

# AIMA News

AIMA'S MONTHLY E-MAGAZINE

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

FEBRUARY 2019



Dear Readers,

I am pleased to present the next issue of AIMA News.

The previous month witnessed AIMA celebrate its 63rd Foundation Day and 13th Management Day at New Delhi on the theme 'Innovation in the Age of Disruption'. Mr Hardeep Singh Puri, Minister of State (I/C) for Housing and Urban Affairs, Government of India delivered the keynote address. Mr Nandan Nilekani, Chairman of the AIMA Awards Jury 2018 and Chairman, Infosys Ltd, delivered a special address. On the occasion, the AIMA - JRD Tata Corporate Leadership Award was presented to Mr Aditya Puri, Managing Director, HDFC Bank Ltd. The AIMA Public Service Excellence Award was presented to Mr Vijay L Kelkar, Chairman, National Institute of Public Finance and Policy. Prof Debi S Saini, Emeritus Professor of Human Resource Management, Indian Institute of Management, Ranchi received the AIMA Dr Ram Tarneja Award for Best Article in Indian Management. You will find more details inside.

After successfully conducting its popular Global Advanced Management Programme (GAMP) for the first time in Beijing last year, AIMA held its first GAMP in Tel Aviv, Israel recently. The programme, led by Mr Claude Smadja, former Managing Director of the World Economic Forum, gave participants an overview of Israel's economy and Indo-Israeli relations in terms of trade cooperation and included interactions and campus visits to several leading organisations and successful start-ups.

In addition, AIMA in partnership with Ministry of Finance, Government of India and the World Bank organised Global Procurement Summit 2019, on the theme 'Digital Disruption and Innovation: Future of Procurement' with Ms S Radha Chauhan, CEO, Government e-Marketplace as the Chief Guest. The summit, addressed by several leading subject matter experts, policy makers and academicians was well attended by more than 200 delegates and very well received.

Staying true to its mandate of providing varied platforms for practising and aspiring managers to hone their management skills and competence, the 2nd edition of Young Managers Simulation (YMS) was successfully concluded at New Delhi this year after witnessing massive participation across the country from various corporates. AIMA also conducted its 3rd National Competition for Managers (NCM) on the theme 'Innovative Organisation in Face of Digitisation and Disruption'. The event was held at two regional locations, Delhi & Mumbai, followed by a Grand Finale in Delhi.

Continuing its close collaboration with the LMAs, the 70th Shaping Young Minds Programme was held jointly with the Ludhiana Management Association. The programme was very well attended by over 800 students who benefitted of the interaction with iconic achievers from different fields. Brief updates are carried in this issue.

Focused on developing and publishing Industry based India-focused research cases, AIMA India Case Research Centre (ICRC) in collaboration with Welingkar Institute of Management Development & Research organised a Capability Building Workshop on Case Writing for B-school faculty members at Bangalore. In addition, several professionals and students continued to avail of AIMA various training and education courses. You will find brief reports inside along with 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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Ambuja Neotia Group

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*Managing Editor*

Ms Smita Das

# CONTENTS



## 04 63rd Foundation Day & 13th National Management Day

### AIMA SNAPSHOTS

#### 07 GLOBAL ADVANCED MANAGEMENT PROGRAMME - ISRAEL



#### 10 GLOBAL PROCUREMENT SUMMIT



#### 11 INTERACTIVE SESSION



#### 12 70TH SHAPING YOUNG MINDS PROGRAMME



- 13 NATIONAL COMPETITION FOR MANAGERS 2019
- 14 YOUNG MANAGERS SIMULATION CHAMPIONSHIP
- 15 3RD CAPABILITY BUILDING WORKSHOP ON CASE WRITING

### IN LIGHTER VEIN

- 17 ALL FOR BUSINESS

### FEATURES

- 19 THE BEST WAYS TO USE SOCIAL MEDIA TO EXPAND YOUR NETWORK



#### 23 OUR MISPLACED FEAR OF JOB-STEALING ROBOTS



#### 27 NEWS FROM LMA



#### 68 AIMA EVENTS CALENDAR

# 16<sup>th</sup> Global Advanced Management Programme

**AIMA**  
ALL INDIA MANAGEMENT ASSOCIATION

Disruptive Innovation &  
Open Business Models  
in the Changing Global  
Landscape

23<sup>rd</sup> - 29<sup>th</sup> June, 2019  
Silicon Valley, USA



## Programme Director

**Solomon N Darwin**

Executive Director, Center for Corporate Innovation  
Haas School of Business, University of California, Berkeley

## Programme Objectives

- Insights into the latest models and frameworks for understanding business problems
- Strategies for identifying new opportunities and capitalising on them
- Rethinking business models and management approaches as a global leader
- Deeper understanding of organisational dynamics to improve implementation of new initiatives/ideas

## Programme Framework

- Class Room Lectures and Interactions
- Keynotes by Silicon Valley Startups and CEOs
- Visits to and interaction with the top management teams of companies and institutes like Intel, Cisco Systems, Wells Fargo Bank, Standard Chartered Bank, PayPal Inc, IBM Research, VISA, GE Co-Innovation Lab, Fujitsu Open Innovation Center, UC Berkeley Campus amongst others.

## Participation Fee

**Delegate Fee per participant:** INR equivalent of USD 9000 per Participant

**Inaugural Discount:** USD 750 per participant for registrations received along with participation fee by 15th April, 2019.

**Early Bird Discount:** after 15th April, 2019 a discount of USD 500 per participant available for registrations received along with participation fee by 15th May, 2019.

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

AIMA GSTIN No. 07AAATA1644A1ZH    AIMA PAN no.: AAATA 1644 A

Online registration available, please visit [www.aima.in](http://www.aima.in)

## Bijoy Philip

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Website: [www.aima.in](http://www.aima.in)

## 63rd Foundation Day & 13th National Management Day



*(L-R) Rekha Sethi, Director General, AIMA; Harshavardhan Neotia, President, AIMA and Chairman, Ambuja Neotia Group; Hardeep Singh Puri, Minister of State (I/C) for Housing and Urban Affairs, Government of India; Nandan Nilekani, Chairman of the AIMA Awards Jury 2018 and Chairman, Infosys Ltd; and Harsh Pati Singhania, Vice President, AIMA and Vice Chairman & Managing Director, JK Paper Ltd.*

AIMA held its 63rd Foundation Day & 13th National Management Day on the theme 'Innovation in the Age of Disruption' on 21st February. Mr Hardeep Singh Puri, Minister of State (I/C) for Housing and Urban Affairs, Government of India delivered the keynote address and he talked about Swachh Bharat and Pradhan Mantri Awas Yojana as major disruptive innovations by the government. "We had to build 67 lakh toilets before October 2019. Today we have already achieved 95 per cent of the target. A project of the government has become the project of the people, and the project of the people has assumed the nature of

a jan andolan. To me, this is what change is all about" he shared.

Mr Nandan Nilekani, Chairman of the AIMA Awards Jury 2018 and Chairman, Infosys Ltd, said in his special address that disruption is a given and the rise of data can be seen in an unprecedented way. "The good news is that in India we do have the talent. If we can marry the mindset of leaders in our industry with the talent we have, the technology will become very easy to handle. I believe we have a very bright future because we have the ability in India to deliver solutions for a billion people," he added.



*Aditya Puri, Managing Director, HDFC Bank Ltd, receiving the AIMA - JRD Tata Corporate Leadership Award from Hardeep Singh Puri as Harshavardhan Neotia; Nandan Nilekani; and Harsh Pati Singhanian look on*

Mr Harshavardhan Neotia, President, AIMA and Chairman, Ambuja Neotia Group and Ms Rekha Sethi, Director General, AIMA, welcomed the guests and addressed the gathering. Mr Harsh Pati Singhanian, Vice President, AIMA and Vice Chairman & Managing Director, JK Paper Ltd., concluded the event with vote of thanks.

On the occasion the AIMA - JRD Tata Corporate Leadership Award was presented to Mr Aditya Puri, Managing Director, HDFC Bank Ltd. The AIMA Public Service Excellence Award was presented to Mr Vijay L Kelkar, Chairman, National Institute of Public Finance and Policy. Prof Debi S Saini, Emeritus Professor of Human Resource Management, Indian Institute of Management, Ranchi received the AIMA Dr Ram Tarneja Award for Best Article in Indian Management.

The Foundation Day souvenir was also released by guests of honour. About 300 business

leaders, management experts, academicians and students joined the occasion.



*Hardeep Singh Puri, Minister of State (I/C) for Housing and Urban Affairs, Government of India*

01



02



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04



01. *Vijay L Kelkar, Chairman, National Institute of Public Finance and Policy, receiving the AIMA Public Service Excellence Award from Hardeep Singh Puri as Harshavardhan Neotia; Nandan Nilekani; and Harsh Pati Singhania look on*
02. *Office Bearers and Past Presidents of AIMA*
03. *Nandan Nilekani, Chairman of the AIMA Awards Jury 2018 and Chairman, Infosys Ltd addressing*
04. *Prof Debi S Saini, Emeritus Professor of Human Resource Management, IIM Ranchi, recipient of the AIMA Dr Ram Tarneja Award for Best Article in Indian Management*

# Global Advanced Management Programme - Israel



*Participants of the 15th Global Advanced Management Programme (GAMP)*

AIMA conducted its popular Global Advanced Management Programme (GAMP) at Tel Aviv, Israel from 2nd to 7th March 2019. The theme of the programme was 'Connecting with Israel's Innovation Dynamics' and was led by Mr. Claude Smadja, former Managing Director of the World Economic Forum. 8 senior delegates from Private and Public Sector companies participated.

The programme started with delegates getting an overview of the Israeli economy and the entire landscape of Indo-Israeli relations in terms of trade cooperation. The interactions and campus visits included places like Israel Manufacturers Association, Sanara Ventures - a joint venture between the largest pharmaceutical companies

in Israel-Teva and Philips, ISRAEL Aerospace industries, ISRAEL innovation authority, start-up companies like StartUp Nation Central, and OurCrowd, Tel Aviv University, Nice Technologies, Cortica and Vayyar Imaging. Some renowned personalities involved in the innovation ecosystem of Israel like Mr Benjamin Soffler and Ms Karin Rubinstein also addressed the group.

One of the key highlights of the trip was the visit of the delegation to Peres Center for Peace and Innovation set up by one of the most renowned Israeli statesmen, Mr Shimon Peres, the former Prime Minister and President of Israel. The delegation also visited the Holy city of Jerusalem for excursion.

01



02



03



04



- 01. *Delegates at the Peres Center for Peace and Innovation*
- 02. *Participants at Nice Technologies*
- 03. *Mr. Claude Smadja, former MD, World Economic Forum*
- 04. *Participants at OurCrowd*





# AIMA

ALL INDIA MANAGEMENT ASSOCIATION

## 4th Digital & Social Marketing Retreat

### Digital for Driving Every Business

17-19 May, 2019: Hotel Taj Fort Aguada Resort & Spa, Goa

#### Retreat Co-Chair



**D Shivakumar**  
Group Executive President-  
Corporate Strategy & Business  
Development, Aditya Birla Group



**Mithun Sundar**  
Chief Revenue Officer  
Myntra

#### Confirmed Speakers



**Karthik Raghupathy**  
Chief Strategy, Planning  
and Operations, PhonePe



**Kushe Bahl**  
Partner, McKinsey & Co



**Anil Goteti**  
Head of Marketing  
Monetisation and  
Merchandising, Flipkart



**Anusha Shetty**  
Founder & CEO  
Autumn Worldwide



**Anant Rangaswami**  
Editor of Storyboard, the  
Advertising, Media and  
Marketing Show, CNBC TV18

For further details and to register, please contact

**Mansoor Hassan**, Manager - CMD

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# Global Procurement Summit



*(L-R) Raj Agrawal, Director, Center for Management Education - AIMA; Sandeep Verma, Principal Secretary, Government of Rajasthan; S Radha Chauhan, Chief Executive Officer, Government e-Marketplace, Ministry of Commerce and Industry, Government of India; Rekha Sethi, Director General, AIMA and Vinay Sharma, Director, Global Governance Practice, World Bank*

AIMA in partnership with Ministry of Finance, Government of India and the World Bank organised Global Procurement Summit 2019, on 7th & 8th February 2019 at New Delhi. This year theme of the summit was 'Digital Disruption and Innovation: Future of Procurement'.

Ms S Radha Chauhan, CEO, Government e-Marketplace was the chief guest of the summit. Other eminent speakers included Mr. Vinay Sharma, Director, Global Governance Practice, World Bank; Mr. Sandeep Verma, Principal Secretary, Government of Rajasthan;

Ms. Usha Saxena, Head of Department, e-Procurement Division, National Informatics Centre; Mr. Rajiv Aggarwal, Joint Secretary, DIPP, Ministry of Commerce and Industry; Mr. Sanjay Aggarwal, Director, Department of Expenditure, Ministry of Finance; Mr. K C Jha, Addl. Chief Executive Officer, Government e-Marketplace, Ministry of Commerce & Industry; Mr. Shanker Lal, Lead Procurement Specialist, World Bank; Mr. Albert Njamen Njanke, Director, Global Dominium Institute, Cameroon; Ms. Tharshinie Prassanth, Director, Department of Public

Finances, Ministry of Finance & Mass Media, Sri Lanka; Mr. Rajesh Abrol, General Manager/ VIMS, Center for Railway Information Systems; Mr. Sanjeev Chaturvedi, Director, NI-MSME; Mr. Chacko Joseph, Vice President and Head of IT Procurement & Finance, HDFC Bank; Mr. Ravindra Sharma, Director- Value Realization, SAP Ariba; Mr. Chenjerani Simon B. Chirwa, Lead Procurement Specialist, World Bank and Mr. Joseph Shine, Procurement Specialist, UNICEF amongst others

The summit brought together the global and regional procurement community to examine the rise in new technologies, innovation and fast pace of growth in data analytics which has led to the development of procurement. The summit was well attended by more than 200 delegates from various countries like Africa and Sri Lanka. The topical themes and in-depth discussions were highly appreciated by participants.

## Interactive Session

AIMA jointly with the Lung Care Foundation organised a session on 'Breathe Easy Stay Tough' with Prof. (Dr.) Arvind Kumar, Founder and Managing Trustee, Lung Care Foundation and Chairman, Centre for Chest Surgery & Director, Institute of Robotic Surgery, Sir Ganga Ram Hospital, New Delhi on Wednesday, 6th March 2019. Dr Kumar shared how India today ranks first in lung disease related deaths in the world. The session focused on understanding air pollution, health impacts of sustained exposure to air pollutants, ways to reduce the damage, increasing awareness about asthma

management, increasing lung health awareness. The session was chaired by Mr Rajiv Khurana, Founder Trustee, the Lung Care Foundation, CEO and Founder, The Personnel Lab, Founder, Retirement.



*Rajiv Khurana, Founder Trustee, the Lung Care Foundation, CEO and Founder, The Personnel Lab, Founder, Retirement and Prof. (Dr.) Arvind Kumar, Founder and Managing Trustee, Lung Care Foundation and Chairman, Centre for Chest Surgery & Director, Institute of Robotic Surgery, Sir Ganga Ram Hospital*

# 70th Shaping Young Minds Programme



*Gen V P Malik, Former Chief of the Indian Army & Chairman, Coca-Cola India Advisory Board*



*Shikha Nehru Sharma, Managing Director, Nutri Health*

AIMA in collaboration with Ludhiana Management Association organised the 70th Shaping Young Minds Programme on 27th February 2019 at Ludhiana. The speakers who addressed the participants included Mr Prabhu Chawla, Editorial Director, The New Indian Express Group; Dr Shikha Nehru Sharma,

Managing Director, Nutri Health; Gen V P Malik, Former Chief of the Indian Army & Chairman, Coca-Cola India Advisory Board; Mr Raghunath Medge from Nutan Mumbai Tiffin Box, Mumbai Dabbawala's. The programme was very well attended by over 800 students.



