

AIMA News

AIMA'S MONTHLY E-MAGAZINE

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

JUNE 2015



Dear Readers,

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

The past month has seen AIMA live up to its mandate of enhancing management capability by providing several platforms for management professionals and academicians to develop their management prowess or showcase their ideas and work to a distinguished panel and audience.

AIMA held the book launch of 'Managing India' written by Prof S L Rao, Noted Academician and Past President, AIMA which was released by Mr Suresh Prabhu, Ministry for Railways, Government of India in the presence of an august panel and audience. Some of the other speakers on the occasion included Mr H M Nerurkar, Prof Abad Ahmad, Dr. Bakul Dholakia, Dr Rajan Saxena amongst others. You will find more details inside.

In addition, the 4th edition of AIMA's HR Leadership Retreat was successfully held in Goa under the chairmanship of Mr T V Mohandas Pai, addressed by thought leaders and industry experts from India Inc. The Retreat was designed to help HR leaders learn from the experiences of leading practitioners and successful organisations. AIMA also held the 7th Business Responsibility Summit recently under the Chairmanship of Mr Rajeev Bhadauria with Mr Vineet Nayyar as Chief Guest. The Summit was addressed by esteemed speakers over several sessions. The occasion also witnessed the presentation of awards to the best case studies on theme 'Commitment towards Responsible Business- Practical Cases with Tangible Benefits', with the winning teams making presentations to the audience and panel.

This issue carries brief reports on these programmes along with other updates from the recently concluded pan India National Management Games, training programmes, workshops and interactive sessions. You will also find some interesting articles on management and updates from the LMAs.

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

Warm regards,

Rekha Sethi
Director General

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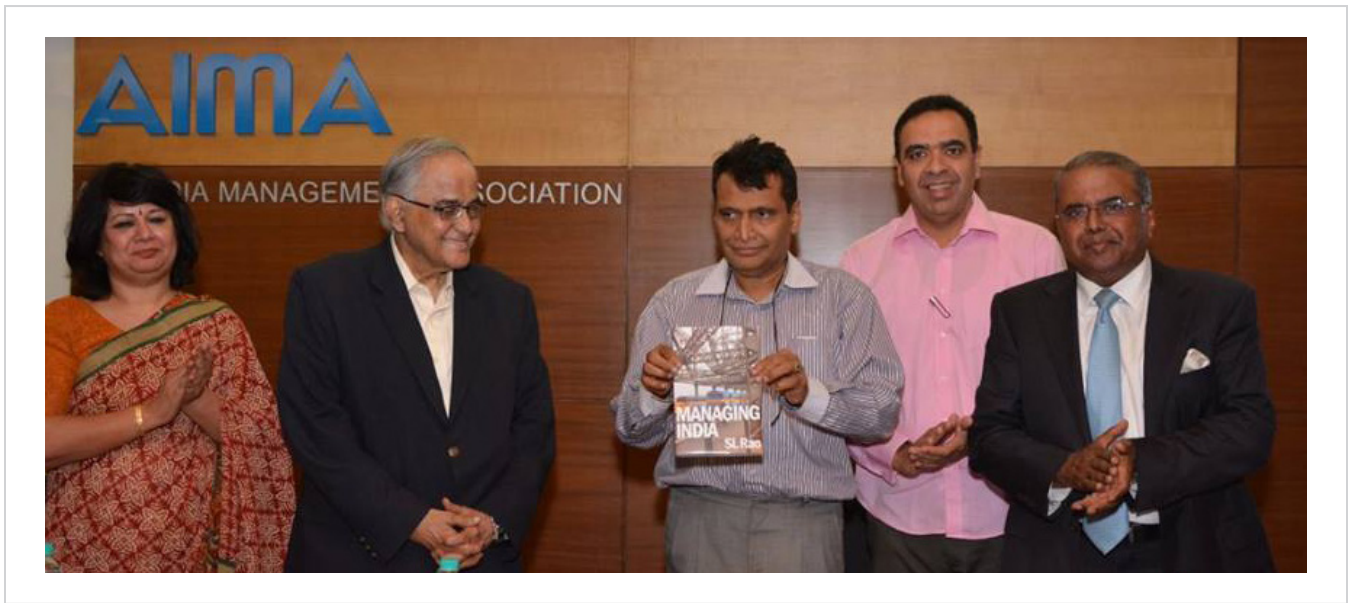
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Book Release



(L-R) Rekha Sethi, Director General, AIMA; Prof S L Rao, Noted Academician and Past President, AIMA; Suresh Prabhu, Ministry for Railways, Government of India; Sanu Kapila, Publisher, Academic Foundation and H M Nerurkar, President AIMA & Chairman, TRL Krosaki Refractories Ltd

AIMA held a book release function on 1 July 2015, where the Chief Guest, Mr Suresh Prabhu, Ministry for Railways, Government of India released a book titled 'Managing India' written by Prof S L Rao, Noted Academician and Past President, AIMA.

On the occasion, Mr Prabhu said Prof S L Rao's book is a guide to all those who are involved in the onerous task of managing India. He shared, "The government's strategy to solve the problem of agriculture dependence of a large population was to achieve managed migration of people from agriculture to manufacturing and services through organised skill development." Introducing the book, Prof S L Rao said that his book tries to present the economic and political issues as management issues. "All problems faced by

India are presented from the point of view of management," he added.

Also present on the occasion was Mr H M Nerurkar, President AIMA & Chairman, TRL Krosaki



Suresh Prabhu, Minister of Railways, Government of India addressing the session

Refractories Ltd who chaired the session. The other panelists included Prof Abad Ahmad, Chairman, Aga Khan Foundation (India) & Academic Advisor, Centre for Management Studies, Jamia Milia University; Dr. Bakul Dholakia, Director General, International Management Institute; Dr Rajan Saxena, Vice

Chancellor, SVKM's Narsee Monjee Institute of Management Studies and Chairman, AIMA-CME Board of Studies; Mr Sanu Kapila, Publisher, Academic Foundation and Ms Rekha Sethi, Director General, AIMA who shared their views on the book.

The programme was very well received and was attended by over 150 people.



