

# AIMA News

AIMA'S MONTHLY E-MAGAZINE

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

JULY 2020



Dear Readers,

In its journey of digital transformation, AIMA continued to break new ground in the virtual management space.

As a new initiative, AIMA partnered with Center for Growth Markets, UC Berkeley to organise the inaugural edition of the Berkeley Innovation Forum in India on the theme 'Rebuilding India Post Covid-19'. The Forum was co-chaired by Mr Amitabh Kant and Mr Sunil Kant Munjal. This semi-annual Forum aims to serve as an interactive leadership platform to brainstorm and develop a roadmap to restore economic growth in India post Covid-19. Some of the key speakers who addressed the inaugural forum included Mr Nandan Nilekani, Mr Sanjay Kirloskar, Mr Nikhil Meswani, Mr TV Mohandas Pai, Ms Preetha Reddy, Ms Ann E Harrison, Dean, Haas School of Business, UC Berkeley; Ms Catherine Wolfram and Prof Solomon Darwin from UC Berkeley, amongst others. A brief report is carried inside.

In a few days from now, AIMA will be organising its 25th Annual Convocation - for the first time in an online mode, on a specially curated digital platform. The Chief Guest, Mr Ramesh Pokhriyal 'Nishank', Minister of Education, Ministry of Education, Government of India along with Prof Anil D Sahasrabudhe, Chairman, AICTE will present the honours to the 2020 batch of scholars virtually. This year over 1500 students will be receiving their honours and certificates.

AIMA's hugely popular LeaderSpeak Series - a series of webinars with Indian and global thought leaders and experts - were conducted on topical themes and subjects during the period. The sessions, moderated by Mr Sanjay Kirloskar were addressed by eminent speakers including Mr N K Singh, Mr Shyam Saran, Dr RA Mashelkar and Dr Harry G. Broadman, Partner and Managing Director, Chair, Emerging Markets Practice, Berkeley Research Group LLC. Each session was extremely insightful and very well appreciated by the participants, who ran into several hundreds. Further details are carried inside.

Another of AIMA's new initiatives - AIMA's BusinessUnusual Series - successfully concluded last month. In all, 7 such programmes were held over June and July, with senior professionals and entrepreneurs from diverse industry segments signing up for the sessions. The programmes were a resounding success with a participation of close to 200 delegates. The last two sessions, held with CEOs, industry captains and leading subject matter experts; were conducted on the themes 'HR leadership: Transforming Work, Workplace and Workforce' and 'The Big Shift: How Covid would Change Consumption & Branding'. You will find a brief report in this issue.

With an aim to inspire and nurture the young leaders of tomorrow, AIMA's Young Leaders Council reached out to its members and audience through online sessions conducted over the month with industry leaders and young achievers. AIMA YLC's Special Interest Groups created in diverse areas, are progressing well. In addition, AIMA YLC has also launched a Mentor - Mentee Forum, with the objective of opening up new channels of learning and best practice sharing. I invite young leaders from all walks of life to join the YLC and contribute to nation building.

Moving forward its outreach programmes for the MSME sector, AIMA organised a Virtual Conference on 'Boosting IP Culture in MSMEs' in collaboration with the Ministry of MSME. Mr R Panneer Selvam, Principal Director, Ministry of MSME, Government of India delivered the keynote address at the inaugural session which was also addressed by Dr JS Juneja. The Conference, which witnessed a participation of over 400, focused on the importance of intellectual property rights for MSMEs.

During the period AIMA continued to offer its Education Courses, MDPs, Workshops & Trainings for both management practitioners and students. Further details are carried inside along with brief reports from the LMAs and some interesting articles on management.

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

With best wishes for your health and safety.

Warm Regards

Rekha Sethi  
Director General

## AIMA OFFICE BEARERS

### PRESIDENT

**Mr Sanjay Kirloskar**  
Chairman & Managing Director  
Kirloskar Brothers Ltd

### SENIOR VICE PRESIDENT

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

### VICE PRESIDENT

**Mr C K Ranganathan**  
Chairman & Managing Director  
CavinKare Pvt Ltd

### TREASURER

**Mr Nikhil Sawhney**  
Vice Chairman and Managing Director  
Triveni Turbine Limited

### IMMEDIATE PAST PRESIDENT

**Mr Harshavardhan Neotia**  
Chairman  
Ambuja Neotia Group

### DIRECTOR GENERAL

**Ms Rekha Sethi**

### Published by

AIMA, Management House,  
14, Institutional Area,  
Lodhi Road, New Delhi-110003  
Tel : 01124645100  
Fax : 01124626689  
E-mail : dlma@aima.in  
Website : <http://www.aima.in>

Managing Editor  
Ms Smita Das

# CONTENTS



## 04 AIMA - Berkeley Innovation Forum

### AIMA SNAPSHOTS

#### 07 AIMA LEADERSPEAK SERIES



#### 09 AIMA BUSINESS-UNUSUAL SERIES



#### 12 YOUNG LEADERS COUNCIL



#### 13 WORKSHOP

#### 14 NATIONAL VIRTUAL CONFERENCE FOR MSMEs



### IN LIGHTER VEIN

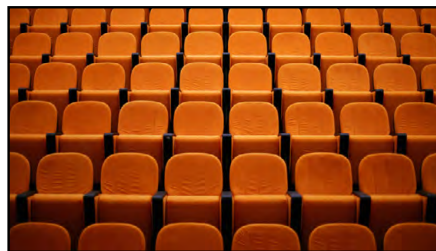
#### 15 IN FACE OF DEATH

### FEATURES

#### 17 EAT, SLEEP, ZOOM



#### 24 CAN ENTREPRENEURSHIP BE TAUGHT IN A CLASSROOM?



### 28 NEWS FROM LMA'S



### 62 AIMA EVENTS CALENDAR



# Chanakya

## Business Simulation

Growing Business Should Now  
Be The Tendency In The Competition

## 29<sup>th</sup> National Management Games (NMG - 2020)

### About National Management Games (NMG)

NMG is a unique platform for Corporate Managers to experience the thrill of Managing Business in competitive mode. It is one of the most awaited and prestigious annual event based on Business Management Simulation, organised by AIMA. The participants get exposed to the intricacies of running a company with focus on resource management, market trends, cost analysis, product positioning, production planning, inventory control etc.

### Standard Slab - Participation Fee

NO. OF TEAMS	AIMA/LMA MEMBERS	NON-MEMBERS
1 – 3 Teams	₹ 32,000 per team	₹ 35,000 per team
4 – 6 Teams	₹ 28,000 per team	₹ 30,000 per team
7 Teams & above	₹ 26,000 per team	₹ 28,000 per team

### Premium Slab - Participation Fee (With Extra Training)

NO. OF TEAMS	AIMA/LMA MEMBERS	NON-MEMBERS
1 – 3 Teams	₹ 42,000 per team	₹ 45,000 per team
4 – 6 Teams	₹ 38,000 per team	₹ 40,000 per team
7 Teams & above	₹ 36,000 per team	₹ 38,000 per team

- AIMA GSTIN No. 07AAATA1644A1ZH
- AIMA PAN No.: AAATA 1644 A
- 18% GST will be charged extra
- Participation Fee through NEFT/DD/Cheque should be sent in favour of "All India Management Association", payable at New Delhi.
- For online registration, please visit <http://simulation.aima.in>

### Dates and Regions

All Rounds will be conducted Online

REGIONS	ROUNDS	DATES	
Western Round (Online)	Training Round, Prelim Round, Regional Final	20 July – 23 July	
Eastern Round (Online)	Training Round, Prelim Round, Regional Final	27 July – 30 July	
Southern Round (Online)	Training Round, Prelim Round, Regional Final	3 August – 6 August	
Northern Round (Online)	Training Round 17 August	Prelim Round 1	18 – 19 August
		Prelim Round 2	20 – 21 August
		Prelim Round 3	25 – 26 August
	Northern Regional Final		27 August
<b>Grand Finale : 1 September, 2020 (Online)</b>			

Key Sponsor



Healthcare Partner & Prize Sponsor



Associate Sponsor



**Ravi Jangra**, Deputy Director  
M. 9811811231, E- rjangra@aima.in

**Mini Khurana**, Manager  
M. 9811017582, E- mkhurana@aima.in

AIMA, Management House, 14, Institutional Area, Lodi Road, New Delhi – 110 003  
D - (+91) 011 24608513, E- managementgames@aima.in, Website : <http://simulation.aima.in>

## AIMA - Berkeley Innovation Forum

*Rebuilding India Post Covid19*



*Mr Amitabh Kant, CEO, NITI Aayog, Government of India*



*Mr Nandan Nilekani, Non-Executive Chairman, Infosys Ltd*

AIMA partnered with Center for Growth Markets, UC Berkeley to organise the inaugural edition of Berkeley Innovation Forum in India on the theme 'Rebuilding India Post Covid19' on 5th, 6th and 7th August, 2020; chaired by Mr Amitabh Kant, CEO, NITI Aayog and co-chaired by Mr Sunil

Kant Munjal, Chairman, AIMA International and Chairman, Hero Enterprise. Mr Solomon Darwin, Executive Director, Center for Growth Markets, UC Berkeley was the programme convener. This semi-annual Forum aims to serve as an interactive leadership platform to brainstorm



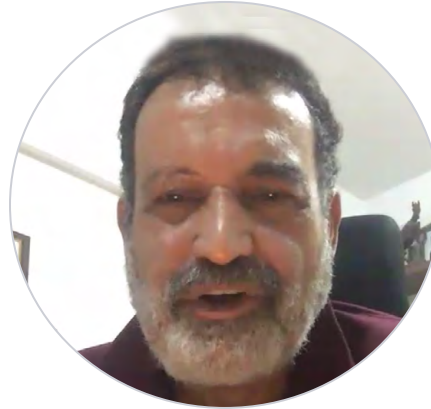
*Mr Sanjay Kirloskar, President, AIMA and Chairman & Managing Director, Kirloskar Brothers Ltd*



*Mr Sunil Kant Munjal, Chairman, AIMA International and Chairman, Hero Enterprise*



*Ms Preetha Reddy, Vice Chairperson,  
Apollo Hospitals*



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



*Mr CP Gurnani, CEO and Managing  
Director, Tech Mahindra*

key issues and develop actionable roadmap to restore economic growth in India post-COVID-19.

Day one began with a welcome address by Ms Ann E. Harrison, Dean of the Haas School of Business, UC Berkeley, followed by the keynote addresses by Mr Amitabh Kant and Mr Sunil Kant Munjal. The discussions on this day focused on the roadmap to establish India as a manufacturing hub for a diversified global supply chain.

On day two, Ms Catherine Wolfram, Associate Dean for Academic Affairs and Chair of Faculty, Haas School of Business, UC Berkeley welcomed the participants and Ms Rekha Sethi, Director General, AIMA set the context for discussions for the day which focused on using digital technologies for education and skill development. Mr Nandan Nilekani, Non-Executive Chairman, Infosys Ltd delivered the keynote address which was followed by discussions on building digital infrastructure to foster digital education and skill development.

Mr Sanjay Kirloskar, President, AIMA and Chairman & Managing Director, Kirloskar Brothers Ltd along with Dr Ganesh Iyer, Faculty Director, Center for Growth Markets, at Berkeley Haas welcomed the participants and set the context for the discussions for day three, which focused on creating digital ecosystems for healthcare and financial inclusion, critical for mitigating the impact of covid pandemic.

Some of the other prominent business leaders who participated at the forum included Mr Nikhil Meswani, Executive Director, Reliance Industries; Mr TV Mohandas Pai, Chairman, Manipal Global Education; Ms Preetha Reddy, Vice Chairperson, Apollo Hospitals; Mr Pankaj Munjal, Chairman, Hero Cycles; Mr Satish Reddy, Chairman, Dr. Reddy's Laboratories; Ms Arundhati Bhattacharya, Chairperson & CEO, Salesforce India; Mr Dilip Asbe, Managing Director & CEO, National Payments Corporation of India; Mr R Mukundan, Managing Director and CEO, Tata Chemicals; Mr Anant Maheshwari, President, Microsoft India; Mr CP Gurnani, CEO and Managing Director, Tech Mahindra;



*Mr Satish Reddy, Chairman,  
Dr. Reddy's Laboratories*



*Prof Solomon Darwin, Executive Director,  
Center for Growth Markets, UC Berkeley*

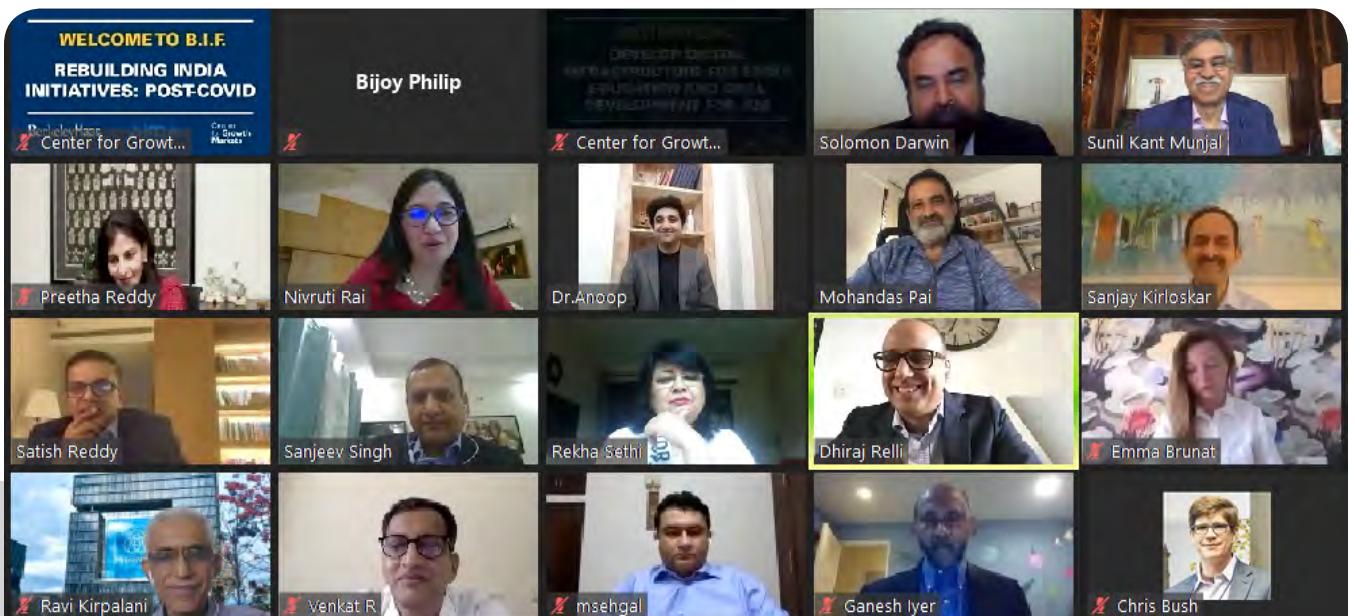


*Ms Rekha Sethi,  
Director General, AIMA*

Mr Ravi Kirpalani, Managing Director & CEO, Thyssenkrupp India; Mr Rajeev Mittal, Managing Director-India and SAARC, Autodesk; Ms Sindhu Gangadharan, SVP and Managing Director, SAP Labs India; Mr Alok Ohrie, President & MD, Dell Technologies India; Ms Nivruti Rai, Country Head, Intel India; Mr Pradeep Nair, Managing Director, VMware India; Mr Dhiraj Relli, CEO & Managing Director, HDFC Securities Ltd; Mr Sanjeev

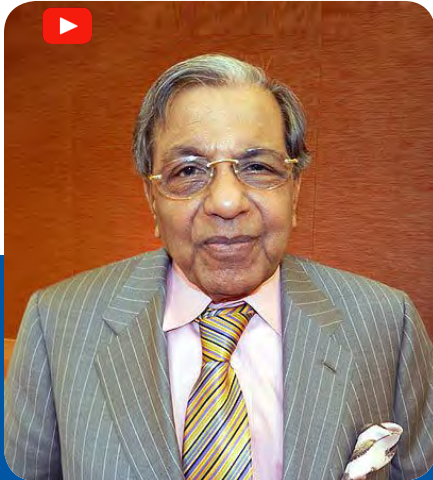
Singh, SVP & Business Head for India – SRE and Products Segment, Wipro Ltd; Mr Prateek Pashine, President Enterprise Business, Reliance Jio amongst others.

The discussions at the forum set the stage to identify opportunities for developing a collaborative roadmap in partnership with UC Berkeley, that will be presented to the group at its next meeting in February 2021.



## AIMA LeaderSpeak Series

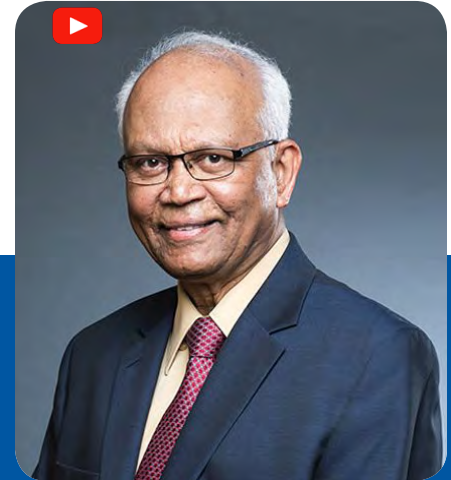
*A series of sessions organised with Indian & global thought leaders and experts*



*Mr N K Singh, Indian Economist, Academician, Policy Adviser and Chairman, 15th Finance Commission, Government of India*



*Mr Shyam Saran, Former Foreign Secretary & Former Chairman of the National Security Advisory Board*



*Dr R A Mashelkar, Eminent scientist, Former Director General, Council of Scientific and Industrial Research (CSIR).*

AIMA continued its LeaderSpeak Series - a series of webinars were conducted with thought leaders including industry captains, spiritual gurus, senior government functionaries including ministers and bureaucrats, on topical themes and subjects.

The twenty-second LeaderSpeak session was held on 16th July 2020 on the theme 'Impact of the Pandemic on the Geopolitical Terrain & Locating India's Place in the Emerging World Order' with Mr Shyam Saran, Former Foreign Secretary & Former Chairman of the National Security Advisory Board and Mr Sanjay Kirloskar, President AIMA and Chairman & Managing Director, Kirloskar Brothers Limited was the session chair. Ms Rekha Sethi, Director General AIMA, introduced the speaker. The session

focused on aspects like how the world has changed a lot in the last six months has tested the resources and character of countries. India today has to find ways to protect its national interest without painting itself into the corner. While India has developed strong relations with countries, we need to further strengthen our relationship with more countries.

