

MARCH 2016



Dear Readers,

AIMA lost a stalwart this year! Mr PVRN Iyer, Past President, AIMA passed away on 27 March, 2016. A pillar of strength for AIMA, Mr PVRN Iyer led the organisation as its President between 1987-1988. During his presidency he organised management development programmes and worked towards promoting combined membership of AIMA and the LMAs. Mr Iyer remained involved with AIMA as a Past President and guided the organisation for many years. AIMA expresses its deepest condolences to his family and friends.

On the activity front, continuing with its mandate of building management capability, both in India and abroad, AIMA organised its first India Conference in Dubai on the theme 'Building Human Capital for the Knowledge Economy' at Dubai. The conference was graced by His Excellency Sheikh Nahyan bin Mubarak Al Nahyan, Cabinet Member and Minister of Culture and Knowledge Development, UAE. Mr Sunil Kant Munjal, Sr. Vice President, AIMA and Jt Managing Director, Hero MotoCorp Limited & Chairman, Hero Corporate Service Pvt Ltd. chaired the conference which hosted several distinguished speakers including Mr T.P. Seetharam, Ambassador of India to the UAE, and Mr Anurag Bhushan, Consul General of India in Dubai, to name a few. You will find more details inside.

AIMA organised the 10th edition of its National Research Conference, led by Dr. Rajan Saxena, Vice Chancellor & Distinguished Professor of Marketing, Narsee Monjee Institute of Management Studies (NMIMS). Dr. Avinash S Pant, Vice Chairman, AICTE delivered the inaugural address and special address was given by Dr. Diptiman Das, Chairman and Managing Director, Education consultants of India (EDCIL). In addition to several sessions, 32 researches done by academicians & scholars were also presented.

AIMA's special programme for women, 'Pragati: Celebrating Achievements of Women', was also held during the period with Dr Najma A. Heptulla, Union Minister of Minority Affairs, Government of India as Chief Guest. The programme, chaired by Ms Veena Swarup, Director (HR), Engineers India Limited, also witnessed the grand finale of AIMA's special quiz for women only. AIMA conducted another Shaping Young Minds Programme in collaboration with Ludhiana Management Association while also organising interactive sessions, training programmes and workshops for management students and working professionals.

You will find brief reports in this edition along with updates from the LMAs and some interesting articles on management. I hope you enjoy reading this issue of AIMA News and look forward to your feedback and comments.

Warm Regards

Rekha Sethi
Director General

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Published by

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

Managing Editor
Ms. Smita Das

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Condolence



Mr PVRN Iyer, Past President - AIMA 1987-1988

AIMA mourns the sad demise of Mr PVRN Iyer, Former President-AIMA (1987-1988) who passed away on 27 March, 2016.

During his presidency he organised management development programmes for senior IAS and IFS officers as well as for women executives. He took particular interest in developing AIMA's relationship with the local management associations (LMAs) and worked towards promoting combined membership of AIMA and the LMAs. He also represented AIMA on the board of governors of IIM Ahmedabad for five years. Mr Iyer remained involved with AIMA as a Past President and guided the organisation for many years.

AIMA expresses its deepest condolences on the sad demise of one of its pillars of strength, Mr PVRN Iyer.



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rmfpnr@sail-steel.com
Tel Nos: 011-22442105
011-22441825

Eastern Region:

IISCO House,
3rd & 6th Floors,
50 Jawaharlal Nehru Road,
Kolkata-700 071
Email ID: rmlper@sail-steel.com
rmfper@sail-steel.com
Tel Nos: 033-22882986
033-22888608

Western Region:

The Metropolitan
8th & 9th Floors,
Bandra-Kurla Complex,
Bandra (East), Mumbai-400051
Email ID: rmfpwr@sail-steel.com
rmlpwr@sail-steel.com
Tel Nos: 022-26571836
022-26571827

Southern Region:

Ispat Bhawan
5 Kodambakkam High Road,
Chennai-600 034
Email Id: rmfpsr@sail-steel.com
rmlpsr@sail-steel.com
Tel Nos: 044-28259660
044-28257164

India Conference – UAE



(L-R) Rekha Sethi, Director General, AIMA; Anurag Bhushan, Consul General of India, Dubai; Sunil Kant Munjal, Senior Vice President, AIMA and Joint Managing Director, Hero MotoCorp Ltd & Chairman, Hero Corporate Service Pvt Ltd; H. E. Sheikh Nahyan bin Mubarak Al Nahyan, Cabinet Member and Minister of Culture and Knowledge Development, UAE; T P Seetharam, Ambassador of India to the United Arab Emirates and Tayeb A Kamali, Chairman, Emirates Driving Company and Former Vice Chancellor, Higher Colleges of Technology, UAE