(L-R) Sanu Kapila, Publisher, Academic Foundation; Dr Bakul Dholakia, Director General, International Management Institute; Prof S L Rao, Noted Academician & Past President, AIMA; H M Nerurkar, President, AIMA & Chairman, TRL Krosaki Refractories Ltd; Prof Abad Ahmad, Chairman, Aga Khan Foundation (India) & Academic Advisor, Centre for Management Studies, Jamia Milia University and Dr Rajan Saxena, Vice Chancellor & Distinguished Professor of Marketing, NMIMS

5th Anjani Mashelkar Inclusive Innovation Award

The Anjani Mashelkar Inclusive Innovation Award is an annual award of Rs. 1 lakh given to an individual or an organisation for an idea, prototype or a commercialized product, service and business model. The innovation must address the problems faced by the disadvantaged resource-poor people in India and offer an original and implementable solution.

The awardees will preferably be those, who believe in not just 'best practices', but 'next practices'. And most importantly, it will value solutions that represent 'affordable excellence', breaking the myth that 'affordability' and 'excellence' cannot go together.

[CLICK HERE TO APPLY](#)

7th Business Responsibility Summit



(L-R) Rekha Sethi, Director General, AIMA; Vineet Nayar, Former CEO, HCL Technologies and Founder, Sampark Foundation; Rajeev Bhaduria Summit Chairman & Director Group HR, Jindal Steel & Power Group of Companies; Sudipta Das, Advisory Partner and Climate Change & Sustainability Leader, Ernst & Young and Miniya Chatterji, Programme Director and Chief Sustainability Officer, Jindal Steel and Power Group of Companies

The 7th Business Responsibility Summit, held on 23rd of June 2014 in New Delhi, was chaired by Mr Rajeev Bhaduria, Director Group HR, Jindal Steel and Power Ltd. and Ms Miniya Chatterji, Chief Sustainability Officer, Jindal Steel and Power Ltd. was the Summit Director. The inaugural session was addressed by Mr Vineet Nayar, Former CEO, HCL Technologies and Founder, Sampark Foundation.



Vineet Nayar, Former CEO, HCL Technologies and Founder, Sampark Foundation addressing the session

Some of the other speakers included Mr Sudipta Das, Advisory Partner & Climate Change & Sustainability Leader, Ernst & Young; Ms S M Swathi, Executive Director,

Bharatiya Mahila Bank; Mr Santosh Shidhaye, Senior Vice President - Corporate Sustainability

Cell Infrastructure Leasing & Financial Services Ltd. (IL&FS); Mr Chandraprakash Joshi, Senior Vice President, Food and Agribusiness Research Management, Yes Bank; Mr Yogesh Kochhar, Independent Consultant and Former Director Strategic Engagement, Microsoft Corporation India; Mr Sunder Subramanian Independent International Development and Infrastructure Consultant/Advisor and Researcher; Mr Jaideep Gokhale, Marketing Communications Director, Region South Asia, East Asia & Oceania, Tetra Pak; Mr Yogendra Saxena, Regional Director - CASI Global and Former Chief Sustainability Officer, Tata Power; Mr Vikas Shah, Chief Operating Officer, WaterHealth India; Mr Indra Guha, Director, Climate Change and Sustainability Services, Ernst & Young; Mr Ranjeeb Sarma, Head of Social Compliance Marks and Spencer India; Ms Sumana Sarkar, Head- Sustainability

& Corporate Responsibility, Ericsson India Pvt. Ltd.; Mr A B Chakraborty, Chief Sustainability Officer, NFCSR Indian Institute of Corporate Affairs (Ministry of Corporate Affairs) and Former Executive Director and Chief-Carbon Management & Sustainability Group, ONGC; Mr Ananda UVL, Head, Governmental & Stakeholder Affairs Sustainable Business Development, Bayer Group and Mr Munish Chander, Head TCI Foundation and General Manager, Transport Corporation of India Limited.

The best case studies on theme 'Commitment towards Responsible Business- Practical Cases with Tangible Benefits' was also showcased. Infosys BPO was the winner of the case study contest this year.

The event saw a participation of over 200 and was very well received.



Winning team of Case Study Presentation - Infosys BPO

HR Leadership Retreat



4th HR Leadership Retreat participants

AIMA organised its 4th HR Leadership Retreat during 12th–14th June 2015 at Goa on the theme 'Transformational Role of HR in a Globalised World'. The retreat was organised under the chairmanship of Mr TV Mohandas Pai, Chairman, Manipal Global Education. Ms Nandita Gurjar, Former Global Head HR and Member Executive Council, Infosys was the Programme Director for the retreat.

Some of the other speakers at the retreat included Mr D Shivakumar, Chairman and CEO, PepsiCo India Holdings Pvt. Ltd; Mr Krishnakumar Natarajan, CEO and Managing Director, Mindtree; Mr Bijay Sahoo, President HR, Reliance Jio Infocom; Ms Rekha M Menon, Managing Director, Human Resources – Growth Markets,

Accenture; Mr Sudhakar Rao, Vice President, SAP India; Mr Richard Lobo, Vice President - Head Human Resource Development, Infosys and Mr Saurabh Nigam, Vice President - Human Resources, Snapdeal.

The retreat was designed to help HR leaders learn from the experiences of successful leaders and organisations on how to efficiently meet the needs of a changing, complex market and develop leaders both for business and HR. This Leadership Retreat defined the options at the cross-roads and provided answers to the direction that HR must travel in order to build a competitive organisation.

AIMA 41st National Competition for Young Managers

NCYM-2015

Theme - Transformational role of Young Managers in a new-age economy :
Towards building Sustainable Organisation

A Unique Opportunity to Fire the Imagination of Young Minds

ELIGIBILITY CRITERIA

A three member team of executives within 35 years of age (as on January 1, 2015) is eligible to participate. The team should be from the same organization 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, alongwith the registration form. The fees should be sent by a crossed demand draft/cheque in favour of All India Management Association, New Delhi.

DATE OF THE COMPETITION

Bangaluru	26-27 June, 2015
Kolkata	3-4 July, 2015
Mumbai	10-11 July, 2015
Delhi	17-18 July, 2015

Grand Finale 8 August, 2015

PARTICIPATION FEE (PER TEAM)*

(For a team of three persons)	1 Team	2-5 Teams	6-More Teams
For Members of AIMA/LMA	₹25,000	₹24,000	₹23,000
For Non-members of AIMA/LMA	₹26,000	₹25,000	₹24,000

Plus Service Tax as Applicable, SERVICE TAX No. AAATA 1644 AST001, PAN No. AAATA 1644 A

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

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Chanakya



National Champion Team of National Management Games 2015

AIMA's National Management Games (NMG), popularly known as 'Chanakya' is a national level competition organised by AIMA for corporates from the past 23 years. It is recognised as the most esteemed of all management competitions in the country. NMG is a unique and one of the

most awaited and prestigious annual events in Business Management Simulations organised by AIMA.