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



*Raghunath Medge from Nutan Mumbai Tiffin Box, Mumbai Dabbawala's*

# National Competition for Managers 2019



*Winners of 3rd National Competition for Managers*

AIMA conducted its 3rd National Competition for Managers (NCM) on the theme 'Innovative Organisation in Face of Digitisation and Disruption'. The event was held at two regional locations, Delhi and Mumbai, followed by a Grand Finale in Delhi on 25th February 2019.

The Grand Finale was judged by Mr Vivek Mehra, CEO and MD, Sage Publications India; Dr Prabhu Aggarwal, Former, Chief Learning Officer, JSPL

and Dr Jaskiran Arora, Professor, BML Munjal University. Ashok Leyland emerged as the Champions team; Yes Bank and Mahindra & Mahindra were 1st and 2nd Runners-up team in the Private Sector category.

In the PSU Category, NTPC Ltd team was as the Champion and BHEL and Hindustan Petroleum Corporation Ltd were 1st and 2nd Runners-up

# Young Managers Simulation Championship



*Team HPCL - winner of 2nd Young Managers Simulation Championship*

AIMA introduced the Young Managers Simulation Championship (YMS), specially designed for managers less than 35 years of age, last year. Young Manager Simulation Championship provides an excellent opportunity to the current generation to familiarise them with business management concepts and manage business in the simulated environment. The participants are sensitised to acquaint themselves with the challenges faced by the top leaders, decision makers, and administrators as functional heads and encounter these by forming business plans and making strategic decisions.

The 2nd edition of YMS was successfully concluded on 28th February 2019 at New Delhi this year after witnessing massive participation across the country from various corporates. Mr Pranav Sinha, GM & Head NTPC Power Management Institute, was the Chief Guest for the Valedictory Session.

Amidst all the finalists from all over India, HPCL emerged as the Champions; NTPC as Runners Up - I and Maruti Suzuki as Runners Up II. The Champion team will get Wild Entry in the National Management Games (NMG 2019) Finale scheduled to be held in the month of July later this year.

## 3rd Capability Building Workshop on Case Writing



*Participants of 3rd Capability Building Workshop on Case Writing*

AIMA India Case Research Centre (ICRC) in collaboration with Welingkar Institute of Management Development & Research organised a two-day Capability Building Workshop on Case Writing for B school faculty on 12th and 13th February at Bangalore.

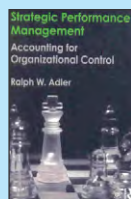
The workshop was conducted by Prof. Sonia Mehrotra, Head & Professor – Centre of Excellence for Case Development, WeSchool and Prof Anuja Pandey, Programme Director, PGCM & Faculty Coordinator, India Case Research Centre (ICRC), AIMA. Other eminent academicians included Dr M K Sridhar, Member, Knowledge Commission, Government of India; Dr Anil Rao Paila, Senior Dean, WeSchool, Bengaluru Campus; Dr N R Parasuraman, Director, Sri Dharmasthala Manjunatheshwara Institute for

Management Development, Mysuru; Dr Atish Chattopadhyay, Director, IFIM Business School, Bengaluru; Prof Subhash Sharma, Director, Indian Business Academy, Bengaluru; Dr Raj Agrawal, Director, AIMA-CME and Dr. C Manohar, Director ISBR, Bengaluru.

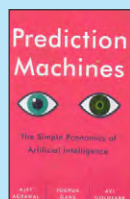
The objective of the workshop was to equip the participants with the skill of Case Writing and drafting teaching notes in a structured manner. The cases submitted by the participants after the workshop will be reviewed by the ICRC review committee and the editors before publishing them in the AIMA's ICRC's Case Journal CASEPEDIA.

The workshop was attended by 20 participants and very well received.

# New Additions in AIMA Library



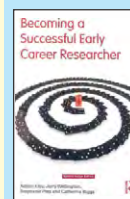
**Strategic Performance Management**  
Accounting for Organizational Control  
Ralph W. Adler  
London: accounting for organizational control/ Ralph William Adler. . London : Routledge Taylor:Francis Group, 2018, P215



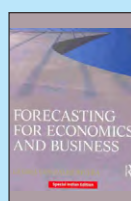
**Prediction machines**  
Ajay Agrawal  
Boston: the simple economics of artificial intelligence/Ajay Agrawal. Boston : Harvard Business Review Press, 2018, P250



**Smart skills for students**  
S. Anandamurugan,  
New Delhi: Siya Publishing House, 2018, P127 Page, 2018, P213



**Becoming a successful early career researcher**  
Adrian Eley. (etal). London : Routledge Taylor:Francis Group, 2018, P143



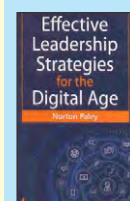
**Forecasting for economics and business**  
Gloria González-Rivera.  
London : Routledge Taylor:Francis Group, 2018, P490



**A handbook on business ethics**  
Institutes of Directors.  
New Delhi : Institutes of Directors,2016, P79



**Indian economy since independence**  
Uma Kapila.  
New Delhi : 19th ed. Academic Foundation,2018, P560



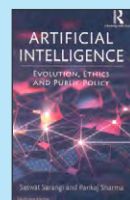
**Effective leadership strategies for the digital age**  
Norton Paley.  
New Delhi : Viva Books Pvt. Ltd, 2018, P266



**Understanding digital marketing**  
Damian Ryan,  
New Delhi: marketing strategies for engaging the digital generation. 4th ed. Kogan Page, 2017, P 424.



**Financing international trade**  
Sanati Gargi  
New Delhi : Financing international trade: banking theories and applications/Gargi,San ati. Sage Publications India vt.Limited,2017, P264



**Artificial intelligence**  
Sarangi Saswat  
London: evolution,ethics and public policy/Saswat Sarangi and Pankaj Sharma. Routledge Taylor:Francis Group, 2019, P150



**Change management**  
Frank Voehl  
H. J. Boca Raton: manage the change or it will manage you/Frank Voehl,H. James Harrington, CRC Press, 2016,P 390



**Fear**  
Bob Woodward,  
New Delhi : Trump in the White House/Bob Woodward. : Simon & Schuster,2018, P420



**Smart business**  
Ming Zeng,  
Boston: Alibaba,the future of strategy,and what it means for you/Ming Zeng. Harvard Business Review Press, 2018, P296



## All for Business

*It was my first visit to Khartoum, Sudan. The change from the cool climate of Zurich to this blistering desert town was quite a shock – albeit a mild one compared to what awaited me later in the evening. After checking in at the hotel, I called my agent and we went through the usual business of visiting government offices, aid agencies and some local industrialists. One of the big guys graciously invited us to his house for dinner.*

*We sat in the courtyard of a haveli and drank good scotch. It was an open house where several people ambled in, had a drink or two and left after paying their obeisance to the feudal lord. We had started at seven, but there was no sign of food even three hours later. Considering that I had to start work early next morning, I begged forgiveness for my bad manners and enquired about dinner. Of course, said my kind host patronisingly and clapped twice for the flunkies hovering around nearby.*

*In due course, a huge round brass platter was brought in and placed on the central table. It was full of several bowls – most of them meat dishes – and in the triangular spaces near the edge were kept chunks of hard French bread. No plates, no spoons, no forks, no napkins. “Bon-Appetit” said the Sheikh and promptly tucked into the bowls nearest to him, dipped pieces of bread into the gravy and started licking his fingers. I was too hungry to protest – and perhaps some what sozzled too – so I followed suit.*

*So far so good; as we ate my host kept on telling me about each dish – goat meat, chicken, venison, beef... I kept nodding approvingly. Suddenly he dipped a piece of bread into one of the gravy-filled bowls and proffered this luscious juicy morsel to me “Here, take it, this is the best venison you will get anywhere in the world”, said my benefactor. It was with great self control that I stopped myself from throwing up.*

*For over ten minutes I had watched him putting the same fingers into his mouth and licking them, and here he was dipping them again into a bowl and inviting me to accept this delicacy from his hand. I hesitated, till my agent nudged me with his elbow and quietly insisted that I accept the offering.*

*Left with no choice, I gulped down the filthy morsel and tried to drown it with a big swig of whisky.*

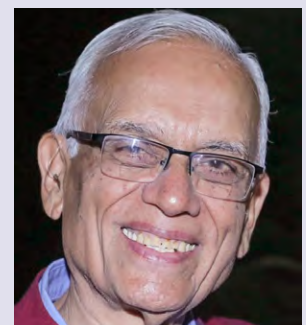
*The evening eventually ended at midnight and we left after much good-byes and promises to meet again, so that we could pursue the joint venture discussion. Just as we drove off, I literally shouted at my agent and sought an explanation for making me eat muck. It was then that I was told why it was important to accept that virtually half eaten morsel from the host, refusing which would have meant instant stoppage of any future business transactions. He also narrated what was in store next.*

*I was told about the Gujarati businessman who had visited few months earlier with a big proposal for a much bigger Sheikh. Naturally the party for him was in greater style. They all drove several miles into the desert and there, in an oasis, beautiful tents were pitched – complete with carpets, air-conditioners, fine furniture, chandeliers etc. There was good music, beautiful belly dancers and all other trappings for a truly Arabian night.*

*As the main meal began – after hours of drinking – a full roasted goat was brought on a massive platter and placed in front of the host, who proceeded to carve out the two eyes. One eye each was placed on a thin slice of bread; the host then ceremonially held them in each hand, offered one to his chief guest and raised a toast.*

*Our pure vegetarian Gujju didn’t know what to do. Like me, he was also told by his agent the consequences of his not going through this ritual. I believe, our friend snatched the eye staring at him, threw it into his mouth and washed it down with several glasses of whisky. Back in his hotel, he started throwing up and didn’t stop for three days!*

*That was my last visit to Sudan and the end of our plan to set up business there.*



*by Krishan Kalra  
Past President, AIMA*

# PRAGATI

CELEBRATING ACHIEVEMENTS  
OF WOMEN

## Future Proof Yourself **Aspire, Accelerate, Achieve**

26th March, 2019, Hotel Le Meridien, New Delhi

### Conclave Chairperson

MS Veena Swarup  
Former Director – HR, Engineers India Ltd

### Panel Discussion followed by Quiz

Session I - Reignite, Reimagine, Reinvent

Session II - Explore Opportunities - The Way Forward

Special Session on Grooming and Personality for  
Corporate Women by Ms Rita Gangwani, Pageant  
Coach, Personality, Development Mentor

**Quiz by Mr Ajay Poonia**

Participation Fee For	Corporate	Academician/Student
<b>For Quiz Participation</b> (Per Team)	₹ 10,000/-	₹ 6,000/-
<b>For Conference</b> (Per Delegate)	₹ 3,000/-	₹ 2,000/-

GST @18% extra on participation fee

DD / Cheque towards participation fee should be drawn in favour of  
All India Management Association, payable at New Delhi.

**Online registration is also available, please visit [www.aima.in](http://www.aima.in)**

AIMA GSTIN No.:07AAATA1644A1ZH     AIMA PAN No.:AAATA1644A

For more details and registration, please contact

Poonam Rawat, Manager – CMD  
M: +91 9818381229, E: [prawat@aima.in](mailto:prawat@aima.in)

## The Best Ways to Use Social Media to Expand Your Network

by Doug Camplejohn

MARCH 07, 2019



DMITRI OTIS/GETTY IMAGES

I'm a big believer in the power of social media to diversify and evolve one's network, build on the strength of weak ties, and nurture relationships over time. I've seen the business value of social media firsthand as the founder and CEO of three technology startups, and as a product executive at LinkedIn. My experience is backed up by research: 75% of B2B buyers and 84% of executives use social media to make purchasing decisions, according to IDC. And LinkedIn's 2018 State of Sales report found that 89% of top salespeople consider networking platforms to be critical to closing deals.

That said, it can be challenging to reach out to people you don't know. I've been on the receiving end of sales pitches for the better part of 30 years, and I know how quickly online conversations can become transactional. But, the more your interactions are modeled after genuine, in-person connections, the better. Here's my advice for building a stronger business network with the help of social media:

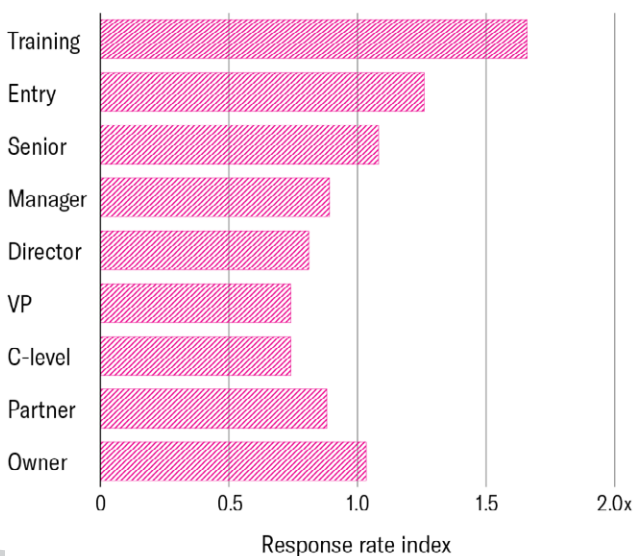
**Don't obsess about seniority.** Too many people focus on trying to network with senior people. Instead of reaching out only to executives, prioritize

building relationships with your peers and with people who are earlier in their careers. This network will grow in seniority with you, and connect you with opportunities down the line.

You're also more likely to get a response by looking beyond the C-suite. Our research at LinkedIn shows that response rates differ significantly by the seniority of the recipient. (LinkedIn applies machine learning to analyze aggregate data about the factors that influence message acceptance and reply rates.) People earlier in their careers respond most often to an initial message, while VPs and C-level professionals respond the least to people they don't already know.

### LinkedIn InMail Response Rates Relative to Recipient's Seniority

People earlier in their careers are more likely to respond to an initial message from someone they don't already know, while VPs and C-level professionals respond the least.

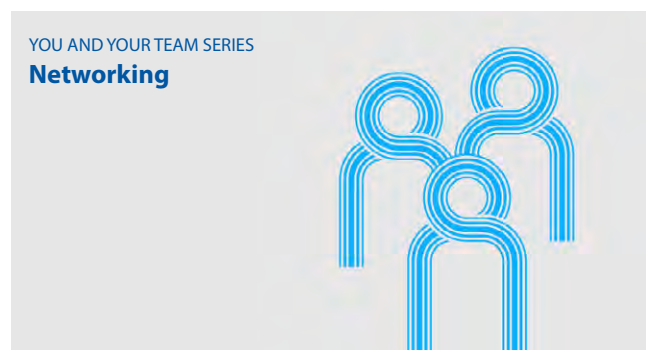


Source: LinkedIn, based on analysis of data from May 2014 to November 2018



Be brief but personal in your first message. People don't have the patience to read long messages that look and feel spammy, especially if it's the first time they're hearing from you. I almost always ignore initial messages that are more than a paragraph. So, keep it brief — what are the three bullets you want to convey? Write those three sentences. Your entire message should be easy to read on a phone screen. Our InMail analysis found that messages under 100 words perform best, and response rates decrease significantly as word count increases beyond 500 words.

Of course, the content and tone of the message matters, too. The pros who get the best response rates treat their messages as handwritten notes with a personal touch. They let their voice come through and speak like a human. They also find common ground by referencing a common interest, a shared alma mater, or a mutual friend. According to our research, referencing a mutual connection boosts the acceptance rate of these messages by 51%, second only to attending the same school at the same time (53%).



**8 Questions to Ask Someone Other Than "What Do You Do?"**

by David Burkus

**Don't Waste Your Time on Networking Events**

by Derek Coburn

**5 Misconceptions About Networking**

by Herminia Ibarra

**Ask for advice and take advantage of transitions.**

There's an adage in fundraising that I learned as a startup founder: "If you go seeking advice, you get money; if you seek money, you get advice." Do the former. You wouldn't meet someone for coffee and start pitching them something, so don't do it online.

Often the best way to ask for advice is to be direct. It can be as simple as saying, "I'm kicking around some ideas and would love to bounce something off you. Can I buy you coffee?" or "I'm struggling with this problem and would really appreciate your insight. Do you have 15 minutes to talk?"