AIMA organised its first India conference on 15th March 2016 on the theme 'Building Human Capital for the Knowledge Economy' at Dubai. Delivering the Inaugural address, His Excellency Sheikh Nahyan bin Mubarak Al Nahyan, Cabinet Member and Minister of Culture and Knowledge Development, UAE said, "Both India and the United Arab Emirates see the development of knowledge economies as a natural extension of their long-standing role at the centre of world trade and cultural exchange. We are both fully engaged globally. We both agree that excellence in the development of human capital is the foundation for national development and progress. We both believe that a successful economy is fundamental to a better life



H. E. Sheikh Nahyan bin Mubarak Al Nahyan, Cabinet Member and Minister of Culture and Knowledge Development, UAE

and opportunity for all people. These shared values bode well for perpetuating and strengthening the cooperation between our two countries."

The conference was chaired by Mr Sunil Kant Munjal, Sr. Vice President, AIMA and Jt Managing Director, Hero MotoCorp Limited & Chairman, Hero Corporate Service Pvt Ltd. Mr T.P. Seetharam, Ambassador of India to the UAE, and Mr Anurag Bhushan, Consul General of India in Dubai, also addressed the gathering and spoke about mutual cooperation at economic and cultural levels".



Pramod Bhasin, Founder, Genpact, and Chairman, The Skills Academy; and T.V. Mohandas Pai, Vice President, AIMA, and Chairman, Manipal Global Education Services



(L-R) Richard Rekhy, Chief Executive Officer, KPMG in India; Rajive Kaul, Chairman, NICCO Corporation Ltd; Rajiv Luthra, Founder & Managing Partner, Luthra & Luthra Law Offices; and Paras Shahdarpuri, Chairman, NIKAI Group of Companies



(L-R) Dr Saoud Al Mulla, Executive Director for Academic Affairs; Karen Symms Gallagher, Emery Stoops and Joyce King Stoops Dean, University of Southern California - Rossier School of Education; Anurag Bhushan, Consul General of India, Dubai; and T.V. Mohandas Pai, Vice President, AIMA, and Chairman, Manipal Global Education Services

Some of the other speakers who attended the conference included, Mr Rajiv Luthra, Founder & Managing Partner, Luthra & Luthra Law Offices; Mr Rajive Kaul, Chairman, NICCO Corporation Ltd; Mr Paras Shahdarpuri, Chairman, NIKAI Group of Companies; Mr Richard Rekhy, Chief Executive Officer, KPMG in India; Mr Sven Rohte, Chief Commercial Officer, National Health Insurance Company – Daman; Mr Naresh Trehan, Chairman & Managing Director, Medanta - The Medicity; Mr Rahul Khosla, President, Max Group and Chairman, Max Healthcare; Mr Zaid Daoud Al Siksek, Former CEO, Health Authority of Abu Dhabi (HAAD); Mr Pramod Bhasin, Founder, Genpact and Chairman, The Skills Academy; Mr TV Mohandas Pai, Vice President, AIMA and Chairman, Manipal



(L-R) Naresh Trehan, Chairman & Managing Director, Medanta - The Medicity; Zaid Daoud Al Siksek, Former CEO, Health Authority of Abu Dhabi (HAAD); Sven Rohte, Chief Commercial Officer, National Health Insurance Company – Daman; and Rahul Khosla, President, Max Group, and Chairman, Max Healthcare

Global Education Services; Dr Saoud Al Mulla, Executive Director for Academic Affairs and Ms Karen Symms Gallagher, Emery Stoops and Joyce King Stoops Dean, University of Southern California - Rossier School of Education.



1. (L-R) Paras Shahdarpuri, Chairman, NIKAI Group of Companies; Richard Rekhy, CEO, KPMG in India; Rahul Khosla, President, Max Group, and Chairman, Max Healthcare; Karen Symms Gallagher, Emery Stoops and Joyce King Stoops Dean, University of Southern California - Rossier School of Education; and Rajive Kaul, Chairman, NICCO Corporation Ltd.
2. (L-R) T.P. Seetharam, Ambassador of India to the United Arab Emirates; Sunil Kant Munjal, Senior Vice President, AIMA and Joint Managing Director, Hero MotoCorp Ltd & Chairman, Hero Corporate Service Pvt Ltd; H.E. Sheikh Nahyan bin Mubarak Al Nahyan, Cabinet Member and Minister of Culture and Knowledge Development, UAE; Naresh Trehan, Chairman & Managing Director, Medanta - The Medicity.

