

# AIMA News

AIMA'S MONTHLY E-MAGAZINE

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

JULY 2017



Dear Readers,

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

AIMA recently had the honour of hosting Shri M Hamid Ansari, then Vice President of India at the AIMA-JRD Tata Corporate Leadership Award ceremony. The award was presented to Mr N Chandrasekaran, Chairman, Tata Sons Ltd. The award presentation was followed by the JRD Tata Corporate Leadership Award lecture delivered by Mr Chandrasekaran. You will find a detailed report inside.

As part of its Diamond Jubilee celebrations, AIMA jointly with Madras Management Association organised the 1st Regional Management Conclave in Chennai which was chaired by Ms Preetha Reddy, Executive Vice Chairperson, Apollo Hospitals Enterprise Limited. Several eminent speakers addressed the conclave which was attended by over 350 CEOs, management professionals and students.

AIMA also held the 7th edition of its MSME Convention on the theme 'The Fourth Industrial Revolution: Challenges & Opportunities for SMEs'. The convention was inaugurated by the Chief Guest, Mr Sunil Kant Munjal, President, AIMA and Chairman, The Hero Enterprise and steered by Dr. J S Juneja, Chairman AIMA SME Committee & Past President, AIMA. In addition, AIMA in partnership with the World Bank conducted a one day workshop for MSMEs which was very well received.

The 5th edition of Marketing Retreat was held at Goa under the Chairmanship of Mr D Shivakumar, Chairman & CEO – India Region, PepsiCo India Holdings Pvt. Ltd. The retreat provided an opportunity for the delegates to listen to and interact with some of India's leading marketing professionals.

AIMA also held a special interactive session for its members with Mr Jairam Ramesh, Member of Parliament & Former Union Minister, Government of India where he spoke about his new book 'Indira Gandhi: A Life in Nature'. The session was chaired by Mr Nikhil Sawhney, Treasurer, AIMA and Vice Chairman, Triveni Turbine Ltd. More details are carried inside.

AIMA continued to offer its customisable admission and recruitment testing services to several institutions and organisations. In addition AIMA's workshops, training programmes, quiz & competitions were also conducted successfully during the period. This issue also carries 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

## AIMA OFFICE BEARERS

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Ms Smita Das

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**AIMA**  
ALL INDIA MANAGEMENT ASSOCIATION

# Diamond Jubilee National Management Convention

## Folding the Future In: Reimagining India

27-28 September, 2017 : Hotel Le-Meridien, New Delhi

### National Management Convention

The National Management Convention is the flagship annual event of AIMA. This mega annual event aims to focus on the challenges faced by the Corporates in India, their implications on the business scenario and it also deliberates on key strategies for successful business performance. The Convention addresses a topical theme of national importance and is addressed by eminent speakers, including Ministers, CEOs and Thought Leaders from different spheres of life, who share their views with participants through interactive sessions. The Convention traditionally attracts almost 800 delegates from Industry, Government, Media and Academia.

### Confirmed Speakers

**Nitin Gadkari**

Minister for Road Transport & Highways and Shipping, Government of India

**Babul Supriyo**

Minister of State for Heavy Industries and Public Enterprises, Government of India

**Sudhir Jalan**

Co-Chairman, Diamond Jubilee NMC and Chairman, Neo Foods Pvt Ltd

**Lord Karan Bilimoria CBE DL**

Chairman, Cobra Beer Partnership

**Kiran Menon**

Co-Founder & CEO, Tydy

**Ravi Shankar Prasad**

Minister of Law & Justice and Electronics and Information Technology, Government of India

**Baba Ramdev**

Yoga Guru and Founder The Patanjali Group of Institutions

**Rajat Sharma**

Chairman and Editor-in-Chief, India TV

**Chris Parsons**

Chairman, India Practice, Herbert Smith Freehills

**Pranav Pai**

Founding Partner and Chief Investment Officer 3one4 Capital

**Prakash Javadekar**

Minister for Human Resource Development Government of India

**Sunil Kant Munjal**

President, AIMA and Chairman, The Hero Enterprise

**T V Mohandas Pai**

Sr. Vice President, AIMA and Chairman, Manipal Global Education

**Jayant Prasad Paleti**

Co-Founder, Darwinbox

**Vijay Sharma**

Co-Founder & CEO, Belong

### Delegate fee per participant\*

Category	1 – 2 Delegates	3 – 4 Delegates	5 & more Delegates	Early Bird Discount- Per Participant for registrations received along with the delegate fee	
<b>AIMA &amp; LMA Members</b>	Rs.8,000	Rs.7,000	Rs.6,000	<b>Date</b>	<b>Amount</b>
<b>Non- Members</b>	Rs.9,000	Rs.8,000	Rs.7,000	Upto 7th September 2017	Rs.1000/-
<b>Academicians</b>	Rs.5,000	Rs.4,500	Rs.4,000		

\* GST @18% extra on Delegate fee

AIMA GSTIN No.: 07AAATA1644A1ZH

AIMA PAN No.: AAATA 1644 A

- The Registration fee includes Kit, Lunches, Tea/Coffee and Reading Material
- Pre-registration and pre-payment is MUST for participation.
- DD / Cheque towards delegate fee should be drawn in favor of **All India Management Association, payable at New Delhi.**
- Delegate fee is non-refundable. Changes in nominations are acceptable.

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## AIMA-JRD Tata Corporate Leadership Award



*(L-R) Rekha Sethi, Director General, AIMA; T. V. Mohandas Pai, Senior Vice President, AIMA and Chairman, Manipal Global Education; N. Chandrasekaran, Chairman, Tata Sons Ltd.; M. Hamid Ansari, then Vice President of India; Sunil Kant Munjal, President, AIMA and Chairman, The Hero Enterprise; Sanjay Kirloskar, Chairman & Managing Director, Kirloskar Brothers Ltd. and Nikhil Sawhney, Treasurer, AIMA and Vice Chairman, Triveni Turbine Ltd.*

AIMA held the AIMA-JRD Tata Corporate Leadership Award ceremony on 18th July 2017 with then Vice President of India, Shri M Hamid Ansari. The award was presented to Natarajan Chandrasekaran, Chairman, Tata Sons Ltd.

Delivering the keynote address, Shri Hamid Ansari said, "Our corporate sector needs to invest in Research and Development and innovation. We need comprehensive efforts to correct imbalances in education and provide relevant skills to our people not only for the job of today but for the jobs of tomorrow".

On receiving the award, Mr N Chandrasekaran



*(L-R) N. Chandrasekaran, Chairman, Tata Sons Ltd. receiving the AIMA-JRD Tata Corporate Leadership Award from M. Hamid Ansari, then Vice President of India*



Earlier, the chief guest of the evening was introduced by Mr Nikhil Sawhney, Treasurer, AIMA and Vice Chairman, Triveni Turbine Ltd. Later in the evening Mr N Chandrasekaran gave the JRD Tata Corporate Leadership Award lecture. Mr TV Mohandas Pai, Senior Vice President, AIMA and Chairman, Manipal Global Education, gave the vote of thanks.

*(L-R) Sunil Kant Munjal, President, AIMA and Chairman, The Hero Enterprise presenting a memento to M. Hamid Ansari, then Vice President of India*

said, "This is a very special moment and award for me especially as it's named after JRD Tata. I hope I will be able to live up to the kind of values, excellence and leadership that was very close to his heart."

After the welcome speech by Mr Sunil Kant Munjal, President, AIMA and Chairman, The Hero Enterprise and introductory remarks by Ms Rekha Sethi, Director General, AIMA; Mr Sanjay Kirloskar, Chairman & Managing Director, Kirloskar Brothers Ltd., read the citation for Mr Chandrasekaran.



*N. Chandrasekaran, Chairman, Tata Sons Ltd. recipient of AIMA-JRD Tata Corporate Leadership Award*



## 7th MSME National Convention



*(L-R) Rekha Sethi, Director General, AIMA; Sunil Kant Munjal, President, AIMA & Chairman, The Hero Enterprise; Dr J S Juneja, Chairman AIMA MSME Committee & Chairman, Global Projects & Services Pvt Ltd and Dr Raj Agarwal, Director, CME, AIMA*

The 7th AIMA MSME National Convention was held on 27th and 28th July 2017 at New Delhi. The theme of the Convention was 'The Fourth Industrial Revolution: Challenges & Opportunities for SME's'. The Convention was inaugurated by the Chief Guest, Mr Sunil Kant Munjal, President, AIMA and Chairman, The Hero Enterprise and steered by Dr. J S Juneja, Chairman AIMA SME Committee & Chairman, Global Projects & Services Pvt Ltd.