And if you're in a transitional period — starting at a new company, switching industries, or moving to a new city — recognize the opportunity to reach out to people, ask for their advice, and absorb their wisdom.

**Pay it forward.** The best way to build a relationship is to help someone with joy and with no expectation of anything in return. It feels good, it trains your own sense of generosity, and it informs you of what the other person values. It also sets the stage for you to

ask them something in the future. You don't have to offer to help in every circumstance, but make yourself available as a resource to people, particularly to people who are just starting out in their careers. I make myself approachable by posting my email and phone number online and responding quickly to legitimate information requests from people who are early in their careers if I feel I can help.

As you build your online network, don't neglect the people you already know. Your network is rooted in existing, real-life relationships, so put effort into connecting more regularly with the colleagues, clients, partners, and mentors who have firsthand experience working with you day-to-day and week-to-week.

Social media opens up incredible possibilities for strengthening your professional network. Make sure you approach online networking as an extension of how you interact with others in the real world: connect with people personally by finding common ground, then build trust and long-term relationships, rather than one-time transactions.

*Doug Camplejohn is VP of Product Management at LinkedIn.*

**Disclaimer:**

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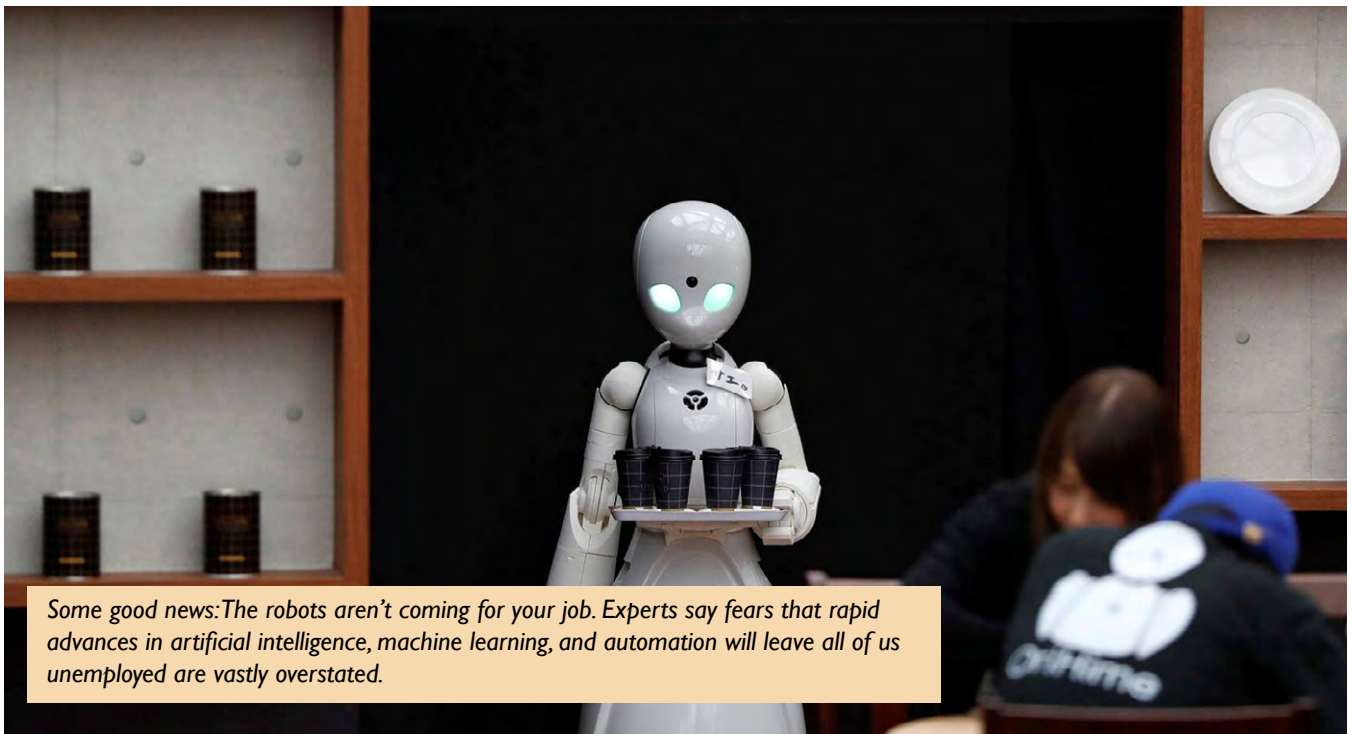
All India Management Association, 15, Link Road, Lajpat Nagar 3, New Delhi -110024

Tel: 09599024188, 011-47673000, 49868399 (Ext 817), Direct : 011-47673032, Email: amt@aima.in, Website: www.aima.in

# Our Misplaced Fear of Job-Stealing Robots

At a Future of Work forum, experts say demographic shifts, not artificial intelligence, create the biggest challenges for today’s workplace.

March 7, 2019 | by Bill Snyder



Some good news: The robots aren’t coming for your job. Experts say fears that rapid advances in artificial intelligence, machine learning, and automation will leave all of us unemployed are vastly overstated.

*Artificial intelligence will shift work, not replace it. | Reuters/Issei Kato*

But concerns over growing inequality and the lack of opportunity for many in the labor force — serious matters linked to a variety of structural changes in the economy — are well-founded and need to be addressed, four scholars on artificial intelligence and the economy recently told an audience at Stanford Graduate School of Business.

That’s not to say that artificial intelligence isn’t

having a profound effect on many areas of the economy. It is, of course. But understanding the link between the two trends is difficult and it’s easy to make misleading assumptions about the kinds of jobs that are in danger of becoming obsolete. “Most jobs are more complex than [many people] realize,” said Google’s chief economist, Hal Varian, during a forum on the future of work, which was sponsored by the Stanford Institute for Human-Centered

Artificial Intelligence.

Today's workforce is sharply divided by levels of education, and those who have not gone beyond high school are affected the most by long-term changes in the economy, says David Autor, professor of economics at the Massachusetts Institute of Technology. "It's a great time to be young and educated. But there's no clear land of opportunity" for adults who haven't been to college, said Autor, during his keynote presentation at the forum.

When predicting future labor market outcomes, it is important to consider both sides of the supply and demand equation, says Varian, founding dean of the School of Information at the University of California, Berkeley. Most popular discussion around technology focuses on factors that decrease demand for labor by replacing workers with machines. However, demographic trends that point to a substantial decrease in the supply of labor are potentially larger in magnitude. Demographic trends are also easier to predict, since we already know, aside from immigration and catastrophes, how many 40-year-olds will live in a country 30 years from now. Comparing the most aggressive expert estimates about the impact of automation on labor supply with demographic trends that point to a workforce reduction, Varian finds that the demographic effect on the labor market is 53% larger than the automation effect. Thus, real wages are more likely to increase than to decrease when both factors are considered.

### **Automation's Slow Crawl**

Why hasn't automation had a more significant effect on the economy to date? The answer isn't simple, but there's one key factor: Jobs are made up of a myriad of tasks, many of which are not easily automated. "Automation doesn't generally eliminate

jobs. Automation generally eliminates dull, tedious, and repetitive tasks. If you remove all the tasks, you remove the job. But that's rare," Varian says.

Consider the job of a gardener. Gardeners have to mow and water a lawn, prune rose bushes, rake leaves, eradicate pests, and perform a variety of other chores. Mowing and watering are easy tasks to automate, but other chores would cost too much to automate or would be beyond the capabilities of machines — so gardeners are still in demand.

*Automation doesn't generally eliminate jobs. Automation generally eliminates dull, tedious, and repetitive tasks. If you remove all the tasks, you remove the job. But that's rare.*

*Hal Varian*

Some jobs, including within the service industry, seem ripe for automation; however, a hotel in Nagasaki, Japan, was the subject of amused news reports when it was forced to "fire" its incompetent robot receptionists and room attendants.

Jobs, unlike repetitive tasks, tend not to disappear. In 1950, the U.S. Census Bureau listed 250 separate jobs. Since then, the only one to be completely eliminated is that of elevator operator, Varian says. But some of the tasks carried out by elevator operators, such as greeting visitors and guiding them to the right office, have been distributed to receptionists and security guards.

Even the auto industry, which accounts for roughly half of all robots used by industry, has found that automation has its limits. "Excessive automation at Tesla was a mistake. To be precise, my mistake. Humans are underrated," Elon Musk, the founder and chief executive of Tesla Motors, said last year.



## The Pace of Change

Technology has always changed rapidly, and that's certainly the case today. However, there's often a lag between the time a new machine or process is invented and when it reverberates in the workplace. "The workplace isn't evolving as fast as we thought it would," Paul Oyer, a Stanford GSB professor of economics and senior fellow at the Stanford Institute for Economic Policy Research, said during a panel discussion at the forum. "I thought the gig economy would take over, but it hasn't. And I thought that by now people would find their ideal mates and jobs online, but that was wrong too."

Consider the leap from steam power to electric power. When electricity first became available, some factories replaced single large steam engines on the factory floor with a single electric motor. That didn't make a significant change to the nature of factory work, says Erik Brynjolfsson, director of the MIT Initiative on the Digital Economy. But when machinery throughout the factory was electrified, work changed radically.

## The Rise of the Service Sector

Employment in some sectors in which employees tend to have less education is still strong, particularly the service sector. As well-paid professionals settle in cities, they create a demand for services and new types of jobs. Autor calls these occupations "wealth work jobs," which include employment for everything from baristas to horse exercisers. The 10 most common occupations in the U.S. include

such jobs as retail salespersons, office clerks, nurses, waiters, and other service-focused work. Notably, traditional occupations, such as factory and other blue-collar work, no longer make the list.

Looming over all of the changes to the labor force is the stark fact that birth rates in the U.S. are at an all-time low, says Varian. As has been widely reported, the aging of the baby-boom generation creates demand for service jobs but leaves fewer workers actively contributing labor to the economy.

Even so, the U.S. workforce is in much better shape than other industrialized countries. The so-called dependency ratio — the proportion of people over 65 compared with every 100 people of working age — will be much higher in Japan, Spain, South Korea, Germany, and Italy by 2050. And not coincidentally, says Varian, countries with high dependency ratios are looking the hardest at automating jobs.

As the country ages, society will have to find new, more efficient ways to train and expand the workforce — immigration will be a key — and work to better accommodate the growing number of women in the workforce, many of whom are still held back by family and household responsibilities.

The robots may not be taking over just yet, but advances in artificial intelligence and machine learning will eventually become more of a challenge to the workforce. Still, it's heartening to be reminded that, for now, "humans are underrated."

### Disclaimer:

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# Join the **Management Movement**



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## Ahmedabad Management Association

The highlight of this month was the inauguration of a unique 'Vocational Training Programme for Home Healthcare Professionals' for providing primary healthcare education to students and youth; especially after completion of 12th Std. This specially designed programme aims to provide practical as well as theoretical medical and nursing training to individuals to equip themselves to provide healthcare services to patients, elders; and to the people who need post-surgery care, medication and nursing care at their homes. Dr J N Singh, IAS, Chief Secretary, Govt. of Gujarat inaugurated the programme and Dr. Subroto Das, co-ordinator of this course delivered an enthralling talk on "The Emerging Opportunities in Healthcare Services."



*Dr J N Singh addressing at the inauguration of Training Programme on Home Healthcare Professionals*



*Dr (Ms) Sujaya Banerjee addressing the 17th Annual HR Conference*

The 17th Annual HR Conference on 'Innovations in Performance Management & Employee Engagement' was organised on 2nd February. More than 250 executives, professionals, managers and students from the field of HR participated in the conference. The list of speakers included: Dr Anil Khandelwal, Dr (Ms) Sujaya Banerjee, Mr Sudhakar Budaraju, Mr Prasenjit Bhattacharya, Mr Kalyan Das, Prof. Balaji C and Dr T V Rao.



*Ms Mona Khandhar (IAS) addressing the 4th Sarpanch Samvaad*

The 4th Sarpanch Samvaad was organised on 2nd February. This edition of the forum witnessed participation of more than 110 sarpanch and talati representing various villages across the districts of Gujarat. Ms Mona Khandhar, IAS, Commissioner and Secretary, Commissionerate of Rural Development, Govt. of Gujarat addressed the forum and provided an overview of all the schemes of GoG with regard to Rural Development. Mr A R Singh, Director, DRDA Ahmedabad and Mr Himanshu Patel, Ex-Sarpanch, Punsari village also addressed the forum and encouraged the participants to engage their communities actively in the process of rural development.

Several Lecture Programmes were organised during the month. Mr Rahul Vyas, MD, Archive Record Management Services and Dr Sujata Menon, Historian and Author, Visiting Faculty, PDUU addressed on 'Digitalisation of School Records and Forming School Archives' on 1st February. Dr Anil K Khandelwal, Former Chairman, Bank of Baroda addressed on 'CEO – Chess Master or Gardener?' on 2nd February. AMA also released the book of the same title authored by Dr Khandelwal.

Dr Manu K Vora, Adjunct Faculty, North Western University, USA addressed on 'Recipe for Success in Professional Careers' on 8th February. Dr Sanjaya Kumar and Ms Swapna Sai addressed on 'NLP (Neuro Linguistic Programming) for Everyone' on 9th February. Mr Narendra Pandya, Author and Faculty addressed on 'Gandhikatha Retold' on 10th February. Colonel Rajiv Nayar, Director (Corpus), Directorate of Indian Army Veterans (DIAV) addressed on 'Lessons from Bharat Ke Veer – A Tribute to the Armed Forces' on 15th February.

Mr Ashok Garde, Author, Researcher and Former Director, ATIRA addressed on 'Farming as an Enterprise' on 15th February. Mr Sanjay Chakraborty, Marketing Communication Advisor, EssKsee Consultancy addressed on 'BRANDWARS' on 16th February. Mr Gucharan Das, Author, Commentator and Thought Leader addressed on 'Making a Life Vs. Making a Living' on 19th February. Mr Bhupendra Kainthola, Director, Film and Television Institute of India, Pune addressed on 'Emerging Opportunities in Visual Communication' on 23rd February. Mr Narendra Pandya, Author and Faculty addressed on 'Jhaverchand Meghani – The National Poet' on 24th February.



*Mr Bhupendra Kainthola addressing on 'Emerging Opportunities in Visual Communication'*

An interactive session on 'Secrets of Successful Film Making' was organised on 13th February. The panel members consisted of Mr Taran Adarsh, Leading Bollywood Film Critic, Mr Anand Pandit, Producer of the film 'Total Dhamaal' and Mr Sandip Singh, Producer of biopic 'PM Narendra Modi'. The panellists interacted with a large number of aspirants and professionals from film production and film-making industry.



*Mr Taran Adarsh interacting with the audience during the session on 'Secrets of Successful Film Making'*

AMA organised twin book launch of renowned Management Author, Mr R Gopalakrishnan, Former Director, TATA Sons Ltd on 14th February. The author addressed on 'CRASH – Lessons from the Entry and Exit of CEOs' and 'The Made in India Manager'.



*Mr R Gopalakrishnan addressing during the twin book launch*

Swami Bodhananda Saraswati delivered an enlightening lecture series from February 23rd to 27th. The morning sessions of the series were conducted on: Mindfulness Meditation, Yoga Nidra Meditation, Mantra Meditation, Kundalini Meditation and Shunya Meditation. The theme for evening lectures was 'Conversations on a Vision for India'. The lecture series attracted a huge number of participants who thoroughly appreciated the sessions conducted by Swamiji.

During the month, 2 Forum Meetings were conducted. On 16th February, Dr Paresh Kariya conducted the 13th PVRN Iyer – AMA Research Forum on the topic ‘Guidelines to Build Effective Research Proposal’. The Speakers’ Forum was coordinated by Mr Suresh Mashruwala on the topic ‘The Future is What You Do Today’ on 23rd February.

AMA conducted 47 MDPs and one In-Company Programme in this month focusing on a variety of subjects. Total 681 participants benefitted from these programmes.