Another LeaderSpeak Series was held on 24th July 2020 on the theme 'The Race Between Indian and Chinese Corporates in International Markets: Will The Tortoise Beat the Hare'. Dr Harry G. Broadman, Partner and Managing Director, Chair, Emerging Markets Practice, Berkeley Research Group LLC was the speaker of the session and Mr Sanjay Kirloskar, President AIMA and Chairman & Managing Director, Kirloskar

Brothers Limited was the session moderator. The session focused on how India and China have now been competing for more than one and half decades. While India has all the ingredients to compete with China but at the same time, it has plenty of work to do to sustain growth. Innovation, Investments, exports are the key determinants.

On 27th July 2020 session on the theme, 'The Impact of Covid on the Indian Economy' was organised with Mr N K Singh, prominent Indian economist, academician, policy adviser and currently Chairman of the 15th Finance Commission, Government of India and Mr Sanjay Kirloskar, President AIMA and Chairman & Managing Director, Kirloskar Brothers Limited was the session chair. The session focused on how India is a country full of complexities. Keep in mind the current situation the sectors which need significant attention are health sector and defence services.

The twenty-fifth LeaderSpeak Session was held on 10th August 2020 with Dr R A Mashelkar, Eminent scientist, Former Director General, Council of Scientific and Industrial Research (CSIR). The theme of the session was 'Building Atma Nirbhar Bharat with Atmavishwas'. The session was chaired by Mr Sanjay Kirloskar, President AIMA and Chairman & Managing Director, Kirloskar Brothers Limited. The session focussed on how the Covid situation has changed the world, there is a growing desire amongst nations to achieve self-reliance. Indian Government is also working on building a Atma Nirbhar Bharat - It is not about isolation but about building capacities to become a part of the global value chain.

All the sessions were very well received with participants joining through Zoom, Facebook and YouTube.



*Dr Harry G. Broadman, Partner and Managing Director, Chair, Emerging Markets Practice, Berkeley Research Group LLC*



*Mr Sanjay Kirloskar, President AIMA and Chairman & Managing Director, Kirloskar Brothers Limited*



*Ms Rekha Sethi, Director General AIMA*



# AIMA BusinessUnusual Series

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



*Mr Devendra Chawla, CEO and Managing Director,  
Spencer's Retail*



*Mr D Shivakumar, Group Executive President - Corporate  
Strategy and Business, Aditya Birla Group*



*Mr Santosh Desai, Managing Director and CEO,  
Future Brands Ltd*

AIMA organised its sixth programme under the BusinessUnusual Series on 11th July 2020. The programme focused on HR issues in coping with Covid and rebuilding for the future. The programme was held under the chairmanship of Mr Rajiv Dubey, Principal Advisor, Mahindra & Mahindra and was supported by Mr SY Siddiqui, Executive Advisor, Maruti Suzuki India. The programme had keynote sessions and panel discussions featuring an array of outstanding



*Mr Rajiv Dubey, Principal Advisor, Mahindra & Mahindra*



*Mr SY Siddiqui, Executive Advisor, Maruti Suzuki India*

HR and business leaders who shared their views and thoughts on how HR leadership is responding to the crisis created by the pandemic and what needs to be done to prepare organisations for the post-covid future. The speakers included Mr Suresh Narayan, Chairman and Managing Director, Nestle India; Mr Manish Sabharwal, Chairman and Co-founder, Team Lease; Mr Ranjan Mohopatra, Director HR, Indian Oil Corporation Ltd and HR heads from companies like Mahindra and Mahindra, Dr. Reddy's Labs, ICICI Pru Life Insurance, Axis Bank, Tech Mahindra, ITC Hotels, Amazon India, Microsoft India, JK Group, Deloitte etc.

The seventh and the final programme of the series was conducted on the theme 'The Big Shift: How Covid would change Consumption and Branding' on 18th July 2020. The programme was chaired and curated by Mr Devendra Chawla, CEO and Managing Director, Spencer's Retail. The programme provided an opportunity to learn about consumer trends and brand strategies from the best in business which included Mr Saugata Gupta, Managing Director and CEO, Marico Ltd; Mr Santosh Desai, Managing Director and CEO, Future Brands Ltd; Mr Tarun Katial, CEO, ZEE5 India and Mr D Shivakumar, Group Executive President - Corporate Strategy and Business, Aditya Birla Group.

Each programme was attended by around 40 senior participants from diverse industry segments from across country.



# 46<sup>th</sup> National Competition for Young Managers

**Transformational leadership:  
winning strategies in uncertain times**

## Participation Fee (per team)\*

(*For a team of three persons)	1-2 Team	3-6 Teams	7-More Teams
For Members of AIMA	₹30,000	₹28,000	₹26,000
For Non-members of AIMA	₹32,000	₹30,000	₹28,000
For Academician	₹15,000/- per team		

18% GST will be charged extra

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

\* Nomination will only be confirmed on receipt of participation fee. The fee paid is non-refundable/ non-adjustable, though participation by a substitute is allowed, till the written report is submitted.

## Regional Rounds (Online)

East Region	17 - 18 August, 2020	<b>GRAND</b> FINALE 4 September, 2020 Online
South Region	20 - 21 August, 2020	
North Region	24 - 25 August, 2020	
West Region	27 - 28 August, 2020	
Academician Round	31st August, 2020	

## Eligibility Criteria

A three member team of executives less than 35 years of age (as on January 1, 2020) is eligible to participate. The team should be from an organisation only. Organisations are also free to nominate as many teams as they wish.

Each team will be required to send the mandatory non-refundable entry fee, along with the registration form. The fees should be sent by a crossed demand draft/cheque in favour of All India Management Association, New Delhi and is payable in advance (at least 10 days ahead of the competition).

Key Sponsor



Healthcare Partner & Prize Sponsor



Prize Sponsor



# Young Leaders Council

*Inspiring and building Leaders of the Future*



*Mr Abheek Singhi- Senior Partner and Managing Director, The Boston Consulting Group and Mr Laeeq Ali, Co-founder & Chief Brand Architect, Bloombox Brand Engineers*

## New Initiatives

As part of the various initiatives, AIMA Young Leaders Council has started Special Interest Groups (SIG). The key objective of the SIGs is to prioritise areas of work around the theme of interest group and organise activities and sessions. Currently, the SIGs will be broadly classified in 5 diverse areas: Human Resource Management, Tech startups, Marketing & Communication, Art & Culture, Social Business. Each group will be steered nationally by a Group Chair / Co-Chair. Human Resource Management area will be steered by Ms Manu Wadhwa, CHRO Sony Pictures & Mr Nanjappa Somanna VP Head Employee Relations Infosys Ltd. Mr Siddharth Pai, Managing Partner 3one4 Capital & Ms Syna Dehnugara, CBO letsventure look after the Tech Startups area. Marketing & Communication will be taken care by Mr Amit Tiwari, Vice President

Marketing Havells & Ms Shipra Singh, Co-founder, Ikigai Communications. Art & Culture area steered by Ms Bindu Subramanian, Co-founder, SaPa In Schools & Mr Anubhav Nath, Director Ojas Art Gallery. Social Business area will look after by Ms Kirti Poonia, Head Okhai & Ms Sheetal Amte Karajgi, CEO, Maharogi Seva Samiti.

YLC has also launched a Mentor–Mentee Forum (MMF), with the objective of mapping YLC Members to Mentors and opening up new channels of learning and best practice sharing. Mentor – Member Forum (MMF) is initiated to bring the power of mentorship to Young Leaders to accelerate skills, engagement and knowledge-transfer.

50 YLC Mentors have enrolled in the MMF program for Mentoring young leaders.

**Online Session**

AIMA YLC organised an online session on ‘Road Ahead- Retail & Consumer Market Trends’ on 10th July 2020. The eminent speakers at the session were Mr Abheek Singhi- Senior Partner and Managing Director, The Boston Consulting Group and Mr Laeeq Ali, Co-founder & Chief Brand Architect, Bloombox Brand Engineers.

Another Session on ‘Digital Transformation- Challenges & Opportunities’ was held on 31 July 2020. Mr Anil Srinivas, Chief Digital Officer L’Oréal India and Mr Swagata Sarangi, Co-founder Smytten were the session speakers. Mr Pranav Pai, Founding Partner 3one4 Capital was the session Chair & Moderator. The session was very well received by the audience .



*Mr Anil Srinivas, Chief Digital Officer L’Oréal India and Mr Swagata Sarangi, Co-founder Smytten and Mr Pranav Pai, Founding Partner 3one4 Capital*

## Workshop

In the current scenario of pandemic being faced all over the world, AIMA organised a Virtual Workshop on 21st July 2020 on ‘Government e-Marketplace’ exclusively for the officers of Dedicated Freight Corridor Corporation of India

Limited (DFCCIL). The training programme covered all the updated functionalities of GeM 3.0 including functionality of registration, billing, invoice creation etc. The programme was well attended by 35 participants from DFCCIL.

## National Virtual Conference for MSMEs



*Mr R Panneer, Selvam, Principal Director, Ministry of MSME, Government of India and Dr J S Juneja, Chairman, Global Projects Pvt. Ltd & Chairman, AIMA SME Committee*

AIMA along with the Ministry of MSME, Government of India organised a Virtual Conference on Awareness of Intellectual Property Rights for MSMEs on the theme 'Boosting IP Culture in MSMEs' on 16th -17th July. The Conference focused on basic understanding of intellectual property rights, importance of IPR for MSMEs, registration for Different kinds of IPRs, commercialising IP and enforcement of IPRs. The keynote speaker was Mr R Panneer Selvam, Principal Director, Ministry of MSME, Government of India.

The other eminent speakers were Dr J S Juneja, Chairman, Global Projects Pvt. Ltd & Chairman, AIMA SME Committee; Dr Ankita Jain, Former IPR Management Consultant, Hindustan Unilever Ltd; Mr Amit Raj Sinha, Managing Director, Sigachi Industries Pvt. Ltd; Ms Anju Kapoor, Founder, AKMD Legal; Mr Shreedhar Parundekar, Founder, Brand Defence Consulting; Dr Raj Agrawal, Director, AIMA; Ms Sreedevi Reddy, CEO, SRiX- Innovation Exchange; Mr Ajay Jain, Director, Microlit; Mr Z Rehman, Managing Director, Indoplast and Mr Hareish Gur, Director, Servosys. The Conference was well received and attended by 400 participants.

## In face of Death

*As President of All India Management Association (AIMA) for 1998-99, it was my responsibility to organise the '99 Annual Convention', the biggest event in every president's tenure of one year and, without saying so, sort of a test of how successful the incumbent has been. One of the important tasks is to find a Convention Chairman – head of a well known large company – who would also, normally, sponsor the event.*

*After much deliberation, I had narrowed down to couple of Delhi based industrialists, and on top of the list was Dr Parvinder Singh the then CMD of Pharma major Ranbaxy. Parvinder was extremely well known, he was articulate, had a tremendous presence and was heading the country's largest pharmaceutical company... a true leader who had proven his mettle by achieving scorching growth in the company.*

*Krishan Chugh, past president of AIMA, knew Dr Singh well and offered to fix a meeting. We were asked to call on him one afternoon at his Aurangzeb Lane house. On the appointed day – perhaps in March – Chugh, AIMA DG Khurana and I reached there. We were received by the CMD's executive assistant and made to sit in the tastefully appointed living room.*

*Soon, Dr Parvinder Singh walked in. He was wearing a dressing gown. I was a bit surprised that he'd do so at a formal meeting but dismissed the thought; he was probably taking a siesta. In any case, he greeted us warmly, offered tea & snacks and after some polite talk, wanted to know everything about AIMA and the convention.*

*I switched on the laptop and made a power point presentation; origins of AIMA, some very distinguished past presidents, our activities, sponsors of previous conventions, how people like Yogi Deveshwar had been convention chairmen earlier, our plans for the 99 event etc etc. Finally, I proposed that we were very keen that he be the Chairman for our convention in September.*

*"Mr. Kalra, you are asking me to make a commitment for an event six month from now, when I am not sure if I would be alive after six weeks" the man had spoken in an even tone, without any emotion, very stoically, very matter of fact.*

*We were all speechless. Finally Chugh broke the ice, "Parvinder, why are you talking like that?" "Mr. Chugh, I'm suffering from terminal cancer and perhaps don't have more than couple of months. There is so much to do before I go. I am sorry I can't accept the Convention Chairmanship. We will of course give you a sponsorship. Now, another cup of hot tea anyone?"*

*Some more chit chat & Dr Singh graciously saw us off at the gate. No trace of self-pity, no seeking sympathy, no regrets, just the desire to complete some of his unfinished tasks.*

*July, the great man passed on.*



*by Krishan Kalra  
Past President, AIMA*



Join the  
**Management  
Movement**

- Networking opportunities with Indian and global corporate majors
- Platform to interact with other members / thought leaders
- Concessional rate for AIMA programmes
- Complimentary membership of AIMA library
- Affiliation to any one LMA
- Free copies of 'Indian Management' and AIMA E-news
- Representation on the AIMA Council of Management through election
- My AIMA online portal services

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

**Be an AIMA Member Today !**

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

**Prabir Kumar Dash**, Assistant Director-Membership,

**All India Management Association**, Management House, 14 Institutional Area, Lodhi Road, New Delhi – 110003

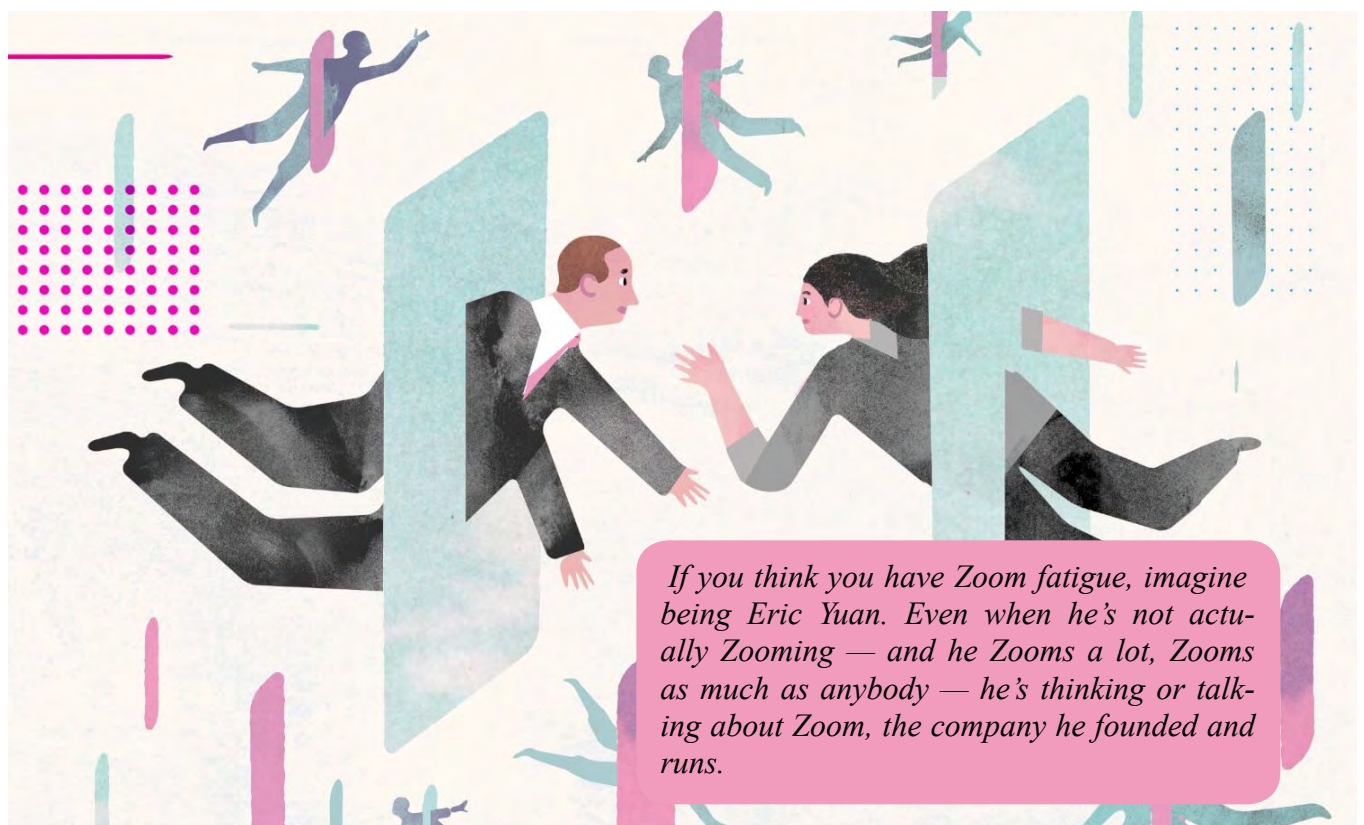
Tel: 011-24621323 (Direct), 24645100 Extn-535, Fax: 011-24626689 Email: [member@aima.in](mailto:member@aima.in)



# Eat, Sleep, Zoom

In the months since his company became a global verb, Zoom CEO Eric Yuan has never been busier. Or more exhausted. Or happier.

July 31, 2020 | by Steve Hawk



*If you think you have Zoom fatigue, imagine being Eric Yuan. Even when he's not actually Zooming — and he Zooms a lot, Zooms as much as anybody — he's thinking or talking about Zoom, the company he founded and runs.*

*"The purpose of life is about happiness," Eric Yuan says. "And sustainable happiness comes from making others happy." | Illustration by Keith Negley*

From January to May 2020 — a historic moment for humankind and also the moment Zoom entered the global lexicon and took on new meaning both as a verb and a symbol of change — Yuan says he has done nothing but “sleep, eat, and Zoom.”

“To be honest with you,” he admits, “even I get tired of Zoom meetings sometimes.”

As for the business itself, Yuan remains energized and enthused, despite the exhausting challenge of managing a growth rate that has been jaw-dropping even in an industry awash in exponential ascents.

Zoom doesn't disclose user numbers, but some figures are public, and they tell a tale of explosive growth triggered by the pandemic: In January 2020, the Zoom app averaged about 56,000 daily downloads on the Apple App Store. Within two months, as the COVID-19 outbreak forced a tectonic shift in the way people communicate, those downloads surpassed two million. Per day.

Yuan attended the Stanford Executive Program in 2006, when he was leading the engineering team at WebEx, a pioneering web-conferencing company. When he looks back at his summer at Stanford GSB, he remembers being intoxicated by its culture of entrepreneurship.

"The day I left the GSB, I can tell you what I was thinking," he recalls. "I wanted to quit WebEx to start my own company. I remember the exact moment. Seriously. It was around lunchtime. Unfortunately, WebEx had sponsored me [for the executive education program], and I couldn't really quit right then. But I knew in that moment that I would start a company down the road. No matter what."