The Convention was also addressed by Dr. Praveen Arora, Head, Centre for Human & Organisational Resource Development, Dept. of Science & Technology; Prof. Prabhat Ranjan, Executive Director, TIFAC; Mr. Anup Wadhwa, Director, Automation Industry Association; Mr. Vinod Kumar, President India SME Forum;

Mr. Gurjit Singh, Former Ambassador to Germany; Mr. Bikky Khosla, CEO, TradeIndia.com; Mr. Pradeep Sharma, AGM, State Bank of India; Mr M K Rungta, Laghu Bharti Udyog; Mr. Ramesh Vishwakarma, Executive Vice President, Polycab Wires Ltd; Mr A K Jain, Principal Advisor, Quality Council of India; Mr. Vishal Malhotra, Director, Presto Stantest Pvt. Ltd; Ms. Nadisha Gulati, Director, House of Gyans; Mr. Amit Dubey, Founder, Heuristics Info Systems; Mr. Ravindranath, CMD, NSIC Ltd; Mr. Jitendar Parik, Chairman (North India), Indian Industries Association and Mr. Amit Kumar, Innovation Promotion in MSME, GIZ.

The Convention was well attended and appreciated by the participants.

# 2nd US - India Conference

## Unlocking Growth Opportunities for US firms in the Subcontinent

08 September, 2017 : Andersen Auditorium, Haas School of Business, UC Berkeley, USA

All India Management Association, the apex body of management in India in partnership with Haas School of Business, University of California, Berkeley and supported by the Consulate General of India in San Francisco and TiE, Silicon Valley, brings to you the 2nd edition of the US India Conference

The theme of the conference is "**Unlocking Growth Opportunities for US firms in the Subcontinent**". The conference will evaluate spheres of opportunities available to the US firms in India and provide a platform for a dialogue between Industry Leaders, Academicians and Thought leaders from both countries to make the best use of these opportunities.

### Conference Chairman

**Sunil Kant Munjal**  
President, AIMA and Chairman, The Hero Enterprise

**Shashi Tharoor**  
Member of Parliament (Lok Sabha) & Chairman, Parliamentary Standing Committee on External Affairs, India

**Venkatesan Ashok**  
Consul General of India San Francisco

**Carol Christ**  
Chancellor, University of California, Berkeley

**Richard Lyons**  
Dean, Haas School of Business, UC Berkeley

### Speakers (in alphabetical order surname wise)

**PK Agarwal**  
CEO and Regional Dean, Northeastern University - Silicon Valley and Former CTO, State of California

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

**Vikram Chandra**  
Consulting Editor, NDTV  
**Anand Chandrasekaran**  
Director, Facebook

**Solomon N Darwin**  
Executive Director, Center for Corporate Innovation Haas School of Business, UC Berkeley

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**Ganesh Iyer**

Professor of Business Administration, Haas School of Business, UC Berkeley

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Founder, Khosla Ventures

**Arun M. Kumar**  
Chairman and CEO, KPMG in India

**Arvind Lal**  
Chairman and Managing Director  
Dr Lal Pathlabs Ltd

**TV Mohandas Pai**  
Sr Vice President, AIMA & Chairman  
Manipal Educational Services

**Sanjay Poonen**  
Chief Operating Officer – Customer Operations, VMware

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

**Jim Spohrer**  
Director - Cognitive Open Technology, IBM

**Dow Wilson**  
President and CEO  
Varian Medical Systems

### Interactive sessions on

- **Unlocking growth opportunities for US firms in the subcontinent**
- **Imagine: Harnessing tech to make a better world**
- **End of soft power: National pride and prejudice?**
- **Cure for all: Innovation for affordable healthcare**
- **India: Biggest opportunity for the next decade**
- **Using AI to discover, solve and create**



### Registration Details

- Participation in the conference is by "Invitation Only"
- Pre-registration is MUST, as seats are limited
- Participation on first come first basis

Supported by



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# 1st Regional Management Conclave



*(L-R) T Shivaraman, Managing Director & CEO, Shriram EPC Ltd and Past President, Madras Management Association; Prathap C Reddy, Founder & Chairman, Apollo Hospitals Group; Prabhu Chawla, Editorial Director, The New Indian Express Group; Preetha Reddy, Conclave Chairperson, Executive Vice Chairperson, Apollo Hospitals Enterprise Limited & Past President, AIMA and Kavitha D Chitturi, President, Madras Management Association, Joint Managing Director, The KCP Ltd*

As part of its Diamond Jubilee celebrations, All India Management Association jointly with Madras Management Association, organised the 1st Regional Management Conclave on 3rd August 2017 at Chennai. The theme of the conclave was 'Leadership For Growth'. Ms Preetha Reddy, Executive Vice Chairperson, Apollo Hospitals Enterprise Limited & Past President AIMA, was the Conclave Chairperson.

Some of the other eminent speakers included Dr Prathap C Reddy, Founder & Chairman, Apollo Hospitals Group; Ustad Amjad Ali Khan, Sarod Maestro; Mrs Subhalakshmi

Khan, Bharatanatyam Exponent; Mr Amaan Ali Bangash & Mr Ayaan Ali Bangash, Sarod Masters & Composers; Mr Prabhu Chawla, Editorial Director, The New Indian Express



*(L-R) Ambi Parameswaran, Brand Strategist and Founder of Brand-Building.com; S K Swamy, Chairman, R K Swamy Hansa Group & Past President; Santosh Desai, Managing Director & CEO, Future Brands Ltd and D Shivakumar, Chairman & CEO, India Region, PepsiCo India Holdings Pvt Ltd and Past President, AIMA*





*(L-R) Subhalakshmi Khan, Bharatanatyam Exponent; Ustad Amjad Ali Khan, Sarod Maestro; Preetha Reddy, Conclave Chairperson, Executive Vice Chairperson, Apollo Hospitals Enterprise Limited & Past President, AIMA; Amaan Ali Bangash & Ayaan Ali Bangash, Sarod Masters & Composers*

Group; Mr D Shivakumar, Chairman & CEO, India Region, PepsiCo India Holdings Pvt Ltd and Past President, AIMA; Mr Santosh Desai, Managing Director & CEO, Future Brands Ltd; Mr SK Swamy, Chairman, RK Swamy Hansa Group & Past President, AIMA; Mr Richard Rekhy, Former Chief Executive Officer, KPMG in India; Dr Bala V Balachandran, J L Kellogg Distinguished Professor (Emeritus in service) of Accounting and Information Management, Northwestern University, Illinois, USA, Founder, Dean and Chairman, Great Lakes Institute of Management, India and Chancellor, Great Lakes International University; Dr Om Manchanda, Chief Executive Officer, Dr Lal PathLabs Ltd; Mr Arvind Sivaramakrishnan, CIO, Apollo Hospitals Enterprise Ltd and Dr Poorna Chandran, Deputy Medical Superintendent & Head Clinical Services, Billroth Hospitals; Mr Ambi Parameswaran, Brand Strategist and Founder of Brand-

Building.com; Mr Srivats Ram, Managing Director, Wheels India Ltd; Mr Raju Venkatraman, Managing Director and CEO, Medall Healthcare and Ms Kavitha D Chitturi, President, Madras Management Association, Joint Managing Director, The KCP Ltd

The Conclave was a key event on Leadership, which saw participation from CEOs, management professionals and management students, over 350 participants attended.



*Richard Rekhy, Former Chief Executive Officer, KPMG in India; Srivats Ram, Managing Director, Wheels India Ltd and Bala V Balachandran, J L Kellogg Distinguished Professor (Emeritus in service) of Accounting and Information Management, Northwestern University, Illinois, USA and Founder, Dean and Chairman, Great Lakes Institute of Management, India, Chancellor, Great Lakes International University*

## 5th Marketing Retreat



*Participants and speakers at the 5th Marketing Retreat*

AIMA organised its 5th Marketing Retreat during 4th – 6th August 2016 at Goa on the theme ‘Are Brands Dead in the Digital World?’. The retreat was organised under the Chairmanship of Mr D Shivakumar, Chairman & CEO – India Region, PepsiCo India Holdings Pvt. Ltd.

The speakers who addressed session at this year’s retreat include Mr Prasun Basu, President, South Asia, Nielsen India; Mr Ajey Mehta, Vice President, India - HMD Mobile India Pvt. Ltd, HMD Global; Mr Sundar Raman, CEO, Reliance Sports; Mr Avani Davda, Managing Director, Godrej Nature’s Basket; Mr Piyush Pandey, Executive Chairman and Creative Director, South

Asia, Ogilvy & Mather India; Mr CVL Srinivas, CEO – South Asia, GroupM; Ms Hamsini Shivakumar, Brand Consultant & Semiotician and Director, Leapfrog Strategy Consulting, Co-founder, Semiofest and Ms Babita Baruah, Managing Partner, GTB India. A WPP Group company.

The retreat was conducted in an experience sharing mode and the learning experience was very intensive and interactive, encouraging high level of active participation by the delegates. It was a great opportunity for the delegates to listen to and interact with some of India’s leading marketing professionals.