## Allahabad Management Association

Allahabad Management Association organised a workshop on Life Style Management through Yoga on 18th February at IFFCO, Phulpur for the benefit of senior and middle managers. The workshop was conducted by Mr. Arun Kumar Prasad the renowned Yoga expert and Secretary Allahabad Management Association. Mr. Prasad demonstrated various yogic exercises and postures to get relief from the life style diseases and postural disorders. 35 executives of IFFCO and 25 members of AMA attended the workshop. Mr. Ravi Prakash, Vice President AMA conducted the proceedings and also proposed the vote of thanks.

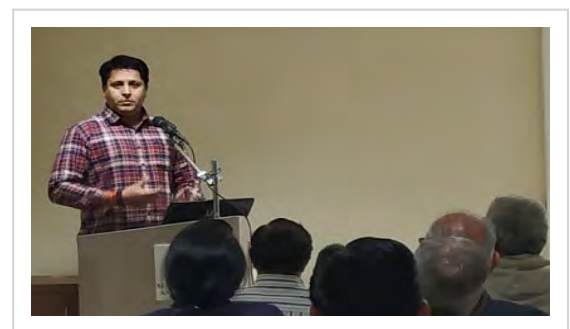


*AMA Secretary CMA AK Prasad demonstrating ‘Life Style management through Yoga’ at the Training Center of IFFCO*

## Baroda Management Association

### Friday Evening Talk

Baroda Management Association organised a Friday Evening Talk on ‘The Rescue Ride’ on 1st February with Mr. Aditya Joshi. Mr. Joshi spoke about the right and wrongs we are doing to the nature and our duties towards the Earth.



*Mr. Aditya Joshi addressing*



*Prof. Ghosh addressing*

An FET on ‘Challenges to Management Education’ was held on 8th February with Prof. Atanu Ghosh. Prof. Ghosh shared how the management education in India has witnessed phenomenal growth in current decade and also explained the challenges being faced by the management education and ways to overcome these hurdles.

An FET on 'Impact of Lifestyle on Health' was held on 15th February with Dr. Rohit Bhatt. Dr. Bhatt shared with the audience the main issues in modern lifestyle due to binge eating, stress, hypertension, diabetes and cancer.

Another FET on 'Only Life Support- COLS' was held on 22nd February with Dr. Keyur Kharod. Dr. Kharod shared how the current life style has made so many incidents of sudden cardiac arrest in society.



*Dr. Rohit Bhatt addressing*



*Awardees with dignitaries*

### Annual Awards

BMA organised its 28th Annual Awards for Outstanding Young Managers from 11th to 13th February. The award ceremony along with the book launch of 'Crash' by Chief Guest; Mr. R Gopalakrishnan- Executive Director at TATA Sons Ltd. was organised on 13th February as culmination to the three-day event where the teams of young managers from the industry and corporates participated. The Guest of Honour for the award ceremony were Mr. Randhir Chauhan, MD- Netafim Irrigation India Pvt Ltd and Mr. Jagdish Patel, MD- Universal Medicap Ltd.

### Cooperative Seminar

BMA organised cooperative seminar on 'Use of Balanced Fertilizer and Selection of Crop' on 15th February. The Chief Guest of the Seminar was Mr. B.R. Shah, MD – GUJCOMASOL. The event began by the welcome address by Mr. Rajiv Thakkar, President BMA. Some of the other speakers included Mr. H.G. Lalwani, Marketing Manager – Guj. State Seed Corp; Mr. M.K. Kureshi, Joint Director of Agriculture, Ext., Vadodara Division; Mr. N.S. Patel, Sr. State Marketing Manager, IFFCO. The last session was a panel discussion led by Mr. Kamlesh Patel, Dy. Manager – GUJCOMASOL with the panelists being Mr. Sourabh Dixit, State Head – Hindalco Industries Ltd.; Mr. Nisht Prajapati, Head, Gujarat State, GNFC Ltd. Gandhinagar & Mr. J.J. Rupapra, Sr. State Marketing Manager, KRIBHCO.



*Seminar Chairman and Past President, BMA Mr. Devanshu Vaishnav*

## Bathinda Management Association

Bathinda Management Association organised a programme on 'Walking Along the Idea of Punjab' on 1st February. The Chief Guest was Dr. Sumail Singh Sidhu, M.A., M. Phil and Ph. D. from the Centre for Historical Studies, Jawaharlal Nehru University, New Delhi. Close to 130 people participated in the event which was very well received.



Mr. Jaideep Nayyar (President BMA) presenting a memento to Dr. Sumail Singh Sidhu

## Bharuch District Management Association

### 'Ruhaniyat'

BDMA along with Industries Associations & Bharuch Citizen Council co-organised an evening musical programme - 'Ruhaniyat' on 5th February. Through 'Ruhaniyat', Indian & overseas artists performed rare and dying art forms from rural India. Through 'Ruhaniyat' (Spiritualism), the message of oneness irrespective of class, caste, religion, race, language, country was given. It was one of the most successful programme attended by 1200+ people from all walks of life.



The Dancing Dervish of Egypt

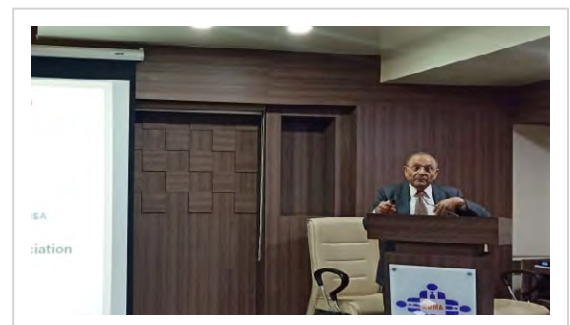


Qawwali by Anwar Husain Niyazi & Group

### EHS Forum Meet

BDMA organised EHS Forum Meet on 6th February on the topic 'High Impact Leadership in EHS Profession'. Mr. Jitu C. Patel, CEPA & Brand Ambassador of American Society of Safety Professionals (ASSP) was the esteemed guest speaker at the meet.

The event was jointly organised by Bharuch District Management Association, Jhagadia Industries Association, Ankleshwar Industries Association, Panoli Industries Association, Dahej Industries Association, Vilayat GIDC Industries Association & Bharuch Citizen Council. BDMA took up the lead role in organising this programme with a grand success.



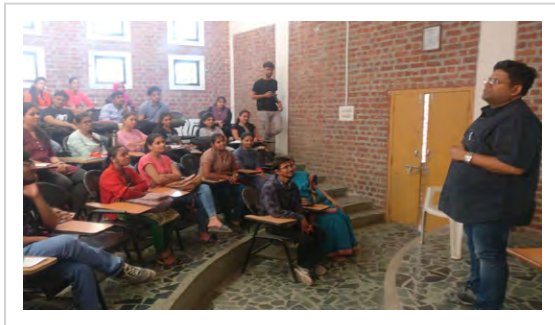
Mr. Jitu C. Patel sharing his knowledge on the topic

**Seminars**

On 9th February, BDMA Finance & Taxation Forum organised a seminar on a very important topic 'Important & Recent Amendments in GST Law and Recent Decision by AAR'. The seminar was facilitated by Advocate Jigar Shah. A very healthy discussion and knowledge sharing held on the topic by active involvement of participants at the seminar.



*Adv. Jigar Shah addressing participants*



*Mr. Manish Poddar sharing his experiences*

BDMA organised a seminar for students at Narmada College of Management on 18th February. Dr. Divyjeetsinh Zala, a social worker and Founder, Mahatma Gandhi Foundation shared his views about 'Role of Youth in Society'. The 2nd topic of the seminar 'Entrepreneurship & Social Responsibility', was led by Mr. Manish Poddar, alumni of the college and now a successful businessman.

**26th HR Forum Meet**

BDMA held its 26th HR Forum Meet on the Topic 'CSR Challenges and Opportunities in Bharuch District' on 28th February. Mr. Hemraj Patel (Manager – CSR, Reliance Industries Ltd. Dahej) briefed about the history, philosophy & evolution of CSR. Mr. Satish Bhuvir (AGM – CSR, Hindalco Industries Ltd.) shared his knowledge of challenges and solution based upon his rich experience in the field. The HR Forum Meet was held at 'Panjrapol, Bharuch', a place run by a trust where stray cattle and abandoned animals are kept, fed and provided medical assistance. The purpose behind choosing the venues was to create awareness in nearby industries for supporting such organisations as part of CSR. The meet had a very good response from participants and many CSR professionals as well as social entrepreneurs who joined the meeting.



*Guest Speakers Mr. Hemraj Patel & Mr. Satish Bhuvir interacting with the participants.*



## Bhopal Management Association

### Guest Lecture

Bhopal Management Association affiliated to AIMA successfully organised a Guest Lecture on 'Sampark Evam Samvad' on 13th February at Permal Wallace Pvt. Ltd., Bhopal. Mr. Sanjay Agrawal, Deputy Commissioner of Income Tax was the Guest Speaker. Certificates were also given to the new members inducted in BMA. Mr Vishwas Ghushhe, Hon. Secretary also informed about the upcoming activities of BMA. The programme was coordinated by Mr N.K. Chhibbar, Jt. Secretary and the vote of thanks was given by Mr Suneel Bhargava, Co-Chairman, BMA. The programme was very well appreciated by the participants



*Mr. Sanjay Agrawal addressing*

### Industrial Visit

Bhopal Management Association affiliated to AIMA successfully organised an Industrial Visit for its Student Chapter RNTU University at Inox Air Products Ltd., Bhopal. About 60 students along with the faculty visited Inox Air Products Ltd on 16th February. Mr. A. Khamesra, Unit Head, Inox Air explained about the industry to students through power point presentation. During visit Mr. Shankaran, Product Manager, Inox Air explained about the manufacturing of gas and shared some practical knowledge with the students. Mr. Suneel Bhargava, Mr. N.K. Chhibbar, Mr. G.K. Chhibbar, Mr. Aamir Khan, BMA, Dr. S.R. Awasthi, Dr. Pooja Chaturvedi and Mr. Pawan Kushwah, RNT University also participated in the visit.



*Participants at the industrial visit*

### 63rd Foundation Day Celebrations

BMA successfully organised a Special Talk 'Innovation in the Age of Disruption' on the occasion of AIMA's 63rd Foundation and 13th National Management Day on 22nd February at All Industries Association, Mandideep. Prof. Jayant Sonwalkar, Vice-Chancellor, Bhoj Open University, Bhopal was the Chief Guest and Keynote Speaker. Mr. Siddharth Chaturvedi, Director, AISECT (Rabindranath Tagore University), Bhopal was the Guest Speaker. Mr. D.K. Jain, President, Mandideep Industries Association and Mr. Rajeev Agrawal, Vice President, All Industries Association, Mandideep were the Guests of Honour. About 80 participants from Mandideep, Bhopal and Rabindranath Tagore University attended the programme. The programme was coordinated by Mr Rajesh Tiwari, Co-Chairman, BMA.



*Dignitaries on the dias*

## Bombay Management Association

A Management Development Programme on ‘Win Win Negotiation Skills’ was held on 28th February. The educative and content intensive session was facilitated by Mr. Vincent D’Silva, Founder, Silva Management Services

This workshop outlined the factors which contribute to a constructive and successful negotiation outcome. 10 plus participants who formed part of the interactive day-long session were fully satisfied with the insightful session.



*Mr. Vincent D'Silva with participants*

## Calcutta Management Association

### Conference

Calcutta Management Association organised a conference on ‘Securities Markets Reforms & Investors Awareness – Reimagining the future’ on 18th February. The event was inaugurated by Chief Guest Mr Jayanta Jash, Chief General Manager, SEBI & Guest of Honour Dr Bhaskar Banerjee, Chairman Calcutta Stock Exchange. The Plenary Sessions were sub divided into three elaborated topics: ‘Managing Risk, Regulation and Capital’, ‘Impact of Global Macro Trends on Securities Markets and their Effects on Future Investment Practices and Pattern’ & ‘Financing Innovation to Drive Excellence and Profitability’. The speakers included Mr Nehal Vora, Chief Regulatory Officer, BSE; Mr Amit Sankar Gupta, Chartered Accountant & Director in Shriram Group of Cos; Dr(Mrs) M Thenmozhi, Director, National Institute of Securities Markets; Dr Amartya Lahiri, Director, Centre for Advanced Financial Research and Learning; Mr Hari K, Chief Business Officer, NSE; Mr Soumitra Dasgupta – Editor, Business Section, The Telegraph; Mr Vibhor Tandon, AVP, MCX India; Prof Ashok Banerjee, Prof (Finance & Control), Faculty in charge, The Financial Research and Trading Laboratory, Director – IIM, Calcutta



*Prof A K Banerjee, President, CMA; Mr Jayanta Jash, CGM, SEBI & Dr Bhaskar Banerjee, Chairman, CSE*

### AIMA Management Day Celebrations

CMA celebrated the National Management Day this year on 21st February by organising a panel discussion on ‘Innovation in the Age of Disruption’. The two speakers were Mrs Madhumita Basu, Past President, CMA & Chief – Sales, Marketing & Innovation, Nuvoco Vistas Corpn Ltd. and Mr Anirban Banerjee, a Life Member of CMA & Regional Business Manager, (Tanishq) Titan Co Ltd. Prof Santanu Ray, Mentor & Advisor to The Chancellor, SNU was the moderator.



*Mrs Madhumita Basu, Past President, CMA; Dr Santanu Ray, SNU; Mr Anirban Banerjee, Titan*

**Knowledge Exchange Series**

The second episode of the Knowledge Exchange Series was conducted with more than 240 participants on 26th February. The oration was delivered by Prof (Dr) Sudeshna Sarkar, Head, Computer Science & Engineering Department, Head, Centre for Artificial Intelligence IIT, Kharagpur. She spoke on ‘How Artificial Intelligence, Internet of Things, Machine Learning, Robotics, etc. are going to impact the Business & Society. Mr Aloke Mookerjea, former Chairman, Flakt India Ltd was the Chief Guest for the event.



*Mr Ramen Barua, Director, CMA; Prof A K Banerjee, President, CMA; Dr Sadhana Sarkar, Speaker; Mr Aloke Mookerjea, Chief Guest*

**Calicut Management Association**

**Entrepreneur Talk**

CMA organised Entrepreneur Talk with Dr. Nikita Hari a Scientist, Engineer, Social Tech Entrepreneur, Consultant & Science Communicator on the theme ‘Engineering Better world : My Journey from Calicut to Cambridge’ on 13th February. She is the the Co-founder of two social tech start-ups ‘Wudi’ & ‘Favalley’, her vision is to provide a platform through her initiatives for youngsters to become positive change makers for the society.



*Dr. Nikita Hari, addressing CMA members*

**Guest Lecture Meeting**

Guest lecture meeting with Swami Bodhanandaji Maharaj known as a Management Guru on 13th February. The topic of the lecture was ‘Disruptive Leadership in an Innovative Society’. The session was also Curtain Raiser for the 22nd Annual Management Convention of CMA with the theme ‘Leadership, Innovation and Transformation’. Swamiji talked about developing disruptive leadership qualities to meet the challenges of the disruptive era. Mr. K A Ajayan, President, presided over the meeting. Dr Saji Kuriakose, VP, welcomed the participants and Capt. K. K. Haridas, Secretary delivered the vote of thanks.



*Swami Bodhanadaji Maharaj, addressing CMA*

**Kerala LMA Meet**

A meeting of the Kerala based Local Management Associations was held on 16th February at Kozhikode. Mr Sanjay Grover, Director, LMA Relations, AIMA; Prof. S Balasubramanian, Menor for Southern LMAs; Mr Dinesh Thampi, President, KMA addressed the participants. Eight out of the nine LMAs of Kerala participated in the

meet. All the participating LMAs deliberated in the discussions and also detailed about their major activities. Mr Sanjay Grover released the special supplement of CALIMAGE- the in house magazine of CMA during the function.



Released of CALIMAGE- in house magazine of CMA



Mr Sanjay Grover, Director, AIMA; Prof. S. Balasubramanian, Mentor, Sothern LMAs, Mr Dinesh Thampi, President, KMA addressing the participants during the Kerala LMA Meet and participants at the meeting

## 22nd Annual Management Convention

The 22nd Annual Management Convention of CMA was held on 16th & 17th February at Kozhikode. The theme of the Convention was ‘Leadership, Innovation and Transformation’.