The 24th edition of NMG was conducted across four regions Bhubaneswar (East), Chennai (South), New Delhi (North), and Mumbai (West) between May to June 2015 and the Grand Finale was held on 20th June, 2015 at New Delhi. This year about 120 teams from approximately 50 different organisations participated in

the competition. NTPC emerged as National Champions of NMG 2015 this year. The champion team and the first Runner Up will represent India in the Asian Management Games and Global Management Challenge (GMC).

Interactive Session



(L-R) Dr Sunil Abrol, Advisor, AIMA and Mr B K Pius, Director, Brahma Kumaris

AIMA organised an Interactive Session on 'Meditation - The Work Life Balance Mantra' with Mr B K Pius, Director, Brahma Kumaris on 26th June 2015. Dr Pius is a meditation master, rajyoga trainer & also a researcher. The session held at AIMA, was chaired by Dr Sunil Abrol, Advisor AIMA. The programme was very well received by the participants.

Training Programmes



Participants at the presentation skills training programme

AIMA organised the 2nd two day training programme on 'Cracking the Business Deals through Effective Business Presentation Skills' on 5- 6 June 2015 at New Delhi. The programme aimed to

inculcate in the participants the practical insights to create and deliver business presentations in an impactful manner.

AIMA conducted several open and in-company training programmes during the month. Training the Trainer module of three days was conducted for Engineers India Limited from 8-10 June. The participants later appeared for an assessment of their trainer skills, a scheme of AIMA popularly known as 'AIMA Certified Trainer' (ACT).

A two day training was conducted on 'Mentoring & Coaching' on 24-25 June 2015 as an in-company programme. The objective of the training was to prepare

participants to take up role of a mentor and prepare them for effective coaching of their subordinates.

On 24-25 June 2015, AIMA conducted a training programme for Delhi Integrated Multi-Modal Transit System Ltd. (DIMTS) on the theme of the training 'Public Speaking & Effective Communication'. AIMA also conducted a day long training for DIMTS on 'Finance for Non Finance', on 2 July 2015.

AIMA conducted in company training for Ministry of Defence on the 'Behavioural Skills for Professionals' on 3 July 2015. To facilitate the effective understanding and application of New Foreign Trade Policy 2015-20, a two day training programme was organised on 4-5 July 2015 at AIMA. The training was attended by professionals from industry and was very well received.



Participants at the In-company programme

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Objectives

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

Joint Certification

Professional Certificate in digital marketing and analytics

Course Outline

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

Program Fee

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

Class Schedule

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

For more details, please contact:

Rahul Bhatia, Program Manager
All India Management Association

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Stereotyping Makes People More Likely to Act Badly

Even slight cues, like reading a negative stereotype about your race or gender, can have an impact.

by Elizabeth MacBride



Most people intuitively know that pervasive negative stereotypes are tough to deal with. Now, researchers at Stanford University have found another, particularly disturbing effect of subtle stereotypes. A series of five studies showed that people are more likely to lie, cheat, steal, or endorse doing so when they feel that they are being devalued simply because they belong to particular groups.

For example, imagining a sexist or a racist comment

from a boss made women and ethnic minorities more likely to intentionally do inaccurate work, start rumors, or ignore co-workers who need help. In one correlational study, the researchers asked 311 college students whether they worried about being seen negatively because of their ethnicity. The more the college students worried or expected stereotyping, the more likely they were to report engaging in delinquent behavior, like skipping classes, verbally

abusing someone, or vandalizing school property.

The research also adds to the growing body of evidence that even slight cues — like reading an article containing a negative stereotype or just remembering a painful instance of being judged unfairly — can have a sizeable impact.

“Most people reject overt racism today, but prejudice can exert its negative effects in more subtle ways,” says Peter Belmi, a graduate student and one of the researchers. “Threats to social identity can really harm people’s prospects for success, particularly for individuals who are already socially disadvantaged.”

The researchers included Margaret Neale, Stanford GSB management professor; Geoffrey L. Cohen, Stanford psychology professor; and graduate students Belmi and Rodolfo Cortes Barragan. The paper was published in the *Personality and Social Psychology Bulletin*.

Neale says she hopes the research can help people understand that the responsibility for criminal and deviant behavior lies not only with individuals, but with society.

“We tend to make criminal behavior a dispositional attribute — a quality of the individual. But maybe we are part of the problem that is expressed by those people behaving badly,” she says. “We have huge agency and capacity to change the situation.”

The research shows that even white Americans, a historically non-stigmatized group, engage in social deviance when they feel they are being negatively stereotyped.

“We can create this in other groups, perhaps in almost any other group,” Neale says.

The paper also identified the mechanism connecting

social deviance and negative stereotyping: People feel disrespected and expect unfair treatment from others when they feel they are being viewed through the lens of a stereotype. This leads them to defy or undermine group norms, according to the paper.

“Social identity threats feel particularly disrespectful because they are tied to enduring group memberships. Stereotypes convey to people that they are being judged by their group membership and not by their individual merits,” Belmi says.

The team also found that feeling devalued can elicit deviance even among historically non-stigmatized groups. They asked a group of white Americans to write either about a time when they felt devalued by others, or about a time when they did not get what they wanted

Then the researchers gave participants a test: unsolvable anagrams, so anyone who reported solving one was considered to have cheated. Participants were nearly twice as likely to cheat if they remembered a time when they had been devalued based on their group identity.

“Most people reject overt racism today, but prejudice can exert its negative effects in more subtle ways.”

Peter Belmi, researcher

The same effect held true for women of various ethnicities. The researchers asked the women in the study to imagine overhearing that they might not get a promotion either because their boss didn’t like them or because their boss thought women weren’t suitable for a leadership position. Women who heard the latter were more likely to embrace counterproductive work attitudes.

The researchers say that people may differ in their response to being negatively stereotyped. So what differentiates those who deviate from those who don't?

Neale says one factor could be how strongly you hold a particular identity. For example, your ethnicity might be a core part of how you see yourself, so you might be more concerned with a racial stereotype. Or, different personality types may be better equipped to defy a negative stereotype — like a woman or a black American who becomes a CEO in part to prove a stereotype wrong.



Can You Recall a Time When You Felt Stereotyped?

Excerpts from essays people wrote when researchers asked them to recall a time they felt devalued.

