynote address was delivered by Mr. Rajiv Chawla, Chairman, IamSME of India and Chairman, Jairaj Group of companies. Several experts including Dr. H.R. Bhojwani, CA Ashwani Gupta, Raj Sachdeva, Dr. Manoj Kumar, Sudhir Gera, Sajan Goel and others shared their views over various interactive sessions.



Lighting of the lamp

Jharia Coal Field Management Association

To commemorate National Management Day, a Management Day lecture was organised by Jharia Coal Field Management Association in collaboration with Management Society, Department of Management Studies, Indian School of Mines, Dhanbad. Eminent cardiologist of the region, Dr (Prof) A.K.P. Singh delivered the Management Day Lecture. The subject of his lecture was 'Listening to the Heart - Some lessons to young



Dr AKP Singh delivering the Management Day lecture

and old'. The lecture was attended by a large number of students, research scholars, academicians and media persons. Prof. Pramod Pathak, President, Jharia Coal Field Management Association, introduced the speaker and spelt out the need for increasing awareness about managing the heart through lifestyle management. Dr. Singh in his lecture gave some very simple tips for managing the heart highlighting the importance of preventing coronary heart diseases through lifestyle changes.

Kanpur Management Association

Kanpur Management Association in association with National Productivity Council & Kanpur Productivity Council organised a one day awareness programme on 'Material Flow Cost Accounting' on 20th January. Mr. Md. Umar welcomed all the participants of the programme. The dias was shared by Mr. Lalit Khanna (President KMA); Mr. Naveen Khanna (Chairman IIA Kanpur Chapter); Mr. M.M.A. Khan (Ex Regional Dir NPC); Mr M. J. Pervej (Regional Dir NPC) & Mr. P. C. Bhandari (Principal JKIT). The speakers presented their views on the theme with the help of different examples of Industry. About 50 participants from different Industries participated in the programme.



One day awareness programme on 'Material Flow Cost Accounting' in progress.



Mr. Lalit Khanna addressing the audience

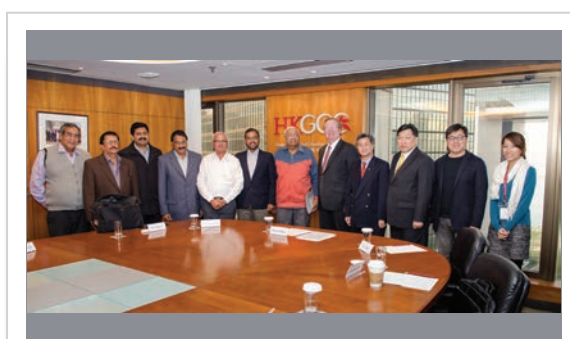
Kanpur Management Association in association with National Productivity Council & Kanpur Productivity Council celebrated Productivity Day on 14th February on the theme 'Make in India, Zero Effect, Zero Defect'.

The dias was shared by Mr Lalit Khanna, President KMA; Mr. M.J. Pervej, Regional Director, NPC; Mr. Ashutosh Tiwari, Manager, JKCTT & Mr. Md. Umar, Dy. Dir, KPC. Almost 140 under training trainees in different trades participated in the programme.

Kerala Management Association

Study Tour

A team of 10 KMA members visited Hong Kong from 8th February to 11th February. A meeting was held between KMA Members and Hong Kong General Chamber of Commerce for an hour on 10th February where fruitful discussions took place.



KMA members with President of KMA at Hong Kong

Management Week Celebrations

KMA celebrated Management Week from 23rd to 27th February. Management Week Celebration was inaugurated by the Chief Guest Mr. T. P. Sreenivasan IFS, Former Indian Ambassador to the United Nations and Dr. Mahesh Bhawe, Dept. of Strategy, IIM Kozhikode delivered the Keynote Address. Mr. T. P. Sreenivasan spoke on President Obama's visit to India and its linkages with the Make in India programme of the Government of India.

MSME Summit

The second day of the Management Week celebration, 24th February was dedicated to the MSME Summit and a half-day seminar on the topic 'Make in India' – Opportunities for the MSME Sector. The inaugural address was delivered by Commodore K. Subramaniam, Chairman & Managing Director of Cochin Shipyard Ltd. Other speakers included Mr. Ravi Varanasi, Chief Business Development Officer of National Stock Exchange; Mr. K. P. Ramachandran Nair, State President of Kerala State Small Industries Association (KSSIA) and Mr. Jomon Joseph, Promoter of The Strategist & Specialist in Equity Research.