Yuan was raised in China's Shandong Province. After earning a master's degree in mining engineering, he moved to Silicon Valley in 1997, eager to be part of the first dot-com boom. When WebEx hired him, at age 27, the company had fewer than 20 employees.

At WebEx, Yuan learned the importance of customer satisfaction. The company differentiated itself from other web-conferencing services by being inexpensive and cloud-based. Corporate customers simply had to download the software — no hardware required — which meant the service had to be flawless. The product did well



*Eric Yuan, founder and CEO of Zoom. | Illustration by Keith Negley*

enough that Cisco bought it in 2007 for \$3.2 billion, and Yuan stayed on as part of the sale.

He eventually grew disenchanted with Cisco because he felt the company was inadequately committed to keeping its video-conferencing customers satisfied. He left in 2011 to launch Zoom, with the intention of building a better, simpler, and more effective video-conferencing solution to "bring happiness" back to WebEx customers. WebEx cofounder and former CEO Subrah Iyar was among his early investors.

For its first nine years, Zoom, like WebEx, was a B2B play, designed almost exclusively for corporate clients. Although the video-conferencing field was already crowded with intimidating players — Microsoft (Skype), Google (Hang-

outs), Cisco (WebEx) — Zoom quietly became the dominant brand, and its revenues began to double annually: from \$60 million in 2017 to \$151 million in 2018 to \$330 million in 2019.

But that growth curve now looks almost flat compared with what happened in early 2020. Almost overnight, as governments around the world issued shelter-in-place orders, tens of millions of people began to use Zoom not only to work, but also to teach, perform, worship, newscast, party, and even get married.

In five months, from December 2019 to April 2020, the number of daily meeting participants using the platform grew from 10 million to over 300 million. The company's revenues jumped to \$328 million in the first quarter of its 2020–21 fiscal year, and by early June it was projecting that sales will reach nearly \$1.8 billion by year's end — a fivefold jump over 2019 sales.

Yuan credits the company's continuing success to its singular goal of keeping customers happy by giving them a simple, "frictionless" communications experience: Push one button, boom, there's Grandpa

*"I really do not think about competitors, because competitors are out of my control. My rule is, always focus on your customers, on your users. That's number one.*

*Eric Yuan*

"Happy" is a word that Yuan uses often, and the concept of happiness — for clients, for employees, for himself — appears to reside at all times

near the top of his consciousness.

"The purpose of life," he says, "is about happiness. And sustainable happiness comes from making others happy."

Yuan gave two exclusive interviews to Stanford GSB recently. The first, with Jennifer Aaker, the General Atlantic Professor, was webcast live to students as part of the newly created Business and Society Lecture Series: COVID-19 course. The second was with Stanford Business magazine. We've edited and combined the two conversations into a single interview here.

**You must not be getting a lot of sleep these days.**

You are so right. Probably this is the busiest time in my career, the past two to three months.

**Is the lack of sleep a matter of you just having so much work to do every day, or is it a function of things waking you up at night because you're worried?**

It's both. Because when you work from home, you tend to be busier. You have nothing else to do. Right now, for me, it's just sleep, eat, and Zoom.

**Are you worried about more black swans?**

Not really, but there is a concern that so many things are completely out of our control. For instance, what if there's no vaccine for the next two years? When can we go back to the office? To work from home like this every day for two years with social distancing, that would be horrible — for everyone.

**What's the first thing you think of in the morning?**

How to make sure our employees still feel happy — including myself. I always tell our employees, “When you wake up, the first question you should ask about yourself is, do you feel happy or not? If you feel happy, please come to work. If you do not feel happy, please stay home to figure out the root cause.” During this pandemic, many Zoom employees and their family members have been impacted. As CEO, my number one job is to make sure our employees are happy. I think about that a lot.

### **What have been the product’s biggest challenges during this period of explosive growth?**

Security and privacy. You know, we built the service for business enterprise customers, and I don’t know any other company in history that had to go almost overnight from being an enterprise business to suddenly serving so many first-time consumers. It was totally unexpected.

With enterprise customers, we would do official onboarding with each company’s IT team to talk about our security features and to help them decide which ones to enable and which ones to disable. When we started getting so many first-time consumers using Zoom, we should have done a better job at making it easy for them to access our security features.

For instance, two months back, if you joined a Zoom meeting, the meeting ID number was displayed on the video window — that was to make it easy for coworkers to join in. However, some people got excited and shared images of their screens on social media — during the meeting. If the meeting had no password, guess what? Anyone could Zoom-bomb into it. So we

had to fix that.

### **How were you able to develop such a huge capacity so quickly?**

A lot of it has to do with data centers. We host our service on many data centers, but we only had enough capacity to cover twice our peak-time usage. When the pandemic crisis started, the growth was so huge that there was no way for us to survive if we used only our own data centers. Fortunately, I’d been part of the WebEx team during another burst in growth — in 2001, after the 9/11 attacks — when we learned a hard lesson. I knew that if you only have your own data centers, it’s really hard to be scalable. So with Zoom, we were able to move to the public cloud, first with Amazon, and then later we added Oracle. When the pandemic hit, we were adding 5,000, sometimes 6,000 servers per day to scale up our service. Good news: We survived.

### **What enabled Zoom to be so agile?**

Number one, it’s all about trust. When you build a business and you recruit a team, if there’s no trust, there’s no speed. At Zoom, we’ve sort of made it mandatory that everyone should read a book called *The Speed of Trust* [by Stephen M.R. Covey]. Because every day is full of problems, and if trust exists, people get together more quickly to fix them.

### **How do you think Zoom has changed the way people connect?**

It goes back to trust and the power of video. When I was still at Cisco, many of the people on my team worked remotely, and it was hard to build trust, even after three years. We communicated often, but it was through email or

chat or phone calls. They still didn't really know who I was, and I didn't know them. When we started using video, I realized that it's a much better way to engage and build trust. Without video, people always think, "I can listen to you while I also do something else." That's human nature. But when you turn on the video, everything changes. People are more engaged, and it's easier to build trust. That's why video is the future of communication.

**What's the most interesting use of Zoom that you've experienced in the last couple of months?**

There's so many new uses, it's hard to pin one down. Happy hours. Health care and telemedicine. K-12 schools. Zoom marriage is now legal in New York. That's one I'm proud of.

Is there one specific anecdote where you thought, "Oh my gosh, our goal here is to bring happiness to our customers, and this is the pinnacle moment of that?"

The first time they used Zoom for Saturday Night Live — wow. Tom Hanks was on the show, and I'm a huge fan of Tom Hanks. I felt like a dream had come true. I think that also might have been the moment I realized that Zoom had become a verb people were using.

**People report being fatigued after spending long hours on Zoom. Why do you think that is, and how should it be addressed?**

One reason is because when you work from home, you tend to have more meetings. Quite often they are back to back to back. And you do not have time to stretch yourself between meetings. In April, when things were so very busy, I

had 19 Zoom meetings in a peak day. To be honest with you, even I get tired of Zoom meetings sometimes. One thing I do that seems to help: We have a daily sync-up meeting, and before the end of the meeting, we pick out one person to share a happy story, any happy story. That's one way to help fix the problem. Also, go outside and play basketball.

I think there's also a way for us to add some features to address that. Maybe after I've been in a call for 45 minutes, it could automatically pause and tell me, "Eric, it's time to relax for two minutes. I'm going to share with you either a cool virtual background, or maybe some kind of fun element."

**"Here's a music video" or something.**

Exactly. Play music. I think that's feasible.

**What current or future features are you most excited about?**

The number one feature I like is our virtual backgrounds. Quite often I talk to customers but I cannot be there physically, so for my background I always use a photo from the customer's physical space — you know, their headquarters or something. That's why right now I'm using the GSB campus as my virtual background. It makes me feel like I'm there.

We have some other cool features in the pipeline, like real-time language translation. It might take years of effort, but imagine a world where you only speak English and I only understand Japanese or Mandarin, but we can still talk to each other through Zoom.

We also truly believe that, in the future, video

and voice are going to converge into one service. Meaning, for a lot of enterprise customers, their phone-based system will be combined with video conferencing; it will be the same system. That's a huge opportunity.

We're also thinking about ways that others can build businesses upon our platform. So, for instance, say you're attending a wedding ceremony on Zoom — with one click, you can send a gift.

**Are you worried about the many competitors that are looking to come after you?**

I really do not think about competitors, because competitors are out of my control. My rule is, always focus on your customers, on your users. That's number one. I just want to focus on

something that can be in our control, and that's talking to customers. Talking to the team. Understanding the customer's pain points and building solutions for them.

**So the sleeplessness you talked about — competitors aren't part of that?**

No.

They're not keeping you up at night?

Seriously, not at all.

**One last question: What do you want your legacy to be?**

Someday in the future, when they write the COVID-19 story, I hope they remember there's a company called Zoom that did the right thing for the world to help people stay connected.

**Disclaimer:**

This article is republished with permission from Stanford Business. <https://www.gsb.stanford.edu/insights/eat-sleep-zoom>

# MANAGE THE FUTURE

## Accredited Management Teacher (AMT) Certification

**Do you have the desire to be a management teacher?**  
(You need not be in the academic profession)

**If so, apply to be an Accredited Management Teacher**

Accreditation of Management Teacher is a service initiated by All India Management Association (AIMA) to overcome shortage of full time and guest management faculty in B-Schools.

### The AMT certification process involves

Screening of Application

Presentation

Interview

### Applications are invited from

Trainers

Corporate Managers

Academics/Faculty

Consultants

### Eligibility

**Qualification:** Post Graduate Degree or equivalent in any discipline relevant to management education.

**Experience:** Post graduate level regular teaching experience of minimum 3 years OR Industry/ Consultancy/ Training/ Research experience of minimum five years.

**Note:** Experience will be counted subsequent to achieving the requisite PG Degree or equivalent qualification.

Accreditation Session is conducted normally on the second Friday of each month at Delhi  
Accreditation Session is held selectively in other cities also.

**Register online at <https://applyadmission.net/amt>**

### For further information, please contact:

Manager (AMT), Centre for Management Service,

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

# Can Entrepreneurship Be Taught in a Classroom?

by Ashish K. Bhatia and Natalia Levina | August 07, 2020



In early April, a Thai student in our entrepreneurship class saw a shortage of high quality, low cost hand sanitizer across Thailand. To support the Covid relief effort and generate revenue, he quickly shifted his family's medical supply company to sanitizer production. Closer to home, when Dollaride, a business incubated in NYU's Future Labs, recognized that the pandemic had eliminated demand for their shared commuting van business in New York,

they refreshed their business model to leverage their existing vans, technology, and routes to support burgeoning package delivery demands.

Neither entrepreneur followed a typical business school approach when deciding to pivot their business: they didn't conduct a long-term market analysis, develop a business plan, or weigh various alternative approaches. In fact, had they done these analyses, they might have concluded that the short-term gains wouldn't



justify the retooling investment, or they might have gotten stuck trying to figure out how to estimate the duration of the pandemic or how soon global manufacturing might recover. Instead, they simply took action based on the resources at their disposal.

This approach to entrepreneurship is called “effectuation,” or leveraging what we know, who we know, and who we are in order to take action. Business schools don’t generally teach this approach, as they tend to focus more on lengthy risk and return calculations. But as we face an increasingly uncertain, complex future, schools must adopt new teaching philosophies designed to forge agile, entrepreneurial leaders.

#### Can Business Schools Teach Entrepreneurship?

While modern MBA programs offer a host of entrepreneurship programming ranging from formal coursework to startup competitions and incubators, there is a great degree of skepticism around the idea that entrepreneurship can be taught by academics in a classroom. Countless successful entrepreneurs never went to business school — many didn’t even graduate from college. Moreover, developing the penchant for imagination, disruption, and counterintuitive action required for effective entrepreneurship doesn’t generally fit into a typical business school curriculum defined by abstract analytical models and precise calculations.

Nevertheless, many schools feel that there is still a place for formal education in the world of entrepreneurship, and have taken steps to update their offerings to meet the needs of today’s students. In a recent study, we looked at three top North American MBA programs to

better understand how they are approaching this challenge. In an industry where programs are prone to mimicking one another, we found that these programs broke the mold and developed their own philosophies in teaching entrepreneurship.

The first approach we observed focused on instilling an appreciation for the value of real-life experience with an “operating theater” classroom setup. The University of Toronto’s Rotman School of Management converted their entrepreneurship classroom into a medical-school-style operating theater, where students sit in a large auditorium and watch as a professor performs surgery not on a human body, but on a startup. In Rotman’s Creative Destruction Lab, a panel of established entrepreneurs join the professors in poking and prodding at these startups, helping students absorb the intuition that entrepreneurship skills can only be developed through experience. Other business schools have adopted similar programs, such as NYU Stern’s Endless Frontier Labs, which shares Rotman’s focus on experiential learning.

The second approach we observed focused on “rewiring” students to take action instead of falling into analysis paralysis. We all have a voice in our heads that says, “What if this goes wrong?” or “How do I manage this risk?” Imagine the power of an education that helps you quiet that voice and instead say, “What if it goes right?” The University of Virginia’s Darden School of Business is the birthplace of “effectual” entrepreneurship, an approach that invites students to recognize their existing entrepreneurial resources and accept a certain amount of risk. This mindset is antithetical to a

more conventional business school approach that emphasizes minimizing risk. Additionally, while the business world is often known for its cut-throat, fiercely competitive nature, Darden's program instills in students an appreciation for the power of collaborative innovation by encouraging students to share ideas openly with their peers and tap into diverse insights and perspectives to co-create entrepreneurial ventures.

The final program we observed took more of a traditional business school approach. Our research suggests that the University of Pennsylvania's Wharton School continues to emphasize the types of resource and risk optimization approaches that are more characteristic of the rest of the business school world. This approach is grounded in the idea that business schools should teach entrepreneurship in a similar way to how other subjects are taught: by providing students with analytical models and tools from published academic research on new venture creation. While this philosophy may be helpful for more mature startups, as

well as for helping founders avoid common startup pitfalls — such as choosing the wrong co-founder, accepting poor venture finance terms, or making suboptimal product decisions — it's less useful for entrepreneurs dealing with extreme uncertainty.

### Educate MBA Students to Embrace an Unknowable Future

The current pandemic illustrates the importance of preparing entrepreneurs to face an increasingly complex, uncertain world. We must educate these future leaders to view the uncertainty of our unknowable future not as a problem to be solved, but rather as a reality to be embraced.

After all, in the unknowable future, all leaders will need to be entrepreneurs: visionaries that can imagine, adapt, and act nimbly to address whatever challenges come their way. Business schools should not delay in adopting new teaching philosophies that empower the next generation of entrepreneurs — as well as all business leaders — to meet these challenges.

**Ashish K. Bhatia** is a Clinical Associate Professor of Management & Entrepreneurship and the Academic Director of the B.S. in Business, Technology, and Entrepreneurship Program at NYU Stern School of Business. See Ashish's faculty bio [here](#).

**Natalia Levina** is the Toyota Motors Corporation Term Professor of Information Systems at NYU Stern School of Business and Director of the Fubon Center for Technology, Business and Innovation. See Natalia's faculty bio [here](#).

#### **Disclaimer:**

This article is republished with permission from Harvard Business Review Home. <https://hbr.org/2020/08/can-entrepreneurship-be-taught-in-a-classroom>

# 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.



**Thought  
Leadership**



**Peer to Peer  
Networking**



**Professional  
development**



**Best Practice  
Sharing**



**Be a Young Leaders Council  
Member today!**

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

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

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

## Allahabad Management Association

### Webinar

Allahabad Management Association organised a webinar on 'How to Manage Our Time during Covid Lock Down' on 27th July by Mr. O P Goel, Director, Power Engineers (India) and Honorary Secretary, AMA. About 17 members attended the interactive session which has been appreciated and liked by the members of AMA.

### Special Talk

On 29th July, Allahabad Management Association organised a Special Talk on the topic 'Management of Wealth by Senior citizens' by Mr A K Prasad, DGM Finance (Retd.) Northern Coalfields Ltd and Vice President, AMA. The session was appreciated and attended by 16 members of AMA.

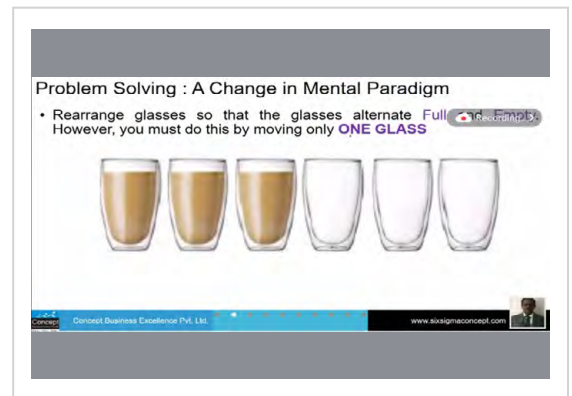


Mr A K Prasad addressing the members of AMA

## Bharuch District Management Association

### Webinar

Bharuch District Management Association & Concept Business Excellence Pvt. Ltd. (CBEPL) jointly organised a webinar on 'Problem Solving' on 25th of July. The speaker Mr Arnab Sarkar (Faculty: CBEPL) shared his knowledge and experience. The session was attended by more than 40 people.



Mr Arnab Sarkar sharing his presentation

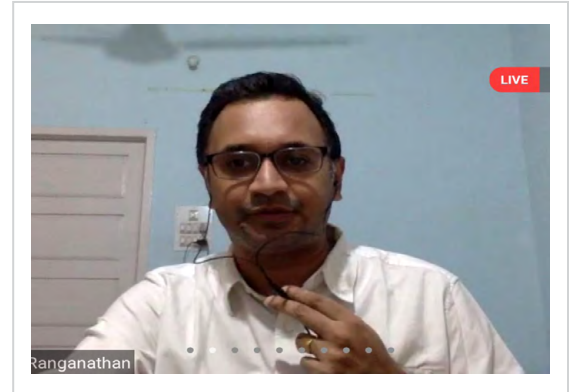


Mr Debasis Majumdar addressing the webinar

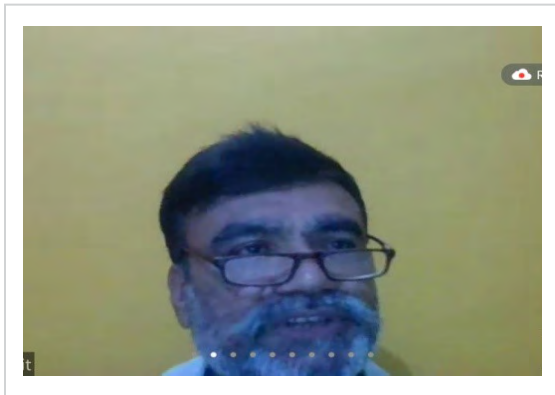
BDMA in association with its Knowledge Partner, CBEPL organised one more webinar on the topic 'Attitude is Everything'. Mr Debasis Majumdar, Director – CBEPL graced the meet as esteemed Guest Speaker. He explained in detail about the importance of having right & positive 'attitude' for all round success. The session was attended by nearly 40 individuals including senior top management professionals. The programme was well appreciated by all.