Women in the military sometimes face stereotypes that question their ability to lead. | Reuters/Kevin Lamarque

“While on active duty as a Naval Officer, I placed a sailor for disobeying a direct order. I am a female. The officer reduced the charge to disrespecting a female instructor instead of leaving it as written because he didn't believe that women should serve in the military.”

“My friends got into a discussion about religion and Christianity in general. I tend to stay quiet in these situations but this time I spoke about my beliefs. I was belittled and made fun of when I spoke.”

“The male managers at my company always look down on me and assume I am a dumb girl. It is really frustrating to be judged by my appearance.”

“I become very uncomfortable when people insist upon telling me Jewish jokes ... Sometimes, it seems like they have no idea if they are offending me or not and they don't seem to care.”

“I was seven years old, on a school bus that had students that were from different racial backgrounds. Students didn't want to share the bus seat and asked me to move.”

“The cashier always puts the change on the counter rather than touch my hand.”

Elizabeth MacBride

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Digital Initiative Summit: Companies Must Forget—and Borrow

Entering the digital economy, commercial giants must adapt to new ways of doing business, but not forget how they achieved success in the first place.

by Dina Gerdeman

As companies ride the digital wave, many find that switching up old, tired practices and deviating from the norm can be crucial to survival.

But sometimes things can be taken too far.

During the Digital Initiative Summit at Harvard Business School on March 30, business leaders agreed that large, established organizations are wise to consider radically new approaches that address changing needs of consumers in today's digital age. Yet companies should be wary of the temptation to toss out all existing practices because they risk inadvertently losing long-standing, and, in some cases, quite effective business strategies.

Companies might ultimately find more power in adopting a nuanced approach that borrows tested traditional tactics and combines them with fresh, new

ideas, said Bharat N. Anand, Henry R. Byers Professor of Business Administration at HBS and faculty chair of HBX, the school's new online education program.

"We often think of ideas in the visual space arising through creative genius. But they actually are shaped through experience," Anand said during a summit session called "Transforming Giants: Forget ... and Borrow."

Also leading the session discussion was John Winsor, founder of the Victors & Spoils ad agency in Colorado, who noted that when his agency sold its majority stake to global communications firm Havas in 2012, he was faced with trying to innovate within a larger, more bureaucratic organization.

"How do you integrate between an established business that's been going for a while and a new

business trying to shake that up?" asked Winsor, who is Chief Innovation Officer at Havas. He said striking the right balance between established practices and new ideas remains an ongoing challenge.

In creating HBX, Anand said his group knew what they didn't want to do: "The idea of putting a 40-minute lecture video (online) was quite uninspiring," he said.

HBX creators decided to hold to the strengths of what HBS does well in the classroom, particularly the case-based learning style as well as the ability to engage students in discussions. But they reimagined what it looks like in the online world, Anand said.

HBX opted for active, edge-of-the-seat learning by including short video lectures and cases mapped out through videos in which people describe business problems while periodically challenging students with multiple choice questions and seeking other student input along the way. An important element of the program involves the understanding that a student could be tapped at any time. A student could even be cold-called on the phone and given a minute or two to answer a question, with the answer and the student's picture visible to everyone.

"What's the best way for you to learn? You need to be actively involved. Most online courses ... put the course out there and see who comes. We flipped this around. Before we think of the content, (we think), who's the user? The student is at the center of the experience," Anand said.

One interesting outcome: Female students participate more than usual.

"Women are asking more questions and answering more questions online," Anand said. "That's fundamentally different than what's happening (in

classrooms)."

In the always-connected online world, HBX has had to evolve quickly. For instance, two weeks after students took an exam last summer, HBX leaders found a website selling the test questions. It seemed a daunting task to think about devising an endless list of new questions, so now instructors are crowdsourcing by asking students to come up with questions.

Winsor agreed that organizations are finding interesting new ways to engage customers and garner attention. He described the buzz generated for the upcoming Zoolander sequel when actors Ben Stiller and Owen Wilson walked the catwalk as their supermodel alter egos during the Valentino show at Paris Fashion Week in March. "It blew up on social media," he said. "Unfortunately that displaces millions (spent) in strategy that we in the agency world live on. When you democratize tools in this digital age, you don't have to spend millions to produce content...."

By using the personal video camera GoPro, for example, "everybody is a producer, and anybody can get a lot of momentum. That changes the playing field."

CHANGES AHEAD FOR AD AGENCIES

Near the end of the discussion, Anand posed a question: Ten years from now, where would traditional ad agencies stand? Would they maintain their position of importance in the marketing world? The response in the room from students and other business leaders was mixed. Winsor said he wasn't sure, but he believed opportunities would likely still exist for agencies that found new ways to serve business needs.

“In this age of abundance, where everybody is a producer and everybody has a GoPro, how do you make creativity work for you?” he asked. “How do you solve real business problems? That’s one opportunity for agencies.”

Anand asked another question: Would HBS play a central role in education 10 years from now? Most people in the room believed it would. Anand argued that the school’s long history provides some comfort that it would remain a significant force in years to come, yet he noted that 100 years ago, the best universities in the world were located in Germany, and today few in that country are considered the top schools.

“There’s no gift someone has given us to guarantee leadership in business in the future,” he said.

Meanwhile, HBX charges for its pre-MBA program, whereas other peer schools are giving away content for free.

“The product is out there, but to create the experience for the user-making learning active and engaging-that’s the part of it that we think we can charge a premium for,” he said.

He described how one student, given two weeks to complete a portion of a course, finished it off in nine hours. She couldn’t tear herself away from the program. “We are optimizing this every single day. This is only going to get better.”

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Ahmedabad Management Association

The momentum for the month of June was mobilised by a seminar on 'Cloud Computing – current trends for young professionals working in fields of Business Intelligence, Data Analytics and Information Technology' which was conducted by Mr. Vispi Munshi, Founder CEO, ERP India. He focused on maximising the effectiveness of the shared resources by applying broader concept of converged infrastructure and shared services. The activities at AMA began with Bakery Conference-update on bakery and pastry business addressed by Ms. Vishakha Shroff and Mr. Prakash Nair, Chairman - Institute of developing Food Industry, Pune.

A seminar on Positive Aspects of Union Budget with reference to International Trade was addressed by Mr. S.M. Chaturvedi, eminent Export-Import Consultant. He discussed various aspects on the subject's post budget steps – implementations and results. An interesting and highly interactive Nippon Quiz session based on Business, Brands & Culture of Japan was organised by AMA with large audience participation and exciting prizes.