Retail Forum Inauguration

25th February was dedicated to the Retail Forum Seminar a half-day session on the theme of 'Retail in India – The Way Forward'. Mr. Kumar Rajagopalan, CEO, Retailers Association of India (RAI), Mumbai; Mr. Nitin Nair, Senior



Mr. T. P. Sreenivasan inaugurating the Management Week Celebration



Commodore K. Subramaniam addressing at the MSME Summit



Panelists at the Retail Forum of Retail Forum Seminar



Mr. P.H. Kurian IAS inaugurating the IT Leadership Conclave

Manager, Business Advisory Services, Ernst & Young, Mumbai; Mr. Raghu Pilaka, Vice President – Legal & Regulatory Strategy, Retail Business Reliance Fresh Ltd, Mumbai and Mr. T. S. Pattabhiraman, Chairman & Managing Director, Kalyan Group addressed the seminar.

IT Leadership Conclave

On the fourth day of the Management Week celebration, 26th February, an IT Leadership Conclave by Mr. L.C. Singh, Vice Chairman & CEO, Nihilent Technologies Inc, Pune was held. Mr. P.H. Kurian IAS, Principal Secretary (Industries & IT), Government of Kerala inaugurated the IT Leadership Conclave.

The Valedictory Function of the Management Week Celebration was held on 27th February where Mr. Jiji Thomson IAS, Chief Secretary, Govt. of Kerala was the Chief Guest and delivered the Keynote Address.



Mr. Jiji Thomson IAS, addressing

Lucknow Management Association

SYMP

AIMA's 46th SYMP was organised by Lucknow Management Association on 7th February which was attended by more than 500 students & young managers. The speakers included noted filmmaker Mr. Muzaffar Ali, Maj Gen (Retired) Raj Mehta, Dr. Aquil Busrai, and Ambassador Deepak Vohra.

Industrial Visit

50 members of Lucknow Management Association visited Central Institute of Medicinal and Aromatic Plants, a premier research Laboratory of CSIR on 21st February.

Chanakya

AIMA's Business Simulation Management Game Chankya was organised by Lucknow Management Association on 12th-13th February. A total of 11 teams, 6 from corporate and 5 from business schools participated.

Management Day

Management Day was observed by Lucknow Management Association on 24th February. On this occasion a panel discussion was organised on the theme 'Building National Economic Consensus: The Role of India Inc'. The panelists



SYMP at Lucknow



Chanakya programme in progress



Panelists at the session

were Professor Arvind Mohan, Director & OSD Institute of Management Sciences, Lucknow University, Mr. Jayant Krishna, Principal Consultant & Regional Head, TCS, Mr. Vinamra Agarwal, Director Technical Associates & Mr. Kiron Chopra, Chairman and Managing Director, Chopra Retec Rubber Products Limited. Mr. Devesh Chaturvedi Principal Secretary Planning, Govt. of U.P. moderated the panel discussion.

Meerut Management Association

Industrial Visit

An Industrial visit to ALPS industry was arranged on 7th February and the participants were briefed about the organisation, factory, machinery lay out and the safety precaution to be adhered in the factory premises. ALPS industry is the manufacturer of various kinds of decorative cloths, bed cushions, automobile seats etc. Participants were taken around the factory in groups and were explained the complete process of manufacturing of different type of fibers.

Annual Dayal Debate

The 15th Annual Dayal Debate on 'Dictatorial Form of Governance is Good for India', sponsored by M/s Dayal Fertilizers and organised by Meerut Management Association was held on 10th February. 18 teams from various engineering and management college from Meerut and nearby places took part. Captain V. K. Gupta, President, MMA opened the Debate and welcomed all guests. The jury comprised Dr. Bhavyesh Gupta, Retired from LLRM Medical College; Mr. R.D. Gautam, Director, DPM Educational Society; Mr. R.K. Agarwal, Sr. Vice President of M/s Dayal Fertilizers and Mrs. Ritu Goel, Ex. Dayawati Modi Academy, Renowned Physics Faculty.