3. H.E. Sheikh Nahyan bin Mubarak Al Nahyan, Cabinet Member and Minister of Culture and Knowledge Development, UAE, with conference speakers



10th National Research Conference



(L-R) Rekha Sethi, Director General, AIMA; Rajan Saxena, Vice Chancellor & Distinguished Professor, SVKM's Narsee Monjee Institute of Management (NMIMS); Avinash S Pant, Vice Chairman, All India Council for Technical Education (AICTE); Diptiman Das, Chairman & Managing Director, EDCIL India Limited and Raj Agrawal, Director, AIMA

AIMA organised its 10th National Research Conference on the theme 'Integrating Technology in Management Education' on 28th & 29th March 2016 in New Delhi.

The National Research Conference held annually, is a high profile event which sees an active participation of over 300 professionals from business schools, corporates and regulators from across the country. Dr. Rajan Saxena, Vice Chancellor & Distinguished Professor of Marketing, Narsee Monjee Institute of Management Studies (NMIMS) set the

context of the conference. Dr. Avinash S Pant, Vice Chairman, AICTE delivered the inaugural address and a special address was given by Dr. Diptiman Das, Chairman and Managing Director, Education consultants of India (EDCIL)

Some of the other distinguished speakers at the conference included Mr Ketan Kapoor, Co-founder and CEO, Mettl; Mr Vikas Singh, President, Crux Management Services (P) Ltd.; Mr Anurag Batra, Chairman, Businessworld; Mr Prem Vrat, Pro Chancellor, Professor of Eminence and Chief Mentor, The Northcap University;

Mr Pranay Narang, Business Head- North & West, Teamlease Services; Mr Nilay Yajnik, Professor & Chairperson, Information Systems, SBM, SVKM's Narsee Monjee Institute of Management Studies (NMIMS); Mr Sean Angiolillo, Director of Research, IndoGenius; Mr S Sriram, Executive Director and Founder Members, Great Lakes Institute of Management; Mr Anand Sudarshan, Advisor & Consultant and Founder & Director, Sylant Advisors Private Limited; Ms Vinnie Jauhari, Director, Education Advocacy, Microsoft Corporation India Pvt. Ltd; Mr Anil Khaitan, Chairman, SNK Corp; Mr Karthik M Moudgalya, Associate Vice President, Knolskape; Mr J K Mitra,

Professor of Organisation Behaviour & Strategic Management, Faculty of Management Studies, University of Delhi; Mr Sunil Abrol, President, Institute for Consultancy and Productivity Research; Ms Meeta W Sengupta, Senior Advisor, Centre for Civil Society and Mr Rajiv Sahdev, Senior Vice President – Human Resources, Moserbaer India Ltd.

32 researches done by academicians and scholars were also presented in concurrent sessions. The conference was well received and appreciated by all.



(L-R) Prem Vrat, Pro-Chancellor, Professor of Eminence and Chief Mentor, The Northcap University; Anurag Batra, Chairman, Businessworld; S Sriram, Executive Director and Founder Member, Great Lakes Institute of Management; Nilay Yajnik, Professor & Chairperson, Information Systems, SBM, SVKM's Narsee Monjee Institute of Management Studies (NMIMS) and Pranay Narang, Business Head – North & West, Teamlease Services

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We all need a place we can call home, especially children. But the grim reality is that there are still over 400,000 children in India who call streets their home. With 51 years of committed caring for parentless & underprivileged children, SOS India is one of the largest 'Self-Implementing' NGOs with pan India presence across 32 projects in 22 states providing direct care to over 33,000 children. Established in 1964, SOS Children's Villages of India is a non-government, non-profit, voluntary child care organization. It has since been involved in providing children in distress a 'home-like' environment with a loving mother, brothers and sisters, as well as a home and a community. SOS Children's Villages of India is a member of SOS Kinderdorf International which is present in 135 countries with more than 2.2 million beneficiaries worldwide.

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For more details please visit our

website: <http://www.soschildrensvillages.in/>

For **Individual Partnerships** please contact Mr. Avinash Sapru: aavinaash.sapru@soscvindia.org.

For **Corporate Partnership** please contact Ms. Aanchal Singh - aanchal.singh@soscvindia.org

National Office: Plot No. 4, Block C – 1 Institutional Area, Nelson Mandela Marg,

Vasant Kunj, New Delhi – 110070, India. Tel: +91-11 43239200

Pragati



(L-R) Rekha Sethi, Director General, AIMA; Najma A. Heptulla, Union Minister of Minority Affairs, Government of India; Veena Swarup, Director HR, Engineers India Ltd and Suvojoy Sengupta, Partner, McKinsey & Company

AIMA organised 'Pragati: Celebrating Achievements of Women' on 30th March 2016 at New Delhi. Pragati featured a panel discussion on the theme 'Unlocking Potential : From Inspiration to Action' followed by a unique women's quiz.