## Interactive Session



*(L-R) Nikhil Sawhney, Vice Chairman and Managing Director, Triveni Turbine Limited & Treasurer AIMA and Jairam Ramesh, Member of Parliament & Former Union Minister, Government of India*

AIMA organised a session with Mr Jairam Ramesh, Member of Parliament & Former Union Minister, Government of India on 28th July, 2017 at New Delhi. Mr Jairam Ramesh talked about his new book 'Indira Gandhi: A Life in Nature', which is a unique biography of India's former Prime Minister. He shared that though Mrs Indira Gandhi is remembered as a tough, uncompromising politician, a relatively lesser known trait of Mrs Gandhi was that of a passionate naturalist. The session was chaired by Mr Nikhil Sawhney, Vice Chairman and Managing Director, Triveni Turbine Limited & Treasurer AIMA.

## Member's Corner

### Book Review

#### **'Advanced Operations / Production Management'**

by Tapan Roy, BE, PGDM, MIMA, MIIE, FIWWA, FIE, Chartered Engineer (India)

The book is on Modern Operations / Production Management. It dwells on the most advanced techniques. The book is written in "simple and easy to understand" language. Volume of the book has been kept 'Lean' with essential reading materials only. It provides a systematic guidance to reach the excellence in production / services. The chapters include amongst others Customer Focus, QFD, Five 'S', JIT, PDCA, 6 Sigma, Benchmarking, Zero Defects, FMEA, Poka Yoke, QC, Kaizen, Lean, Agile, Le-Agile etc. New chapters like Digitalizing Operations, E-Tailing etc. have also been included.

The book is meant for Management and Engineering students, Academicians, Industrialists, Professionals and is also beneficial for other people of the society. The book published by Amazon is priced at Rs.195/-.



# Business Opportunities Workshop for MSME's



*(L-R) Dr. J S Juneja, Chairman AIMA SME Committee & former CMD, NSIC Ltd; Sangeeta Patel, Procurement Specialist, World Bank and A K Kamra, DDG, DGS&D*

AIMA in partnership with the World Bank, conducted a one day 'Business Opportunities Workshop for MSME's' on 7th July, 2017 at New Delhi.

The workshop focused on sensitising the MSME sector about business opportunities in Govt. contracts, in general, and World Bank funded projects in particular. This involved training the participants to identify opportunities, prepare and submit tender bids and other related issues.

The eminent speakers included Mr. Ved Prakash, CMD, MMTCL Ltd; Mr. Shankar Lal, Lead Procurement Specialist, Governance Global

Practice, World Bank; Dr. J S Juneja, Chairman AIMA SME Committee & former CMD, NSIC Ltd; Ms. Sangeeta Patel, Procurement Specialist, World Bank; Mr. B. Rajaraman, Dy. General Manager, SIDBI; Prof. Amitabh Datta, Adjunct Professor, National Institute of Financial Management & former General Manager, Indian Railways; Mr. Sreenivas Devarakonda, Procurement Specialist, World Bank and Mr. A K Kamra, DDG, DGS&D.

The workshop was well attended and appreciated by the participants.

# LISTEN TO LEADERS WHO WALK THE TALK

## PROJECT MANAGEMENT NATIONAL CONFERENCE, INDIA 2017

SEPTEMBER 16-17, 2017 | ITC GRAND CHOLA, CHENNAI

Join hundreds of practitioners and business professionals at  
India's biggest project management event of the year!

### A SNEAK PEEK AT SOME OF THIS YEAR'S KEYNOTE SPEAKERS...



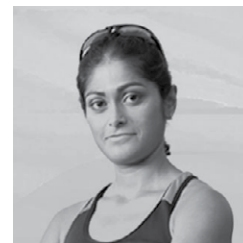
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Secretary,  
DOS & Chairman, ISRO



**Mark Dickson**  
Chair, PMI Board of Directors



**Anshu Gupta**  
Goonj, Founder Director



**Anu Vaidyanathan**  
Indian Writer, Entrepreneur and Triathlete



**Gaurgopal Das**  
International Life Coach

### CONFERENCE HIGHLIGHTS

2 Days of learning & sharing	800 - 1000 Delegates	18 PDUs	Diverse delegate profile	Networking
AGILE Dedicated track	PMI India Awards	Keynote Speakers	Cross Industry Participation	Rapid Sessions

For further enquiries, contact: [registration@pmi-india.org](mailto:registration@pmi-india.org) | [www.pmi.org.in/conference](http://www.pmi.org.in/conference)



# How to Make Work More Meaningful for Your Team

By Lewis Garrad and Tomas Chamorro-Premuzic



There is a well-known story about a cleaner at NASA who, when asked by JFK what his job was, responded “I’m helping to put a man on the moon.” This anecdote is often used to show how even the most mundane job can be seen as meaningful with the right mindset and under a good leadership.

Today, more and more employees demand much more than a good salary from their jobs. Money may

lure people into jobs, but purpose, meaning, and the prospect of interesting and valuable work determines both their tenure and how hard they will work while they are on the job. Finding meaning at work has become so important that there are even public rankings for the most meaningful jobs. Although there are many factors determining how appealing jobs tend to be, those that contribute to improving other people’s lives are ranked top (e.g., health care



and social work). Interestingly, meta-analytic studies indicated that there is only a marginal association between pay and job satisfaction. A lawyer who earns \$150,000 a year is no more engaged than a freelance designer who earns \$35,000 a year.

Research consistently shows that people experiencing meaningful work report better health, wellbeing, teamwork and engagement; they bounce back faster from setbacks and are more likely to view mistakes as learning opportunities rather than failures. In other words, people at work are more likely to thrive and grow when they experience their job as meaningful. This is why businesses with a stronger and clearer sense of purpose tend to have better financial performance. Unsurprisingly, the most successful companies in the world are also the best places in the world to work.

Over the past few decades, a great deal of research has shown that leaders play a significant role in helping employees understand why their roles matter. Furthermore, the leadership characteristics that enable these cultures of meaning and purpose to engage employees are a reflection of a leader's personality — which has been proven to have a strong impact on team and organizational performance.

In particular, research suggests that there are four key personality characteristics that determine leaders' ability to make other people's jobs more meaningful, namely:

They are curious and inquisitive. Studies show that people tend to experience work as meaningful when they feel like they are contributing to creating something new — especially when they feel able to explore, connect and have an impact. Curious

leaders help people find meaning at work by exploring, asking questions, and engaging people in ideas about the future. In a way, curious leaders help employees find something meaningful by providing a wider range of possibilities for how work gets done, as opposed to being very prescriptive and micromanage people. Curious leaders are also more likely to get bored and detest monotony, so they will always be looking for people to come up with new ideas to make their own experience of work more interesting.

They are challenging and relentless. One of the greatest problems organizations must solve is the inertia and stagnation that follow success, or even its anticipation. Research shows that optimistic people who expect to do well don't try as hard as people who expect to struggle or fail. Leaders who remain ambitious in the face of both failure and success, and who push their people to remain dissatisfied with their accomplishments, instill a deeper sense of purpose in their teams and organizations. As a result employees feel a sense of progress, reinvention, and growth, which in turn results in a more meaningful and positive work experience.

They hire for values and culture fit. Research shows that people only find something valuable if it aligns with their core needs and motives. This is why the fit between an individual's personal values and the culture of the organization they work in is such an important driver of their performance. In fact, you are better off not hiring the best, but instead people who are a good fit for your organization. Values function like an inner compass or lens through which we assign meaning to the world. Leaders who pay attention to what each individual values are more likely to hire people who will find it easier to connect

with their colleagues and the wider organization, all of which help to drive a sense of meaning.

They are able to trust people. Most people hate being micromanaged. Overpowering and controlling bosses are serious source of disempowerment for employees. This drains the impact from the work they do and makes them feel worthless. In stark contrast, leaders who know how to trust people are more likely to give them room to experiment and grow. In particular, they help people mould their roles — something researchers call job crafting. Employees who customize their job tend to feel a much greater sense of importance and value because they feel that their manager actually trusts them.

Note that all the above four qualities ought to exist in concert. A boss who is relentless but not trusting

might seek to “keep people on their toes” by being erratic or unpredictable — a sure way to hurt performance and morale. A boss who is challenging but not curious may come across as a bully, while a boss who’s trusting but not challenging will seem like a pushover. In short, there is a clear difference between making work meaningful and making it fun or easy, just like there is a big difference between an engaged and a happy employee. Whereas engagement results in enthusiasm, drive, and motivation— all of which increase performance and are therefore valuable to the organization — happiness can lead to complacency. To be a good leader, focus on helping employees find meaning in their achievements, rather than just enjoy their time at the office.