**Women’s Forum**

Women’s Forum organised an on-line session on topic ‘Being Entrepreneurial’ in association with P. P. Savani University, Kosamba. The speaker of the session was Mr Krishnan Ranganathan, Lead – Udhyaam Shiksha, Udhyaam Learning Foundation, Bangalore. He interacted with students and attendees and explained various topics like, ‘What does Being Entrepreneurial mean?’, ‘Entrepreneurial Mindsets’ and ‘Taking charge of life with confidence’ etc. The talk was well appreciated by attendees.



*Mr Krishnan Ranganathan interacting with attendees*



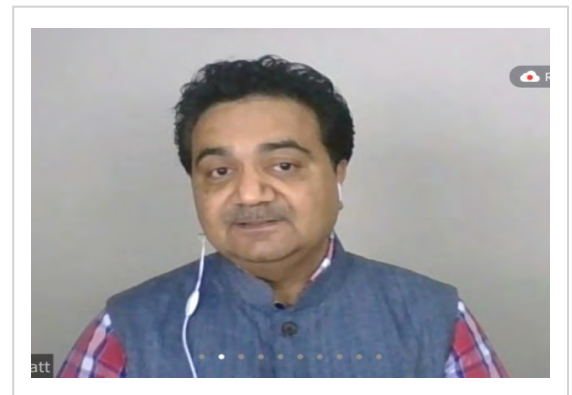
*Mr S.H. Purohit addressing the 43rd HR Forum Meet*

**HR Forum**

HR Forum organised its 43rd meet on the topic ‘What They Don’t tell You @ Webinars’ with the speaker Mr S. H. Purohit, Sr. VP – HRS, GSFC Limited. About 40 individuals & HR professionals attended the meet.

**Evening Talk**

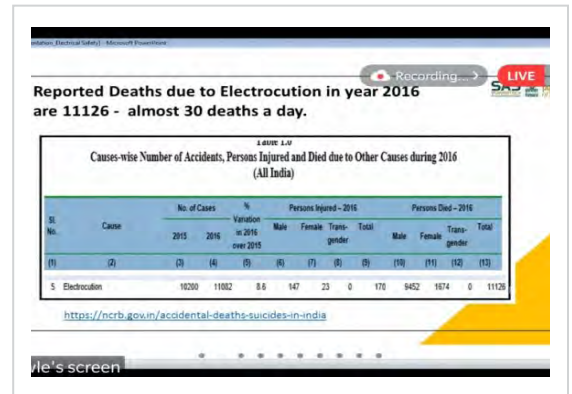
BDMA organised an Interactive Session on ‘Emotional Intelligence’. The speaker at the session was Mr Paresh Bhatt (Director – The Advice & Assist, Ahmedabad). He elaborated the ‘Emotional Intelligence’ (Emotional Quotient) in detail and its importance in our personal and professional life. The session was attended by more than 70 participants.



*Mr Paresh Bhatt addressing the session on ‘Emotional Intelligence’*

**EHS Forum**

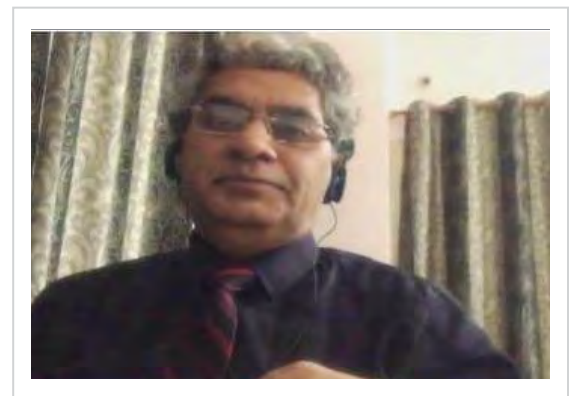
A webinar was organised on 'Electrical Safety & Relevant Standards for Industrial Application'. The speaker, Mr Narendra Duvedi, Executive Director, SAS PowerTech Pvt. Ltd shared his vast knowledge and the session was attended by more than 100 EHS & electrical professionals.



Mr. Narendra Duvedi presentation at EHS Meet

**Bhopal Management Association**

Bhopal Management Association organised a webinar on 'Relevance of Swachhta in Covid Times' on 4th July. The speaker of the session was Mr D.M. Nema, Dy Director, Industrial Health & Safety (Labour Department), Madhya Pradesh. Mr. R.G Dwivedi, Co-Chairman; Mr. N.K. Chhibbar, Hon. Secretary, BMA and senior officials of IOCL also attended the programme. The programme was coordinated by Mr. Rajesh Tiwari, EC Member, BMA and Mr Padm Pande, GM, HR, Indian Oil. It was very well appreciated by the participants.



Mr D M Nema addressing the participants

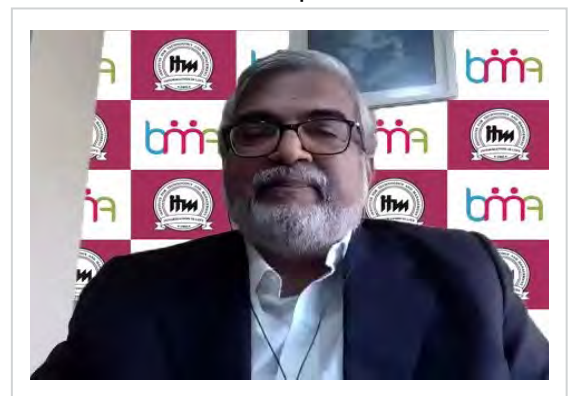
**Bombay Management Association**

As the lockdown continues due to pandemic of COVID -19; Team BMA under the leadership of our new President Prof RSS Mani continued reaching out to our members as enthusiastically.

**66th Virtual Annual General Meeting**

The 66th Maiden Virtual Annual General Meeting for the members of the Bombay Management Association was held on 4th July.

The meeting started with a short prayer by Dr. Kavita Laghate, Honorary Secretary, BMA. Ms. Chhaya Sehgal shared the key highlights of all the initiatives and financials during her Presidential tenure.



BMA new President, Prof RSS Mani taking over the baton

This was followed by the inauguration of the first-ever virtual launch of the 'e-Ambit', an online journal of Bombay Management Association by the guest of honour, Dr. R. A. Mashelkar, FRS. He also addressed the members of BMA and enlightened them on the 5 pillars of success. Thereafter, Mr. Indrapal Singh, Editor of the 'e-Ambit' and Former President of BMA shared his experience on working on 'e-Ambit' with the secretariat team and Ms. Chhaya Sehgal. Dr. Kavita Laghate gave the vote of thanks to the guest of honour, sponsors, and collaborators.



*The guest of honour Dr RA Mashelkar addressing the members and invitees*



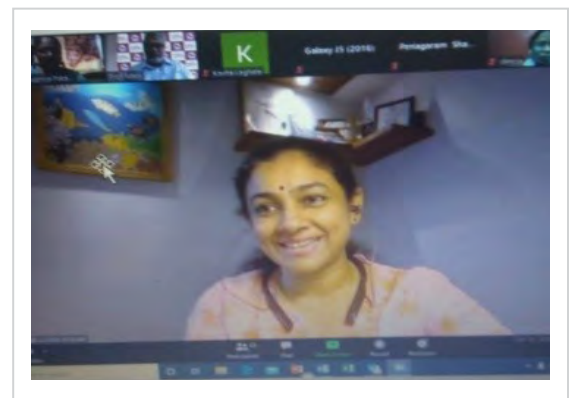
*Dr. Anita R Daswani addressing the participants*

**Life Depends on Liver**

BMA organised a session on 1st July with Dr Anita R Daswani who shared that life depends on how you 'live' it. You can make it or break it. Like the 'liver' regulates the metabolic activity in a human body, our 'mind' regulates our living. According to her when there is no 'ease'; it's an onset of a 'dis-ease'.

**Women at Work: Unseen Barriers**

BMA organised a session on 'Women at Work: Unseen Barriers' by Ms Suchitra Bhaskar on 8th July. The participants agreed to the fact that women, when they set out to achieve something they don't leave a single stone unturned. The world too accepts now that women are no less when it comes to dedication, hard work and their capabilities.



*Ms. Suchitra Bhaskar addressing the participants*



*Mr. Vivek Patwardhan addressing the participants*

**Migrant Labour**

On 15th July, Mr. Patwardhan spoke on the very sensitive yet very important topic of migrant labour. He made us aware of who migrant labour is and why they seem to enter 'precarit' or why they get precarious jobs. It was a very interactive and insightful session.

### The impact of Personality and Emotional Intelligence on Performance

On 22nd July at a session on 'Understanding the impact of Personality and Emotional Intelligence on your performance and well-being', Ms. Shanthi Rajan explained that individuals have a variety of personalities, values, and attitudes. She said that, the most successful people in life can manage themselves and manage their relationships with others.



Speaker - Ms Shanthi Rajan



### Panel Discussion

BMA organised a Panel Discussion on Role of HR in COVID times on 29th July. The Panel discussion was conducted by Ms. Sheeja Rai, Mr. Prince Anuraag Mishra, Dr. Preeti S. Rawat and the facilitator was Prof. RSS Mani. The panel discussion looked at issues related to internal communication, remote work, and prompt reporting, mental anxieties due to reduced salaries or layoff, diversity and inclusion and how HR professionals can cope with these effectively were few of the insights touched upon during the panel discussion.

Panelists of the discussion on Role of HR in COVID times

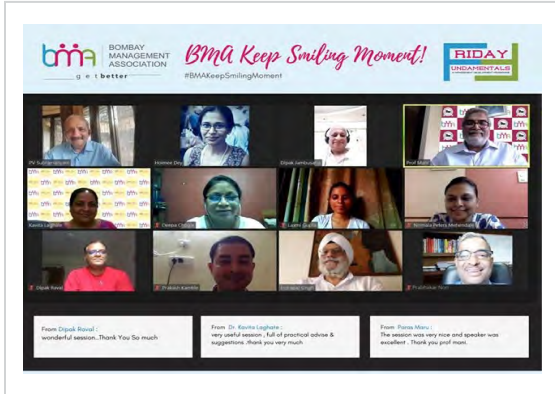
### Webinars

Mr. MD Agarwal and Mr. Sanjay Agarwal conducted a webinar on 3rd July, on the topic 'Are You Digital-Ready? - In Digital Era, Building Organisation Culture and Leveraging Data for Digital Transformation'. The facilitators said that toward the enterprise's journey of leveraging digital technology for business, the preparedness of the right culture and building data strategy offer key challenges. Enterprises have enormous repositories of Business, Human and Machine Data but only a small part gets analysed. The analysis is mostly on business data that is structured data.



Mr. MD Agarwal and Mr. Sanjay Agarwal conducted the webinar

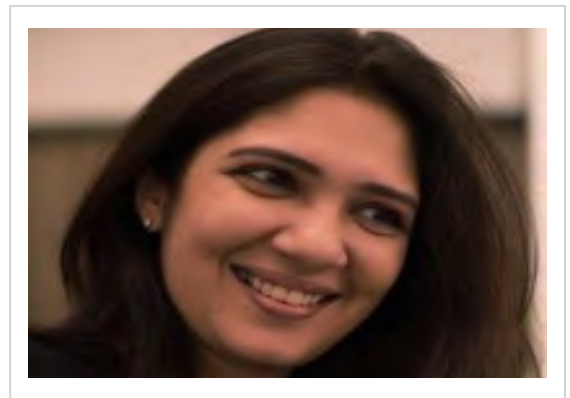




On 10th July a webinar on 'Is Retirement, Age or, A sum of money?' with Mr Subramanyam PV was successfully conducted.

The participants along with Mr. Subramanyam PV

Ms. Supriya Sachdeva spoke on 17th July on 'Is Your Website Customer Ready?'. She briefed that the website is the core that generates a brand's visibility in the digital world. The webinar was aimed at helping businesses and professionals who are relatively new to digital marketing or want to brush up on the basics and to gain an understanding.



The webinar was conducted by Ms. Supriya Sachdeva

A webinar on 'Finance Basics for Non-Finance Managers by CA RSR Murthy was held on 31st July. The session was helpful and fostered interest in the finance function and its usefulness in the Management process. It covered various aspects of Corporate finance in a simple to understand manner laced with the faculty's experience of several years in different organisations. First line and middle level non-financial managers, students of management, engineering attended the programme.



CA RSR Murthy conducted the webinar

**MDP**

An e-MDP was held on 24th July on '3D Printing: New Dimension to Manufacturing Excellence!' with Mr. Harsh Sanghvi. He explained what 3D printing/Additive Manufacturing is and how it will be the catalyst for significant shifts within the global manufacturing sector. He also discussed how leaders are defined by their ability to harness its full disruptive power and how it is moving manufacturing closer to their customer who reduces its need for inventory and shipping.



Mr. Harsh Sanghvi along with the participants



Speakers at Indo American Bilateral Investment Conclave

**Indo American Bilateral Investment Conclave**

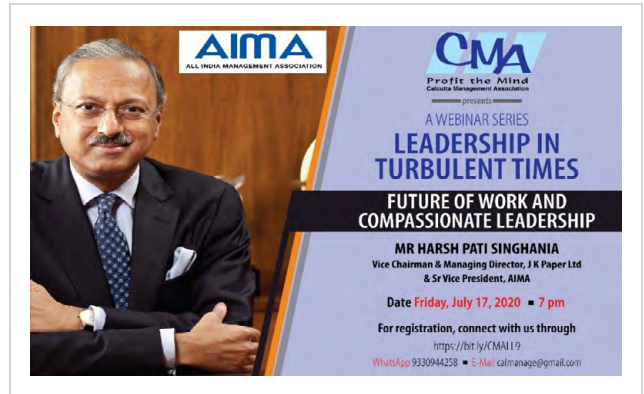
BMA was an Associate Partner for the Indo American Bilateral Investment Conclave, Advantage USA conducted by Indo-American Chamber of Commerce in association with Select USA on 28th July. The keynote address was given by Mr Greg Kaulberg on 'Why America?'

Some of the other speakers were Dr. Lalit Kanodia, Chairman Datamatics Group; Satish Pai, MD Hindalco Industries; Sheetal Pansare, President and CEO Futurism Technologies; Aileen Nandi, Minister Counselor for Commercial Affairs US Embassy, India; Naushad Panjwani, Regional President, IACC West India Council; John Woodward, Vice President Global Commerce, Metro Atlanta Chamber of Commerce.

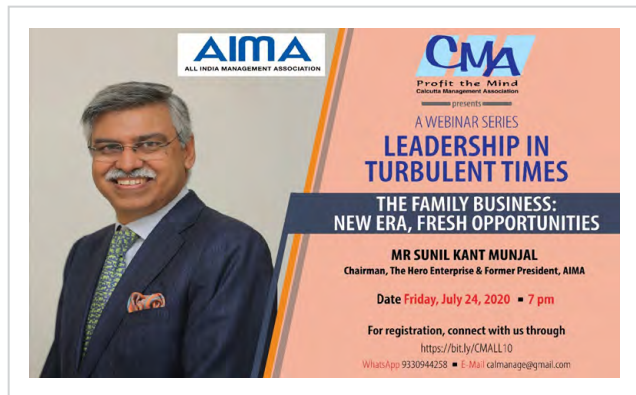
## Calcutta Management Association

### Leadership Lectures

Calcutta Management Association organised two sessions under its Webinar Series - Leadership in Turbulent Times. On 17th July, Mr H P Singhania, Vice Chairman & MD, J K Paper Ltd & Sr Vice President, AIMA spoke on 'Future of Work and Compassionate Leadership'.



*Leadership in Turbulent Times by Mr H P Singhania, Vice Chairman and Managing Director, J K Paper Ltd & Sr Vice President, AIMA*



*Mr S K Munjal, Chairman, The Hero Enterprise & Former President, AIMA - Leadership in Turbulent Times*

The next lecture series was organised on 24th July, addressed by Mr S K Munjal, Chairman, The Hero Enterprise & Former President, AIMA. Mr Munjal spoke on the theme 'The Family Business: New Era, Fresh Opportunities'. Both the programmes were very well received.

### CMA Conversations

Calcutta Management Association organised a Webinar Conversation on 18th July with Amit Chaudhuri, Novelist, Poet and Singer –Sahitya Academy Award & Rabindra Purashar and Rita Bhimani, Author and PR Veteran.



*Webinar Conversation with Amit Chaudhuri and Rita Bhimani*

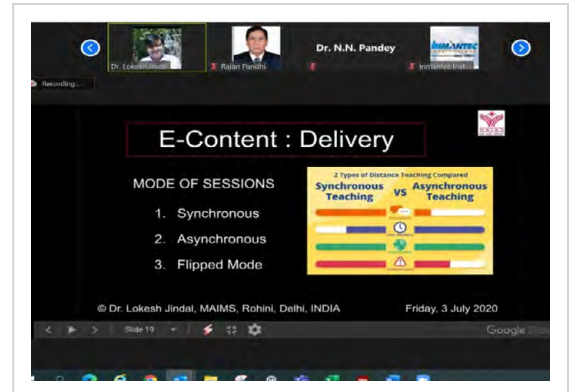
## Delhi Management Association

### Webinar

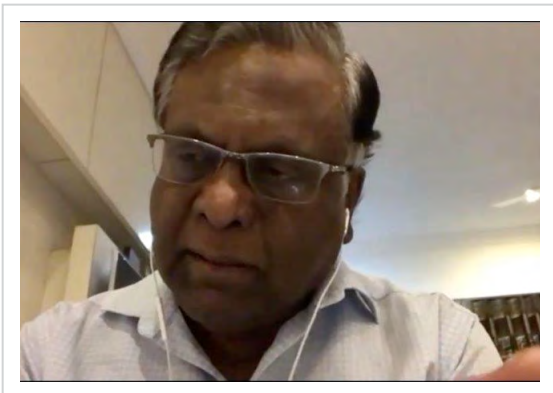
Delhi Management Association organised a webinar on 3rd July on 'Upskilling for E-teaching in the Contemporary Context'. Mr. Rajan Pandhi, Director, DMA welcomed the speaker Dr. Lokesh Jindal, Associate Professor, MAIMS (GGSIP University) Delhi and the session was moderated by Mr. Purushotam Rajaram, View Sonic India. The webinar was focused to give valuable insights to the possibilities of further enhancing the efficacy of the Education system, in the post-Covid era. Mr. Pandhi shared that in the era of Education 4.0, we as responsible

stakeholders in higher education are required to harness the power of technology to further enhance Gross Enrolment Ratio (GER) without compromising on the Quality of Education.