The Chief Guest of the event was Dr Najma A. Heptulla, Union Minister of Minority Affairs, Government of India. Ms Veena Swarup, Director (HR), Engineers India Limited, chaired the conference and the Keynote Address at the valedictory session was given by Capt. Usha Banerjee, Group Director Nursing, Apollo Hospitals Group.



Najma A. Heptulla, Union Minister of Minority Affairs, Government of India addressing

Some of the other speakers at Pragati included Dr Shikha Sharma, Founder Managing Director of Dr Shikha Sharma Nutri-health Systems; Mr Suvojoy Sengupta, Partner, McKinsey & Company; Ms Anika Agarwal, VP and Head – Marketing, Digital and Direct Sales, Max Bupa Health Insurance; Ms Ester Martinez, CEO & Editor-in-Chief, People Matters; Ms Poonam Kaul, Vice President – Communication, Pepsico India Holdings Pvt Ltd; Ms Anuja Bansal, Secretary General, SOS Village; Ms Neerja Singh, Group Executive Vice President and Regional Head (North and East), Yes Bank and Ms Sabih Kidwai, Director – HR Schneider Electric Infrastructure Ltd.

The grand finale of AIMA's special women quiz – Pragati was also held on the occasion, conducted by the quiz masters Mr SPS Jaggi and Mr V Kumar. RBI team was declared as the Champion, followed by Daimler India Commercial Vehicles team as the 1st Runners-up and Tata Steel as the 2nd Runners-up. Capt. Usha Banerjee, Group Director Nursing, Apollo Hospitals Group along with Ms Veena Swarup, Director (HR), Engineers India Limited, gave away the trophies along with the cash prizes to the winning teams.



Pragati Champion team RBI receiving the trophy

Shaping Young Minds Programme



Justice N Santosh Hegde, Former Lokayukta, Government of Karnataka

AIMA in collaboration with Ludhiana Management Association organised its Shaping Young Minds Programme on 10th March 2016 at Ludhiana. The speakers who addressed the programme included Justice N Santosh Hegde, Former Lokayukta, Government of Karnataka; Mr Vineet Nayar, Founder of Sampark



Mr Vineet Nayar, Founder of Sampark Foundation & Former CEO of HCL Technologies

Foundation & Former CEO of HCL Technologies; Ambassador Deepak Vohra, Veteran Diplomat and Mr Prabhu Chawla, Editorial Director, The New Indian Express Group. The programme was well received with an audience of over 750 participants.



Ambassador Deepak Vohra, Veteran Diplomat



Prabhu Chawla, Editorial Director, The New Indian Express Group addressing the session

Training Programme



Participants at the training programme on Business Presentation Skills

AIMA organised a three day training programme during 9th -11th March 2016 for EIL's internal trainers. The training helped them learn and apply effective training techniques for engaging and managing participants, create an effective positive learning environment, and manage classroom challenges.

Another training programme on 'Business Presentation Skills' was held on 10th & 11th March 2016. The objective of the training was to support participants with different nuances of creating and delivering professional business presentations, make impact through the meaningful Powerpoint based content design, sharpen skills through intensive participation leading to post-workshop regular practice. Mr Rajiv Khurana, CMC, FIMC was the programme faculty.

AIMA organised a four day in-house executive training programme for REC PDCL from 14th-17th March 2016 at New Delhi. The training was conducted for Technical, Civil, Finance, HR and IT departments of RECPDCL. Dr P Chanda, Dr. Kumar Bijoy, Dr P Prasad, Mr Rishi Kapoor, Mr Dilip Subudhi, Mr Ramesh Kumar and Mr Hari Parmeshwar were the faculty.

AIMA conducted a customised one day training for Biotechnology Industry Research Assistance Council (BIRAC), Department of Biotechnology, Ministry of Science and Technology on 15th March 2016. The theme of the training was 'Presentation Skills'. The training covered topics like building influence, handling audience and engaging participants. The training was very well received.

Another in-house programme was organised for NHPC on 'Performance Enhancement through Role Analysis' from 16th to 18th March 2016. The training objective was to enable participants to analyse the role of self and subordinates, assess role efficacy and understand the 'Three Dimensions of Roles': Role Making, Role Centering and Role Linking. Mr Y N Kaushal and Mr Sanjiv Narang were the programme faculty.

AIMA also organised a two day training for EIL on the topic 'Conceptual Thinking' on 21st & 22nd March 2016.

Interactive Session



AIMA organised an Interactive Session on 'Leadership Excellence Through Spiritual Vision and Practice' with Swami Bodhananda, an accomplished teacher of Vedanta, Yoga, meditation and Founder and Director, Sambodh Foundation. Swami Bodhananda explored how the creative field of spiritual consciousness could play a significant role in addressing modern leadership challenges. The session was chaired by Mr Sumit Chaudhuri, Chairman and Managing Director, Third Millennium Business Resource Associates.