*About Author:*

*Lewis Garrad, a chartered organizational psychologist, is the Growth Markets lead for Sirota, an employee research and organizational psychology company of Mercer. He specializes in the design and deployment of employee attitude research programs and feedback interventions. Find him on Twitter: @lewisgarrad*

*Tomas Chamorro-Premuzic is the CEO of Hogan Assessment Systems, a Professor of Business Psychology at University College London, and a faculty member at Columbia University. Find him on Twitter: @drtcp or at [www.drtomascp.com](http://www.drptomascp.com). His latest book, *The Talent Delusion*, was published in February 2017.*

*Disclaimer:*

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**AIMA**  
ALL INDIA MANAGEMENT ASSOCIATION

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**So when are you connecting with us?**

## **Be an AIMA Member Today !**

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



# Why Working From Home Is a “Future-looking Technology”

*A Stanford GSB expert shows how companies and employees benefit from workplace flexibility.*

by Shana Lynch



*Working from home gets a bad rap. Google the phrase and examine the results — you’ll see scams or low-level jobs, followed by links calling out “legitimate” virtual jobs.*

But Stanford Graduate School of Business professor Nicholas Bloom says requiring employees to be in the office is an outdated work tradition, set up during the Industrial Revolution. Such inflexibility ignores today’s sophisticated communications methods and long commutes, and actually hurts firms and employees.

“Working from home is a future-looking technology,” Bloom told an audience during TEDxStanford, which took place in April. “I think it has enormous potential.”

To test his claim, Bloom studied China's largest travel agency, Ctrip. Headquartered in Shanghai, the company has 20,000 employees and a market capitalization of about \$20 billion.

The company's leaders—conscious of how expensive real estate is in Shanghai—were interested in the impact of working from home. Could they continue to grow while avoiding exorbitant office space costs? They solicited worker volunteers for a study in which half worked from home for nine months, coming into the office one day a week, and half worked only from the office.

Bloom tracked these two groups for about two years. The results? "We found massive, massive improvement in performance—a 13% improvement in performance from people working at home," Bloom says.

**We found massive, massive improvement in performance — a 13% improvement in performance from people working at home.**

**Nicholas Bloom**

Two reasons led to that uptick: First, people working from home actually work their full shift. In the office, people might be delayed by traffic, take a long lunch

with a colleague, or leave work early to let a repair person in. They are less likely to be on the clock for the full workday.

Second, Bloom says, people at home are able to concentrate better. "The office is actually an amazingly noisy environment. There's a cake in the break room; Bob's leaving, come join. The World Cup sweepstakes is going. Whatever it is, the office is super-distracting."

Also, his study found that resignations at the company dropped by 50% when employees were allowed to work from home. "Not only do the employees benefit (by working from home), but the managers benefit because they can spend less of their time painfully advertising, recruiting, training, and promoting."

Bloom says the experiment led Ctrip to roll out a work-from-home option to all its employees. The company reported that it made about \$2,000 more profit per person at home, Bloom says.

Bloom hopes this example helps kill the negative stereotypes of working from home. "For employees, they're much more productive and happier. For managers, you don't have to spend so much time recruiting and training people. For firms, you make far more profit. For society, there's a huge saving of reducing congestion, driving times and, ultimately, pollution.

"There's not much to lose, and there's a lot to gain," he says.

*Disclaimer:*

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# Professional Certificate Programme in **Digital Marketing & Analytics**

A Joint Skilled Based Certificate Programme from AIMA and Digital Vidya



## Objectives

- To update participants on the latest developments in the field of Digital Marketing.
- To make the participants understand the fundamentals of Digital Marketing.
- Develop skills to drive innovation in Digital Marketing
- To share the benefits and uses of Search Engine Optimization and its significance.
- Use of Google Analytics and other tools.
- Use of Social Media Marketing in today's global environment

## Joint Certification

Professional Certificate in digital marketing and analytics

## Course Outline

- Orientation to Digital Marketing
- Search Engine Optimization (SEO)
- Search Engine Marketing/Google Analytics and Display ads
- Social Media Marketing
- Email Marketing
- Web Analytics

## Program Fee

Rs. 36,000 (at the time of admission) + Service Tax

## Class Schedule

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

### For more details, please contact:

Rahul Bhatia, Program Manager  
All India Management Association

Management House, 14, Institutional Area, Lodhi Road, New Delhi-110003, Tel.: 011-24608510 Extn. 722

Email: [rbhatia@aima.in](mailto:rbhatia@aima.in) Fax : 011-24626689 Mobile: +91- 9250127573

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



## Ahmedabad Management Association

The activities of the month began with evening lecture addressed by Mr. Siddharth Shah on 'Wealth Creation through SIP' on 1st July. The following weekly lectures were on: 'Fascinating World of International Marketing' by Mr. Malay Shah, Marketing Consultant held on 7th July provided an overview of the Challenges and Opportunities in International Trade.

Mr Achal Rangaswamy addressed on 'Mindful Leadership' on 8th July and the Learners Forum meeting addressed by Mr. B. N. Dastoor on 'Business – the Japanese Way' on 9th July attracted several youth.

'Cashless Initiatives – Opportunities and Challenges' addressed by Pankaj Kumar Gupta of GNFC on 14th July and the address by Mr. Kartik Vyas, Trainer on 'Coaching–an Emerging area in Corporate World' on 21st July were greatly appreciated by members. The other programmes held were Speakers Forum meeting on 22nd July; Book Forum addressed by Mr. Hanumann Das from U. K. on 'Power of Dharma' and the Right World Contest on 20th July.

As many as 74 training programmes were organised during the month.



*Mr. Malay Shah, Marketing Consultant, Technocraft Group addressing*



*Mr. Pankaj Kumar Gupta, Officer on Spl. Duty, (n)Code Solutions – Div. of GNFC Ltd. addressing*

## Allahabad Management Association

### AGM and Annual Day

The AGM and Annual Day Function for FY 2016-17 was held on 16th July. The meeting started with welcoming of the members and guests by the Jt. Sec Mr. A. K. Prasad. Secretary Mr. Ravi Prakash presented the annual report of the events during the year 2016-2017. Subsequently presentation of the audited accounts of the year was done by the treasurer Mr. Alok Sah.

This was followed by the announcement of new executive committee by the president Dr. N. C. Agarwal. The secretary Mr. Ravi Prakash conducted the programme and vote of thanks was proposed by Mr. A.K. Prasad, joint secretary.



*Mr. NC Agarwal, President presenting a memento to the Chief Guest Prof. Rajendra Prasad, Vice Chancellor, State University of Allahabad*

The AGM was followed by the annual day celebrations. Prof. Rajendra Prasad, Vice Chancellor State University Allahabad was the chief guest. The new president Dr. N. C. Agarwal welcomed the chief guest while the vice president Mr. Vibhav Bajpai introduced him. The vote of thanks was proposed by Prof. K. K. Bhutani, Director UPTEC and past president.



*The New Executive Committee 2017-18*

## Baroda Management Association

### MDP

Baroda Management Association organised a one day Management Development Programme on 7th July with Ms Kanchan Karunakar on the topic 'Neuro Linguistic Programme'. NLP teaches us that by changing how we make sense of the world, we can then adjust our behaviours and actions in order to make the most of ourselves and our lives. The session was well received by the participants.



*Participants of the MDP Session*

Another MDP was organised on 'Leadership Skills' on 13th July. Mr Chirag Desai was the speaker for the session. The programme helped participants to understand importance of leadership and creating it within organisation or getting it from outside.

BMA organised another MDP on 'Lean Six Sigma' on 28th July. Mr Madhav Reddy was the speaker. The session focused on impact of Quality Management on costs, production and financial performance.



*Capt. Manoj Gaur addressing the FET*

### Friday Evening Talk

A Friday Evening Talk on 'Why the World is Getting Fat' was organised on 7th July. Dr Sameer Contractor was the speaker for the session. The session focused on causes and solutions of obesity, Diabetes type 2, hypertension and cholesterol.

Another Friday Evening Talk on 'Hypnotism' was held on 14th July with Capt. Manoj Gaur (R). The session focused on how mind works and how to apply hypnotism in everyday life for efficiency.

A Friday Evening Talk was held on 21st July on the topic ‘GST – Way Forward’. CA Hitesh Thakkar and CA Prakash Thakkar were the speakers for the session which was well received by the participants.

BMA organised another Friday Evening Talk on ‘Money Version 2 – A revolution in Digital Currency’ on 28th July. The speaker for the session was Mr Pratish Naik.



*Mr. Pratish Naik addressing the FET*

## Bathinda Management Association

### AGM and Annual Day

Bathinda Management Association held a session on ‘History of Bathinda’ on 23rd July. The speaker on the occasion was Dr. Subhash Parihar, renowned international art historian, author, ace photographer and former associate professor of Central University of Punjab who has done extensive research on monuments of Punjab. The programme witnessed active participation and received excellent feedback.



*Felicitaton of the speaker*

## Bharuch District Management Association

### EHS Forum

BDMA organised an EHS Forum on 11th July on the topic ‘Working at height’. Mr. Bhavesh Rami, Head HSE, Indofil Industries Limited was the Guest Speaker at the forum. The forum was attended by 30 safety professionals from different industries across Bharuch district. The forum concluded with a question and answer session.



*Participants at the EHS Forum*



**MDP**

A one day Training Programme on ‘Electric Welding, Cutting and Grinding Safety’ was organised by BDMA. Mr. Bhagirath Chandak, Safety Adviser took the said training on 21st July. There are several hazards and accidents employees can be exposed to in the workplace. The programme showcased different safety measures to follow while using electrical equipments at the workplace.