During the session, Dr Jindal spoke about the Global Context impacting Education Eco-system, and how balancing is required as Gen Z learners being taught by Gen X and Gen Y Educators and touched upon various aspects of multidimensional education. The session was well attended and the vote of thanks was given by Mr. Pandhi.



Session on Upskilling for e-Teaching in the Global Context



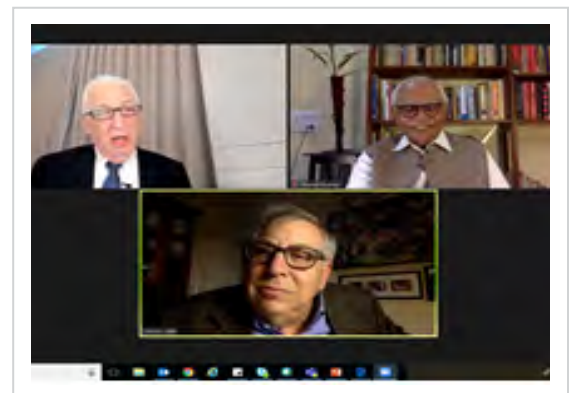
Mr. P Dwarakanath during the session

On 11th July, DMA organised a webinar on 'Post Covid : IR/ER Framework' with the speakers, Mr. V K Singh, Director HR, Power Grid Corporation of India; Ms. Uma Rao, VP Human Resources, Ashok Leyland and Mr. Augustus Azariah, Associate Director-Human Resources, IBM India. Mr. Dinesh Jain, Chairman, NIPM welcomed the speakers and the session was moderated by Mr. P Dwarakanath, Group Director-Human Capital, Max and Dr. G.P Rao, Founder, Good People Relations was the session curator. The speakers highlighted that crisis brings people together, there is a need for collaborative effort and culture building

which is not a one-day process. Mr. Mukesh Jain, Chairman, ISTD Delhi Chapter gave the vote of thanks and the session was attended by over 220 participants across the country.

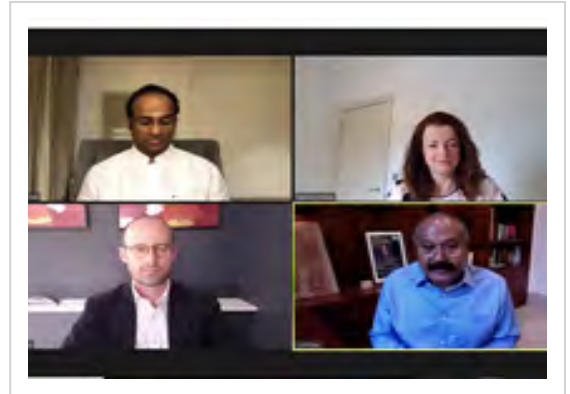
**Online Symposium**

DMA has taken a new initiative of online Symposium Series titled 'Essential Mantras for Family Business' with Parampara Family Business Institute (PFBI), a non-profit research and educational institute under the charitable arm of GMR 'Varalakshmi Foundation (GMRVF). The first session was held on 18th July, on 'The Wisdom of 100-Year Family Enterprises' by Mr Dennis T Jaffe, Author & Research Associate, Wise Council Research and was moderated by Mr Peter Leach, Founder & Chairman, Peter Leach Associates & Mr Prasad Kumar, Founder and Family Business Advisor, Human Endeavour Associates. He shared on how the multi-generational families have to develop governance practices to build the capability of next generation leadership. The session was well attended by 1300 participants from across 15 countries.



Speakers addressing the session

On 25th July, the second session was held on 'Reputation – You can't manage what you don't know' in collaboration with Parampara Family Business Institute (PFBI). Ms Rachel Atkins and Mr David Emison, Founders, Schillings were the eminent speakers and Mr. Tatwamasi Dixit, Chairman, Family Business Research International Centre (FABRIC) was the moderator. In the session, Rachel shared her experiences in media law with a detailed knowledge of reputation threats that emanate from non-media sources. David Emison shared how clients navigate the risks stemming from disputes, controversies and crisis. The session was attended by over 1000 plus participants from across 8 countries.



*Speakers during the session*

**Panel Discussion**

On 25th July, DMA in collaboration with International Coach Federation (ICF Delhi-NCR) Chapter organised an interactive Panel Discussion on 'Coaching Intervention in Post COVID time'. Dr Yogesh Misra, Vice President, Thomas Assessments (India & SAARC Region) and President, DMA welcomed the participants.

The Panelists were Mr. Joel Paul, Managing Director India, Randstad Risesmart; Mr. Alok Narain, Co-Founder & Director, Emergence Learning Solutions; Ms Shweta Handa Gupta (MCC), Chief Innovator at QuadraBrain®, Globally Acclaimed Transformation Expert & CEO Coach; Ms Jaya Bhateja (MCC) Founder & Executive Coach at Abhyudaya Consulting Services; Mr. Rajat Garg (MCC), Mentor Coach, Leadership Coach at Coach



*Panel Discussion on 'Coaching Intervention Post Covid Time'*

to Transformation, Chairperson, ICF Global Enterprise Board and Dr Yogesh Misra. The session was moderated by Mr. Kiriti Sen, Mentor, Life Career Coach Winged Bird and Director (CSR) at ICF Delhi NCR Charter Chapter. A highly interactive session on Mindfulness was taken by Ms Sangeeta Das Gupta which was appreciated by the participants. The vote of thanks was given by Dr Badri Bajaj, President ICF Delhi NCR Chapter.

## Faridabad Management Association

Faridabad Management Association and MVN University organised 'HR Employability Conclave' Virtual meet on 30th July. This HR Employability Conclave consisted of a Panel Discussion and special sessions on 'Self Branding' and 'Usage of LinkedIn to Improve Visibility & Credibility'.

The Panel Discussion held on the topic 'Corporate Expectations & Challenges Post Covid 19', started with a welcome address by Dr. Sachin Gupta, Dean Academics and Mr. Abhay Kapoor, President FMA – Co-convenor of the Conclave. This Panel was chaired by Mr. Subhash Jagota, Managing Director, Jabro Advertising and Marketing Pvt Ltd and consisted of distinguished bilipanelists Mr. Gyanendra Kumar AVP-HR of TCS; Dr. Nitin Aggarwal-Lead HR Operations, Fluor Daniel; Ms. Nikita Celly of Escorts limited; Mr. Kusumadhar Pandey, Head – HR, MphRx and Ms. Debjani Roy, Chief HR Advisor, Mind your Fleet. The vote of thanks was given by Mr. V. Thyagarajan, Executive Director, Faridabad Management Association and by Dr. Sanjay Sadhana.

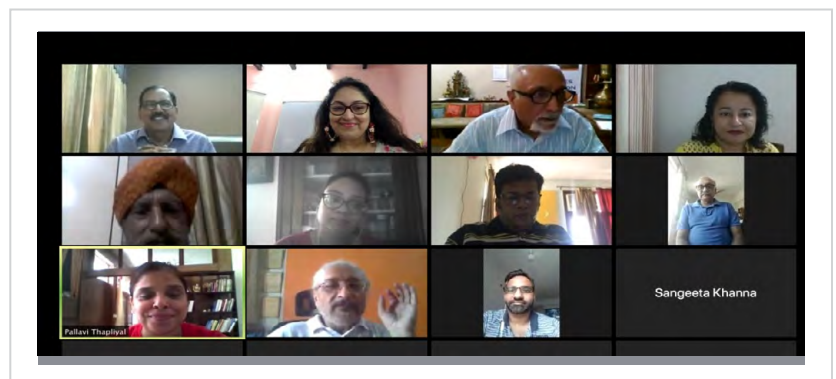


*Eminent speakers and panelists will address the HR Employability Conclave*

The next sessions were on 'Self Branding' by Dr. Malika Nanda, Desination Careers and 'How to increase Visibility and get jobs in the Industry through LinkedIn' by Mr. Divya Slokam, LinkedIn Expert. The vote of thanks was given by Mr. V. Thyagarajan, Executive Director, Faridabad Management Association also Co-convenor of the Conclave and Dr. Sanjay Sadhana. This event was initiated by Mr. Gaurav Saini, General Manager- CRC of MVN University who was convenor of the event.

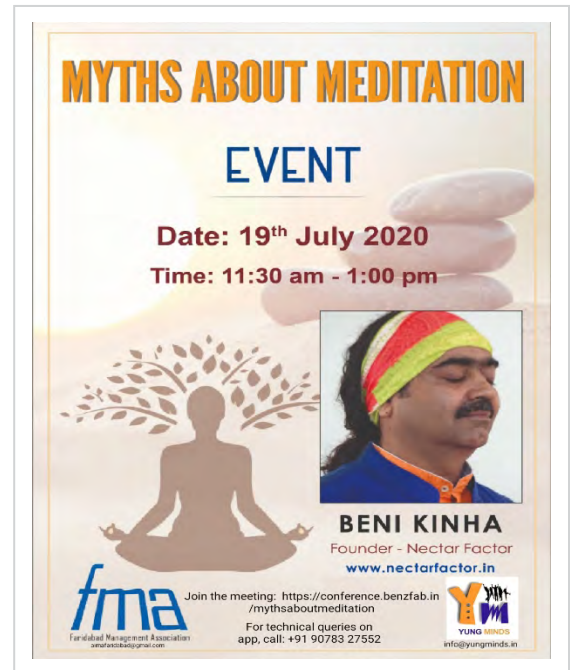
### Webinars

Faridabad Management Association in collaboration with Bajaj Capital organised a webinar on 'A Holistic Approach For Total Well Being' on 25th July. Ms Saloni Kaul, Secretary, FMA and Founder & CEO, It's People gave the welcome address and introduction of Faridabad Management Association. The speaker for the event was Mr. Anil Chopra, Group Director- Financial Well being and Corporate Affairs, Bajaj Capital. It was attended by various industry participants as well as academia.

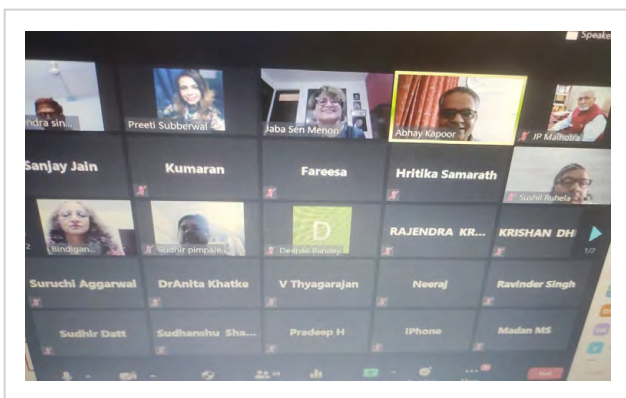


*The speaker Mr Anil Chopra addressing during the webinar*

FMA and Yung Minds jointly organised a webinar on 'Myths about Meditation on 19th July. The speaker for the session was Mr Beni Kinha – Founder-Nectar Factor. The session started with welcome address and presentation about FMA by Ms. Saloni Kaul, Secretary. FMA and Founder & CEO, It's People. Mr. Beni Kinha spoke about the process of meditation and how Dhyan can be done for a minimum of 10 minutes with lots of flexibility. The vote of thanks was given by Mr. Abhay Kapoor, President – FMA.



The speaker Mr Beni Kinha – Founder-Nectar Factor



Ms Jaba Sen Menon addressing in the session

Faridabad Management Association held a webinar on 'Leadership in Turbulent Times' on 18th July with Ms. Jaba Sen Menon, a Certified Intelligent Leadership Coach, Mentor and ICF Member. Ms. Preeti Subberwal, Founder-Thoughtful Engagement gave a presentation of Faridabad Management Association. Mr. Abhay Kapoor, President FMA gave the welcome address after which Ms. Jaba Sen Menon spoke about how leaders take up challenges. She also spoke on whether a leader is born or made. The summary and vote of thanks was given by Mr Abhay Kapoor, President, FMA.

FMA collaborated for Virtual Webinar on 'Post Covid - IR/ER Framework' on 11th July; organised by NIPM, Delhi Chapter with NHRD Delhi Chapter, ISTD, Delhi NCR Chapters as partners. The session curator was Mr. G.P. Rao, Founder Good People Relations. The other distinguished speakers were Mr. P. Dwarkanath, Group Director, Human Capital, Max; Mr. V.K. Singh, Director-HR, Powergrid Corporation; Ms. Uma Rao, VP Human Resources, Ashok Leyland and Mr. Augustus Azariah, Associate Director-Human Resources, IBM India. It was attended by several participants from industry as well as academia.



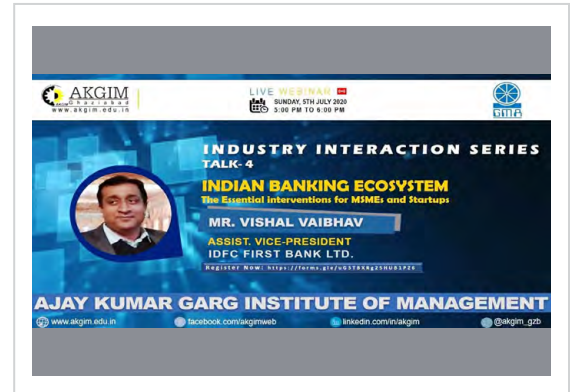
The speakers - Mr P. Dwarkanath, Mr V.K. Singh, Ms Uma Rao, Mr Augustus Azariah, Mr G.P. Rao, Mr Dinesh Jain, Mr Prem Singh, Mr Mukesh Jain, Dr Yogesh Mishra and Mr Abhay Kapoor

## Ghaziabad Management Association

### Industry Interaction

Ghaziabad Management Association, along with Ajay Kumar Garg Institute of Management organised the Talk IV on 'The Indian Banking Ecosystem - The Essential Interventions for MSMEs and Start-ups' virtually on 5th July.

Mr Vishal Vaibhav, Assistant Vice President, IDFC First Bank Ltd addressed the gathering and threw light on the challenges the banking sector is facing and will continue to face in the conditions created because of the 'New Normal'. He discussed about the bank plans and schemes to support MSMEs and start-ups during the COVID-19 pandemic, funding options for research and innovation activities, important elements in a project submitted to bank for loans and funding, dos and don'ts during interaction with bank, recent mergers of banks and NPAs. Dr. Pankaj Chauhan, Professor of Marketing, AKGIM moderated the talk. The session was attended by 70 participants.



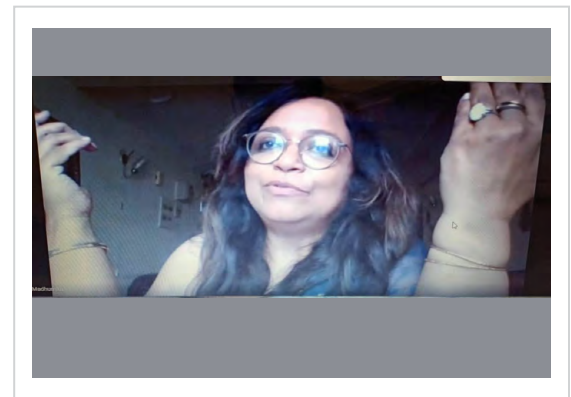
Session on 'The Indian Banking Ecosystem - The Essential Interventions for MSMEs and Start-ups'

### SAMWAD 2020

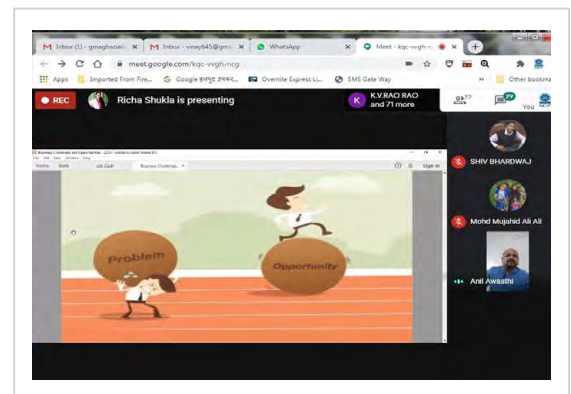
Ghaziabad Management Association, in association with Department of Management Studies, Raj Kumar Goel Institute of Technology, organised a 6 day Industry- Institute Interaction talk series 'SAMWAD 2020' from 15th July to 20th July for professional members and future managers, on the theme 'Business Scenario-Opportunities & Challenges Looking Ahead 2021'.

On 15th July, the event was inaugurated by the Vice Chairman of RKG group of Institutions Mr. Akshat Goel, Director RKGIT; Dr. D.R Somashekhar, Head of MBA Department; Dr. Vibhuti and Executive Director Ghaziabad Management Association Mr Vinay Gupta. Deans, HODs and GMA members were also present on the virtual platform during the inauguration session. Ms Madhumita Guha, Director, Intertek India Pvt. Ltd. discussed the various challenges & opportunities faced by startups.

On 16th July, Mr Anil Awasthi, Delivery Leader TCS (Kolkata) enlightened the gathering with different opportunities & challenges in IT sector. About 80 participants from academia, industry & students participated.



Ms Madhumita Guha addressing the session



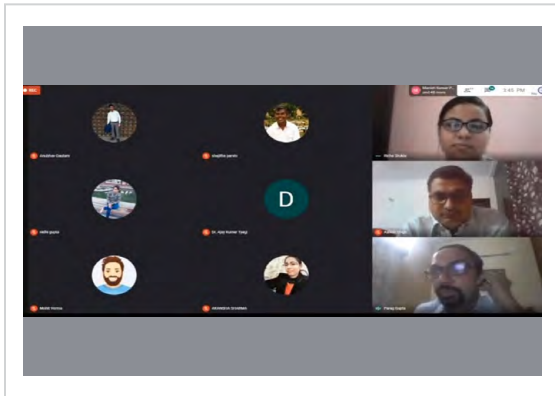
Mr Anil Awasthi delivering his presentation



On 17th July, Dr. Hari Narain Singh, CEO- VHPS Enterprises discussed the challenges and opportunities in various sectors in 2021. Through his presentation, he emphasised on the skill development in this pandemic situation.