Sumit Chaudhuri, Chairman and Managing Director, Third Millennium Business Resource Associates and Swami Bodhananda, Founder and Director, Sambodh Foundation

Workshop

AIMA conducted a one day workshop on 'Qualitative Research Methods' on 12th March, 2016 at New Delhi. The objective of the workshop was to bring together research scholars, and faculty members for understanding the right

approach towards research design and methods, understanding of research epistemologies driving qualitative research methods and usage of data collection tools. The workshop was well received by the participants.



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4-6 Team	₹ 26,000/- Per Team	₹ 28,000/- Per Team
7 Teams and above	₹ 25,000/- Per Team	₹ 26,000/- Per Team

*Service Tax @ 14.5% as applicable will be extra
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7 Teams and above	₹ 35,000/- Per Team	₹ 36,000/- Per Team

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REGIONS AND DATES

Eastern Round	Bhubaneswar	Prelim I 5th May	Regional Final 6th May
Southern Round	Bengaluru	Prelim I 12th May	Regional Final 13th May
Western Round	Mumbai	Prelim I 19th May	Regional Final 20th May
Northern Round	Delhi	Prelim I 24th May	Prelim II 25th May
			Regional Final 26th May

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What Lilly Pulitzer Learned About Marketing to Millennials

By Omer Artun and Michelle Kelly



Retailers have no doubt about the importance of millennial shoppers. Boomers may be the biggest spenders today, but millennials promise to be the largest consumer generation in history, currently encompassing roughly 80 million people and \$600 billion in annual spending in the United States alone.

Like many brands, Lilly Pulitzer wanted to better understand millennial shoppers. But our strategy has always relied on serving a variety of age groups:

we like to say we dress women “from 9 to 90.” Our marketing team thus understood that trying to target a monolithic “ideal millennial” shopper exclusively would alienate a large portion of our loyal fans and inevitably miss the mark. At the same time, we knew the brand could not survive by focusing only on the customers that had already been buying our styles for years.

As a company, we recognized the need for an approach that engaged millennial shoppers on their terms, while staying true to the values that made Lilly an icon. This strategy required a highly personalized marketing plan that delivered custom experiences by speaking to shoppers on an individual level, rather than addressing broad demographics. A successful plan to engage millennial shoppers had to start from a long-term and continuous effort to better understand the Lilly customer, which included people already shopping with the brand as well as potential fans.

We embarked on this journey in 2014 with a two-pronged strategy to enable a more customer-centric approach built on a foundation of solid data. Utilizing AgilOne, a predictive marketing cloud solution, we were able to break down data silos across marketing and operational systems, combining data from Lilly's CRM system, website, and in-store interactions into a single unified platform to analyze and understand our consumer journey and preferences. Additionally, we hired new talent to lead our CRM efforts. The team married insights from this platform with observations of stores and larger marketplace research. To add to that understanding, we conducted personal interviews with customers and retail staff, to get a ground-level understanding of the Lilly fan's preferences and desires.

In 2015, we formed a cross-functional team at Lilly, comprised of individuals from marketing, merchandising, and fashion design to analyze millennial shoppers and to brainstorm engagement tactics that would appeal to them while staying true to the brand's positioning and overall strategy. This effort immediately led to several important discoveries. First, we reaffirmed our understanding of the importance of online shopping to our younger buyers: an overwhelming 85% indicated that

e-commerce was their preferred means of shopping. We also found, as expected, that our millennial consumers showed a willingness to spend more on brands that focus on quality and authenticity – they valued the fact that the company hand paints all prints in-house and hides special surprises in the patterns, just as Lilly herself did in the late 1950s. Finally, they liked the story of Lilly herself, identifying with her as a young entrepreneur taking a less-trodden path for women of that era.

But we also uncovered several bits of information that surprised us. We found that although spending among millennial shoppers wasn't as high as other consumer segments, they formed a much larger percentage of our customer base than we'd realized, and more importantly, already had some of the highest levels of engagement with Lilly. Although the company had historically seen mothers and grandmothers passing their love for Lilly on to their daughters, a closer look uncovered that influence also flowed in the opposite direction. This revealed another important role of millennial shoppers outside of their future purchasing potential: they held enormous power to encourage other demographics to join the party.

We were also somewhat surprised to learn that despite the popularity of segmenting as a marketing tactic today, trying to tailor our direct mail and email messages according to demographic segments didn't have nearly as much of an effect as simply using past purchase history to influence the content the customer was seeing. So instead of trying to tailor our direct mail and email messages according to a customer's age in order to appeal to the "ideal millennial shopper," we began to rely more on data and analytics.