*Safety oath ceremony during the training programme*



*Participants at the programme on ‘Hygiene and 5S’*

BDMA organised a one day training programme on ‘Hygiene and 5S’ on 27th July. Mr. S. S. Roy was the faculty for this programme. Promoting cleanliness and hygiene at the workplace is very important for the success of any organisation. The training taught different ways and means for keeping the workplace clean and hygienic.

**HR Forum**

BDMA held its 7th HR Forum on 27th July. Mr. Digantkumar Chhaya, DGM- HR, Lupin Limited was the speaker for the session. The topic for the forum was ‘Journey to become Great to be Great’- Best HR Practices. The forum was attended by 40 HR Professionals across Bharuch district. The forum concluded with vote of thanks and a Q&A session.



*Mr. Digant Chhaya DGM- HR, Lupin Limited at the HR Forum*

**3rd Women’s Forum Meet**

3rd Women’s Forum Meet was organised on 25th July. Mrs. Pria Sharma, certified yoga and fitness coach was the Guest Faculty at the Forum where she addressed the ladies on the topic ‘Transform your body and mind through Yoga’. The forum witnessed active participation of professionals, entrepreneurs and housewives.



*Mrs. Pria Sharma at the Women’s Forum*

## Bhopal Management Association

The Bhopal Management Association and CII jointly organised a Guest Lecture on 'Health Management - Heart Disease and its care' on 21st July. Dr. Rajesh Sethi, M.D. (Medicine), VED Health and Heart Centre, Bhopal was the Guest Speaker. About 50 employees of Permali Wallace Pvt. Ltd. and members of BMA attended the programme. Industrialists Mr Mahesh Vithaldas, Mr Subhash Vithaldas, Mrs. Ravisha Merchant, Members of BMA, Mr P. P. Khare, Mr Vishwas Ghushhe, Mr N. K. Chhibbar Adv. G.K. Chhibbar, Mr Manoj Jha, Mr N. K Chhibbar, Prof. C.K. Sardana, Mr Ashish Chaturvedi, Mr. Aamir Khan and members of CII also attended the programme. The programme was coordinated by Dr. Jaya Mrvastava, HR Manager, Permali Wallace Pvt. Ltd.



*Dr Rajesh Sethi with the participants*

The Bhopal Management Association successfully organised a Guest Lecture on the topic 'How to ensure Greater Employability of Students', on 22nd July. Expert Ajay Kumar Verma, Retd. GM, BHEL, Bhopal was the Guest Speaker. He shared practical tips with students to develop their skills and understand the importance of their soft skills.



*Participants at the session*

Dr. R. S. Tiwari, Retd. Director, Bansal College of MBA and also shared his views on the occasion. About 40 students of Makhanlal University, Sagar Institute of Research and Technology, Bhopal and members of BMA attended the programme. Mr G.K Chhibbar, Dr. Avinash Bajpai, Mr. Aamir Khan and other faculty and staff of Makhanlal University attended the programme. The programme was coordinated by Ms. Manisha Verma and the vote of thanks was given by Dr. Kanchan Bhatia of Makhanlal University.

## Bombay Management Association

### Session

A half-day session on 'GST – Ask the Expert' was conducted on 13th July by CA Uday Prabhupatkar at Oriental Institute of Management. Mr. Uday Prabhupatkar made the session quite lively based on his profound knowledge in the area of Indirect Taxation. The feedback from the participants was encouraging.



*CA Uday Prabhupatkar with the participants*

**Mega Job Fair**

On 8th-9th July Mr. N S Bilgi, Director of Kou-Chan Knowledge Convergence Pvt Ltd along with Mumbai Police organised a Mega Job Fair at the Mumbai Police Welfare Hall, Dadar East wherein Bombay Management Association joined in guiding the students and the job aspirants about the Career Development Programmes and also guide people for enrolling themselves as new members of BMA. The fair was attended by about 500 participants.



*Mr. N S Bilgi along with the BMA Staff*

**Workshops**

A two day workshop by Dr. Devyani Rozario on ‘Mastering the art of Communication’ as part of newly launched Smart Manager Series was held on 19th & 20th July. Colonel A. R. Khadar, Executive Director was the Guest Speaker who presented the perspective of Power of Communication of Armed Forces, Government and Corporate Sector. The objective of the programme was to assist the participants to learn the art of being an authentic speaker, acquire persuasion skills, pitch great ideas, manage difficult conversations and master the art of effective communication.



*Dr. Devyani Rozario with the participants*

On 27th & 28th July a two day workshop by Prof. Chandan Singhavi on ‘Advanced Excel for Decision Making’ was held. The objective was to assist the participants to understand the role of business analytics with an organisation, analyse data using Excel and understand relationships between the underlying business processes of any organisation.



*Prof Chandan Singhavi with the participants*

**Evening Session**

An Evening Session with Expert on ‘xR – Transforming Physical & Digital World!’ By Mr. Chintan Oza was held on 29th July at SIES College of Management Studies, Navi Mumbai. Virtual Reality (VR) a way of using technology is a gateway to digital world. There are 3 variants of this technology namely Virtual Reality (VR), Augmented Reality (AR) & Mixed Reality (MR). The faculty coined the terms xR for all these together.



*Faculty Mr. Chintan Oza with the participants*



## Calicut Management Association

### Installation Ceremony

The installation ceremony of the President and Office Bearers of the Calicut Management Association for the year 2017-18 was done on 14th July in the august presence of Dr. Venu V, IAS, Principal Secretary (Tourism), Govt. of Kerala. The keynote address was delivered by Prof. Keyoor Purani, Executive Director, IIMK-LIVE. The new office bearers were announced.



*Installation of office Bearers 2017-18*

### Interactive Meeting

The Hon'ble Minister for Industries, Sports and Youth Affairs, Mr. A. C. Moideen chaired an interactive meeting to discuss in details on the draft Industrial & Commercial Policy 2017 with the industrialists and associations in the Northern Districts on 10th July. Mr. K. A. Ajayan, President and Mr. Anil Balan, Secretary of Calicut Management Association participated in the discussion.



*Participants at the interactive meeting*

### In-House Sessions

An in-house session on 'Blue Ocean Strategy' was conducted on 22nd July with Mr. Rishikesh, Assistant Professor, Christ University, Bangalore. Mr. Rishikesh spoke on 'How to create uncontested market and make competition irrelevant'. The session was very interesting and gave good insights to the members.



*In-house session in progress*



*Mr. Anil Balan addressing*

world is steering the business drivers.

An in-house lecture on 'Digital Transformation, A Roadmap to Growth' was conducted on 27th July with Mr. Anil Balan, Secretary, CMA, IT Entrepreneur. He spoke on 'Digital Transformation' in the context of India and World and shared the key objectives that are enabler for Digital Transformation. The session was interactive with discussion around how digital

**Lecture Session**

A Lecture Session on ‘Establishing a University : Challenges & Satisfaction’ was held on 27th July with Mr. K Jayakumar (IAS), Founding Vice-Chancellor, Thunchath Ezhuthachan Malayalam University, Tirur. He shared his experience of setting up a Malayalam University. CMA members got an opportunity to interact, discuss and understand management skills as well as techniques to define strategy and find solutions to all the challenges that may arise during the implementation of projects of such scale.



*Mr K Jayakumar addressing*

**Chandigarh Management Association**

**Panel Discussion**

CMA organised a panel discussion on the much talked issue of GST on 15 July. Two top CAs of the city Mr. Uma Kant Mehta and Mr Vaibhav Garg were the panelists. Mr. Deepak Kumar Dhingra, President CMA moderated the panel discussion. More than 70 members attended the event. The one hour session was full of questions with befitting replies from the learned panelists.



*Panel discussion on GST*

**Annual General Meeting**

Annual General Meeting 2017 was held on 15 June. The meeting was attended by over 100 CMA members which included Past Presidents, EC Members and eligible voters. Dr. Aneet Bedi, President, CMA welcomed all the members and presented Annual Report. Mr. Deepak Dhingra, Secretary General, CMA gave a brief presentation of the events organised by CMA during 2016-17. The new office bearers and EC members were announced. Mr. Deepak Dhingra, President (elect) thanked the Returning Officer, the Past Presidents and all the CMA members.



*Annual General Meeting*

## Coimbatore Management Association

CMA's 'Monday Musings' is a 45 minute, popular, interactive programme on a topic concerning Individual and Institutional Management. Monday Musing is conducted every Monday evening at CMA premises. It is usually attended by more than 30-40 people. This time Ms. S. Yogeshwari, Secretary, Quality Circle Forum of India, Coimbatore addressed members on the topic '7 Wastes'.



*Ms. S. Yogeshwari, Secretary, Quality Circle Forum of India, Coimbatore addressing*

## Delhi Management Association

### Interactive Sessions

DMA organised an Interactive session on 'Managing Business in Present Scenario' on 7th July. Mr. Anil Chopra, Promoter, Zyxor Consulting was the eminent speaker and the session was chaired by Dr. C S Arora, Advisor/Strategy, NABET & Edu Tech Consultant. Mr. Rajan Pandhi, Director, DMA thanked the eminent speakers for sharing their expertise with the participants.