AMA Shreshtha Shikshak Award 2013-14 presentations were held at AMA campus which felicitates the teachers and educators who nurture students, shape their talents and empower them the future of our nation. Mr. A.S. Kiran Kumar, Chairman, ISRO, Bangalore was the Guest of Honour for celebrating the remarkable journey of a teacher's exceptional contribution towards imparting education.

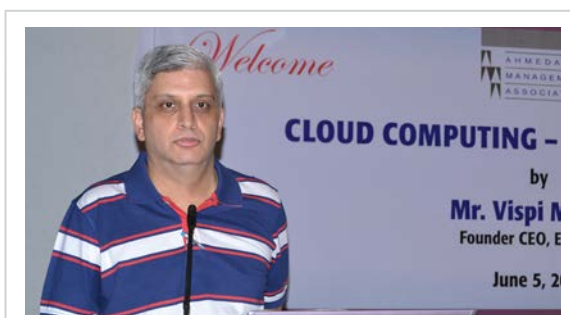


AMA Shreshtha Shikshak Award presentation function

successful individual.

On the occasion of World Social Media Day, AMA organised a fascinating panel discussion on Pre and Post Social Media Era enlightening the youth and young professionals about the several transitions through social media and its impact.

The session was addressed by Mr. Abhishek Jain, Film Maker; Mr. Pallav Parikh, Co-founder, CityShor and was coordinated by Mr. Sanjay Chakraborty, Marketing Communication Advisor.



Mr. Vispi Munshi addressing the Seminar on Cloud Computing

Mr. Suresh Pandit, a prominent management consultant addressed Book Forum session discussing various topics covered in the book 'How to be a Productivity Ninja' authored by Graham Alcott.

He provided insightful tips and techniques to help one get organised, de-clutter minds and desks, and design a framework for one's productivity as a formula for happy and

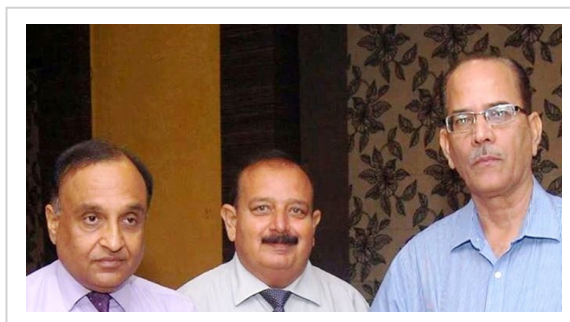


Mr. Suresh Pandit addressing the Book Forum

AIMA conducted 45 Management Development Programmes in this month focusing on Global Sourcing & International Buying, Cost Price Analysis and Value Analysis for Negotiating & Managing Costs, Professional Tourist Guide Programme, Corporate Etiquette, French and Spanish language courses etc.

Allahabad Management Association

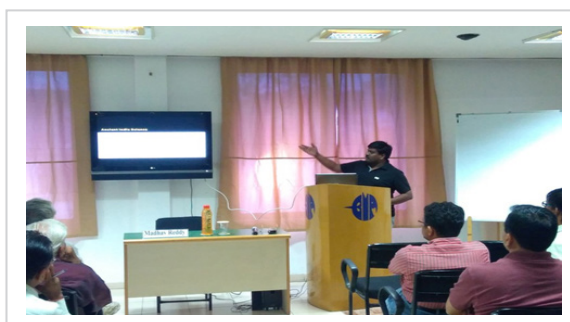
Allahabad Management Association held its AGM & Annual Day Celebrations on 7th June. The Chief Guest on the occasion was Dr. N.R. Farooqi, Vice-Chancellor, University of Allahabad. Dr. Raj Agarwal, Director CME, AIMA also addressed the members of Allahabad Management Association. The programme was very well received.



Chief Guest Dr. N.R. Farooqi, Vice-Chancellor, University of Allahabad with Mr Vibhav Bajpai, Secretary, AMA and Mr Ravi Prakash, Jt. Secretary, AMA.

Baroda Management Association

A Friday Evening Talk was held on 5th June, addressed by Ms. Nalanda Tambe, a journalist at Women Planet magazine and author of the book 'Mediatized Realities of Crime against Women: The Case of Delhi Gang Rape, published by Lambert Publishing House (Germany)'.
 Another Friday Evening Talk was held on 12th June addressed by Mr. Madhav Reddy, a Corporate Trainer on 'Ancient Indian Science & Sanskrit'.
 On 19th June, Mr. Rakesh Srivastava, Professor of Statistics in the M.S. University of Baroda, spoke on 'Statistics for Everyone'.
 Dr. Udgeeth Thaker spoke on 'Telemedicine in ICU & Health Care' on 26th June.



Mr. Madhav Reddy speaking on 'Ancient Indian Science & Sanskrit'



Mr. Rakesh Srivastava addressing

Bharuch District Management Association

CEO Think Tank Meet

BDMA organised a CEO Think Tank Meet on 10th June with Ms. Cécile Tandeau de Marsac, Global HR Head, Solvay Group as speaker. Ms. Cécile shared the experiences of Solvay Group, the challenges being faced globally. She addressed the event and presented HR Excellence - Increasing efficiency & clarity. The meet was attended by 60 CEOs and was extremely interactive.

Training Programme

BDMA organised a Training Programme on 'Behaviour Based Safety Management System (BBSMS)' by Mr. Bhagirath Chandak, Safety Advisor & Trainer on 17th June. He shared that safety is the state of being 'SAFE'. Total Safety Management is about preventing injury and illness. It is applicable not only to all employees in an organisation but also to contractors, visitors and any person present at the work-place.

EHS Forum Meet

BDMA held an EHS Forum Meet by Mr. Bhavesh Rami, EHS Head, Indofil Industries Ltd. on the topic 'Safety Practices' at Indofil Industries Ltd. Dahej on 23rd June.

Calcutta Management Association

Calcutta Management Association organised a workshop on 'Contract Labour Management' on 11th June. Mr Amit K Basu, Former Jt President, HR & Admin, Hindalco Industries Ltd, interacted extensively with the participants. 26 participants from 16 organisations gathered together to brainstorm on the issue and their feedback was most encouraging.