Data analytics helped us identify critical points in the customer lifecycle and develop relevant marketing

programs that best engage the Lilly girl in each situation. For example, the company began to use deeply embedded name personalization on direct mail pieces to reengage new customers soon after their first purchase, a time that was shown to be critical for overall retention. In addition to achieving high ROI, the customized mailers delighted Lilly's customers, who actively took pictures of the mailer and posted them on social channels, generating greater brand awareness. As a result of this highly relevant, targeted content, Lilly's email and direct mail response rates consistently exceed the industry average.

Deeper understanding of the Lilly customer provided the data to push forward on broader brand initiatives as well. To generate excitement among millennial shoppers that don't yet have the purchasing power of other demographics but serve as influential brand ambassadors, Lilly began to implement new marketing tactics and partner campaigns with other powerhouse brands to further our reach. For example, we collaborated with Target on a line of more than 250 products that was especially popular among younger buyers (so popular, in fact, that it sold out quite quickly).

The Target collaboration allowed us to reach Lilly fans across a wider range of locations as well as expanded age and buying demographics, and give them a chance to get to know our Resort chic lifestyle brand firsthand. The Lilly Pulitzer for Target collection marked a new chapter for our company, and we

were thrilled to give Lilly fans, including those who have loved the brand for years and those who got to know it for the first time through this collaboration, a new chance to experience the brand.

Recognizing the power of our millennial fans to influence other customer groups – especially on social media – we wanted create a campaign that made it fun and easy for them to share their passion for Lilly. We turned to Snapchat knowing that 71% of their U.S.-based users are between the ages of 18 and 34 (according to comScore) and understanding that Lilly's millennial customers were very active on the platform. Engaging with this audience on their platform of choice, gave us the opportunity to build an emotional connection and to tell our brand story in a visual way (ideal given that color and print are the hallmarks of the Lilly brand). Lilly was the first fashion brand to work with Snapchat to offer branded Snapchat filters for users that visited Lilly stores. During our first two-week summer campaign, the Snapchat filters delivered 97% more engagements than on Facebook, Pinterest and Twitter combined.

Appealing to millennials is important for all brands, given their generation's size, power, and influence. But pandering to millennials can backfire; millennials don't like being patronized, and older customers don't like feeling abandoned. So organizations should seek to fully understand their younger customers and encourage them in a way that's true to their overall strategy.

About Author:

Omer Artun is the CEO of AgilOne and author of *Predictive Marketing: Easy Ways Every Marketer Can Use Customer Analytics and Big Data*. He holds a PhD in computational neuroscience and physics from Brown University.

Michelle Kelly is the president of Lilly Pulitzer. She holds an MBA from Harvard Business School.

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Programme Background

Today's executives are facing increasing pressure to achieve profitable growth resulting from rapid changes in economic landscape, new technologies, shortened product life cycles, cross-cultural communications, global competition and changing consumer behaviour. The Global Advanced Management Programme will help in part to address some of these emerging issues and provide tools to better navigate their companies.

The programme specifically addresses economic and business trends in global markets and high-growth economies. The programme offers you the chance to rethink your business models and management approaches as a global leader and focus on specific business challenges faced by your company. Professor Darwin will guide in-depth discussions and provide highly informed views.

One of the key take away of the programme will be that each participant will be building a new and innovative Business Model for their company.

Programme Objectives

- Identify opportunities for profitable growth.
- Respond and adapt to the challenges in the changing landscape due to rapid global economic trends.
- Examine the latest concepts, ideas and tools to help them align their business practices with global economic developments and conditions.
- Learn to build sustainable and innovative business models.

Programme Modules

- Module 1: Global Economic Trends
- Module 2: Open Innovation
- Module 3: Business Model Innovation
- Module 4: Sustainability Management in the New Era
- Module 5: Visits to world class companies which could include companies like Google. Tesla Motors. Intel. Standard Chartered Bank. Cisco Systems Inc. IBM Research. PayPal. Wells Fargo Bank. VISA. GE. Stanford Medical Centre. UC Berkeley Campus amongst others.

Programme Certificate

Upon the successful completion of the programme, participants will be conferred a "Global Advanced Management Programme". Certificate awarded by All India Management Association

Participation Fee

- Delegate Fee per participant: INR equivalent to USD 8500 per Participant
- Early Bird Discount of INR equivalent to USD 500 per participant for registrations received along with participation fee by May 6, 2016

Nitin Saxena

All India Management Association, Management House, 14 Institutional Area, Lodhi Road, New Delhi - 110003
Tel: +91 (11) 43128100, 24645100, Extn.-528. Mob: +91 9811675559 | Fax: +91 (11) 24608503 | Email id: nsaxena@aima.in
Website: www.aima.in

The Risk of “Clicky” Content

Scintillating headlines draw readers, but there’s a better way to win audiences.

by Edmund L. Andrews



We all know what it’s like: You click on CNN’s website for the latest election news. After reading it, you get pointed to a story about Beyoncé’s Super Bowl performance and then to one about Kanye West’s latest meltdown. Before long, you’re reading an interview with El Chapo’s “beauty queen wife.”