*Participants at the workshop*



*Eminent Speakers addressing the participants*

Mr. Rajiv Khurana, Director, Retyrment.com thanked the eminent speakers for sharing their thoughts and members for their overwhelming response.

DMA organised an interactive session on 'Organisational success through Impactful leadership' on 13th July chaired by Mr. Sumit Chaudhuri, Chairman, Third Millennium Business Resource Associates Pvt. Ltd and Mr. Rahul Jain, Licensee, LMI, India & Director, BisWislearning was the eminent speaker. The session was attended by a large number of professionals from diverse backgrounds.

Another Interactive session on 'Good Stuff & Troubles of GST' was organised by DMA in collaboration with Retyrment.com and duly supported by Lex Indis and SRCC80 on 12th July. The eminent speakers included CA Sushil Agarwal; CA Rakesh Garg; Mr. Anand Chhabra, Former IRS and Mr. Ajay Tandon, Managing Partner, Lex Indis and the participants. In the open house session member's queries were answered by the panelist.



*L to R: Mr. Sumit Chaudhuri, Mr. Rahul Jain and Mr. Rajan Pandhi*



DMA organised an interactive session on ‘The Relative Role of Mentoring in Career Success’ on 19th July by Professor Phyllis Tharenou, Vice-President and Executive Dean, College of Business, Government & Law at Flinders University.

Mr. Rajan Pandhi, Director, DMA welcomed the session chairman Mr. Sidhartha Ganguly, Sr. Vice President, Bennett Coleman & Co Ltd; Prof. Phyllis Tharenou and the participants. The session was very well received by the participants. Mr. Ganguly thanked Professor Phyllis Tharenou for sparing time to address DMA members on such a topical issue. Mr. Rajan Pandhi gave the vote of thanks.



*L to R: Mr. Sidhartha Ganguly, Prof. Phyllis Tharenou and Mr. Rajan Pandhi*

### **Awareness Programme**

TiE organised Women Entrepreneurship 2017 – New Horizons on 14th July. The programme was packed with enlightening and informative sessions by young successful entrepreneurs who shared their experiences and challenges. The programme was duly supported by DMA.

### **Visit to Australian High Commission**

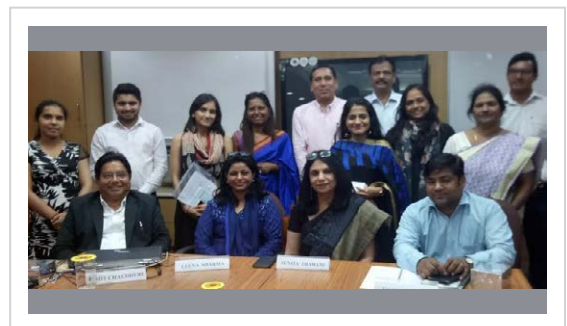
A group of DMA members visited Australian High Commission, New Delhi on 20th July. Professor Phyllis Tharenou, Vice-President and Executive Dean, College of Business, Government and Law at Flinders University launched a scholarship programme to attract the most innovative and brightest students to study at Flinders Business.



*Participants at the programme*

### **Workshop**

DMA organised a workshop on Issues and Implications of Sexual Harassment at Workplace on 21st July. The eminent speakers included Mr. Sumit Chaudhuri, Chairperson & Managing Director, Third Millennium Business Resource Associates Pvt. Ltd; Ms. Sunita Thawani, Founder CEO, Full Circle; Advocate Leenu Sharma, Partner, Zaveri & Associates and the participants. The workshop covered the detailed overview of what sexual harassment is, how to handle sexual harassment complaints and maintain a positive work environment.



*Participants at the workshop*

### **Seminar**

A Seminar on ‘Digitally Transforming Business Practices in the Current Scenario’ was organised by DMA on 21st July. The Session Chairman was Mr. Ullas Sharma, Director, Growth Intellect Consulting and the speaker was Mr. Kaviraj Singh, MD, Saralweb. Mr. Kaviraj Singh shared that cashless transactions, move towards GST and

penetration of smart mobile devices are the dominant trends driving the business environment today which have significant impact on digitalisation. The session was well received by the participants from different walks of life.

**Investors Awareness Programme**

DMA organised an Investors Awareness Programme on 28th July. The programme was supported by SEBI. Mr. J C Jhuraney, Former Vice President, DMA chaired the programme. Mr. Arun Kumar, Chairman, Dignity Restoration & Grievance Settlement Association; Mr. Surinder P Verma, Chairman, Citizen Awareness Group and Mr. Surya Kant Sharma, Dy. General Manager, SEBI were the eminent speakers who covered the benefits of investing in the capital markets. The members queries were answered by the panelists. The session concluded with a vote of thanks by Mr. Rajan Pandhi, Director, DMA.



*Participants at the seminar*



*L to R: Mr. Arun Kumar, Mr. Surinder Verma, Mr. Surya Kant Sharma and Mr. J C Jhuraney*

**Ghaziabad Management Association**

Ghaziabad Management Association organised a programme on efficient use of Microsoft Excel on Spreadsheet and effective delivery through Microsoft Power point Software at ABES Engineering College on 26th July. The programme was inaugurated by Mr Vinay Gupta, Executive Director, GMA and Prof (Dr.) R.K. Singhal, HOD, MBA, ABES Engineering College, Ghaziabad.

The first session was conducted by Mr Ajay Singh, Senior Assistant Professor, ABES Engineering College, Ghaziabad and the second session was conducted by Mr Jatin from APTECH.



*Session in progress*

## Goa Management Association

As a part of GMA Knowledge Series Lecture, Goa Management Association (GMA) organised a talk by Mr. Anish Sousa, in collaboration with M/s Finolex Cables Ltd, Verna Goa on 27th July. Mr. Anish Sousa, Founder & CEO, SUN360, Alumnus – GEC, IIM Bangalore, spoke on the topic 'Fuel for the Future : Solar Power'. The welcome address was delivered by Dr. Pradeep B Salgaonkar, Chairman GMA; Mr. Mahesh Prabhu, Director, Essem Group and Executive Committee Member of GMA, introduced the speaker; Mr. Ratnakar Barve, AVP, Operations, Finolex Cables Ltd, Verna and Executive Committee Member of GMA, presented the memento to the guest speaker and Mr. Prashant Deshpande, VP – Quality and Engineering, Smartlink Network Systems Ltd and Executive Committee Member, GMA, presented the vote of thanks. The talk was highly informative and appreciated by all.



*Mr. Anish Sousa during his presentation*

## Guwahati Management Association

### World Population Day 2017

On the occasion of World Population Day, Guwahati Management Association organised a session on 'Family Planning: Empowering People in Developing Nations' on 11th July. Prof (Dr) Anil Mahanta, was the keynote speaker for the session. He emphasised on the dangers of growing population, need for the growing public awareness and steps taken by Government to control the situation. The session was well received by the participants.

### Session with ICC

GMA actively participated in a session organised by ICC, on 'Northeast Energy Conclave-Powering the Northeast: Availability, Accessibility & Affordability' on 28th July. Mr Pallab Lochan Das, Hon'ble Minister of State (Power) Government of Assam was the Chief Guest. Mr E. P. Kharbhih, Commissioner and Secretary, Power Department, Meghalaya was the special guest for the session. Mr Nitin Zamre, Managing Director, ICF delivered the theme presentation. The event was appreciated by the audience and delegates.



*A session on 'Family Planning' in progress*



## Hyderabad Management Association

### Joint Lecture Meeting

The Hyderabad Management Association (HMA) in collaboration with The Federation of Telangana & Andhra Pradesh Chambers of Commerce & Industry (FTAPCCI) and The Dhanwantari Institute of Science & Technology (DIST) conducted a Joint Lecture Meeting titled 'Cyber Crimes - A challenge for Managements in Globalized Digital Era' by Mr U Ramamohan, IPS, Superintendent of Police, Cyber Crimes in CID, TS, Hyderabad on 15th July.



Mr. U Ramamohan, IPS, Superintendent of Police, Cyber Crimes in CID, TS, Hyderabad addressing the gathering.

### Management Development Training Programme

The Hyderabad Management Association conducted a one day Management Development Training Programme on 29th July on 'Leadership - World of Possibilities Spiritual Intelligence' by Mr V S Sudhaker, Senior Trainer & Coach, 3R Management Consultancy Services, Hyderabad. 23 participants from different Industries attended the Management Development Programmes.



Participants at the Management Development Programme

## Indore Management Association

### Learning from the life of Legends

IMA organised a programme Learning from life of legends on 'J.R.D. Tata' on 4th July. The speaker for the session was Mr. Abhishek Sanghvi, Co-Founder of Swan Finance Ltd.



Mr. Abhishek Sanghvi addressing the participants.