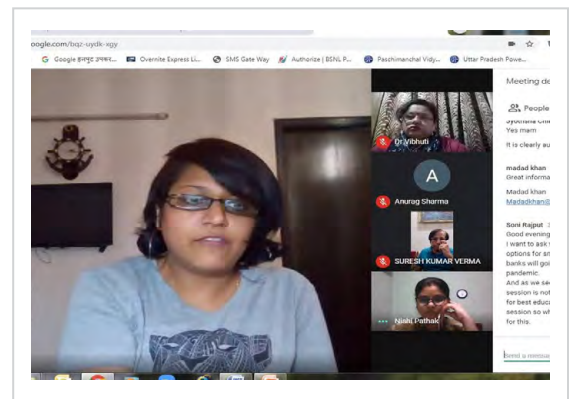
Session with Dr Hari Narain Singh



Mr Parag Gupta addressing participants

On 18th July, Mr. Parag Gupta, Assistant Vice President, Edelweiss Capital spoke on the financial issues related to business in 2021. About 75 participants attended the session.

On 19th July, Ms Pritee Agarwal, AGM, IDBI Bank Noida, threw light on the challenges which banking sector will be facing in 2020 & in 2021. She also told about the job opportunities for the management graduates in 2021. About 85 participants attended the session.



Ms Pritee Agarwal during the session

On the last day of the series, 20th July, Mr Roopesh Tiwari, Vice President (HR) Penna Cement, Hyderabad threw light on the job opportunities in 2021. He also told the participants that there is a need to develop ourselves during adverse situations like pandemic.



Session with Mr Roopesh Mishra

The talk series SAMWAD 2020 ended with valedictory session. Dr Vibhuti, Head- MBA gave the vote of thanks. During the session practical corporate experiences were shared with the participants. In all, about 300+ participants from academia, industry & students actively participated in the talk series on Google meet, YouTube & Facebook.

**Webinar**

Ghaziabad Management Association organised a webinar on 18th July on 'Digital Transformation for your Organisation & Innovation Based on an Indian Ethos'. The speaker of the session was Mr. Deepak Seth, a technology and innovation adviser and a well renowned public speaker and writer. Mr. Seth explained that we should be prepared for the VUCA environment. He also broached the topic of how our Indian ethos helps in being innovative. The session was attended by about 55 members of the association.

*Session on 'Digital Transformation for your Organisation & Innovation Based on an Indian Ethos'*

*Speaker – Mr Deepak Soni*

Ghaziabad Management Association organised a webinar on 31st July, on the theme 'How To Become A Money Magnet'. The speaker of the session was Mr. Deepak Soni, a renowned Money Coach. He is the author of the thought-provoking book 'The Secrets of Money Magnets'. During the Webinar, he shared his framework to expand our perspective about money as wealth and not income. He emphasised that we should shift our focus from income to wealth. The session was attended by about 160 members who found it very enlightening.

**Guwahati Management Association**

Prof Amritpal Singh, Guwahati University, the speaker spoke on the topic 'Look Rust Act East Policy of the Govt' on 25th July. He shared that in the 20th century the Government of India's foreign and economic policy were preoccupied by relations with neighbours in the north like USSR, China and with western powers. By the early 21st century, our Government realised the growing economic muscle of the ASEAN block in the east. At that time the Look East Policy was conceived to engage with the ASEAN block.

Few years back the current Government had rechristened it as Act East policy and envisaged some fast tract initiatives, in which the N E region became the main conduit. Prof Singh named some road and river connectivity projects, a few of which have already started functioning, and also elaborated how this region will be heavily benefitted from those. The welcome address was delivered by Mr S B Sharma, President GMA and the vote of thanks was given by Mr Bibhuti Dutta, Hony Jt Secy, GMA.

## Hyderabad Management Association

### Managing Committee Meeting

On 1st July, Mr Sanjay Kapoor took over as President of the Hyderabad Management Association (HMA) for 2020-21 along with other office-bearers.



Mr Sanjay Kapoor addressing



Session on 'Essential Mantras for Family Business'

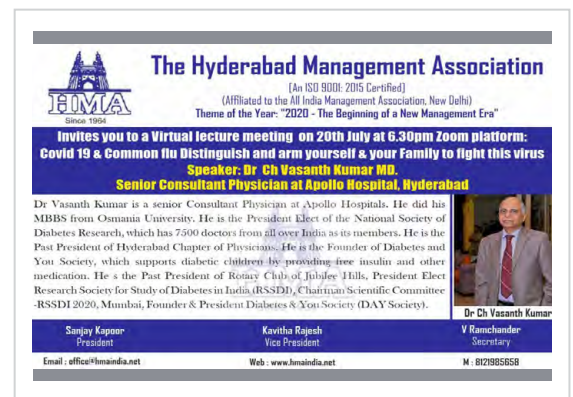
### Online Talks

HMA partnered with GMR PEBI and introduced a series of online talks titled Essential Mantras for Family Business. The first session was held on 18th July by Mr. Dennis Jaffe on 'The Wisdom of 100 -Year Family Enterprise'.

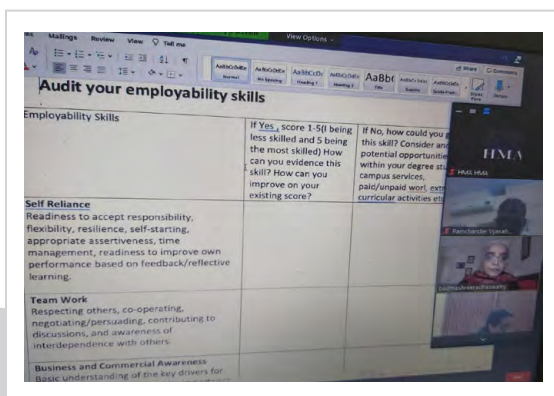
The second session was held on 25th July by Ms. Rachel Atkins & Mr. David Emison on the 'Reputation – You Can't Manage What You Don't Know'.

### Zoom meeting

On 20th July, Dr Vasanth Kumar, senior consultant physician at Apollo Hospital spoke on the Topic: 'Covid 19 & Flu: Distinguish & Arm yourself against the virus Time'. He said that till a vaccine is found, we have to ensure that we follow the regime of prevention every time to stay safe and protect oneself and all those around us.



Session with Dr Vasanth Kumar addressing



Session on 'SELF ANALYSIS'

### MDP

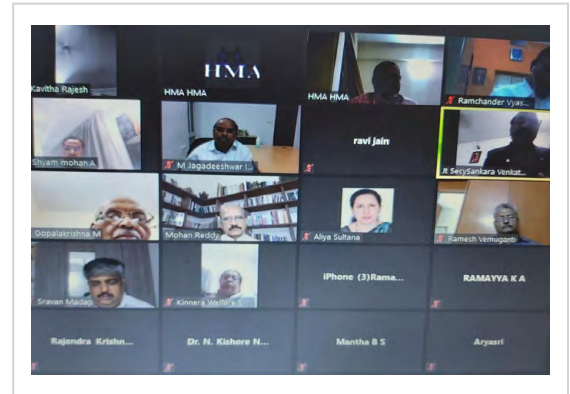
On 25th July, Prof Padmashree Radhaswamy spoke on 'Self Analysis' as part of the 'Managerial Effectiveness' series. The session in all attended by 27 participants was very fruitful and interactive.

**Webinar**

Hyderabad Management organised a webinar on the topic 'Leap Frog Strategies to Overcome Crisis' with two eminent speakers Dr. B.V.R. Mohan Reddy, Executive Chairman, Cyient and a Padmasree Awardee with Mr Jagadeeshwar Rao, IAS (Retired), Former Principal Secretary, Revenue and Disaster Management.

Dr. BVR Mohan Reddy, as the first speaker of the day, was very eloquent in his talk reeling out the facts and figures of how COVID 19 is impacting individuals and organisations. He succinctly compared the 9/11 fall out, the 2008's Global Financial Crisis and Spanish Flu that killed millions with Covid 19 and the current pandemic hit all in great measure.

Mr Jagadeeshwar spoke on the Government sector's education, healthcare and the need for the industry to come to support the government in carrying out its plans where in both the individual and public health would be primordial.



Participants at the session

**The Hyderabad Management Association**  
(An ISO 9001: 2015 Certified)  
(Affiliated to the All India Management Association, New Delhi)  
Theme of the Year: "2020 - The Beginning of a New Management Era"

Hyderabad Management Association invites you to a virtual lecture meeting on

**LEAP FROG STRATEGIES FOR GROWTH IN CRISIS**  
**on Thursday 30th July 2020**  
**6.30 - 8.00 p.m.**

The world is reeling in a war like situation and life seems to have almost come to a standstill. Under such circumstances the topic is most relevant in today's world

The eminent speakers for this session are:

**Dr. BVR Mohan Reddy**  
Executive Chairman  
CYIENT

**Mr Jagadeeshwar Rao, IAS (retd.)**  
Former Principal Secretary Revenue  
Disaster Management GoI

Moderated by

**Mr Sanjay Kapoor**  
President HMA  
2020-21

Join Zoom Meeting

<https://us02web.zoom.us/j/812385677?pwd=NZUuMkYyZjhhS0NlNTYwMjRlMjZlU0Rl>  
Meeting ID: 812 385 687  
Passcode: hydima

You can also watch this live on Facebook:

[https://www.facebook.com/HyderabadManagement/likes/?mailbox\\_id=897265333876758&selected\\_item\\_id=103801042963982](https://www.facebook.com/HyderabadManagement/likes/?mailbox_id=897265333876758&selected_item_id=103801042963982)

And if you miss this then you can watch at your leisure on YouTube:

<https://www.youtube.com/channel/UC9EYU3mg4inDnVzWw>

**Sanjay Kapoor**  
President

**Kavitha Rajesh**  
Vice President

**V Ramchander**  
Secretary

Email : [office@hmadia.net](mailto:office@hmadia.net)      Web : [www.hmadia.net](http://www.hmadia.net)      Hotline No. : 048 22205680

The participants questions covered by Dr. BVR Mohan Reddy compared the measures taken during the pandemic by Angela Merkel's regime in Germany where they conserved their resources to fight the demands viz a viz countries such as US, Singapore, Australia did.

The Secretary, HMA Mr V. Ramachander welcomed the gathering. Both the speakers of the day were introduced by Vice President Smt. Kavitha Rajesh. President Mr Sanjay Kapoor, who also moderated the interactions, indicated how the pandemic has affected the common man, health and livelihood of many. Joint Secretary Mr. Sankara Venkata Krishna Prasad proposed the vote of thanks.

Webinar- 'Leap Frog Strategies to Overcome Crisis'

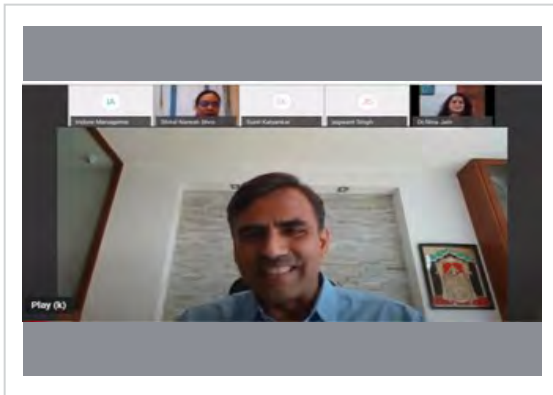
## Indore Management Association

### Webinar

Indore Management Association organised a MDP webinar on 3rd and 4th July on the topic 'Cost Control Strategies during Crisis' with the speaker Mr Nagalingam Goli, Corporate Consultant.



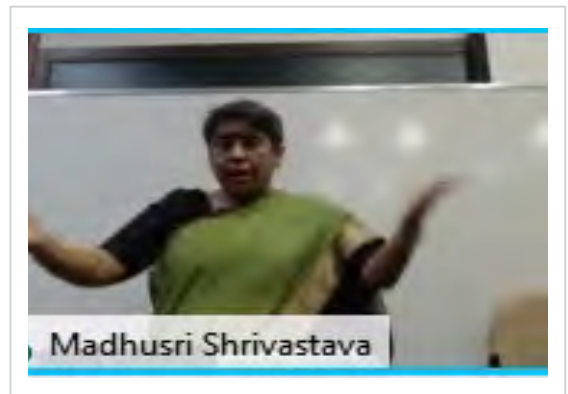
*Mr Nagalingam Goli during the session*



*Mr Samir Parikh addressing the participants*

### HR Meet

Indore Management Association organised a Human Resource Discussion WebEx Meet, on the topic 'Topic: Co-re Strategy and VID-ER Reach: The New Normal of People Practices' with Mr Samir Parikh, Leadership Trainer on 10th July.



*Prof Madhusri Shrivastava during the session*

### Staff Development

Indore Management Association organised a programme on the topic 'How to Conduct Virtual Meetings Effectively' on 17th July with the speaker Prof. Madhusri Shrivastava (Faculty in the area of Communication at IIM Indore).



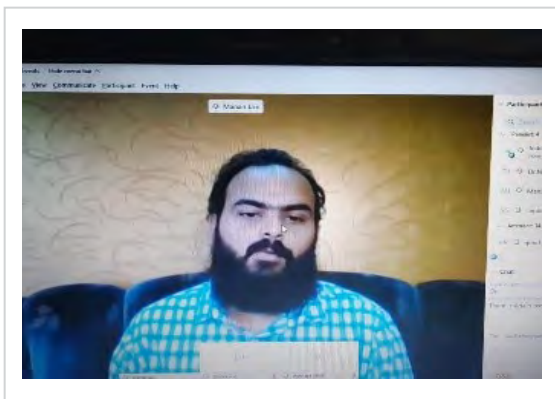
*Mr Sandeep Tahilramaney during the session*

### Skill Development

Indore Management Association organised a programme on Skill Development on 23rd, 25th and 27th July on the topic 'Microsoft Excel Skills (Moderate Level)' with the speaker Mr Sandeep Tahilramaney, Mumbai.

### IMA Student chapter Webinar

Indore Management Association Student Chapter organised a WebEx webinar on the topic 'Converting Potential into Performance' on 6th July. The speaker for the session was Capt. Jaison Thomas, Ex. Army officer.



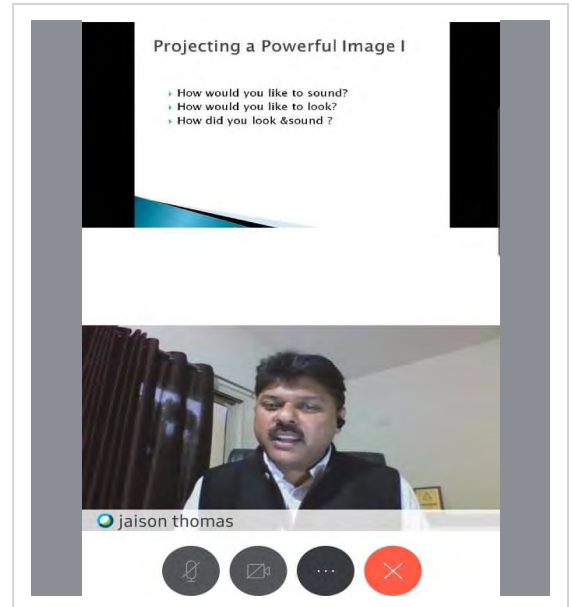
Mr Manan Jain during the session

Indore Management Association Student Chapter organised a webinar on the topic 'Required Approach for Greater Aspirations' on 14th July. The speaker for the session was Mr Manan Jain, Lead- HR People Partner & Experience, YASH Technologies Pvt. Ltd.

Indore Management Association Student Chapter organised a webinar on the topic 'Are you Programmed for Success' on 25th July. The speaker for the session was Dr. Shrikar Dole, Founder & CEO - SDG Foundation & Director at Global Mining Sustainability™



Speaker of the session Mr Akhilesh Sengar



Capt. Jaison Thomas during the session

Indore Management Association Student Chapter organised a webinar on the topic 'Required Approach for Greater Aspirations' on 14th July. The speaker for the session was Mr Manan Jain, Lead- HR People Partner & Experience, YASH Technologies Pvt. Ltd.

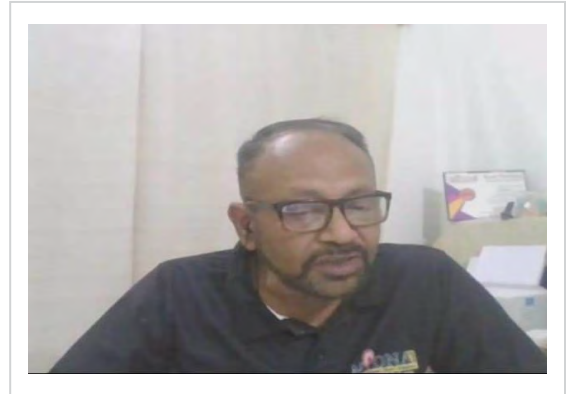


Speaker - Dr Shrikar Dole

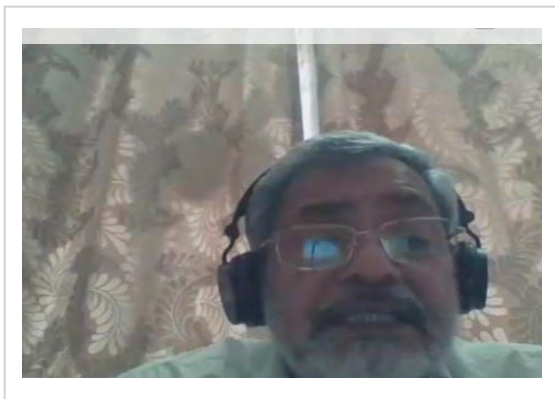
Indore Management Association Student Chapter organised a WebEx webinar on the topic 'Are you Faking It' on 29th July. The speaker for the session was Mr. Akhilesh Sengar, Co-Founder & Principal Consultant, YUVA MasterMind.

**IMA Center of Excellence**

Indore Management Association organised a WebEx webinar on the topic 'Genetic Brain Profiling' on 15th July. The speaker for the session was Mr. Partho Sarcar - Advanced Level Genetic Brain Profiling Counselor, Midna Global Foundation.



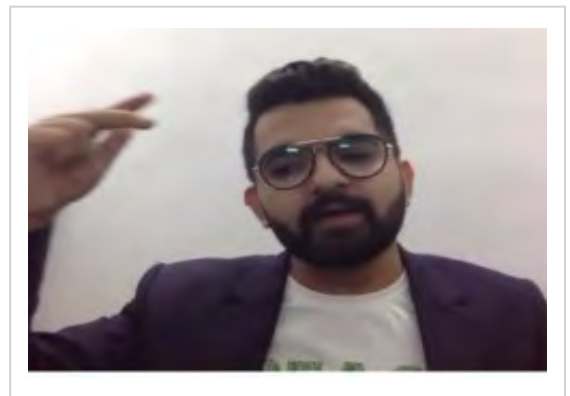
*Mr. Partho Sarcar during the webinar*



*Mr Shiv Kumar during the webinar*

Indore Management Association organised a webinar on the topic 'Management Lessons from Your Cup of Tea' on 8th July. The speaker for the session was Mr. Shiv Kumar, Ex Chief Business Manager, SAIL & President, Corporate Affairs & Business Innovation.