Participants at the plant



Mrs. Ritu Goel, Ex. Dayawati Modi, Jury with President

Madurai Management Association

Madurai Management Association celebrated the National Management Day on 21st February. Dr K Manimekalai, Vice Chancellor, Mother Theresa Women University was the chief guest of the event. He spoke to the young management students and expressed his views on importance of the women in education and employment to build the India as developed country. Other eminent speakers included Dr N Sethuraman, founder & Chairman, Meenakshi Mission Hospital & Research Centre; Mr S. Muralidaran, Sr. Executive Vice President – Operations, ATC Tires Pvt Ltd ; Dr Sathakumar and Mr S. Kalirajan, additional Chief Engineer, Kudankulam Nuclear power project. Mr M Shunmasundaram, Hon Secretary & CEO, MMA gave a brief on the significance of the day and delivered the vote of thanks



Panelists at the National Management Day

Palghat Management Association

Award presentation

Palghat Management Association held its National Management Day Function on 18th February. The Chief Guest, Mr K. M. Chandrasekhar, Vice- Chairman, Kerala State Planning Board presented PMA-2015 Management Leadership Award to Mr K. Padmakumar, MD of Malabar Cements Ltd, a State PSU.

Dr. Francis Cherunilam, Director, Mangalam Management Studies, Kottayam delivered the Keynote Address. Prizes were also distributed to the winners of Essay Competition Quiz Competition for MBA Students, on the theme and for the best MBA Project of 2014, from the region.



Mr K M Chandrasekhar, Vice- Chairman, Kerala State Planning Board presenting the Management Leadership Award to Mr K Padmakumar, MD of Malabar Cements Ltd

Patiala Management Association

Patiala Management Association celebrated the AIMA Foundation Day on 18th February at Thapar University, Patiala. Mr. Anil Sethi, an eminent corporate trainer delivered a lecture on 'How To Build Performing Teams'. It was attended by about 140 participants.



Celebration of AIMA Foundation Day at Thapar University

Quilon Management Association

The Quilon Management Association conducted a programme on 23rd February in connection with the 59th Foundation Day and 9th Management Day. The theme of this year is 'Building National Economic Consensus – Role of India-Inc'. The speaker of the day was Dr. B Vijaya Kumar, Principal, Kerala Institute of Travel and Tourism Studies.

Dr. B Vijaya Kumar in his talk explained that we have to build the development programme in such a way that introduction of any product should ultimately result in ensuring a better life of the human being in the society and have to minimise or control impact on environment. Dr. Sasidharan Pillai, Secretary General welcomed the chief guest and the gathering. QMA President Mr K G Jacob presided over the function.



Dr. B Vijaya Kumar inaugurating the programme.

Rohilkhand Management Association

Rohilkhand Management Association, Bareilly celebrated Management Week from 16th till 23rd February. During the week RMA organised many programmes of powerful impact.

On 16th February, RMA started the celebration by organising a 'Management Run' in association with Khandelwal College of Management and Science. The Run was flagged off by S.P. Rural and after the Run a quiz contest, poster competition, singing and acting contests were held.



Management Week run

On 16th February another event organised was a display of posters and hoardings with important slogans of social relevance, at prominent places in the town.

On 18th February a symposium on 'Make in India or Make for India' was organised where the Chief Guest was Mayor, Bareilly Dr. I.S Tomar. Speakers were Directors from Management Institutes and Entrepreneurs who delivered powerful presentations and lectures on the topic. The programme was very well received by the audience.



Panelists at the session

Trivandrum Management Association

Run Kerala Run

Kerala was the host for the 29th National Games held from 31st January to 14th February. This was rated one of the well organised national games of the country for the arrangements, infrastructure, quality of service, etc.

In expression of the solidarity to the event, a 'Run Kerala Run' was organised at the State level with the co-operation of the people of Kerala and various institution in particular. TMA members and students from the various student chapters of the Association took part.



Run Kerala Run by TMA Members at Kawdiar, Thiruvananthapuram



The Management Day Walkathon being flagged off by Mr H Venkitesh, IPS, DIG and Commissioner of Police, Thiruvananthapuram.

Management Day Celebrations 2015

February 21st is observed as National Management Day, all over the country. TMA arranged a 'Management Day Walkathon' and a quiz programme thereafter. The Walkathon which saw a participation of more than 100 professional members of TMA, was flagged off by Mr H Venkitesh, IPS, DIG and City Commissioner of Police, Thiruvananthapuram.

Visakhapatnam Management Association

VMA held a meeting on 23rd February to celebrate 59th Foundation Day of AIMA and 9th Management Day. Dr. MNKS. Varma, President, VMA in his opening remarks mentioned the background of the event of AIMA and VMA.