Some of these recommendations might be dismissed as annoying “clickbait.” But in a media

landscape where millions of additional articles surface every day, recommendations are hard to do without. Readers need help navigating through the ocean of content. Publishers need to keep readers engaged, and they often rely on revenue that comes with hosting recommendations.

The result has been the rise of content recommendation services, which direct people from

articles they are reading or video they are watching to other content that is likely to interest them. It is a difficult challenge because the recommendations have to be generated in real time and provide real value.

If people feel they've been tricked by a piece of genuine clickbait — say, a headline like “Hollywood Starlet Arrested Again!” on what turns out to be a 5-year-old story about Lindsay Lohan — they are likely to stop clicking on these recommendations. That can cost a publisher its readers in the long run. As in so many other businesses, success in online publishing is about building relationships.

Now, a team of researchers from Stanford and Columbia universities is proposing a smarter strategy. The key, they write in a new paper, is to go beyond an article's “clickability” and examine its “engageability.” Instead of looking only at whether readers are likely to click on a recommendation, the idea is to look at what readers are likely to do after they click on a suggestion. How likely are they to pursue a follow-on suggestion at the end of the second article?

The team consisted of Yonatan Gur at Stanford Graduate School of Business and Omar Besbes and Assaf Zeevi at Columbia University. Gur and his colleagues don't dispute the relevance of clickability, but they argue that it's equally important to focus on keeping the reader engaged. The objective isn't simply to get a person to click a single suggestion. It is to create a whole chain of clicks — the longer, the better.

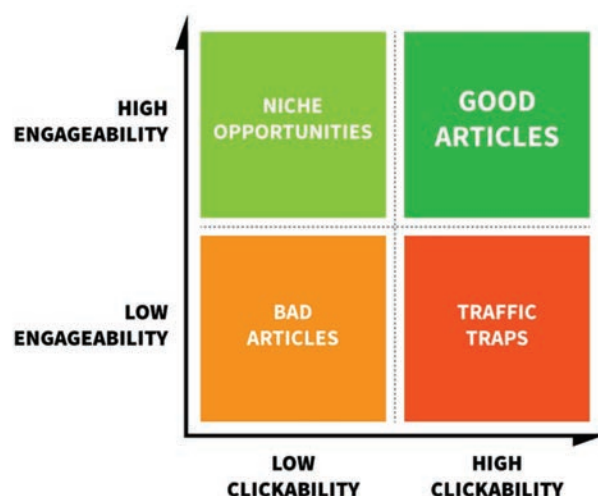
Gur and his colleagues analyzed billions of recommendations produced by Outbrain, a worldwide leading provider of such content

recommendations. They came up with a system for measuring engageability and then showed that it is indeed a critical “click driver.”

In a pilot project involving visitors to a major media website, the team tinkered with Outbrain's algorithms and compared between recommendations that accounted for engageability with recommendations that only looked at clickability. The result: a significant increase in the number of clicks when the recommendations accounted for engageability.

Gur and his colleagues outlined a new way to evaluate content based on different combinations of clickability and engageability.

The “good articles,” as Gur calls them, are those that have high ratings on both measures. These would be recommendations that attract a lot of readers and also prompt many to click on follow-up suggestions. The “bad articles” have low ratings on both measures and aren't likely to be recommended in the first place.



A third major category is what they call “traffic traps” — with high click-through rates but low

engageability — and they can be a hidden source of trouble. Think here of “Hollywood Starlet Arrested Again!” It may well attract clicks, but readers are turned off by what they find and leave the site.

A big problem for both recommendation providers and media websites is that traffic traps seem like good recommendations by the traditional criteria, and thus stay in the system a long time. That can cause long-lasting damage to readership. By measuring engageability, though, it’s relatively easy to spot traffic traps and separate them from the good articles.

An article should be “clickable,” but it should also keep the reader engaged.

The fourth category is “niche opportunities,” which are the mirror image of traffic traps. These recommendations attract a fairly small audience but are highly engaging to those particular readers.

Think here, for example, of a high-quality article on architecture or chess or an important health issue. It piques the interest of only a small target audience, but those readers will be eager to read more.

In contrast to the traffic traps, niche opportunities are a source of hidden value. They are typically ignored by conventional recommendation algorithms because of their low click-through rates, but they can be very valuable to media websites.