Indore Management Association organised a webinar on the topic 'The Right Way of Using Social Media' on 22nd July. The speaker for the session was Mr. Mayank Batra, Founder & Trainer-In-Chief, Get Digital with Mayank.



*Mr Mayank Batra during the webinar*

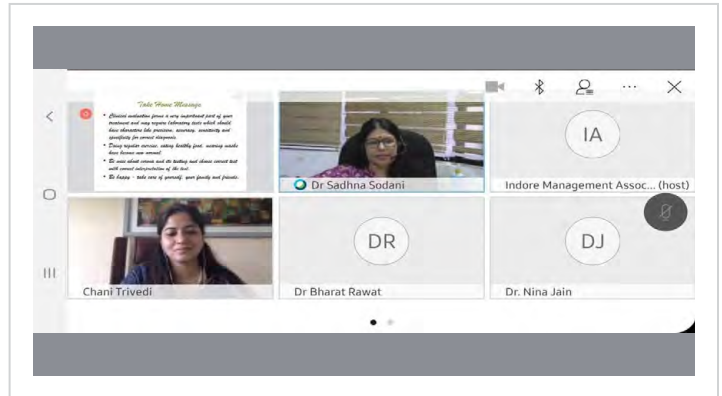


*Speaker- CA Nidhi Agrawal*

Indore Management Association organised a WebEx webinar on the topic 'The Laws of the Spirit World' on 29th July with CA Nidhi Agrawal, Consultant & Trainer.

**IMA Open House Forum**

Indore Management Association in association with Indian Medical Association organised a 'Health Awareness Session' on 31st July. The speakers for the session were Dr. Satish Joshi, President, Indian Medical Association, Indore; Dr. Sadhna Sodani, Hon Director, Sampurna Sodani Diagnostic Clinic, Indore; Dr. Bharat Rawat, Associate Director, Cardiology & Lifestyle Guide, Medanta Hospital, Indore and Dr. Sourabh Malviya, Member – COVID Medical Board & Joint Director, IMA-CGP.

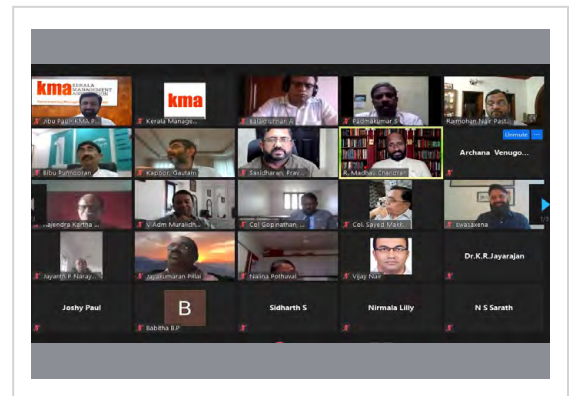


Speakers during the session

**Kerala Management Association**

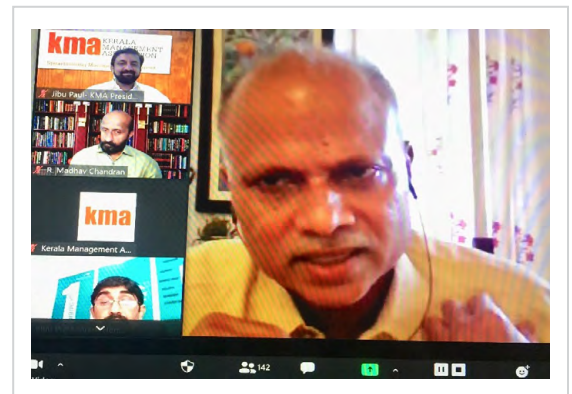
**Leadertalks**

KMA organised a session on 6th July on the topic 'Equipping the Organisations against Phishing attacks'. The speakers were Mr. Gautam Kapoor, Partner, Cyber Risk, Risk Advisory Practice, Cyber Risk Leader – North and East India & Digital Identity Leader – India, Deloitte Touche Tohmatsu India LLP and Mr. Praveen Sasidharan, Partner, Cyber Risk, Risk Advisory Practice, Deloitte Touche Tohmatsu India LLP. Mr. Jibu Paul, KMA President presided over the function and welcome note was given by Mr. Madhav Chandran, Sr. Vice President KMA. Mr. A. Balakrishnan, Managing Committee Member introduced the speaker and the vote of thanks was given by Mr. Bibu Punnooran, Hon. Secretary, KMA.



Participants at the session

On 25th July, KMA hosted another session on the topic 'How to face economic challenges and revive Business' with Mr. T. K. Arun, Consulting Editor, The Economic Times. Mr. Jibu Paul, KMA President, presided over the function and Mr. Madhav Chandran, Sr. Vice President, KMA welcomed the gathering. The introduction of the speaker was done by Mr. A. Balakrishnan, Managing Committee Member and the vote of thanks was given by Mr. Bibu Punnooran, Hon. Secretary.



Mr. T. K. Arun during the session



On 29th July, KMA hosted the session with Mr. Farookh Sensei, Leadership Empowerment Coach, on the topic 'Ignition 2.0' KMA President'. Mr. Jibu Paul presided over the function and Mr. Madhav Chandran, Sr. Vice President KMA welcomed the gathering. The introduction of the speaker was done by Dr. T.K. Ramen, Managing Committee Member and the vote of thanks was proposed by Mr. Bibu Punnooran, Hon. Secretary.



Mr. Farookh Sensei interacting with the participants

## Lucknow Management Association

### Webinars

Lucknow Management Association joined hands with HR Association of India for a webinar on 2nd July on 'Redesign working Strategies : The new normal' by Mr Vikas Seth, Country Head, India Milestone INC; Mr Deepak Bhatia, COO, SLK Global Solution & Ms Sindhu Kalyansundaram, Founder and Chief Mentor, Ignite Akademi.



Session on 'Redesign working Strategies : The new normal'.

invite you for a webinar on

### "Index Future/Gold Mini Options"

on

**Sunday, 5<sup>th</sup> July, 2020**

from

**2:00 p.m. - 3:00 p.m.**

at

**Cisco Webex**

<https://meetingsapac23.webex.com>

Meeting number : 1666844996  
Password: MCX@123  
(0291123 from phones and video systems)

**Key Note Speaker**

**Mr. Sunil Misra**  
Branch Head-UP & Uttranchal at MCX

**Mr. Pravin K. Dwivedi**  
President, AWOKE India  
Sr. Vice President, LMA

Regards,  
Dr. Shashi Deshpande

Webinar on 'Index Future/Gold Mini Options'

Lucknow Management Association in association with AWOKE India Foundation organised a webinar on Index Future/Gold Mini Options on 5th July. The speaker was Mr Sunil Misra, Branch Head-UP & Uttranchal at MCX. Mr. Pravin Dwivedi, President, AWOKE India Foundation and Sr. Vice President LMA moderated the webinar.

Lucknow Management Association in collaboration with HR Association of India organised a webinar on 'The Day After Tomorrow: The New and The Next Normal' on 16 July by Dr. Saumya Badgayan, General Manager HR & IR - Gold Star Jewellery Pvt. Ltd; Mr. Raghunandan SV, Chief Enabling Officer - Ess Vee Associates; Dr. Shital Badshah, Founder-Growth Catalyst; Mr. Vinay Trivedi, CHRO, TA Pai young HR leaders. Mr A.K. Mathur, Vice President LMA moderated the webinar.



Webinar on 'The Day After Tomorrow: The New and The Next Normal'

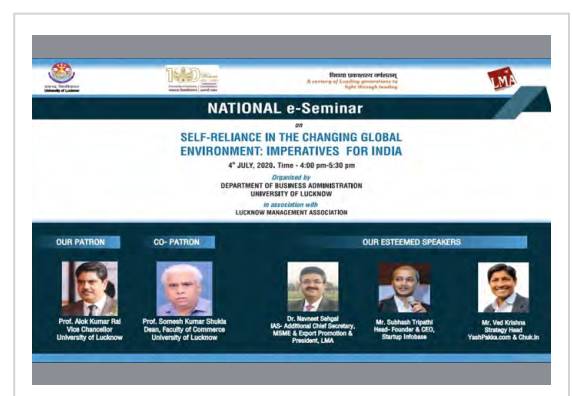


Webinar on 'Work, Workforces, and Workplaces: Redefined, Renewed'

Lucknow Management Association joined hands with HR Association of India for a webinar on Work, Workforces, and Workplaces, Redefined, Renewed on 23rd July. The speakers were Mr. Jaimin Shah, CO-Founder-Dev IT Solutions; Mr. Avelo Roy, Managing Director-Kolkata Ventures; Ms Sandhydeep Purri, Chief People Officer-Sapphire Foods. Mr A.K. Mathur, Vice President LMA moderated the webinar.

### National e-Seminar

Lucknow Management Association in collaboration with Department of MBA, University of Lucknow organised a webinar on 'Self Reliance in the Changing Global Environment: Imperatives for India' on 4th July. The speakers of this webinar were Dr Navneet Sehgal, Additional Chief Secretary GoUP & President LMA; Mr. Ved Krishna, Strategy Head and Mr Subhas Tripathi, Head-Founder &CEO, Startup Infobase. The session was moderated by Prof. Sanjay Medhavi, Head of Department, LUMBA. Mr A.K. Mathur, Vice President LMA introduced the speaker.



E –Seminar on 'Self Reliance in the Changing Global Environment: Imperatives for India'

**e-Panel Discussion**

Lucknow Management Association in association with AWOKE India Foundation and Jaipuria Institute of Management organised a panel discussion webinar on the subject 'Defeating Coronavirus- Gratitude to Corona Warriors' on 9th July. The panelists were Prof Abbas Mahdi Head, Dept. of Biochemistry KGMU and Former VC Era University; Prof Surya Kant Head, Dept of Pulmonary Medicine, KGMU and Past President IMA and Dr. Nuzhat Husain, Director, Ram Manohar Lohia Hospital. Dr. Kavita Pathak, Director, Jaipuria Institute of Management chaired the session.



Panel Discussion on 'Defeating Coronavirus- Gratitude to Corona Warriors'



**e-Health Talk**

Lucknow Management Association joined hands with Fortis Escorts for a webinar on 'COVID -19 & Care of Heart' on 11th July by Dr Z.S. Meharwal renowned Cardiologist and Executive Director & HOD, Cardiothoracic Vascular Surgery, Fortis Escorts. Mr A.K. Mathur, Vice President LMA moderated the webinar.

Dr Z.S. Meharwal spoke on 'COVID-19 & Care of Heart'

**e-Knowledge Session**

Lucknow Management Association joined hands with TiE & My Place for a webinar on 'Scientific Innovations & Business' on 12th July by Mr Alok Dhawan, Director CSIR-Indian Institute of Toxicology Research; Dr. Manish Diwan, Head Strategic Partnerships & Entrepreneurship Development, BIRAC, Govt. of India; Mr. Vinayak Nath Founder & CEO My Place Co Working.

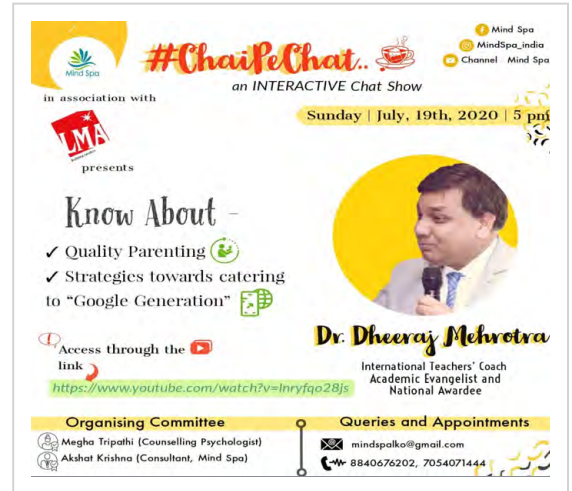


Session on 'Scientific Innovations & Business'

**e-Interactive Chat Show**

Lucknow Management Association in association with Mind Spa organised an interactive chat show #ChaiPeChat by Dr Dheeraj Mehrotra on 19th July. Mind Spa is a firm dedicated to the cause of creating a revolution in the arena of mental health and give momentum to the pace of its awareness on the essence, among the masses, especially in India. Mr A.K. Mathur, Vice

President LMA moderated the session.



*Dr Dheeraj Mehrotra interacted on 'ChaiPeChat'*



*Discussion on 'Imperatives of Adopting Industry 4.0 Technologies by MSME'*

**e-Panel Discussion**

Lucknow Management Association in association with AWOKE India Foundation organised a webinar on 'Imperatives of Adopting Industry 4.0 Technologies by MSME' on 21st July. Besides representatives of LMA, AIF; Mr. Awadesh Agarwal Chairman IIA; Mr. Rajnish Sethi IIA; Mr. Janak Raj, President, Laghu Udyog Bharti; Prof. J. Ramkumar of IIT Kanpur; Mr K. K

Tiwari, Registrar IIT Kanpur; Mr. Sachin Agarwal Chairman & Managing Director PTC Industry Ltd.; Mr. Akshay Gupta AKG Consulting; Mr. Navneet Sehgal, Additional Chief Secretary, MSME and President LMA was the Chief Guest in the session. Mr. Pravin Dwivedi, Sr. Vice President LMA and President AWOKE India Foundation moderated the webinar.

**e-Knowledge Sharing Session**

LMA joined hands with HR Association of India for a webinar on 27th July on 'Transforming Organisation Culture'. The speakers were Ms. Namrata Mathur, Faculty, Tata Institute of Social Sciences; Dr. Tripti Singh, Founder & Principal Consultant at Drishtikon Consultants; Mr. Sanchayan Paul, Co-Founder of KaryaMitra. Ms. Greeshma Thampi, Chief Image Consultant & Director Avancé Image Management moderated the session.



*Webinar on 'Transforming Organisation Culture'*

## Meerut Management Association

### Webinars

A webinar was organised by Meerut Management Association in association with MIET Business School on 2nd July via Google Meet. Theme of this webinar was 'Roles and Practices Followed by HR'. The speaker was Ms. Neeti Goel, Human Resource Specialist, India Mart Inter Mesh Ltd. Ms. Komal Sharma from MIET Business School was the moderator of the webinar.



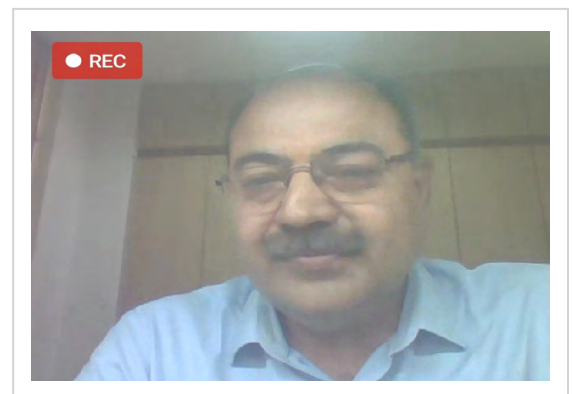
*Ms. Neeti Goel delivering her lecture during the webinar*



*The trainer Mr. Jatin Sukhija.*

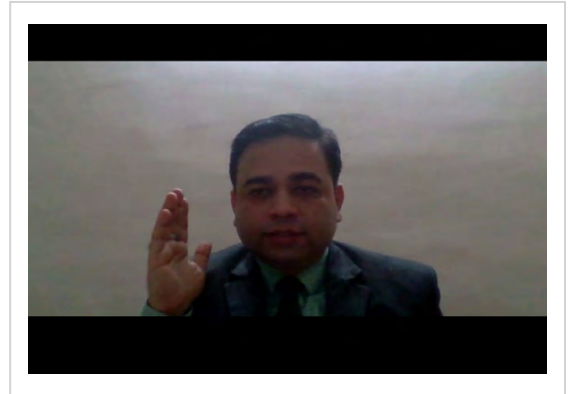
A webinar was organised by Meerut Management Association in association with MIET Business School on 4th July. via Google Meet. The theme of the webinar was 'Hands on Advanced Excel Training.' The trainer was Mr. Jatin Sukhija, Director, Productivity Expertz Services Pvt. Ltd. Ms. Madhu Sharma, Asstt. Professor MIET was the moderator of the webinar. The webinar was widely appreciated by all attendees.

A webinar was organised by Meerut Management Association in association with MIET Business School on 9th July. The theme of this webinar was 'Geopolitical Development and Indian Leadership.' The distinguished speaker was Dr. S. K. Dube, Expert in International Economic Environment. Ms. Komal Sharma MIET Business School was the moderator of the webinar. Faculty/students of MIET and members of MMA attended the webinar.

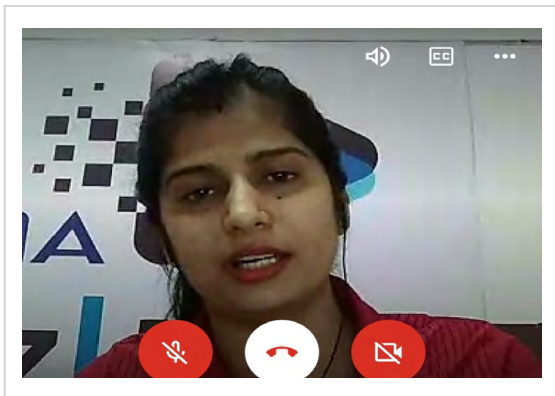


*Dr. S. K. Dube delivering his lecture during webinar.*

A session was organised by Meerut Management Association on 18th July via Zoom. The theme of this webinar was ‘Successful Parenting Using NLP (Neuro Linguistic Programming) Techniques.’ The eminent speaker was Mr. Nilanjan Mukherjee, Deputy General Manager – HR, Relaxo Footwears Limited. Mr. Gaurav Jain, President, Meerut Management Association was the moderator of the webinar. Members exchanged questions and additional inputs as a part of knowledge sharing session.



*Mr. Nilanjan Mukherjee delivering his lecture.*



*Ms. Charu Khanduja delivering her talk.*

A webinar was organised by Meerut Management Association in association with Meerut Institute of Technology on 23rd July. Theme of this webinar was AIMA BizLab ‘Emerging Technology in Commerce & Management Education’. The speaker was Ms. Charu Khanduja, Assistant Professor, MIT. Faculty/students of MIET and members of MMA attended the webinar.

**Online Workshop**

An online workshop on APQP (Advanced Product Quality Planning) was organised by Meerut Management Association on 25th July via Zoom. More than 35 factory owners and managers from various industries took part in the programme. The online workshop was arranged to teach various concepts and techniques of APQP. Mr. Nitin Kumar, Founder, Tetrahedron Manufacturing Services, Gurugram was the trainer for the workshop and Mr. Gaurav Jain, President, Meerut Management Association was the moderator.