Ms. Cecile, Group General Manager – HR, Solvay sharing her experiences with the guests



Safety Trainer – Mr. Bhagirath Chandak giving instructions to the participants



Participants at the workshop

Chandigarh Management Association

Chandigarh Management Association organised an Education Summit on its 48th Foundation Day on 27th May on the theme 'Skill Development in India-Challenges & Opportunities'. Mr Kaptan Singh Solanki, Governor, Haryana, Punjab & Administrator, UT, Chandigarh was the Chief Guest on the occasion and Mrs Kirron Kher, MP, Chandigarh was the Guest of Honour. Other speakers include Mr Rakesh Verma IAS, Secretary, Technical Education & Industrial Training Punjab and Mr K.K. Kataria, Director Technical, Haryana. Dr. Anshu Kataria, President, CMA and Chairman, Aryans Group of Colleges presided over the event.



Mr Kaptan Singh Solanki, Governor, Haryana, Punjab & Administrator, UT, Chandigarh and Mrs Kirron Kher, MP, Chandigarh being felicitated

Coimbatore Management Association

CMA's 'Monday Musings' is a 45 minute, popular, interactive programme on a topic concerning individual and institutional management. Monday Musing is conducted every Monday at CMA premises and is usually attended by more than 30-40 persons. This time Dr. B. Adalarasu, Dean, RVS Faculty of Management, Coimbatore spoke on 'Personal Selling – Paradigm of Relationship Building'.



Dr. B. Adalarasu, Dean, RVS Faculty of Management, Coimbatore addressing

Delhi Management Association

5th CSR Expert Talk

DMA in collaboration with APE Communication organised its 5th Expert talk series on 'Skilled India' addressed by a galaxy of eminent speakers on 6th June.

Mr. Rajan Pandhi, Director, DMA welcomed the eminent speakers and Mr. Raj K. Pathak, President APE Communication gave the programme overview. Dr Ashok K Gaba, Director, School of Vocational Education and Training at the Indira Gandhi National Open University (IGNOU) delivered the Keynote Address while Mr. Vivek Sinare, Director-KOVIDA, Entrepreneurship & Skill Development Wing of National Yuva Cooperative Society Ltd was the Speaker of Excellence.



Participants at the workshop

Some of the other speakers included Mr. Abhishek Hegde, Associate-Program Development, NSDC; Mr Sunil K Chaturvedi, CEO, Automotive Skill Development Council; Ms Thilakam Rajendran, Former CEO, ARUNIM and Mr Ashwani Kumar Joshi, CEO, Construction Skill Development Council of India.

Investors Meet

With a view to bridge the gap between the investors from all walks of life and specialists in investment advice, DMA organised an 'Investors Meet' on 12th June. Mr. Shashikant part of Investor cell, National Stock Exchange guided the participants in managing their investments effectively. Mr. Devinder Narain, Partner, N Shrivastava & Associates shared his perspectives on the risk and return expectations for various investment options.

Workshop

DMA organised a workshop on 'Negotiating Effectively' with eminent professionals on 18th June. Mr. Rajan Pandhi, Director, DMA welcomed the workshop facilitator Mr. Pramod Akula, a Senior Consultant and Coach who has extensive negotiation and influencing experience. Mr. Akula designed the workshop to enable the participants to negotiate for promoting views, needs and fulfilling requirements in their respective fields.

Ghaziabad Management Association

Press Conference

A press conference was organised on 13th June on issues pertaining to compliance requirements and operative restrictions under the Companies Act 2013. This conference was addressed by Mr Arun Aggrawal, President GMA. Other office bearers of GMA who were present and contributed to the conference were Mr. Dhurendra Goel, CA Anil Kumar Agarwal, Mr. Mukul Gupta, Tax Advocate and Mr. Vinay Gupta, Executive Director GMA.



President & other office bearers of GMA



Participants at the programme

Workshop

Ghaziabad Management Association organised a workshop on 'Conflict Management at Workplace for improved industrial harmony and productivity' on 17th June. The workshop was specifically for Team Leaders and other senior team players who are responsible for ensuring peaceful team working environment and productivity related issues. All participants were satisfied with the revelations about their functioning in their current roles and with the take away from the workshop.

Goa Management Association

Lecture

The International Center Goa (ICG) and Goa Management Association (GMA) with other associations jointly organised a Lecture on 'Entrepreneurship & Innovation India : The Leadership Challenge' by Dr. Manab Bose, Professor of Organisational Behaviour and Human Resources Management, Indian Institute of Management, Udaipur. The lecture was held at International Centre Goa on 13th June. The lecture was co-chaired by Mr. D Kumar Pillai, Chairman, GMA and Mr. Pravin Sabnis, Head Coach – Unlearning Unlimited & Founder President – Trainers Association, Goa. The talk received an overwhelming response and was highly appreciated by all.

GMA Knowledge Series

As a new initiative GMA launched its first series of 'GMA Knowledge Series – Leader Speak' by Mr. Victor Albuquerque, Managing Director, Alcon Victor Group. He spoke on the topic 'When the going gets tough – the tough gets going'. There was a huge participation from associations like GSIA, GCCI, ICG, Goa University, TTAG, BNI and other business enterprises.

This programme has given huge visibility to GMA as well as AIMA. GMA proposes to conduct this programme on a monthly basis.

Guwahati Management Association

GMA celebrated 'International Yoga Day' on 21st June and organised a video conference of a special meditation cum yoga session chaired by Dr. S. K. Saikia, Former Director of Indian Institute of Entrepreneurship. The programme was also attended by Mr D. N. Barua, President of GMA; Mr S.B. Sarmah, Vice-President; Mr Mukul Bora, Treasurer and other guests and members.



Lecture by Dr. Manab Bose on 'Entrepreneurship & Innovation in India, The Leadership Challenge'.



(L - R) Mr. Harshvardhan Bhatkuly, Hon. Secretary GMA; Mr. Victor Albuquerque, MD, Alcon Victor Group; Mr. D Kumar Pillai, Chairman, GMA and Dr. Pradeep Salgaonkar, Vice Chairman, GMA



International Yoga Day

Hardwar Management Association

Hardwar Management Association organised a talk by Mr. Sumit Chaudhari, a management consultant, on the subject 'Managing Modern Organisations through Ancient Wisdom'. It was an exhilarating talk on various challenges being faced by modern organisations and how our the study of our ancient wisdom, the epics, the Vedas and the historical figures give insight into the ways and means to tackles today's challenges. The programme was highly informative and was well received by members of HMA.



Mr. Sumit Chaudhari addressing the session.