The Inaugural session and CMA Award Function was held on 16th February. Dr. K. Radhakrishnan, Former Chairman, ISRO was the Chief Guest; Mr Ajey Mehta, Country Head, HMD Global India was the Guest of Honour and Mr Pavneet Singh Batra, General Manager, Indraprastha Gas Ltd was the guest speaker. Mr Sanjay Grover, Director, LMA Relations, AIMA; Mr S Balasubramaniam, AIMA Council Member and Dr V K S Menon, Founder President CMA also addressed the gathering.

The delegate session was held on 17th February. Mr. N. S. Venkatesh CEO, AMFI; Ms. Divya Amarnath, Senior Lead Principal - Learning & Development; Dr. Nithyanandan Devaraaj (NITHIN), Chief Executive Officer, CRI Group; Ms Suja Chandy, Managing Director, Nissan Digital India; Mr Suhail Sattar, Director at Hasbro Clothing Pvt Ltd; Mr. Achin Kumar Das, Chief Talent Officer, ULTS; CA Shihab Thangal; Dr P P Anil Kumar, NIT, Calicut; Mr Srinivas Mahankali, Head of Blockchain Centre of Excellence, ULTS; Mr Sumesh Mangalesseri, founder of Kabani and Dr Abraham Koshi, IIM- A addressed the delegates.



Dr. K Radhakrishnan, Former Chairman, ISRO inaugurating the 22nd AMC



Dr. K Radhakrishnan, Chief Guest; Mr Ajey Mehta, Guest of Honour; Mr Pavneet Singh Batra, GM, IGL, Mr Sanjay Grover, Director, AIMA; Prof. S. Balasubramanian, AIMA Council Member and Dr V K S Menon, Founder President CMA addressing the participants.

### National Management Day Celebration

CMA celebrated the National Management Day on 28th February at Kozhikode. Mr K. E Moidu, Managing Director, Peekay Steel Castings (P) Ltd delivered the Management Day message.

Dr. Anand Gurumurthy, Associate Professor, QM & OM, IIM Kozhikode delivered the Management Day lecture on the topic 'Operational Excellence Through Lean Thinking'. Dr. Saji Kuriakose, Vice president, CMA presided over the meeting. Dr. Vinoth Kumar, Capt K K Haridas and CA Ramakrishnan, Treasurer also addressed the participants. The interactive session was very well received by the participants.



Mr. E K Moidu delivering the Management Day Message

### Student Chapter Lecture Series

CMA conducted two Student Chapter Lecture series during the month. The first was held at CREST, Kozhikode on 22nd February. Dr Nikita Hari, Scientist & Entrepreneur addresses the students. The second session was held at College of Applied Science, Thamarassery on 28th February. Ms Prajina Jaanaki, Entrepreneur addressed the participants.

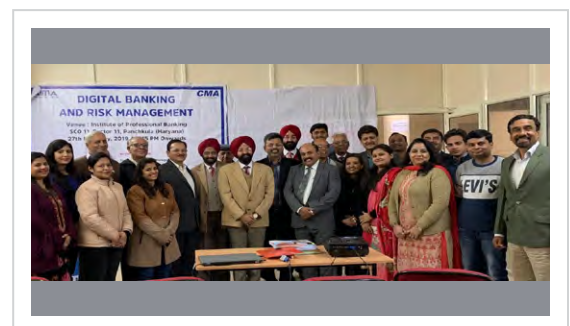
### Chandigarh Management Association

CMA organised a session on Currency Management on 27th February by Mr Manoj Sehgal, Director & CEO, Institute of Professional Banking, Panchkula. He explained how currency management is required for issue of notes and coins and for maintenance of reserve. Currency chests are under the control of RBI. There are about 4075 currency chests in India out of which 2722 are in SBI Strong rooms are under strict control of RBI. Better security in notes and clean note policy was also explained. About 30 members participated in the event.

CMA organised an informative session on 'Digital Banking & Risk Management' on 27th February. The keynote speaker Mr Gurpreet Singh, Director Learning & Development, Institute of Professional Banking, Panchkula about the risks and frauds involved in digital transactions. He discussed in detail core banking solutions involving net banking, ATM, POS, mobile banking, credit cards, debit cards, payment gateways. He talked about internet security, web browser and digital delivery channels. About 30 members participated in the event.



President Mr. Lalit Bajaj honouring Mr. Manoj Sehgal



Speakers with the participants of the session

## Coimbatore Management Association

### Monday Musings

Coimbatore Management Association organised several Monday Musings – Evening Talks over the month.

On 4th February Mr. Ashok Gupta, Former Creative Director and General Manager, Ogilvy Coimbatore spoke on Ad-Yoga ‘Wow Communication’. It was an interactive presentation in line with a workshop delivery. The speaker showcased some of the best TVC’s and print ads. The speaker narrated few basics of ad yoga and held a QA session.

Mr. R. Gopal, Asst General Manager - Indl. Engg & Trg, (Retd), National Aluminium Co. Ltd., Orissa spoke on ‘A key to organisational success’ on 11th February. Mr Gopal explained that the success of any organisation depends on the capability of human resources. He covered the importance of training and development for organisational excellence.



Mr. Ashok Gupta addressing



Mr. R. Gopal addressing



Mr. T.S. Prabhu Rajan addressing

Mr. T.S. Prabhu Rajan, Regional Manager, Edex Academy spoke on ‘Upskill and Stay Ahead’ on 18th February. He talked about technology advancement and the requirement of more sophisticated skills.

### Brands of Coimbatore

CMA organised ‘Brands of Coimbatore’ on 2nd February. The four brands were represented by Lakshmi Machine Works Ltd – Mr. Soundarrajhan, Director; Mahendra Pumps P. Ltd. – Mr. Mithun Ramdas, Director; Craftsman Automation P. Ltd. – Mr. Ravi, Director and Srivari Property Developers – Mr. Madan B. Lund, Director.

The four power brands were presented awards as ‘Brands of Coimbatore’. Representatives of the four brands showcased the success story of their brands and shared their experiences. About 520 students from various colleges participated in the event.



Speakers and other dignitaries of ‘Brands of Coimbatore’

**Seminar**

An interactive session on 'Tamil Nadu Startup Policy' was jointly organised by CMA & Headstart Network Foundation on 2nd February. The speaker on the occasion was Ms. Shajeevana R.V, Additional Director of Entrepreneurship Development Institute of India (EDII) which is the nodal agency of the Government of Tamil Nadu. Mr. S. Prashanth, President of CMA, welcomed the gathering.

Ms. Shajeevana R.V talked about the mission and vision of the policy and its salient features. In addition Mr. Abinash, Research scholar introduced Tamil Nadu Innovation Grand Challenge (TNIGC) an initiative of EDII to select and support innovative startups with grants and mentorship. Mr. Arvind Subramaniam of Headstart said that Tamil Nadu is among the very few states in India to have an official policy aimed at Startups and Innovation. Mr. N. Krishnakumar, Secretary of CMA, proposed the vote of thanks.

**Student Management Day**

Coimbatore Management Association organised its national level annual event 'Students Management Day' on 19th February at GRG School of Management Studies, Coimbatore. Mr. Krishnakumar, Secretary, CMA inaugurated the programme. The chief guest, Mr. Girish Chiramanghat, Senior Director, Cognizant Technology Solutions, Coimbatore, gave the Valedictory Address. He spoke on the importance of building successful and effective teams and the importance of collaboration and team work. Mr Chiramanghat then presented the awards and distributed prizes to winners of various contests. Nearly 80 students from various college participated in the contests.



*Interactive session on Tamil Nadu Startup Policy*



*PSG Institute of Management, awarded as Best Student Chapter*

**Delhi Management Association**

**INQUIZITIVE 2019**

Rukmini Devi Institute of Advanced Studies, Centre for Idea, Innovation, Incubation and Entrepreneurship in association with Delhi Management Association organised INQUIZITIVE 2019 on 2nd February. Mr. Rajan Pandhi, Director, DMA was the Guest of Honour at the event. A large number of colleges participated in the event.



*Participants at the Quiz Competition*

### Jury Meeting

A Grand Jury Meeting to evaluate the 23 entries shortlisted by the Interim Jury was organised by DMA on 7th February. Dr. Saurabh Srivastava, Chairman, India Operations, CA Technologies, Chaired the Grand Jury of DMA All India Women Entrepreneurs Award 2019. Other eminent jury members included Ms. Veena Swarup, Former Director HR, EIL and Chairperson, DMA Women in Management Committee; Dr. Pratibha Jolly, Principal, Miranda College; Dr. Shikha Sharma, Managing Director, NUTRI-HEALTH; Ms. Meena Bhatia, Vice President & General Manager, Le Meridien; Dr. K N Jehangir, Former Director Intl Coll, Ministry of Higher Education, GOI; Ms. Moutushi Sengupta, Country Director, MAC Arthur Foundation and Mr. Rajan Pandhi, Director, DMA. 14 entries were selected from different sectors by the Grand Jury for the All India Women Entrepreneurs Award 2019.



*(L-R) Dr. Pratibha Jolly; Dr. Saurabh Srivastava; Ms. Moutushi Sengupta; Dr. Shikha Sharma; Ms. Meena Bhatia; Ms. Veena Swarup; Mr. Rajan Pandhi & Dr. K N Jehangir*

### Awareness Programme

An Awareness Programme on Sexual Harassment at Workplace: Issues, Implications and Solutions was organised by Third Millennium Business Resource Associates Private Limited on 14th February. Mr. Rajan Pandhi, Director, Delhi Management Association welcomed Mr. Sumit Chaudhuri, Chairperson and Managing Director, Third Millennium Business Resource Associates Pvt Ltd and the participants. Ms. Leena Sharma, Practicing Advocate, PARTNER – ZAVERI AND ASSOCIATES; Mr. Ashok Arora, Former Secretary, Supreme Court Bar Association; Mr. Uchit Bhandari; Mr. Kuldeep Mansukhani; Ms. Ramona Bedi and Ms. Smita Tandon were the eminent speakers. The programme was supported by DMA.



*Awareness Programme on Sexual Harassment at Workplace*

### 9th Women Entrepreneurs Conference

DMA organised the 9th Women Entrepreneurs Conference on 'Define Your Roadmap – Innovate, Create, Celebrate' & DMA All India Women Entrepreneurs Award 2019 on 22nd February. The Conference was organised under the guidance & leadership of Ms. Veena Swarup, Former Director HR, EIL and Chairperson, DMA Women in Management Committee.

The programme began with the keynote address by Ms. Richa Gupta, Senior Director, Transfer pricing & Senior Economist, Deloitte; address by Guest of Honour Dr. Sunita Sanghi, Sr



*(L-R) Ms. Richa Gupta; Dr. Sunita Sanghi, H E Nina Vaskunlahti; Ms. Veena Swarup; Mr. Rajan Pandhi and Prof Sanghamitra Budhpriya*



Advisor, Ministry of Skill Development & Entrepreneurship and inaugural address by the Chief Guest, HE Nina Vaskunlahti, Ambassador of Finland. To commemorate this auspicious occasion a special Souvenir was released by the Chief Guest.

Some of the other speakers included Ms. Shweta Punj, Senior Associate Editor, India Today Group; Dr. Unnat Pandit, Senior Member at AIM, NITI Aayog; Dr. Poonam Sinha, Director (Entrepreneurship Education), The National Institute for Entrepreneurship & Small Business Development (NIESBUD); Dr. Manish Diwan, Head- Strategic Partnership & Development, Biotechnology Research Assistance Council, BIRAC; Dr. Anita Tripathy Lal; Prof-in-Charge Centre for Entrepreneurship Development (CED) FORE School of Management; Dr. Shikha Sharma, Managing Director, NUTRI-HEALTH; Mr. Digvijay Singh, COO, Indian Angel Network; Dr. Roopak Vasishtha, CEO & Managing Director Apparel Made-ups & Home Furnishing Sector Skill Council (AMH SSC) amongst others.

At the Valedictory and Award Ceremony Ms. Veena Swarup, Former Director HR, EIL & Conference Chairperson welcomed the Guest of Honour Dr. Jitendra K Das, Director, FORE School of Management and Chief Guest Ms. Dagmar Walter, Director, ILO Decent Work Technical Support Team for South Asia and Country Office for India and the participants. The DMA All India Women Entrepreneurs Award 2019 were presented by the Guest of Honour and Chief Guest. Mr. Rajan Pandhi delivered the vote of thanks.



(L-R) Ms. Shilpa Tiwari; Ms. Sudha Charabarty; Ms. Sunita Umesh; Ms. Pooja Bajpai; Ms. Vertica Dvivedi and Ms. Tithi Tewari



DMA Award Winners 2019

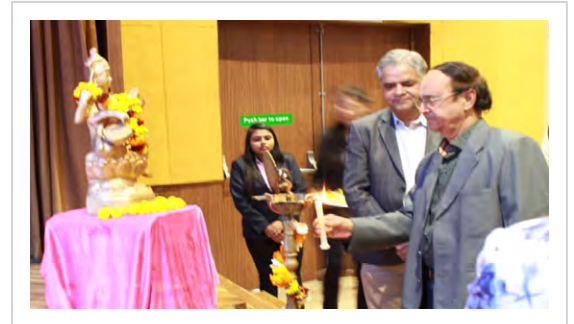


(L-R) Dr. Jitendra K Das; Ms. Dagmar Walter; Ms. Veena Swarup and Mr. Rajan Pandhi

## Faridabad Management Association

### National Management Day Celebrations

Faridabad Management Association celebrated the National Management Day in collaboration with Dr. J.C. Bose YMCA University of Science and Technology. A theme address on 'Innovation in the Age of Disruption' was given by the Guest of Honour Mr. Vishal Lalani, Managing Director, Vee Three Us and Indication Instrument, Faridabad. Thereafter there was a career workshop by Mr. Abhay Kapoor, President FMA & Head HR Northern Region, Amazon; Ms. Anubha Maurya Walia, Founder & Director, Prism World and Mr. Subhash Jagota, CEO, Global Business Solutions. Prof. Arvind Gupta, Dean, Department of Management Studies & Prof. Ashutosh Nigam Chairman-Department of Management Studies presided over the function. It was attended by 180 participants from Industry, as well as faculty and students of Dr. J. C. Bose YMCA University of Science & Technology.



*AIMA's Foundation Day and National Management Day celebrations*

## Ghaziabad Management Association

### MANTHAN '19

Ghaziabad Management Association and Department of Management Studies –RKGIT organised a national level business quiz competition MANTHAN '19 on 8th February at RKGIT Campus. The event was graced by Mr Mukesh Ahlawat, Head HR, Varroc Polymer as Guest of Honour; Dr. Laxman Prasad- Director (R&D) RKG Group of Institutions; Dr. D R Somashekar Director –RKGIT; Mr Vinay Gupta-Executive Director GMA; Dr. Arvind Singh-Dean Academics; Mr H G Garg Dean Student welfare and Dr. Vibhuti- Head Department of Management Studies. In all 56 teams from 21 colleges participated on the final day.



*Quiz in progress*

### Chanakya

GMA, in association with AKGIM organised a two-day Management Simulation Game 'CHANAKYA' on 11th & 12th February at Ajay Kumar Garg Institute of Management, Ghaziabad. The programme was conducted by AIMA. Eight teams from seven organisations participated in the game. The team from NTPC Dadri was the winner, team from AKG Institute of Management was the First Runner up and team from International Tobacco Co. Ltd was the Second Runner-up.



*Participants of Chanakya 2018-19*

**Start Up Conclave**

Ghaziabad Management Association and Institute of Management Studies, Ghaziabad (University Courses Campus) - Management Department organised 'Start Up Conclave 2019' on 16th February.

The event was inaugurated by the welcome address by Dr. Sapna Rakesh - Director IMS, Ghaziabad University Courses Campus; address of the Guest of Honour, Dr. Shashi Singh, who expressed her views about mentorship plans, her work in cluster development in the informal sector and promoting start-ups. This was followed by the keynote address by Mr. Sudhir Mohan Mittal, who emphasised by stating examples of disruptive innovation and shared the success story of his own company. Chief Guest – Dr. Lalit Kumar made the gathering aware about Government initiatives to facilitate startups.