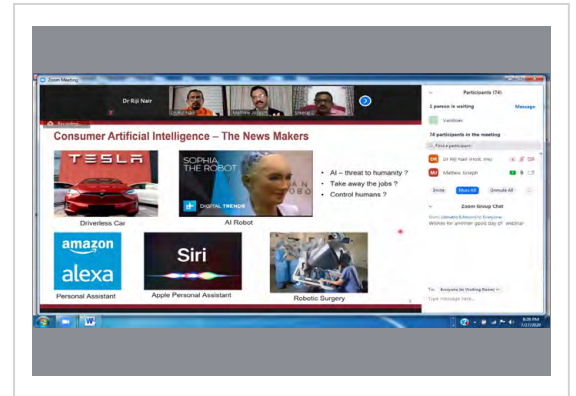


*The eminent trainer Mr. Nitin Kumar*

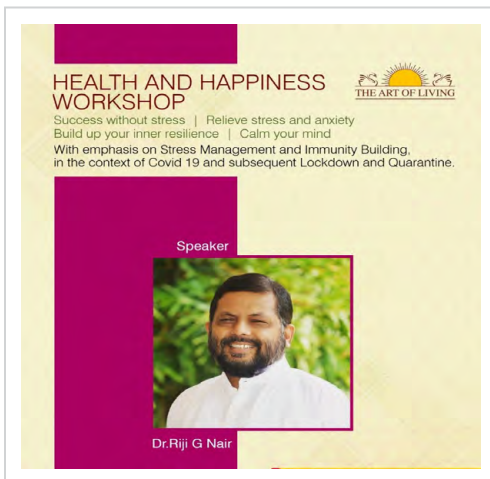
## Quilon Management Association

### Webinar

Quilon Management Association conducted a webinar on 'Artificial Intelligence in Business Management' on 17th July. The keynote speaker of the event was Mr Mathew Joseph, Vice President, Apar Technologies Pvt Ltd. The session was chaired and presented by Dr Riji G Nair, President, QMA and Mr Sreeraj. C, Secretary General, QMA, welcomed the members. Prof Biju. K, Secretary (Programmes) QMA, introduced the chief guest.



*Webinar on 'Artificial Intelligence in Business Management'*



*Workshop on 'Health and Happiness'*

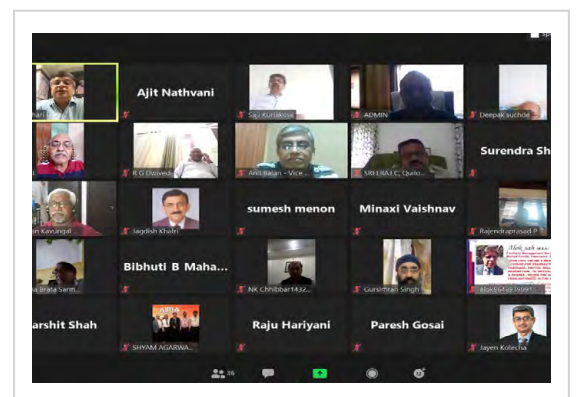
Mr Joseph explained the importance of artificial Intelligence in Business Management during his association with major organisations like IBM, Siemens and TCS. Dr B.S. Suran, EC Member, QMA proposed the vote of thanks. About 85 members attended the session.

QMA organised a 'Health and Happiness Workshop' by Dr Riji G Nair, President QMA on 19th July. The programme was the combination of some simple techniques of yoga, breathing exercises and meditation with special emphasis on Stress Management and Immunity boosting in the context of Covid-19. Participants appreciated QMA president for volunteering for the above session.

## Rajkot Management Association

### Webinars

Rajkot Management Association organised a webinar on 5th July, on the theme 'LMA Virtual Meet' inviting all the LMA leaders to discuss and learning from each other post Covid era. More than 45 LMA leaders participated in this virtual meet and interacted with Mr. Chetan Kothari, RMA chairman. The meet got an overwhelming response from the leaders, sharing their rich ideas, experiences and more activities to be done by LMA. Mr. Parag Jobanputra, RMA President moderated the event and the vote of thanks was given by Mr. Paresch Gosai, RMA Hon. Secretary.



*LMA leaders addressing during the webinar*

On 5th July, RMA hosted a session on 'Circular economy & role of entrepreneurs'. The speaker was Ms. Violeta Bulc, Former Dy. PM of Slovenia & EU Transport commissioner and the moderator was Mr. Jatin Kataria, EC member RMA.



Ms. Violeta Bulc, Former Dy. PM of Slovenia & EU Transport commissioner



Dr. Dharmesh Raval, VP (Academia) RMA will address the session on "How to prepare & build your resume".

Another webinar was organised on 'Putting stories to Work' on 21st July with Mr. Bharat Avalani - CEO, Connecting the Dots, Malaysia. It was moderated by Mr. Ajit Nathwani (EC member-RMA) and the vote of thanks was given by Mr. Paresh Gosai, RMA.Hon.secretary. Lots of interaction were made by the participants during the event.



Mr. Bharat Avalani - CEO, Connecting the Dots, Malaysia



## Rohilkhand Management Association

### Executive Meeting

The Executive body meeting of Rohilkhand Management Association was held on 21st July. It was decided that RMA will arrange a webinar on different topics every week.

### Debate

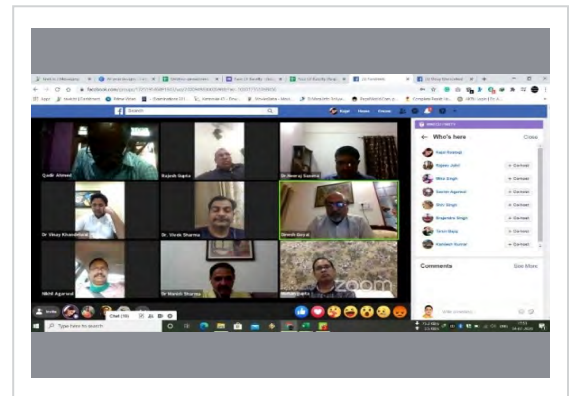
Rohilkhand Management had a great debate amongst its members on the topic 'Effects of Monopoly and Competition on Business and Society'. The gist of the debate is that competition is good for the society as it controls the prices but unhealthy competition and monopoly are bad because they affect the quality and price. Liberalisation and globalisation are prime sources of growth of economy and GDP. Participants suggested that the Government should help and support MSME's by making necessary changes in the rules and regulations, not allowing the monopoly, making hassle free land use, providing level playing ground, no favouritism, easy flow of capital and resources, and equal opportunities.

### Webinar

On 24th July, Rohilkhand Management Association organised a webinar on the topic 'What are the New Normals and we should adopt them permanently'. The speakers were Mr Mudit Chaturvedi, General Manager, Dainik Jagran ; Mr Dinesh Goel, Managing Director, Ramaa Shyama Papers Pvt Ltd; Dr Vinay Khandelwal, Vice President, RMA and Executive Director, Khandelwal College of Management and Science and Dr. Swatantra Kumar, learned Professor and Proprietor of Realmax Infrastructure Pvt Ltd. The programme was interactive and the participants shared their views on challenges and opportunities related to new normals in the field of media, business, academy, medical services and social programmes etc.



*Executive Body of RMA*



*Participants during the webinar session*

## Silchar Management Association

### LECTURE

SMA organised a session on 'Investments - Why only a few make Money?' on 11th July with Mr Pallav Bagaria, Director, Sapient Wealth Advisors & Brokers Pvt.Ltd. The Chairman of SMA, Mr. IB Ubhadiya- Manager, Rosekandy Tea Estate and the faculty members of the Dept of Business Administration, Assam University, Silchar were present at the session.

On 18th July, SMA organised a session on the theme 'Stock Market : Darr Ke Aage Jeet Hain'. The speaker of the session was Ms Jayashree Bhattacharjee, Stock Holding Corporation of India Ltd. The Chairman of SMA, Mr IB Ubhadiya, Secretary of SMA; Dr Amit Kumar Das and the faculty members of the Dept of Business Administration, Assam University, Silchar attended the session.

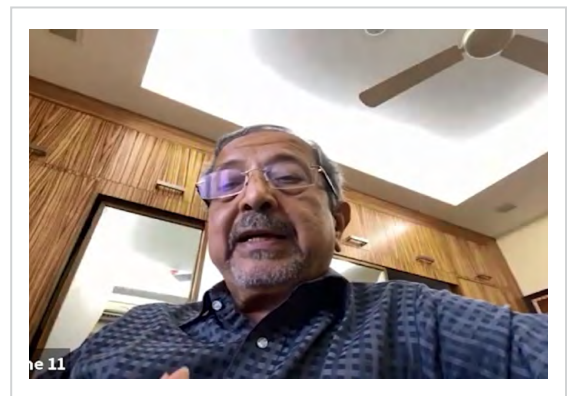
**HR CONCLAVE**

Silchar Management Association (SMA) have organised an HR e-Conclave on the theme 'Acquisition and Retention of Talent amid Covid-19 pandemic : a Road Map' on 25th July. The speakers of the session were Mr Ugen Tashi, Chief General Manager, HRD, IDBI Bank Ltd; Ms Ankita Poddar, Senior HR Business Partner, Amazon; Mr Akhilesh Belwalker, HR Business Partner-NESA Circle Airtel India; Ms Simi Choudhury, AVP, Talent Management & Development and Diversity & Inclusion, Sutherland; Mr Pranay Prakash, Head- People Operations, Delhivery. The session was moderated by Mr Tridip Sarmah, Chief People Officer, North East Small Finance Bank (NESFB).

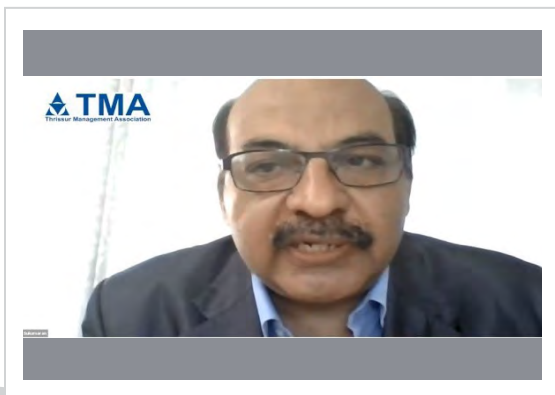
**Thrissur Management Association**

**Webinars**

TMA has organised a session on 'COVID-19: Impact on Capital Market' on 8th July for the members of TMA Student Chapter. The speaker CA. T S Anantharaman, Former Chairman of CSB Bank Ltd and Past President of TMA spoke that COVID-19 is a temporary phenomenon for capital market and capital market will bounce back once it is over. He was also optimistic on India Growth Story for the long run. Around 95 members attended the webinar.



CA. T S Anantharaman addressing the session



Prof. K Sukumaran addressing the session

On 10th July, TMA has organised a session on 'Financial Wellness & COVID-19'.

The speaker Prof K Sukumaran (Dean, National Institute of Securities Market, Mumbai), addressed on the importance of Financial Literacy and Financial Wellness.

On 15th July, another session was conducted for TMA Student Chapter Members on the topic 'Tourism - Way Forward after the Pandemic'. The speaker Er. Gopalakrishnan M.R (Managing Director, Kadappuram Beach Resort & Past President, TMA) explained that Tourism is one of the worst hit sectors by COVID-19. About 80 members attended the online session.



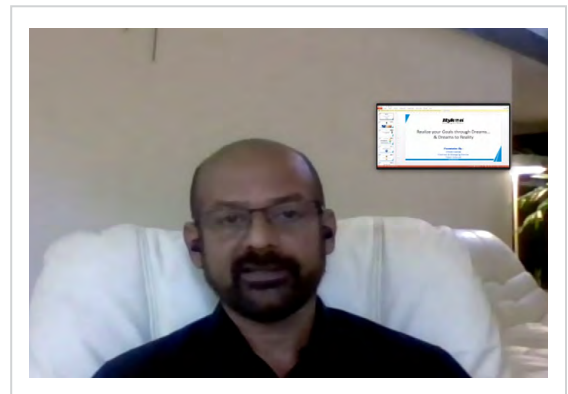
*Er. Gopalakrishnan M.R addressing*

On 17th July, TMA has conducted another webinar on the topic 'Cyber Security Simplified for all'. The speaker of the session was Er. Sangameswaran Manikkyam Iyer GSEC, CISSP, CISM, CCSK & VTSP (International Cyber – Security Specialist & Speaker, USA). In the above context, Thrissur Management Association (TMA) organised a cyber security awareness to everyday netizen. About 126 members attended the online session.



*Er. Sangameswaran Manikkyam Iyer addressing TMA members*

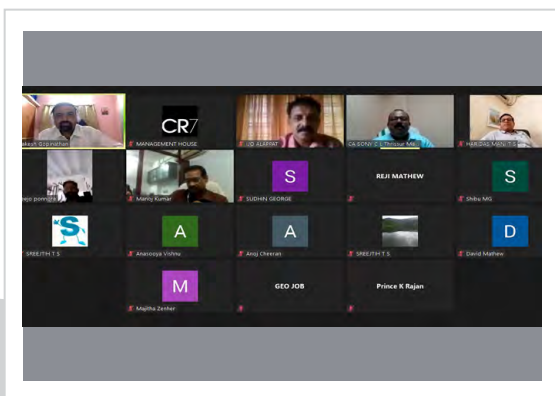
On 22nd July, TMA Students Chapter organised a webinar on 'Dream Your Goals'. The speaker of the session was Er. Christo George, Chairman & Managing Director, Hykon India Ltd. & Past President, TMA. He said that to be successful in life one must turn dreams into reality. He said that India will become Global Manufacturing Hub in the next 10 years. The session was well attended by the participants from various industries, academicians and students from various colleges. About 90 members attended the session.



*Er. Christo George addressing the session*

**MDP**

TMA has organised a training session on the topic 'How to create an Inbound Marketing Strategy for your Business' on 28th July. The trainer of the session, Mr Rakesh Gopinathan elaborated that inbound marketing is a dynamic buyer-centric solution that is focused on the consumer's needs, desires and buying journey. Around 35 members attended the training session including industrialists, entrepreneurs, professionals, and senior executives.



*Mr. Rakesh Gopinathan addressing the training session*

## Vaikom Management Association

Vaikom Management Association provided a TV and internet connection to P Krishnapilla Memorial Library under the Kerala State Library Council, to conduct online classes for students. Er P Rajendaraprasad, President VMA, handed over a 55 inch TV to Mr P K Harikumar, the State Library Council President on 5th July, at a brief function in the library premises.



*Office bearers of VMA and library officials at the function*

**60+ Years of Legacy in Management Development**  
**AICTE Approved\* P.G. Courses in Management**



**PGDM**

**Post Graduate Diploma in Management (2 Years)**

- Business Analytics
- Digital Marketing
- Financial Research & Valuation Modeling
- Hospitality Management
- Retail Marketing
- Supply Chain Management
- Human Resource Management
- Marketing Management
- Financial Management
- Operations Management
- International Business
- IT Systems

**PGDITM**

**Post Graduate Diploma in Information Technology Management (2 Years)**

- HR Systems
- E-Commerce
- Financial System
- Data Analytics & Business Intelligence

**PGCM**

**Post Graduate Certificate in Management (1 Year)**

- Business Analytics
- Digital Marketing
- Supply Chain Management
- Financial & Valuation Modeling
- Human Resource Development
- Marketing Management
- Financial Management
- Operations Systems
- International Business
- Retail Management
- Pharmaceutical Marketing

**AIMA Advantages**

- Employment Oriented Curriculum
- Globally Recognised
- Blended Mode of Learning
- Eminent Faculty from Academia & Industry
- Online Access to Library
- Access to Live Industry Sessions
- Scholarship to Economically Disadvantaged
- Convenient Weekend Class Schedule

- **60,000+ Strong Alumni**
- **30,000+ Institutional & Professional Members**

\*In ODL Mode

**For further information, please contact:**

15, Link Road, Lajpat Nagar-III, Near Lajpat Nagar Metro Station, New Delhi - 24  
Tel: 011- 4767 3000/ 4986 8399 / 96546 01397/ 83760 65038, E-mail: pgdmcme@aima.in  
Website: www.aima.in

# AIMA Events Calendar

Event	Programme Chairman /Director	Venue	Date
29th National Management Games (NMG- 2020)		Western Region Online Round	20-23 July 2020
		Eastern Region Online Round	27-30 July 2020
		Southern Region Online Round	03-06 August 2020
		Northern Region Online Round	17-27 August 2020
		Grand Finale	01 September 2020
AIMA & BML Munjal University Online Workshop		Online	16 August 2020
46th National Competition for Young Manager		East Region Online Round	17-18 August 2020
		South Region Online Round	20-21 August 2020
		North Region Online Round	24-25 August 2020
		West Region Online Round	27-28 August 2020
		Grand Finale	04 September 2020
25th AIMA Convocation		Online	20 August 2020
Twenty Seventh LeaderSpeak Series	<b>Mr R S Sodhi</b> Managing Director Gujarat Co-operative Milk Marketing Federation Ltd	Online	25 August 2020
YLC Session on “LGBTQ inclusion in Indian workplace”	<b>Parmesh Shahani</b> Author Queeristan: LGBTQ inclusion in the Indian Workplace, Vice President Godrej Industries Ltd. <b>Anubhuti Banerjee</b> Manager – Analytics & Insights (Marketing), Lead – Wings, Tata Steel LGBT+ Network <b>Nanjappa Somanna</b> Vice President Head Employee Relations, INFOSYS LTD and YLC Mentor <b>Manu Wadhwa</b> CHRO Sony pictures and YLC Mentor Chairperson, YLC- HR Workstream	Online	28 August 2020

Event	Programme Chairman /Director	Venue	Date
Twenty Eighth LeaderSpeak Series	<b>General J J Singh</b> Former Chief of the Army and Governor of Arunachal Pradesh	Online	01 September 2020
MasterClass Series		Online	5 September 2020
Twenty Ninth LeaderSpeak Series	<b>Mr Manish Sabharwal</b> Chairman and Co-founder Teamlease Services	Online	07 September 2020
47th National Management Convention		Online	21-22 September 2020
MasterClass Series		Online	17 October 2020
MasterClass Series		Online	21 November 2020
21st National Management Quiz 2020		Online	23 – 28 November 2020

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

For any feedback, suggestions or advertising queries please write to,  
[aimanews@aima.in](mailto:aimanews@aima.in)

Published and released by AIMA Corporate Communications.

CONNECT WITH US



# AIMA

ALL INDIA MANAGEMENT ASSOCIATION

**All India Management Association**

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

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

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