Indore Management Association

Centre of Excellence

Indore Management Association organised the Centre of Excellence (COE) an evening talk on the topic 'Managing Your Fear' on 23rd June with Major General V S Karnik. General Karnik discussed the points that there is no feeling like fear that robs a man of his peace of mind and tranquility. The Centre of Excellence was attended by senior and middle managers of the corporate organisations based at Indore.



General Karnik during IMA Centre of Excellence.

Management Film Show

IMA organised a Film Show, screening the Film 'Inside Job' which provides a comprehensive analysis of the global financial crisis of 2008 on 12th June. The film was screened for management professionals and students and the moderator for the session was Mr. Sandeep Naolekar.



Mr. Sandeep Naolekar addressing



Ms. Chani Trivedi during the HR Forum Meeting.

HR Forum Meeting

IMA organised its HR Forum Meeting, on the topic 'Achieving Sustainable Organisation Performance through HR' for management professionals and students on 22nd June. The session was moderated by Ms. Chani Trivedi, Head of HR Department for Sri Aurobindo Group of Institutions.

Reader's Clique

IMA in its Reader's Clique organised a book discussion on the book 'The Difficulty of Being Good' by Gurcharan Das for management professionals and students on 17th June. The moderator for the session was Prof. Siddhartha K Rastogi, Associate Professor of Economics, IIM Indore.



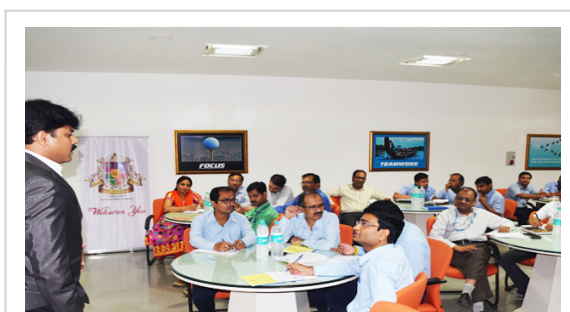
Mr. Siddhartha K Rastogi during IMA Reader's Clique.

Evolution For Excellence:

IMA organised its one-day Workshop on 'Conflict Management and Resolution Essentials' on 18th June. The speakers for the workshop were Dr. Sandeep Atre, a well-known corporate trainer, entrepreneur & director CH Edge Makers and Mr. Vijay Shahani, a seasoned professional with more than 14 years' experience in companies like CSC, FSG, Bharti Airtel Ltd.

Training@doorstep

IMA organised its Training @ Doorsteps a one-day Workshop on 24th June at MAHLE Engine Components India Pvt. Ltd. Pithampur, India. The module for the workshop was 'Coaching Essentials for Team Leadership' and the speaker for the session was Capt. Jaison Thomas, Managing Director of INCISIVE Training Pvt. Ltd.



Capt. Jaison Thomas during IMA Training@doorstep

This programme was especially designed and created for leaders who seek to learn and apply coaching skills with others in order to increase their effectiveness and influence within their organisations.

Jamshedpur Management Association

Centre of Excellence

Jamshedpur Management Association along with Yi -Jharkhand chapter (Young Indian's), held a rendezvous with the famous 'Mumbai Dabbawalas' on 27th June. Dr Pawan Agrawal, President, Mumbai Dabbawala Education Centre, spent an evening with over 300 participants from corporates, schools & colleges in rapt attention, who were amazed by the simplicity of perfection achieved in operation by the 'Mumbai Dabbawalas'. Dr Pawan Agrawal shared the success mantra of Mumbai Dabbawala Association and the reasons for their global fame.



Rendezvous with Mumbai Dabbawalas

Kerala Management Association

Annual Day Lecture

Annual Day Lecture was held on 17th June and addressed by Dr. J. Letha, Vice Chancellor, CUSAT on the topic 'Management of Universities in Kerala'. The first issue of KMA journal, Business Review and Research Journal was also released.



Dr. L. Letha releasing the KMA Journal



Prof. Saji Gopinath addressing KMA Members

Evening Meeting

An evening lecture meeting held on 18th June was addressed by Prof. Saji Gopinath, Dean - Academics & Professor - Operations Management, Indian Institute of Management Kozhikode (IIMK) who spoke on the topic 'Blue Ocean Strategy'.

33rd Annual Young Managers Contest

Award Presentation ceremony of Annual Young Managers Contest 2015 by Mr. Loknath Behera, Director General of Police (Prisons & Correctional Services), Government of Kerala was held on 23rd June who thereafter addressed the gathering on the topic 'Technology & Counter Terrorism Operations'



Mr. Loknath Behera addressing at the Award Presentation Ceremony of Young Managers Contest

The prestigious Annual Competition of the Kerala Management Association for Young Managers on the theme 'Bridging the gap between Education and Employability in Kerala' was held in March 2015. 31 teams from organisations all over Kerala participated in the contest.

The panel of Judges, comprising of Mr. S. R Nair, Director, MentorGuru Professional Services Pvt. Ltd.; Mr. Rajesh Nair, Associate Director - Markets, Ernst & Young LLP and Prof. Manoj Varghese, Dean (Academic Programmes), XIME Kochi, evaluated the written and oral presentations.

Annual General Meeting

The Annual General Meeting and election to the Managing Committee for 2015-16 & 2016-17 was held on 26th June. Mr.



Annual General Meeting under progress

Prasad K. Panicker, Senior Vice President KMA welcomed the gathering, followed by the Presidential Address by Mr. P. Premchand. President KMA during his address spoke about the innovative programmes brought in during the year and congratulated the various committee chairpersons and members for their commitment and hardwork. Election of members to the Managing Committee for 2015-16 & 2016-17, (Mr. P. S. Anthony Joseph and Mr. K. Mohandas) appointed as elections officers declared the election results.

Lucknow Management Association

Panel Discussion

LMA –FICCI joint panel discussion on ‘Implication of Labour Reforms’ was organised on 10th June with Professor S.C. Srivastava, LL.D Secretary General, National UGC professor & National Labour Law Association, New Delhi, Mr. Arun Sinha Principal Secretary Labour U.P. Govt. and Mr. L.K. Jhunjhunwala President FICCI U.P State Council as panelists.

Talk

Dr. Rajeev Puri, Management & Motivational Trainer addressed an evening meeting on ‘The Power Hour-harnessing the Power of Conscious & Sub-Conscious Mind’ on 11th June.

Dr. A. K. Agarwal, Former Head Department of Psychiatry, KGMU addressed an evening Lecture meeting on ‘Depression-A Challenge’ on 29th June. Both programmes were very well received.