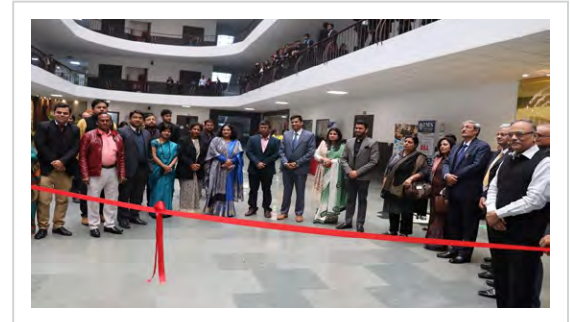
Start-Up Expo witnessed 23 registrations from 14 organisations and institutes. All the exhibitors presented their ideas to judges with great zeal. The first position was bagged by two teams and they were rewarded with certificates of merit and a cash prize of INR 20000 each. Other prizes were also distributed.

**Inter College Student Seminar**

Ghaziabad Management Association, along with Department of Business Administration, ABES Engineering College organised an Inter College Student Seminar on 'Emerging Issues and Challenges in Contemporary Digital Era' on 26th February.

The event was inaugurated by Chief Guest of the day Mr Pravesh Kumar, Director, Wit Source Technology; Prof (Dr.) V.A. Athawale, Director ABES Engineering College; Dr R.K Singhal HOD, Department of Business Administration and Mr. Vinay Gupta Executive Director, Ghaziabad Management Association. The dignitaries addressed students from different colleges of NCR region and explained the importance of research in the current business environment.

Around 46 students from different colleges from Ghaziabad, Mohan Nagar, Noida and Greater Noida participated in the event. Research papers were presented in five different areas and the winners were awarded cash prize along with a trophy sponsored by Ghaziabad Management Association.



*Inauguration of Start-up conclave*



*Panelists at the Inaugural Session*

## Guwahati Management Association

### Joint Programme with NPC

A joint seminar with National Productivity Council, NE Region on 'Circular Economy for Productivity & Sustainability' was organised on 12th February to celebrate the start of National Productivity Week. The seminar emphasised on reviewing the huge unorganised economy of collection of scraps to recycle and reuse. Dr Abhigyan Bhattacharjee, Associate Professor North Eastern Hill University delivered the keynote address. Mr Satyabrata Borgohain, Director HR, NE Electric Power Corpn. was the chief guest for the event. Mr D N Barua, Immediate Past President GMA, delivered the introductory remarks.



*GMA's erstwhile President Mr D N Barua being felicitated by Mr M K Verma of NPC*

### AIMA's 63rd Foundation Day

To mark AIMA's 63rd Foundation Day a meeting was organised on 21st February. Mr Shantikam Hazarika, Advisor GMA and reputed management educator was the chief guest for the event. Members and office bearers of GMA participated in the discussion on above event. India's poor standing on breakthrough innovation and little emphasis on research by leading universities and education institutes of the country were highlighted. Webcast of the AIMA event held at New Delhi was organised.

## Hyderabad Management Association

### Student Development Programmes

The Hyderabad Management Association conducted a Student Development Programme on 'Campus to Corporate' on 4th February at Narayana Engineering College, Nellore District, AP. Mr Ravi Kumar Peesapati, President, HMA inaugurated the HMA Chapter and the Student Development Programme. In his inaugural address, he focused on the skill set and the traits one has to develop to move forward with the passion in career development, Goal setting and constant persuasion. Dr K Saikumar, HOD MBA Department; Dr Gogineni Dhanunjaya, Advisor, NEC; Mr Ravi Kumar Peesapati, President, HMA; Dr A R Aryasri, Convener District Chapters of HMA and Dr Muni Raja Naidu; Professor, CSE and Training and Placement Officer participated.



*Mr. Ravi Kumar Peesapati, President HMA addressing as Dr. Dhanunjaya Advisor, NEC; Prof. Aryasri; Dr. Muni Raja Naidu, T & P officer, NEC and Dr. K.Saikumar, HOD MBA Dept, NEC look on*

HMA conducted another Student Development Programme on 'Awareness about Start Ups' on 4th February. 72 students attended. Mr Ravi Kumar Peesapati, President, HMA inaugurated the HMA Chapter and the Student Development Programme. In his inaugural address, he explained how innovative thinking is essential for the start ups to stand out among the crowd. Dr A R Aryasri, Convener, Chapter Extension, delivered an insightful orientation programme as part of this inaugural programme. He said while many are cherishing the dream of a position in multinational companies, efforts of the students to explore a career through start ups itself is an appreciable move in the long journey of career development. He also conducted management games.



*Prof. Aryasri and Mr. Ravi Kumar Peesapati involving students in role play.*

HMA conducted a Student Development Programme at the Stanley College of Engineering & Technology for Women on 'Campus to Corporate World – Way Ahead' on 22nd February. Mr Ravi Kumar Peesapati, President, HMA was the Chief Guest. Mr Ramesh Vemuganti, Past President, HMA talked on 'Leadership & Personality Development'. A panel discussion on 'Industry 4.0 – Road Ahead for Potential Managers' was addressed by Mr Ankur Mehta, Head of Partnership & Alliances, ELEVEN01; Mr Abhinav Gupta; Ms Tanuja Abburi and moderator Prof K V Achalapathi. 100 students attended the programme.



*Releasing of 7th Issue of HMA Newsletter hma@home with the Guests at Stanley College*

HMA conducted a Student Development Programme and inauguration of Student Chapter at the Avanthi Degree & PG College. Mr Ravi Kumar Peesapati, President, HMA inaugurated the Student Chapter. Ms. Natasha Baalay, Corporate Trainer addressed the students on 'Design Thinking' on 23rd February. About 100 students attended the programme.

**Management Development Programme**

HMA conducted a full day Management Development Programme on 'Get Your Emotional Intelligence' on 9th February facilitated by Mr Padmakumar Ananthakrishnan, Director, Nipuna – The Hub of Skills. The topic was well taken by the participants who gave a positive and encouraging feedback about the facilitator and the way HMA is conducting these workshop. 34 participants from various corporates took part in the MDP.



*Speakers with the participants.*

**Book Launch**

HMA in collaboration with the Mastermind- M^2 held a Book Launch of the book 'Business Stories' by Mr. Aslam Charania on 22nd February. Dr Sanjeev Chaturvedi, Director, National Institute for Micro, Small and Medium Enterprises released the book. This book is written especially for millions of entrepreneurs from MSME sector. Mr Aslam Charania also addressed the participants.



(L to R) Mr Ravi Kumar Peesapati, President, HMA; Dr Shanta Thoutam, Vice President, T-Hub Hyderabad; Dr Sanjeev Chaturvedi, Director, NI-MSME and Mr Aslam Charania, Author of the Book

**Indore Management Association**

**Mentoring from CEO's**

Indore Management Association organised Mentoring from CEO's session on 'Managing Innovation in Business' on 9th February. The facilitator for the session was Mr. G. S. Juneja - Founder & Managing Director, CAPCO Group of Industries Ltd.



Mr. G. S. Juneja addressing the participants during the session.



Mr. Siddharth Sethi addressing the participants

**Centre of Excellence**

Indore Management Association organised Centre of Excellence (COE), an interactive session on the topic 'IOT - Internet of Things' on 15th February. The facilitator for the session was Mr. Siddharth Sethi – Founder & CEO, Infobeans.

**Contemporary Learning**

Indore Management Association organised a contemporary learning session on the topic 'Art of Finding Profitable Business Ideas: Insider's scoop' on 20th February. The facilitator for the session was Mr. Jitesh Manwani – Head, Jitesh Manwani Academy of Change.



Mr. Jitesh Manwani addressing the participants during the session.

**Evolution for Excellence Workshop**

Indore Management Association organised Evolution for Excellence, a one-day workshop for professionals on 'Managing Work Stress' on 21st February. The faculty for the workshop was Prof. Pankaj Kothari – Corporate Trainer.



*Prof. Pankaj Kothari addressing the participants.*



*Participants after the session*

**Evolution for Excellence Workshop**

Indore Management Association organised Evolution for Excellence, a one-day workshop on 'Dynamics of Contract Labour Deployment in Industries and its Practical Applicability' on 23rd February. The faculty for the workshop was Mr. Anil Malik – Corporate Trainer.

**IMA Student Chapter**

Indore Management Association - Student Chapter organised Management Film Show on 'Famous Bollywood Movies' at International Institute of Professional Studies (IIPS), DAVV Indore. The moderator for the session was Dr. Subodh Shrivastava, CEO, iNTRED Services Private Limited. The session was organised on 15th February.



*Dr. Subodh Shrivastava addressing*

Indore Management Association - Student Chapter organised Centre of Excellence on 'Presentation and Body Language' at Prestige Institute of Management & Research, Indore on 26th February. The speaker for the session was Capt Jaison Thomas.



*Capt Jaison Thomas addressing*

## Kanpur Management Association

Kanpur Management Association in Association with All India Management Association (AIMA) Kanpur Productivity Council, National Productivity Council & J K Centre for technicians Training observed Productivity Week from 12th -18th February with the concluding session held on 19th February. Dr Mukesh Sharma, Professor Civil Engg, IIT Kanpur was the Chief Guest.

The welcome address was given by Mr. Lalit Kumar Khanna (President KMA). Mr Rameshwar Dubey, Head RPMG & Director National Productivity Council, Kanpur spoke on 'Circular Economy for Productivity & Sustainability'. Dr Mukesh Sharma emphasised that the resource capital is depleting, it is duty of every citizen to consider for applying circular economy for productivity & sustainability. Mr MMA Khan focused on changing culture from linear mode to circular mode.

Students who participated in poster making and essay writing were presented certificates and cash prizes by distinguished guests. The programme was conducted by Mrs Preeti Gangwar, Assistant Director National Productivity Council, Kanpur and the vote of thanks was given by Mr. M. Umar, Dy Director of Kanpur Productivity Council.



*Students honoured by distinguished guests*

## Kerala Management Association

### Lecture

The Kerala Management association organised an evening lecture on the topic 'How does Automation drive the future of Managers' on 4th February. The speaker for the session was Dr Paul Juras Chairman ICMA Board of Regents and Vander Wolk Professor of Management Accounting Babson College USA.

Dr. Juras said that the future of manpower is under threat from automation and that in today's digital age, skill sets like Analytic Thinking, Active Social Media Presence, Continuous Learning, Mutual Inclusion, Evolved Letter Writing skills, Interpersonal and strong communication skills are very important for survival. Mr Deepak Aswani, Management Committee Member, KMA welcomed the gathering and introduced the speaker. Mr R Madhav Chandran, Vice President, KMA delivered the presidential address and Mr V George Antony, Hon. Secretary, KMA delivered the vote of thanks.

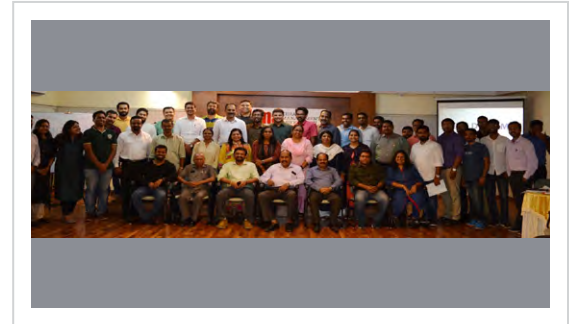


*Dr. Paul Juras, addressing the gathering as Managing Committee Members, Mr Deepak Aswani, Mr Madhav Chandran and Mr V. George Antony look on*



**Workshop**

KMA organised a one-day workshop on design thinking on the 8th February. The programme was hosted jointly in association with Indian Institute for Training and Development (ISTD). Design Thinking is the name of a formal innovation process used by many leading organisations such as P&G, Mayo Clinic, Bayer, and others. The programme facilitators for the workshop were Mr. Lijo Joseph and Mr Sreenath P of Tata Consultancy Services, Kochi. A total of 46 members attended the workshop from various corporate houses across the city.



*Participants of Design Thinking Work workshop along with Managing Committee members and programme facilitators.*

**Curtain Raiser – 38th Annual Convention**

As a curtain-raiser to the 38th Annual National Convention of Kerala Management Association (KMA) scheduled to be held on 7th and 8th March, KMA held a lecture session on the topic ‘Lessons learned from a Global Business’ by Mr Anand Jayaraman, Vice President Proctor & Gamble, Switzerland on the 15th February.



*Anand Jayaraman, speaker for the evening along with Managing Committee members.*

Sharing his experience for 20 years working with the multinational conglomerate Mr Jayaraman remarked that “We are all very poor judges in our ability in judging what we know.”

The evening also saw Mr Jayaraman along with Mr Jibu Paul, Chairman National Management Convention, officially release the theme and concept of the upcoming Management Convention. The theme for the convention is ‘Managing Work, Managing Life. The Global aspirations of Young India’. The event was presided by Mr Dinesh P. Thampi, President KMA; Mr C.S Kartha, Chairman Evening Lectures welcomed the gathering and Mr V. George Antony, Hony. Secretary, KMA delivered the vote of thanks.

**Session**

“Removing fear of standing against wrong doings and loot of public money by the organised sector to get sanctions that are rightfully entitled to the public is the first step in the fight against corruption”, said Rear Admiral B.R Menon in a special address to the members of the Kerala Management Association in the city on 19th February. He said that the concept of corruption is a topic of hot discussion everywhere and there are very few places where corruption is not discussed about. The session was presided by Mr Dinesh P. Thampi, President KMA; Mr K.N Shastry, Past President KMA welcomed the gathering and introduced the speaker and L Nirmala,



*Rear Admiral B.R Menon, addressing the gathering with Managing Committee members.*

Managing Committee Member proposed the vote of thanks.

**MSME Summit**

The MSME Summit organised by the Kerala Management Association was held on the 21st February. Dr. Saji Gopinath, Chief Executive Officer, Kerala Start-up Mission was the chief guest for the inaugural session and delivered the keynote address. Mr. Madhav Chandran delivered the presidential address and Dr. T.K. Raman, Chairman – MSME Forum welcomed the gathering and introduced the speakers for the panel discussion which included Mr. Balakrishnan, MD, Geojit Technologies; Ms. Geetha Rajaraman, Dy. General Manager, SBI-SME Unit; Mr. M. Kumaraswamy Pillai Director, (Retd.) Coir Board and Mr. Georgekutty, GM SBI-SME loans. The summit also featured a special session convened by Mr. Venugopal C Govind who explained on the strengths and weaknesses of MSMEs of the past and the key lessons to learn from the failures of such organisations.



*Dr. Saji Gopinath, CEO, Kerala Start-Up mission inaugurating the MSME Summit 2019*

The event also saw heads of successful startup companies based out of Kerala share their experiences with the delegates in the interactive session ‘My Story’.

The Valedictory Session was presided by Mr. Vivek Krishna Govind, Past President, KMA. Mr. P.K. Vijayakumar Menon IRS (Retd.), Former Director General of Income Tax (Inv.) & Insurance Ombudsman was the Chief Guest and Mr. Kochouseph Chittilappilly, Founder & Chairman, V-Guard Industries Ltd was the Guest of Honour. The valedictory function concluded with Mr. V. George Antony, Hony. Secretary, KMA delivering the vote of thanks.

**Session**

Mr. Sanatan Jena, Coast Guard Commander in Charge (Kerala and Mahe) addressed the members of the Kerala Management Association on the topic ‘Importance of Security in current times’. During his address on 27th February he reassured the delegates that the security of the coastline of the state is in the safe hands of the security forces of the country. The session was presided over by Mr Vivek Krishna Govind, Past President KMA and was also addressed by programme committee chairman Mr. C.S Kartha and Hony. Secretary Mr V. George Antony.