Adv. Girish Patwardhan addressing

### Evolution For Excellence

IMA organised Evolution for Excellence workshop on 'Employment Law: Avoiding Legal Pitfalls' on 15th July. The faculty for this workshop was Advocate. Girish Patwardhan, Labour Law Expert.

**Mind Your Etiquettes**

IMA organised an evening talk on Mind Your Etiquettes on the topic Corporate Etiquettes on 19th July. The faculty for this session was Ms. Gul Parvez, Corporate Trainer.

**IMA Student Chapter**

Indore Management Association - Student Chapter organised CEO Talk on 21st July at International Institute of Professional Studies (IIPS), DAVV Indore on the topic 'Dare to Dream' and the speaker for the session was Mr. Rajiv Shah, CEO at GIC Consultant Abu Dhabi.



*Ms. Gul Parvez addressing the participants*



*Mr. Rajiv Shah addressing the students of IIPS, DAVV Indore*



*Mr. Montek Singh Ahluwalia addressing*

**Rendezvous – An Exclusive CEOs Meet**

Indore Management Association organised its prestigious Rendezvous – An Exclusive CEOs Dinner Meet with Mr. Montek Singh Ahluwalia, Former Deputy Chairman Planning Commission on 26th July on the topic 'Challenges Facing the Indian Economy'. The event was very well received.

**Jaipur Management Association**

Jaipur Management Association in collaboration with Jaipuria Institute of Management organised a lecture on topic 'Leadership and Family Business' with Mr. Vineet Agarwal, Managing Director, Transport Corporation of India and Council member, AIMA on 21st July. The session was chaired by Mr. K. L Jain, President, JMA. Dr. Ajay Kumar Mathur, Honorary Secretary talked about the achievements of JMA . The session was well received by the participants.



*(L-R) Mr. V. Shrimal; Dr. Ajay Kumar Mathur; Dr. K. L Jain; Mr. Vineet Agarwal and Mr. Anurag Singh*

## Kerala Management Association

### 59th Annual General Meeting

The 59th Annual General Meeting of Kerala Management Association was held on 7th July. Mr. Mathew Urumbath, President welcomed the gathering and invited Mr. Vivek Krishna Govind, Sr. Vice President for the welcome address followed by the Presidential Address. Mr. Urumbath spoke about the various programmes and activities conducted during the year. Mr. R. Madhav Chandran, Honorary Secretary presented the Annual Report of activities and Mr. Jibu Paul, Treasurer presented the audited accounts. The new office bearers were also announced.



*Mr. Mathew Urumbath, President delivering the Presidential Address*

### Inaugural Event of KMA Activities 2017-18

The Inaugural Event of KMA Activities 2017-18 was held on 31st July. The Chief Guest of the function was Mr. K. M. Chandrasekhar IAS (Retd.), Chairman, Federal Bank Ltd & Former Cabinet Secretary. Mr. K. Ullas Kamath, Jt. Managing Director, Jyothy Laboratories Ltd delivered the keynote address on the topic 'Ushering in the GST Era'.



*Mr. K.M. Chandrasekhar inaugurating the KMA Activities 2017-18*

## Ludhiana Management Association

### Training Programme

Ludhiana Management Association organised a training programme on Etiquette & Manners on 5th July at PCTE Group of Institutes. The programme was conducted by Mr Varinder Singh Rana, Deputy Dean, Faculty of Hotel Management, GNA University, Phagwara. 32 participants mainly supervisors from Hospitality, Public Relations, & Administration in different organisations attended the programme.



*Participants at the training programme*

### Seminar

Ludhiana Management Association organised a seminar on 'Implications of GST (Goods and Services Tax)' on 10th July conducted by Mr Aditya Kumar, Chartered Accountant & Head, Indirect Taxation, M/s Ashwani



& Associates renowned taxation consultants. Mr Kumar highlighted the salient features of GST, why GST is necessary for India. The programme was attended by 220 entrepreneurs, professionals, & senior executives.



*Seminar on 'Implications of GST (Goods and Services Tax)'*



*Walking on broken glass at the workshop on 'Breaking Mental Blocks'*

**Workshop**

Young Entrepreneurs Forum of LMA organised a workshop on 'Breaking Mental Blocks' on 13th July. The seminar was conducted by Mr Rahul Ahuja, Director, Rajnish Industries, Ludhiana & a qualified Head Coach for Soft Skill Training from

JCI. Mr Ahuja practically prepared the participants to walk on glass pieces without any cut or physical harm. The programme was attended by 30 young entrepreneurs.

**Lucknow Management Association**

**AIMA-FMA interaction**

LMA organised an AIMA-FMA interaction at Faizabad on 1st July for affiliation of newly constituted Faizabad Management Association with AIMA. Mr. Sanjay Grover, Director LMA Relations represented AIMA. Besides the office bearers of FMA were led by President Mr. L.K. Jhunjhunwala, Mr. A.K. Mathur Vice President and Executive Director Lucknow Management Association participated in the interaction. Lucknow Management Association will be mentoring FMA for its growth.

**Workshop**

LMA collaborated with Indian Institute of Architecture, IIT Roorkee Alumni Association and TERI to organise a Workshop on 'Technical and Regulatory Nuances of Green Buildings' on 3rd July. The subject is vital for improving energy efficiency of residential and commercial buildings mandated by Energy Conversation Act 2001. Dr. Ajay Mathur, Director General TERI delivered the keynote address on 'Cost-Benefit of Green



*Dr Ajay Mathur delivering keynote address*

Buildings to Individuals, Organisations and Society'. Mr. Kumar Keshav, Managing Director, Lucknow Metro Rail Corporation delivered a special address on 'Lucknow Metro : Green Initiatives in Building Modern Urban Transport System'. Mr Nand Gopal Gupta 'Nandi', Hon'ble Minister of Stamp and Registration and Civil Aviation, Govt. of Uttar Pradesh inaugurated the workshop.

**Workshop on Self Defense**

Keeping safety of women in mind and to make women self-dependent for their security, LMA took the initiative to conduct a training session in collaboration with Red Brigade Lucknow, a registered non-governmental organisation founded by Usha Vishwakarma which focuses on empowering women through self-defense education. A 3 hour training session was conducted for young girls on 7th July by a French group lead by Mr. Michael who is black belt champion and self-defense trainer and also an expert in the KravMaga Technique.



*Participants at workshop on self defence*

**Foundation Day Celebration**

LMA collaborated with Clean and Green Environmental Society (CGES) for the 2nd Foundation Day celebrations of the Society on 8th July. Dr. P.V. Sane, Former Director, CSIR National Botanical Research Institute was the Chief Guest and Dr. D.K. Upreti, Former Chief Scientist, CSIR National Botanical Research Institute was the Guest of Honour. Dr. V.P. Khamboj, Former Director, CSIR National Drug Research Institute delivered the Foundation Day lecture.



*2nd Foundation Day celebrations in progress*

**Seminar on GST**

M/s Samadhan Associates Private Ltd, an incubator and mentor company for industry professionals has been formed by a group of Chartered Accountants and Investment consultants to develop entrepreneurs through hands on training in multiple sectors of industries. LMA collaborated with Samadhan in a one-day Industrial GST Conference on 23rd July. The conference, attended by entrepreneurs from different sectors, was addressed by CA Dharmendra Srivastava, CA Mukesh Shukla and CA Manoj Gupta.



*Seminar on GST in progress*

## Mangalore Management Association

### Doctors Day

'Doctors Day' was celebrated on 1st July in association with Academy of Hospital Administration, Mangalore-Manipal Chapter & A.J Hospital & Research Centre, Mangaluru. Dr. P. V Bhandary, Director & Consultant Psychiatrist, Dr. A.V Baliga Group of Institutions, Udupi was the Chief Guest on the occasion. He delivered a talk on the topic 'Managing Depression'.



*Lighting of the lamp by the Chief Guest Dr. P.V. Bhandary*

Dr. Amitha Marla, Director, A.J Hospital, Mangaluru welcomed the gathering. Mr T. G. Shenoy, Former President of MMA introduced the Chief Guest. Mr M.R Vasudeva, President, MMA, in his presidential remarks complemented the speaker for the excellent presentation and shared his experiences. Mr K Ramesh Rao, Former Jt. Secretary proposed the vote of thanks. The programme was very well received.



*Dr. Harish Bhat addressing the gathering*

### Lecture Meeting

Mangalore Management Association and SDM PG Centre for Management Studies & Research, Mangalore jointly organised a lecture meeting on Evaluation of Business Practices in US Data Management by Dr. Harish Bhat, NET-APP Management, USA on 17th July.

Dr. Devaraj K., Director, SDM PG Centre of Management Studies & Research gave the presidential address. Prof. J.H.G. Anchen, Vice President, MMA welcomed the gathering. Mr P Panduranga Rao, Life Member, MMA introduced the Chief Guest. Mr M. R. Vasudeva, President, MMA expressed his views on the topic and presented a memento to the Chief Guest. Mr Prasanna Mallya, Secretary, MMA proposed the vote of thanks.