Knowledge Sharing

A 30 hour Joint LMA-ICAI programme on ‘English Speaking Skills and Business Communication’ started on 10th June for students of Institute of Chartered Accountants.

Mangalore Management Association

Interaction Programme

Mangalore Management Association (MMA) & Citizens Forum for Mangalore Development in association with S.D.M. PG Centre for Management Studies & Research, Mangalore organised an interaction programme on ‘Land Acquisition Bill 2015’ by Mr Clifton D’Rozario, Advocate, Bengaluru, on 8th June.

The programme was also addressed by Mr U. Rama Rao, Former Secretary of MMA; Dr. Devaraj K., Director, SDM-



The session in progress



Motivational talk with Dr Rajeev Puri



Mr Clifton D'Rozario, interacting with the audience

PG Centre; Mrs. Vidya Dinkar, CFMD; Prof. J.H.G. Anchen, Vice President, MMA and Mr M.R. Vasudeva, President, MMA.

Lecture Meeting

MMA in association with S.D.M. PG Centre for Management Studies & Research, Mangalore organised a talk on ‘The Systems of Management: Japanese & Indian- An Experience’ by Dr. T. Sreedhara, Dept. of MBA, Mangalore University, Mangaluru, on 29th June.



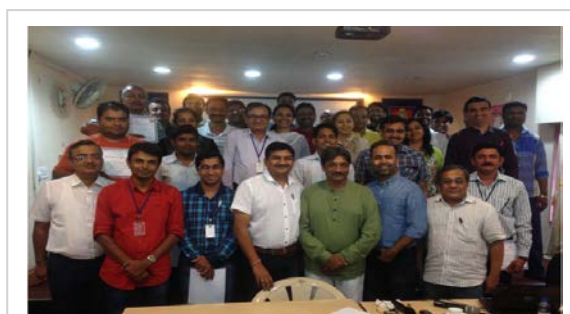
Dr. T.N. Sreedhara speaking at the meeting

The programme was also addressed by Mr U. Rama Rao, Former Secretary of MMA; Prof. J.H.G. Anchen, Vice President of MMA. On this occasion Mr M.R. Vasudeva, President MMA released MMA Souvenir 2013-14 while Dr. Devaraj K., Director, SDM PG Centre presided over the meeting.

Navsari Management Association

Workshop

Navsari Management Association organised a workshop, ‘Alpaviram – The Leaders’ check post’ for executives on 13th – 14th June led by Mr Nirmal Parekh. The workshop dealt with three dimensions of growth – personal, interpersonal and organisational.



Mr Nirmal Parekh with the participants

Lecture

Navsari Management Association organised a lecture on ‘Lord Krishna as Management Guru’ by Mr Bhagyesh Jha (IAS), Chairman, Gujarati Sahitya Parishad on 28th June. The talk was well appreciated and enjoyed by all.



Mr Bhagyesh Jha delivering the lecture

Quilon Management Association

The installation of office bearers of Quilon Management Association was held on 30th June. The former president Mr K G Jacob presided the meeting while Dr. Sasidharan Pillai the outgoing Secretary General welcomed the Chief Guest, Padmasree Dr. M C Dathan, former Director VSSC and ISRO. The outgoing president Mr K G Jacob and the newly elected president Mr Rajendra Prasad presided the function. Former Secretary General Dr. Sasidharan welcomed the gathering. Mr Sree Raj, Secretary General introduced the Chief Guest to the audience and Dr. R. Madhu gave the vote of thanks.



Lighting of the lamp

Rohilkhand Management Association

Workshop

Rohilkhand Management Association held a meeting on 13th June. A committee has been formed for membership enhancement and propagation of the activities of RMA and AIMA regarding skill development and excellence of managerial skill. Details of annual accounts of 2014-15 were conveyed to members. It is also decided that need based interactive programmes and workshops will be held for skill development and the AGM will be held in July.



The meeting in progress

Join the **Management Movement**



Opportunity to interact with ace business minds and academicians, affiliation to Local Management Associations, election to the AIMA Council of Management, unlimited access to library, concessional rates for management development programmes, national and international conferences... the benefits just keep adding on. In short, a management package that makes hundred percent business sense. Not surprisingly, till date are over 3000 institutional and 30,000 individual members enjoying the advantages of an AIMA membership.

So when are you connecting with us?

Be an AIMA Member Today !

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AIMA Events Calendar

Event	Conference Director	Venue	Date
National Competition for Young Managers – 2015		Bangalore Kolkata Mumbai Delhi Grand Finale Delhi	26-27 June 2015 03-04 July 2015 10-11 July 2015 17-18 July 08 August 2015
National Competition for Management Students – 2015		Bangalore Mumbai Kolkata Delhi Grand Finale	27-28 August 2015 27-28 August 2015 20-11 August 2015 03-04 September 2015 10 September 2015
20th Annual Convocation		Delhi	13 August 2015
42nd National Management Convention		Delhi	30 September – 01 October 2015
Training Programme on E-Procurement		Delhi	September-October 2015
SYMP		Kolkata	11 September 2015
SYMP		Goa	30 September 2015
3rd Marketing Retreat		Goa	16-18 October 2015
10th Global Advanced Management Programme 2015	Prof Solomon Darwin Executive Director - Center for Corporate Innovation, UC Berkeley- Haas School of Business	Silicon Valley, USA	25-31 October 2015
4th Young Leaders Retreat	Sanjeev Bikhchandani Founder and Executive Vice Chairman Naukri.com & Vineet Agarwal Managing Director Transport Corporation of India Ltd	Goa	27-29 November 2015

Event	Conference Director	Venue	Date
13th HRM Summit		New Delhi	10 December 2015
Global Executive Management Programme	Prof Solomon Darwin Executive Director - Center for Corporate Innovation, UC Berkeley- Haas School of Business	Bangalore, Delhi	13 -19 December 2015
Digital Marketing Retreat	D Shivakumar Chairman & CEO-India Region PepsiCo India Holdings Pvt Ltd	Goa	22-24 January 2016
6th Senior Leadership Retreat	Sunil Kant Munjal Jt Managing Director, Hero MotoCorp Ltd and Chairman, Hero Corporate Service Ltd	Goa	05-07 February 2016
Foundation Day		Delhi	20-22 February 2016
National Leadership Conclave	Sanjiv Goenka Chairman RP-Sanjiv Goenka Group	Delhi	03-04 March 2016

To view full calendar please visit www.aima.in

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