*Mr. Sanatan Jena, Coast Guard Commander in Charge addressing the gathering*

## Lucknow Management Association

### Panel Discussion

LMA in collaboration with ASSOCHAM, PHDCCI and FICCI organised a panel discussion on 'Union Budget 2019-20' on 4th February. The panelists were Dr. N.M.P. Verma, Professor of Economics and Vice Chancellor, Baba Bhimrao Ambedkar University; Mr. Kiron Chopra, CMD, Chopra Rectec; Mr. L.K. Jhunjhunwala, Chairman, K.M. Sugar Mills and Past President, FICCI; CA. Ashish Kapoor and Mr. Girish Pandey, Former Principal Chief Commissioner Income Tax.



*Panel Discussion on Union Budget 2019-20 in progress*



*B K. Sister Swarnlata addressing the students of Navyugh Kanya Mahavidyalaya*

### Session on Moral Values

Lucknow Management Association in association with Brahma Kumaris & Navyugh Kanya Mahavidyalaya organised a session on 'Value, Ethics and Stress Free Living' on 6th February. The Speaker for session was B K. Sister Swarnlata.

### Outreach Programmes

On 5th February, LMA organised an Outreach programme/ Industry visit to the IT City/HCL Technologies Campus. Mr. Rishi Kumar, Global Operations Director and Centre Head HCL gave a detailed presentation and took LMA members for a campus tour. HCL Technologies is working closely with the UP government to build a 100 acre IT city in Lucknow on a PPP model.

LMA and AWOKE India Foundation organised an outreach programme, on 8th February, with the support of State Agency for Comprehensive Health and Integrated Services (SACHIS), Govt. of Uttar Pradesh at Rewan Kalan, a backward village in Sitapur District. The objective was to spread awareness of Ayushman Bharat Health Insurance Scheme. The programme was supported by Medical & Health Department of the State through Chief Medical Officer Sitapur. A free medical camp was also organised.



*LMA members during the visit to HCL Technologies*



*Mr. A. K. Mathur, Sr. Vice President LMA and Ms. Sabiha Ahmed, LMA Member during the outreach programme to a village in District Sitapur*

**Talk**

LMA in collaboration with PHDCCI, AWOKE India, NHRDN, IIT Roorkee Alumni Association and UPMA organised a talk on ‘New Age Banking’ by Mr. Karunesh Nigam, Head Jana Bank on 11th February.

**Lecture**

LMA in collaboration with TiE, NHRDN, Rotary Club, ASSOCHAM and IIT Roorkee Alumni Association organised a lecture on ‘Law, Management and Society’ on 13th February. Dr. D.S. Sengar, Professor - Legal Management, IIM Lucknow was the speaker for the session.

**Interactive Session**

LMA in collaboration with Council on Energy, Environment and Water (CEEW) and Shakti Foundation, organised an interactive session on 13th February. Presentations were made by Mr Sunil Mani and Ms Kanika Balani of CEEW and Mr Ashok Pandse, a consumer activist from Maharashtra. Many power sector professionals from LMA led by Mr. Girish were the key discussants in the session.

**Workshop**

YMF-LMA in association with School of Management Sciences organised a workshop on ‘Mind and Memory Management’ on 15th February at School of Management Sciences. The session was facilitated by Dr. Bhupindra Singh and CA Devesh Agarwal.



*Mr. A.K. Mathur, Sr. Vice President LMA giving his opening remarks on a talk on New Age Banking*



*Dr. Bhupindra Singh from KGMU being felicitated*



*Suresh Prabhu, Hon’ble Union Minister for Commerce and Industry addressing Industry Trade and Exporters*

**Video Conferencing Session**

LMA in collaboration with FICCI and ASSOCHAM organised a video conferencing session, which was addressed by Hon’ble Union Minister for Commerce and Industry, Mr Suresh Prabhu, on 18th February.

**Six Sigma Workshop**

LMA in collaboration with Isabella Thoburn College of Professional Education organised a lecture on ‘Six Sigma in Education’ on 21st February. The speaker was Dr. Dheeraj Mehrotra, MS, M.Phil, Ph. D (Education Management), H.C., a white and a yellow belt in SIX SIGMA, a Certified NLP Business Diploma holder, and an Educational Innovator.



*Dr. Dheeraj Mehrotra Secretary LMA addressing to the students of IT College*

**Memory Management Programme**

LMA in collaboration with A.P. Sen Memorial Girls’ P.G. College conducted a ‘Memory Management Programme’ on 22nd February. The session was facilitated by CA Devesh Agarwal, Treasurer , LMA

**National Management Day**

As a part of AIMA Foundation Day, Lucknow Management Association in association with NASSCOM organised a panel discussion on the theme ‘Innovation in the Age of Disruption’ on 22nd February. The panelists were Prof Sabhyasachi Sinha of IIM Lucknow; Dr. Kavita Pathak, Director, Jaipuria Institute of Management and Mr. Ramish Zaidi, CEO, Vortex Infosolution and Co-Chairman, NASSCOM - Lucknow Chapter. Mr. Alok Ranjan, Former Chief Secretary Uttar Pradesh & Past President LMA moderated the discussion.



*Mr. Alok Ranjan Former Chief Secretary UP and Past President LMA moderating the panel discussion of Management Day*

**Management Development Programmes**

LMA organised a day-long MDP on ‘Managing Contract Labour and Latest in Labour Laws’ on 16th February. The faculty comprised of Mr. B.N. Bharti, Labour law Consultant and Former Assistant labour Commissioner; Mr. Nischal Jagdhari, Advocate; Mr. G.N. Srivastava, GM UP Asbestos Ltd. and Mr. D.K. Kanchan Former Additional Labour Commission.



*Mr. Sanjay Bhasin Advocate conducting the MDP on Domestic Enquiries & Related Labour Laws*



*Mr. Sachin Sahni of TiE Lucknow Chapter giving the opening remarks in the lecture session*

LMA organised a Management Development Programme on 'Managing Domestic Enquiries, Disciplinary Proceedings and Related Labour Laws' on 23rd February. The sessions were led by Dr. R.L. Kaul, LL.D Professor of Law, Amity University Noida Campus & Former Asst G.M.(Law) State Bank of India and Advocate Sanjay Bhasin M.Sc., LL.B Standing Chief Standing Counsel of U.P. Govt., Legal Advisor and Special Counsel of many organisations, Practicing Advocate in Labour Law & Service matters in Allahabad High Court (Lucknow Bench). The programme was attended by Govt. and PSU Officers, Human Resource/Personnel Managers, Project Managers and Other Line/Staff Executives.

LMA collaborated with TiE Lucknow Chapter in a lecture session on 'Insights on Family Run Businesses' on 23rd February. Prof Kavita Pathak, Director, Jaipuria Institute of Mngement - Lucknow Campus was the speaker.

### International Conference

LMA collaborated with Amity University Lucknow Campus in International Conference on the theme 'Moving Margins: Studies in Language, Translation, Communication and Social Sciences' on 21st February.

Mr. Anup Chandra Pandey, Chief Secretary, UP Govt & IID Commissioner of Uttar Pradesh and President LMA was the Chief Guest. Dr. Vineeta Shankar, Consultant, Executive Director, Sasakawa India Leprosy Foundation was the Guest of Honour. Dr. S. Ramaratnam, Vice Chancellor, Jagadguru Kripalu University, was the keynote speaker.



*Participants of International Conference at Amity University Lucknow*

### Business Opportunity Event

LMA collaborated with Franchise India Holdings Ltd, Asia's leading Franchise consulting company, in a 'Business Opportunity Event' on 24th February. It was a good opportunity for LMA members to explore franchising opportunities and meet with the companies with prospective franchisees.

## Madurai Management Association

### Interactive Session

Madurai Management Association organised a meeting with Mr. Arun Balagopalan, I.P.S., Deputy Commissioner of Police (Traffic) on 6th February to discuss the 'Challenges in Traffic Management'. Prof. M. Shunmugasundaram – President & CEO welcomed the gathering and suggested many solutions to ease the traffic. The Chief Guest said that the pedestrians observe caution while crossing roads and were booked against vehicle drivers in accidents involving pedestrians, the former could not be blamed all the time as pedestrians often



*Mr. Arun Balagopalan, I.P.S., Deputy Commissioner of Police (Traffic) along with Prof. M. Shunmugasundaram-President & CEO in the Interactive Session*

crossed the roads without caution. Prof. G. Suresh, Hon. Secretary proposed vote of thanks after the interactive session with participants.

**Foundation Day Celebrations**

AIMA’s 63rd Foundation Day and 13th National Management Day celebrations were held on 21st February. Prof. M. Shunmugasundaram – President & CEO welcomed the gathering and spoke about the significance of this celebration. Women CEO Excellence Award was presented to Divisional Railway Manager, Ms. Neenu Ittyerah (The first woman DRM for Madurai Railway Division). Swami Siva Yogananda spoke on ‘Mind and Life Management’ to the 200 young management students from the various parts of Southern Districts. Thiru. K.P. Shanmuga Rajeswaran, I.P.S, Inspector General of Police, South Zone – Madurai distributed the prizes and delivered the valedictory address. The celebrations concluded with the Vote of Thanks by Prof. G. Suresh – Hon. Secretary.



*Mr. M. Shunmugasundaram presenting Women CEO Excellence Award to Ms. Neenu Ittyerah along with Prof. G. Suresh*



*Swami Sivayogananda, Chinmaya Mission Spoke on ‘Mind and Life Management’*

**Meerut Management Association**

**Talk**

Meerut Management Association organised a motivational talk in association with Dewan VS Group of Institutions on ‘Steve Jobs – Understanding a Modern Genius’ at Dewan VS Group of Institutions on 9th February. Lt. Col. Manish Sharma, Director, Planning and Development, Dewan VS Group of Institutions, Meerut was the distinguished speaker. Faculty members of Dewan VS Group of Institutions and Members of MMA were also present at the talk.



*Mr. Trilok Anand (Left) presenting a token of appreciation to the Speaker.*

**Workshop**

MMA organised a two day workshop on Simple and Low Cost Automation on 15th-16th February at Dewan VS Group of Institutions. More than 30 factory owners and managers took part as participants from various

industries. Mr. Anuj Goyal, (IIT-Delhi, Master of Technology, Instrumental Technology), Product and Process Automation Professional, Tetrahedron, Gurugram was the trainer for the workshop and Mr. Gaurav Jain, Senior Vice President, Meerut Management Association was the Chairman of the event.



Trainer, Mr. Anuj Goyal, emphasising the benefits of SLCA.



Winning team with the trophy

### MMA-Dayal Annual Debate

MMA Annual Dayal Debate on ‘Demonetisation Was a Waste’, sponsored by Dayal Fertilizers and organised by MMA was held on 22nd February. 18 teams of students from various engineering and management colleges from Meerut and nearby places took part. Mr. Ankur Jaggi coordinated the event.

Bharat Institute of Technology won the MMA-Dayal Debate Running trophy as the winning team. Trophy to the winning team was presented by Mr. Abhay Kumar, Managing Director of Dayal Fertilisers Pvt. Ltd.

## Navsari Management Association

### NMA Talk

Under the banner of NMA TALK, Navsari Management Association jointly with Sayaji Vaibhav Library organised a talk by Dr. R Vaidyanathan on ‘Global Economic Trends Impact on Indian Business’ on 11th February. Dr. R Vaidyanathan is a well-known economist and retired Professor of Finance and Control of IIM Bangalore. Nearly 160 businessmen and citizens of Navsari attended the talk and appreciated the event.



Dr. R Vaidyanathan addressing the gathering

### AIMA’s 63rd Foundation Day Celebrations

Navsari Management Association joined in celebration of AIMA’s 63rd Foundation Day and 13th National Management Day. A cake cutting ceremony in the presence of the Governing Body and Executive Committees Members was organised.



Navsari Management Association members celebrating the event.



**Visit**

A high level delegation of Navsari Management Association visited Uka Talsania University and met Hon. Provost Dr. Dinesh Shah on 28th February. Possibilities of joint strategic collaboration in different areas of training for the benefit to students and faculty of UTU were discussed. Discussions centered around Skill Development Centre at UTU by NMA, Management Conclave at UTU by NMA, Quiz competition to be organised by NMA at University Campus and Youth Talk at regular intervals at UTU campus. A campus tour was also conducted.



*NMA team and dignitaries of UTU.*

**Noida Management Association**

**Union Budget Programme**

Noida Management Association organised a Union Budget Programme 2019-20 on 2nd February in collaboration with Noida Chapter of ICAI. Dr. Rakesh Gupta spoke to the members and explained the salient features of the Budget 2019. Mr Surinder Mohan, President NMA welcomed all the members in NMA House. The vote of thanks was extended by CA P.K. Singhal, Chairman, Noida Chapter of ICAI. The programme was attended by more than 105 professionals across industries in Noida.



*Mr Surinder Mohan, President, NMA lighting the lamp Mr Dugesh Garg, Dr. Rakesh Gupta, CA P.K. Singhal and Mr Sandeep Mittal, Hony. Secretary, NMA look on*

**Profit Leadership Programme**

To analyse and address the levers that impact operational efficiency, cost, revenue, and ultimately profits, the Noida Management Association (NMA) along with SSA Business Solutions, as knowledge partner organised a 'Profit Leadership Programme' on 9th February. The speaker was Mr. Abhidnya Mahatekar, Chief Operating Officer (COO), SSA Business Solutions a leading international profitability and growth consulting firm. Mr Surinder Mohan President welcomed the speaker and NMA members. Mr Durgesh Garg introduced the speaker and the vote of thanks was given by Mr A.K. Gupta. The programme was attended by more than 56 professionals across industries in Noida.



*Mr Surinder Mohan, President, NMA welcoming the speaker Mr Abhindya Mahatekar*

## Palghat Management Association

### Panel Discussion

PMA conducted a panel discussion on the Central Budget and State Budget presented by respective ministers for the year 2019-20 on 13th February. The objective was to elaborate and discuss on various impact for industries and common man. The speakers were CA Sivadas Chettoor and CA B. Mohan.



*Presidential address by Sumesh K Menon, President, PMA*



*Santhosh Balachandran, Chairman Designate Reliance Nippon Life Insurance addressing*

### National Management Day

PMA celebrated National Management Day on 20th February and theme for this year was, 'Riding the wave of Disruption with Innovation'. The Chief Guest of day was, Mr. Santosh Balachandran Nayar, Chairman Designate - Reliance Nippon Life Insurance and former Dy. Managing Director of State Bank of India. PMA member, Dr. Thomas George K, Guinness World Record holder for longest business lesson was also honoured.

## Panchkula Management Association

Mr Vijay Uppal, Vishkarma Awardee and President PMA inaugurated the West Zone Exhibition on Energy Efficient and Green Buildings in the Lokmanya Tilak Institute of Architecture and Engineering Technology, Navi Mumbai on 1st February. He advised the students and faculty members on the importance of such buildings which add to the environmental sustainability.

A two day workshop was also conducted by him and the University authorities were advised on the process to achieve best results. Students with hands on participation produced amazing design concepts during the exhibition.



*Mr Vijay Uppal, President PMA inaugurating Architectural Exhibition at Navi Mumbai*

## Patiala Management Association

Patiala Management Association celebrated AIMA's Foundation Day by organising a Panel discussion with all Past Presidents on 'PMA - Present Future-Road Ahead' on 22nd February. PMA General Secretary, Vaidya Manu Vats welcomed PMA members, guests and Past Presidents Mr YP Mehra, Er Satinder Ahluwalia, Col. Bhuvnesh Sharma, Mr Rupinder Singh and Mr PR Mangla as Guests of Honour. Mr HPS Lamba, President PMA was the moderator of the panel discussion. All past presidents shared their experiences and suggested different innovative ideas laying roadmap for future of PMA. PMA founder President Mr Y.P. Mehra advocated women empowerment in association, Er. Satinder Ahluwalia stressed upon importance of Lean Management with concepts of QSD (Quality, Cost, Delivery) at lower level of organisation. Col Bhuvnesh advised to give importance on Quality vs Quantity, Mr Rupinder Singh gave tips to tap youth in PMA. Mr PR Mangla stressed upon awareness of Gas Crematorium among society with concerns for environmental pollution. In the end all Past Presidents were honoured with traditional Phulkari by Executive Members, PMA. Patiala Management Association also paid tribute to Pulwama martyrs by observing a one minute silence.