## Navsari Management Association

Navsari Management Association organised The 3rd Wealth Conclave on 2nd July. The speakers were Mr Anil Bokil, Founder, Arth Kranti, Pune and Mr Pankaj Tibrewal, Sr. Vice President, Kotak Mutual Fund. The subject chosen was very interesting and related to current affairs. Mr. Anil Bokil, Founder of Arthkranti Sansthan at Pune, who recommended demonetisation spoke on challenges for Indian Economy. Mr. Pankaj Tibrewal spoke on opportunities in Indian Economy. He narrated with many examples how our economy is growing with a stable footing. Nearly 250 participants from Navsari and nearby places attended the programme.



*Mr. Pankaj Tibrewal addressing the gathering.*



## Palghat Management Association

The 33rd Formation Day Function was held in the evening of 26th July. Mr. Naresh Lalwani, DRM Southern Railway Palakkad the Chief Guest, delivered the keynote addresses at the function. The Chief Guest presented merit certificates to the winners of first and second prize in the Essay Competition held on the theme of the previous National Management Day. Mr. Jimmy J Nalappat, President of PMA welcomed the Chief Guest and other invitees. Around 90 members participated in the function.



33rd Formation Day Function

## Pathankot Management Association

### Seminars

Pathankot Management Association organised a Seminar on Marketing Management & Startups on 7th July with Dr. Sanjay Bahl, Secretary, PMA. The seminar was focussed on the need for Indians to venture out into the world of entrepreneurship, build intellectual property and create wealth.



Dr. Sanjay Bahl addressing about Marketing Management & Startups



Mr. Vijay Arora addressing on Entrepreneurship Development & Innovation

The seminar was followed by a one-hour discussion on 'Challenges in Scalability & Globalisation for a Start-Up'. More than 25 faculty members participated in the seminar.

Pathankot Management Association organised a seminar on 'Entrepreneurship Development & Innovation' on 26th July with more than 50 students and faculty members participated in the seminar.

### Tree Plantation

Pathankot Management Association organised a Tree Plantation programme on 17th July with DSP S. Ranjit Singh. Student members of PMA planted 100 saplings of different varieties viz ornamental, shadowing and fruit bearing trees. Each student took the responsibility to nourish and maintain the allocated plant.



Tree Plantation Programme

## Quilon Management Association

The installation of office bearers for the year 2017-18 was held on 27th July. Mr. A. Hemachandran IPS, Director General, Kerala Fire and Rescue Services; Mr K Rajendran Nair, I A S (Retired), Former Secretary, Govt. of India; Mr. Roy Kurian. K.K, Managing Director, KMML & Patron QMA were the guests for the event. The office bearers of the year 2017-18 were announced. Mr Sreeraj welcomed the gathering and Mr Rajendra Prasad chaired the meeting. Mr Franklyn Danel, Dr. Regi G Nair and Dr. Sasidharan Pillai introduced the chief guests Mr Hemachandran, Mr Rejandran Nair and Mr Roy Kurien respectively. Mr Zakheer presented mementos to guests and certificates were distributed to newly joined QMA members.



*Inauguration by the guests and speakers*

## Rohilkhand Management Association

Rohilkhand Management Association organised an innovative soft skill behavioural training programme-one day workshop on 'How To Deal With Difficult People' on 22nd July. The programme facilitator was eminent corporate trainer Mr. Anil Bhatnagar. With exemplary cooperation of Mr. D.K. Verma, H.R. Head and Mr. R.K. Gupta, General Manager, Polyplex Corporation Ltd., the workshop was very successful. Dr. N.L. Sharma, Professor (Dr.) N.L. Sharma, former Head-Commercial Department, Bareilly College and Mr. Qadir Ahmad, Secretary-RMA also shared their views on the topic. Mr. R.K. Gupta summed up the programme and thanked all the participants



*Felicitation of the speaker*

## Tarapur Management Association

### Advance Diploma in Industrial Safety

TMA Institute of Management Studies (TIMS) organised the inaugural session of the XVII batch of 'Advance Diploma in Industrial Safety' on 15th July. ADIS is a professional diploma course being conducted by TMA successfully for the past sixteen years and is recognised by Maharashtra State board of Technical Education. Till date more than 450 safety officers have passed out from this institute. During the Inaugural session,



*Chief Guest Mr Lad felicitating 'The Best Performer' of XVI Batch, during the Inaugural session of XVII batch of ADIS course*

TMA felicitated the Best Performing students of XVI batch and Mr Jagdish Lad, General Manager - Operations, JSW Steel Coated Products Ltd., was the Chief Guest for the inaugural session.

**Lecture session**

TMA organised a lecture session on 15th July on the theme ‘Pick Right To Shine Bright’ and the speaker of the session was Mr M S Subramaniam, Executive President TMA & Director, Lavino Kapur Cottons Ltd. The speaker while addressing the business school students emphasised on the importance of choosing the right field while getting into the corporate world and also shared few vital inputs of the challenges being encountered in the professional world.

**Film Show**

TMA organised a film show on ‘Think Fast, Talk Fast – Communication Techniques’ by Matt Abrahams, Lecturer in Stanford Business School on 21st July. The content of the film was very informative and also highlighted various constraints in the effective communication process and the techniques to overcome the same. The session was well attended by the executives from various industries and the TMA members.

**Industrial Visit**

TMA organised an industrial visit to one of the state of the art textile manufacturing facilities of D’Decor on 28th July. The officials from D’Decor assisted the visiting members of TMA by sharing the brief production process and also accompanied during the walkthrough of the plant. Overall the visit was a great learning experience for all participants.



*Industrial visit to D’Decor*

**Thrissur Management Association**

**Annual General Meeting**

Thrissur Management Association held its 27th Annual General Meeting on 4th July. The new office bearers for the year 2017-18 were elected and the 6th issue of TMA Magazine ‘Management Voice’ was also released on the occasion. Around 120 members participated in the meeting.



*(L-R) Mr Renjith Kollannur; CA Geo Job (Secretary); Er. NI Verghese; Er. Christo George (President); CA Sony C L; Mr. Padmakumar C and Mr. P M Jose (CEO)*



**Inauguration of TMA Activities 2017-18**

The inaugural event of TMA activities 2017-18 was held on 25th July. Mr. Elias George IAS (MD KMRL) was the chief guest for the event. He addressed TMA members and students on the topic ‘Redefining the Urban Transport Scenario in Kochi’ and explained how public transport system can be effectively used to catalyse the growth of the country. The event was attended by 160 members and was widely covered in media.



*Mr. Elias George IAS inaugurating TMA activities for the year 2017-18*

**Study Tour**

TMA members visited Eco Garden Cheruthuruthy, Thrissur on 8th July for a study tour on the theme ‘Eco-tourism in Kerala’. Total 33 members attended the tour.

Mr. Seejo Ponnore represented Thrissur Management Association at Kerala Water Summit held by CII. Er. N I Verghese, Sr. Vice President - TMA addressed a session organised by the Kerala State Small Industries Association members on the Topic ‘Development of Kerala – Role of Small Scale Industries’. Dr. Assisi Menachery, TMA Managing Committee Member addressed a four day workshop on Enterprise Risk Management (ERM) at Baba Atomic Research Centre (BARC).



*Mr. Seejo Ponnore, TMA representative addressing Kerala Water Summit*



*TMA Sr. Vice President, Er. N I Verghese addressing Kerala State Small Industries Association*



*Dr. Assisi Menachery, TMA Managing Committee Member with Senior Managers of Baba Atomic Research Centre*

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# AIMA Events Calendar

Event	Conference Director	Venue	Date
National Competition for Young Managers		Kolkata Chennai Mumbai New Delhi Grand Finale	13-14 July 2017 20-21 July 2017 03-04 August 2017 10-11 August 2017 18 August 2017
22nd AIMA Convocation		New Delhi	18 August 2017
Shaping Young Minds Programme		Kochi	23 August 2017
2nd US India Conference	Sunil Kant Munjal, President, AIMA & Chairman, The Hero Enterprise	University of California Campus, Berkeley USA	08 September 2017
44th National Management Convention		New Delhi	27-28 September 2017
National Competition for Young India		Bangalore Mumbai Kolkata New Delhi	September - October 2017
6th Young Leaders Retreat	Sanjeev Bikhchandani Founder and Executive Vice Chairman, Naukri.com & Vineet Agarwal Managing Director, Transport Corporation of India Ltd	Goa	26-28 October 2017
Shaping Young Minds Programme		Coimbatore	27 October 2017





Event	Conference Director	Venue	Date
National Management Quiz		Bangalore Mumbai Kolkata New Delhi	November 2017
15th HRM Summit		New Delhi	06 December 2017
3rd Digital & Social Marketing Retreat	D Shivakumar, Chairman & CEO – India Region, PepsiCo India Holdings Pvt Ltd & Umang Bedi, Managing Director, India & South Asia, Facebook	Goa	15-17 December 2017

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

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