The coherent relationship between the government and the Indian corporate world was explained in promoting a higher GDP by him for a healthy economy. Prof. V. Balamohandas, former Vice-chancellor of Acharya Nagarjuna University, the Chief Guest traced the history of Indian mixed economy, the Nehruvian industry policy resolutions. Prof. N. Sambasivarao, the in-coming President proposed the vote of thanks.



Mr. Sambasiva Rao, the in-coming President. Dr. MNKS Varma, the out-going President, Prof V. Balamohandas, former Vice Chancellor, Acharya Nagarjuna University and the Chief Guest, Mr T. Siva Rama Prasad, the newly elected Secretary.

Entrepreneur's Retreat

"Promoting Entrepreneurs Within Organisations"

23-25, April, 2015 | Vivanta by Taj, Surajkund

Retreat Co-Chair



Mr Sanjeev Bikhchandani
Founder and Executive
Vice Chairman, Naukri.com



Mr Vineet Agarwal
Managing Director,
Transport Corporation of India Ltd

Guest Speakers



Mr Sunil Kant Munjal
Jt. Managing Director, Hero
MotoCorp Ltd & Chairman,
Hero Corporate Service Ltd



Mr Manoj Kohli
Managing Director,
Bharti Enterprises



Mr Deep Kalra
Founder & CEO
MakeMyTrip



Mr Patu Keswani
Chairman and MD
The Lemon Tree Hotel
Company



Brig Dr Arvind Lal
Chairman and MD
Dr Lal PathLabs



Programme Director

Mr Harshvendra Soin

Head - Global Leadership Acquisition and Development
Tech Mahindra

PARTICIPATION FEE

- Delegate Fee: Rs. 75,000 per participant
- Service Tax: 12.36% will be charged on the participation fee.
- Early Bird Discount: Rs. 10,000 per participant for registrations received along with participation fees by 16 March, 2015

CONTACT

Surajit Bit

Deputy Director
All India Management Association (AIMA)
Management House, 14 Institutional Area, Lodi Road
New Delhi - 110003
Ph: +91 11-24645100 Extn: 542 | Direct: +91 11-24608511
Mobile: +91 9873445423 | Fax: +91 11-24608503
Email: sbit@aima.in | Website: www.aima.in

AIMA Events Calendar

Event	Conference Director	Venue	Date
Pragati 2015		Raipur Chennai Ahmedabad Jaipur Delhi & Grand Finale	25 February 2015 03 March 2015 13 March 2015 20 March 2015 27 March 2015
SYMP		Kochi	14 March 2015
Innovation Practitioners Summit		New Delhi	19 March 2015
National Research Conference		New Delhi	31 March 2015
Managing India Awards	Sanjiv Goenka-Chairman, RP-Sanjiv Goenka Group	New Delhi	16 April 2015
AIMA Entrepreneur's Retreat		Surajkund, Faridabad	23-25 April 2015
National Leadership Conclave		New Delhi	29-30 April 2015
7th Business Responsibility Summit		New Delhi	12 May 2015
24th National Management Games 2015		Bhubaneswar Bangalore Mumbai Delhi Grand Finale	5-6 May 2015 14-15 May 2015 28-29 May 2015 17-19 June 2015 20 June 2015
4th HR Retreat		Goa	June 2015
National Competition for Young Managers – 2015		Bangalore Kolkata Mumbai Delhi Grand Finale	26-27 June 2015 3-4 July 2015 10-11 July 2015 17-18 July 24 July 2015
9th Global Advanced Management Programme 2015		Silicon Valley, USA	05-11 July 2015



Event	Conference Director	Venue	Date
National Competition for Management Students – 2015		Bangalore Mumbai Kolkata Delhi Grand Finale	6-7 August 2015 13-14 August 2015 17-18 August 2015 21-22 August 2015 28 August 2015
SYMP		Indore	11 September 2015
42nd National Management Convention		New Delhi	22-23 September 2015
3rd Marketing Retreat		Goa	October 2015
SYMP		Goa	October 2015
HRM Summit		New Delhi	November 2015
4th Young Leaders Retreat		Goa	December 2015

To view full calendar please visit www.aima.in

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ALL INDIA MANAGEMENT ASSOCIATION

All India Management Association

Management House, 14 Institutional Area, Lodhi Road, New Delhi-110003

Tel.: 011-24645100, 43128100 ; Fax: 011-24626689,

Website: www.aima.in