*PMA executives honoured Past Presidents*

## Quilon Management Association

### National Seminar

Institution of Engineers (India) (IEI), Kollam Local Centre in association with Quilon Management Association (QMA) organised a National Seminar on 'Energy Conservation & Management' on 2nd February. Mr. N.K. Premachandran, MP, inaugurated the seminar. Several dignitaries including Mr. A.M Narayanan, Head of Energy Efficiency Division of Energy Management Centre, Government of Kerala; Mr. Dinesh Kumar AN, Energy Management Centre, Government of Kerala, Er. K.

Sivadasan Chairman, IEI, Kollam Local Centre; Mr. Anil Johnson, Asst Executive Engineer, KSEB; Dr. Biju V, Asst Professor, Department of Mechanical Engg, TKM College of Engg, Kollam presented papers on various subjects. More than 100 participants attended the seminar from various sectors.

### National Management Day Celebrations

On the occasion of AIMA's 63rd Foundation Day & 13th National Management Day QMA organised a talk by Prof. S. Balasubramanian, Director, GRG Centre for Advanced Studies, Coimbatore & AIMA Council Member, on the topic 'Leadership Innovation in Times of Disruption' on 27th February. During his talk he explained the current disruptions and different ways of managing these disruptions for becoming a successful leader.



*Mr. N. K. Premachandran M.P. delivering the inaugural speech*

Mr. Sreeraj. C, Secretary General welcomed the gathering; Dr. Riji G Nair, President made a presidential address covering the future and ongoing activities of QMA. Mr. Sunil Kumar K, Secretary Admin introduced the Chief Guest. A memento was handed over to the Chief Guest by Dr. Sasidharan Pillai, Vice President. Dr. Madhu, Secretary Public Relation proposed the vote of thanks.

### Orientation Programme

An orientation programme to the management students on a short-term course on 'Digital Marketing' was conducted on 25th February at Bishop Jerome Institute Kollam. The objective of the programme was to give an orientation to management students on AICTE approved AIMA courses for improving their skills and employability. The session was inaugurated by Dr. Riji G Nair, President QMA. Dr. Madhusoodhanan Pillai, Principal, Bishop Jerome Institute; Dr. Leksmi, Asst Professor Bishop Jerome Institute; Dr. K.K. Anirudhan, Director Corporate Relations, Musliar Institute; Mrs. Jisha Sasikumar Asst Professor MSN Institute of Management and Technology addressed the students and highlighted the importance of specialised short-term courses. The orientation session on 'Digital Marketing' was handled by Mr. Rahul Bhatia, Manager, CME AIMA. Mr Pravek Saxena, Founder and CEO Smalt and Beryl Pvt Ltd also interacted with the students through live streaming. More than 100 students participated in the programme.



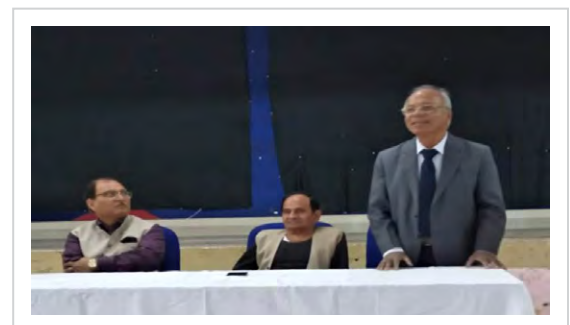
*Prof. S. Balasubramanian delivering the talk on the topic 'Leadership Innovation in Times of Disruption'*



*Dr. Riji G Nair, President QMA delivering the inaugural speech*

### Ranchi Management Association

A talk on 'Promoting Positive Body Image' was organised by Ranchi Management Association on 21st February. On the occasion, the distinguished speaker Dr. Ganga Prasad Singh, Ex- Controller of Examination, Kolhan University, Chaibasa, addressed the RMA members, entrepreneurs, teachers and students and emphasised on promoting strong positive personality for achieving excellence in the task what they had to perform the work in their day to day life. Dr. Hariharan, Ex-Director, Management Training Institute (SAIL) underlined the need to develop entrepreneurial personality and tackle problems with appropriate use of organisational resources. Mr T. Prasad, Secretary, Institute of Science & Management, Ranchi stated that every organisation was characterised with typical working environment where manpower played important role. Dr. Sushil Kumar, General Secretary & CEO, Ranchi Management Association, Ranchi welcomed the guests and participants, and Mr Biswanath Bid, Treasurer proposed the vote of thanks.



*Dr. Hariharan, Ex-Director, Management Training Institute, SAIL addressing*

## Rohilkhand Management Association

During Management Week celebration in February 2019 and on the occasion of Foundation Day of AIMA, Rohilkhand Management Association organised several programmes.

On 16th February a presentation was organised in association with Rakshpal Bahadur Management Institute on Marketing Management, Human Resource Management and Finance & Economics. MBA students from different business schools participated in the PPT programme.



*Participants with the speakers*



*Management Run*

On 18th February a Management Run was organised in association with Khandelwal College of Management & Technology (KCMT). Homage was paid to martyred soldiers, by observing a two minute silence and the run was carried out as candle march. Dr. Vinay Khandelwal, Executive Director, KCMT with RMA team managed the event appreciably.

On 19th February a Symposium on 'Ease of doing Business' was organised in association with Future Institute. Prof. Dinesh Pathak, Advisor, APJ Abdul Kalam Technical University, Lucknow and Dr. Manish Sharma, Director General, Future Group of Institutions shared their valuable views on the topic.



*Symposium on 'Ease of doing Business'*



*RMA team with the keynote speaker*

On 27th February a Symposium on the theme 'Challenges of running a family business in this Age of disruption' was organised. Prof. R.K. Khandal, Former Vice Chancellor, APJ Abdul Kalam Technical University, Lucknow was the key-note speaker. The learned speakers elaborated disruptive factors and solutions of challenges of running a family business in this Age of disruptions focusing on Innovation. Management Excellence Award was conferred to distinguished leader Mr. Dev Murti, Chairman of SRMS Trust and Renowned Educationist and Social Reformer.

## Management Association of Rourkela

Management Association of Rourkela organised a talk on ‘Leveraging IT in Industry and Industry 4.0’ on 1st February. The meeting was chaired by CEO, RSP & Chief Patron, MAR Mr Ashwini Kumar. Several GMs, HODs as well as officials from SAIL, MECON, NSPC attended the session.

Mr. G. Banerjee, ED(W) & President, MAR welcomed the gathering and introduced the concept of Industry 4.0 and its relevance. Mr. S.S. Mokashi, Ex-HOD (C & IT Dept.), TATA Steel then gave a lucid presentation about the subject. Mr. Ashwini Kumar CEO, RSP stressed on the need to apply the concepts in respective fields of work.

Mr. S.S. Panda, DGM(O), SMS-II & Secretary, MAR proposed the vote of thanks. Mr. R. Dhoundiyal, AGM (Mktg.) & Treasurer, MAR & Mr. Y.P. Dash, DGM (C & IT) co-ordinated the session.

### Talk

Management Association of Rourkela and Bhubanswar Metropolis Management Association jointly organised a talk on ‘Excellence in Management’ at Rourkela Club on 17th February. Mr. S. Maqbool Ali, noted business Consultant, CEO & Working President, Bhubaneswar Metropolis Management Association was the guest speaker. He gave a very informative talk with practical examples. Mr. G. Banerjee, President, MAR; Mr. C.R. Mohapatra, VP, MAR; Mr. S.S. Panda, Secretary, MAR; Mr. R.K. Dhoundiyal, Treasurer were also present on the occasion.



*Mr. S. Mishra, EC member; Mr. S.S. Panda, Secy, MAR; Mr. SN. Bhoi, EC Member; Mr. S. Mohanty, EC member; G. Banerjee, President, MAR; Mr. S.M. Ali, President, CEO & Working President, BMMA; Mr. C.R. Mohapatra, VP, MAR; Mr. R.K. Dhoundiyal, Treasurer, MAR*

## Tarapur Management Association

### Industrial Visit

TMA organised an industrial visit to Adani Dahanu Thermal Power Station (DTPS) on 15th February. The officers of DTPS shared the details of the process in brief at the model room and also touched upon various safety aspects of the power plant facilities. Visiting TMA team was accompanied by senior officers of the DTPS during the walkthrough of the plant and the overall experience of the visit was highly inspiring and a great learning experience for all the members & ADIS students who participated in the programme.



*TMA members, ADIS faculty and students at Adani Dahanu Thermal Power Station*

### 13th National Management Day

TMA celebrated the 13th National Management Day on 21st February by organising a lecture session on the theme 'Innovation in the Age of Disruption' in the presence of Chief Guest & Speaker of the session Mr Rahul Mehta, Assistant Professor for Management Studies & In Charge for Industrial Relation at Thakur Institute of Management Studies and Research (TIMSR). Mr Rahul while interacting with the participants highlighted the recent trends and disruption happening in various sectors of industry. The session was well attended by executives from the industries, students and the members.

### Seminar

Tarapur Management Association in collaboration with Lions Club of Tarapur and Petroleum Conservation Research Association (PCRA) jointly organised full day seminar on Energy Conservation. Mr. Tushar Kant Tiwari, Mr. Jayasurya, Mr. Rahul Kishore addressed the participants. The programme was well attended by industry members and students.



*Mr. Shirish Nadkarni, Executive President-TMA, presenting a memento to Mr. Rahul Mehta*



*Mr. P. R. Desai-President TMA, introducing the speakers*

## Thrissur Management Association

### Interim Budget analysis

Analysis of Interim Budget 2019-20 was held on 2nd February. Prof. Dr. V K Vijayakumar (Investment Strategist, Geojit Financials) and CA Cheeran Verghese (Past Chairman of ICAI Trichur Branch) were the speakers of the programme. The session was presided by Er. N I Verghese president of Thrissur Management Association. Dr V K Vijayakumar gave an overall analysis & CA Cheeran Verghese made an analysis of the tax proposals. Around 70+ members attended this programme.

### Management Development Programmes

An MDP was held on 16th February at Sahrdaya Inst. of Management Studies, Thrissur. Ms. Suseela Subramanian (HR Trainer) was the resource person of the programme. She addressed students on the topic 'The Professional Edge'. Around 60 students participated in this programme.



*Prof. Dr. V K Vijayakumar (Investment Strategist, Geojit Financials) addressing TMA members*

TMA Vice President Dr. V M Xaviour; SIMS Director Dr. George A P; TMA Student Chapter Convener CA Geo Job also attended this session.

Another MDP was held on 25th February at Elijah Inst. of Management Studies, Thrissur. This programme organised in association with St. Thomas College, Thrissur, Statistical Department. Dr. Sajesh T A (Asst. Professor, Dept of Statistics) addressed TMA Student Chapter members on the topic 'Research Methodologies uses SPSS'.



*Dr. Sajesh T A (Asst. Professor, Dept of Statistics) addressing*



*Er. Francis George, TMA Member and HR Trainer speaking on 'Skills required to grow in today's global world'*

The third Management Development Programme was held on 26th February at Dr. John Matthai Centre, Thrissur. Er. Francis George, TMA Member and HR Trainer was the speaker of the session. He addressed chapter members on the topic 'Skills required to grow in today's global world'. Around 60 students attended this programme.

### TMA Student Chapter Industrial Visit

TMA organised an Industrial Visit for TMA Student Chapter members on 27th February to Aquastar Industries located in Thrissur District. 40 plus students from TMA –ELIMS Student chapter participated in this visit.



*TMA student chapter industrial visit*

TMA Student Chapter Convener CA Geo Job, Hon. Secretary Padmakumar C; Aquastar Managing Director Mr. Seejo Ponnore; ELIMS Principal Dr. Linda Mary attended this programme.

### National Management Day

TMA celebrated National Management Day on 19th February. Er. N I Verghese delivered the Management Day message to members. Dr. Anandakuttan B Unnithan (Dean IIM Kozhikode) addressed TMA members on the topic 'Innovation in the age of Disruption'. Around 90 members attended the event.



*Dr. Anandkuttan B Unnithan (Dean IIMK) interacting with members of TMA*



**Management Day Quiz**

As a part of National Management Day celebrations, TMA conducted an Inter-Collegiate Business and Management Quiz completion for B-school students on 19th February. 11 teams from 6 business schools participated in this programme. Mr. Ranjan Sreedharan was the quiz master.

**TMA Mega Job fair**

Thrissur Management Association conducted a mega job fair in association with Sahrdaya Inst. of Management Studies (SIMS) on 22nd February. Around 700 students and 20 corporates including South Indian Bank, ESAF Bank, Elite Foods etc participated in this programme. The programme was a huge success.



*Inter-Collegiate Business and Management Quiz First Prize winners*



*TMA President Er. N I Verghese inaugurating TMA Mega Job Fair*

**Seminar**

TMA Executive Committee member and Retd. Income Tax commissioner Mr. P K Vijayakumar IRS was the chief guest of a one-day Seminar for MSME entrepreneurs organised by KMA at Kochi on 21st February. He addressed KMA members on the topic 'Challenges faced by MSME sector'.



*MoU handing over ceremony of TMA-Hykon Business Plan Contest 2019*



*Mr. P K Vijayakumar IRS addressing*

## Trivandrum Management Association

TRIMA 2019 the Annual Management Convention of Trivandrum Management Association was held on 21st and 22nd February on the theme 'Building Values for Future'.

The two-day convention began with an inauguration of the event by Justice (Retd) P. Sathasivam, Hon'ble Governor of Kerala on 21st February and was followed by technical sessions on 22nd February. The convention saw an eventful close with the valedictory address by Mr. Tom Jose IAS, Chief Secretary, Govt. of Kerala. The other major highlights of the annual convention were keynote address, convention overview, theme presentations, panel discussions, business sessions and awards.

TMA-Terumo Penpol CSR Award 2018 was presented by Justice (Retd) P. Sathasivam to Adani Vizhinjam Port Pvt. Ltd for their various commendable CSR initiatives in Trivandrum. TMA-KIMS Best Paper Presentation Award, instituted in association with KIMS Healthcare Management in 2014, was also presented. TRIMA –2019 was a grand success and was well appreciated by the participants and corporate sector.



*Justice (Retd) P. Sathasivam, Hon'ble Governor of Kerala inaugurating TRIMA 2019*



*Presentation of TMA-Terumo Penpol CSR Award 2018*

# 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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# AIMA Events Calendar

Event	Programme Chairman /Director	Venue	Date
Shaping Young Minds Programme		Calcutta	15 March 2019
Pragati - A Women Quiz		New Delhi	26 March 2019
Managing India Awards	Sanjiv Goenka, Chairman, RP – Sanjiv Goenka Group	New Delhi	08 April 2019
National Leadership Conclave	Sanjiv Goenka, Chairman, RP – Sanjiv Goenka Group and Sunil Kant Munjal, Chairman, The Hero Enterprise	New Delhi	09 April 2019
Regional Management Conclave		Kochi	30 April 2019
National Management Quiz		New Delhi Kolkata Mumbai Bangalore	May
National Management Games 2019		New Delhi Bangalore/ Hyderabad Bhubaneswar Mumbai	May - June 2019
4th Digital & Social Marketing Retreat	D Shivakumar, Group Executive President- Corporate Strategy & Business Development, Aditya Birla Group and Mithun Sundar, Chief Revenue Officer, Myntra	Goa	17-19 May 2019
Global Advanced Management Programme 2019	Solomon N Darwin Executive Director, Center for Corporate Innovation Haas School of Business, University of California, Berkeley	California, USA	23-29 June 2019

Event	Programme Chairman /Director	Venue	Date
National Competition for Young Managers 2019		New Delhi Bangalore/ Hyderabad Kolkata Mumbai	August 2019
Shaping Young Minds Programme		Shillong	30 August 2019
46th National Management Convention		New Delhi	17-18 September 2019
US-India Conference	Sunil Kant Munjal, Chairman, The Hero Enterprise & Past President, AIMA	UC Berkeley	27 September 2019

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

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