Does high engageability guarantee high quality? It’s a complicated issue because it is hard to objectively define quality. Which has a “better” quality — a bikini picture from Sports Illustrated’s swimsuit issue, or a meaty article from the New York Times? It depends on whom you ask.

What their research does show, the scholars say, is that measuring engageability in real time, together with clickability, offers a practical yet much richer way to evaluate content, keep readers involved, and get the right content to those who want to see it.

Disclaimer:

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GLOBAL PROCUREMENT SUMMIT - 2016

21-22 April, 2016 | India Habitat Centre, New Delhi



About the Summit

Procurement as an important driver of economic competitiveness and sustainability in an increasing knowledge & technology-driven global economy has been discussed and debated at many forums.

The summit will provide a comprehensive view into what is happening in the world of procurement and capture the experience, performance, perspective and intentions of top level procurement professionals. It will also present successful strategies and benchmark that procurement leaders can use to gain insight into best practices and ultimately improve the operations and performance. The Summit will have International Galaxy of experts from United States of America, United Kingdom, Brazil, Iran, Senegal, Tajikistan, Honduras, Mauritius, Thailand and Bangladesh.

Objective of the Summit

- Enhance your procurement skills and ability on latest international practices.
- Benchmark your own procurement capability by hearing from top procurement leaders
- Learn how to align with new and emerging procurement methods to achieve a strategic value for your organization
- Understand the methods & benefits of e-procurement solutions including e-reverse auction for long term efficiency
- Exchange best practices on procurement around the globe.
- Excellent networking opportunity with your peers, industry experts and leading suppliers.

Registration Fees

Registration fee for different categories of participants is as follows:

Category	Registration Fee
Ministries/State Government/UTs/PSUs/industry/Corporates	INR 3,000
Foreign Delegates	USD 200

Service tax will be extra as per Govt norm • Draft/Cheque should be in favor of All India Management Association payable at "New Delhi"

- The registration fee includes Executive kit, Lunch, Tea/Coffee during session. • Online registration is also available, please visit www.aima.in

Knowledge partner



Learning partner



CSR partner



Travel partner



For Further details please contact:

Prof. Gurbandini Kaur - Program Director

Mr Kapil Verma - Program Manager (Mob. No.: +91 9818997060)

All India Management Association - Management House, 14, Institutional Area, Lodhi Road, New Delhi-110 003

Tel. No.: 24645100/43128100, Ext. 710 / 738, Email: gps@aima.in, www.aima.in

Ahmedabad Management Association

The month of January commenced with an interesting and highly interactive Panel Discussion on 'Union Budget 2016' comprising of eminent panel members Dr. Bakul Dholakia, a Noted Economist & Director, IMI, New Delhi; Mr. Mukesh Patel, International Tax Expert & Popular Columnist; Dr. Jay Narayan Vyas, Speaker & Thinker. The seminar was very well received by the audience, highlighting the pros and cons as well as the suggestive measures regarding the budget. Following this, Dr. Hasmukh Adhia, IAS, Revenue Secretary, Govt. of India addressed on 'Analysis of Union Budget 2016'.



Dr. Hasmukh Adhia Speaking on Analysis of Union Budget 2016

Col. Atul Bhandari, Director, Calorx Olive International School spoke on 'What Schools don't Teach about Life'. Parents, school teachers and young professionals benefitted from this session. Dr. Sujata Menon, writer & historian delivered a talk on 'Oral History – Relevance for Management' accentuating the management principles in a simple and easy to comprehend way with reference to work life balance.

'Emerging Landscape for Indian IT Industry' was addressed by Dr. BVR Mohan Reddy, Chairman, NASSCOM (Founder & Executive Chairman, Cyient Ltd.). A thought-provoking and insightful lecture on 'Pathways to Personal Power – Being Guided by the Kabir Within' was delivered by Ms. Reena Ginwala, Author, Soul Spaces.



Dr. Ross Bassett addressing the audience

Dr. Ross Bassett, Director, Benjamin Franklin Scholars, gave motivating and intuitive perspectives on his latest book, 'The Technological Indian'. Mr. Kovid Mehta, Head of Internal Audit, Western Financial Group, Alberta, Canada, addressed on 'Enterprise wide Risk Management'. Mr. Santosh Joshi, Past Life Regression Therapist delivered a self-provoking lecture on 'SKY- the 12 Minute Magic'.

AMA also organised a Book Launch function on 'Awaken Entrepreneurship Spirit – Start Your Own Manufacturing Enterprise' written by Late Mr N K Patel edited by Amruta Dave.

Dr. N Ravichandran was the Chief Guest. This is one of the series of programmes which AMA will be planning in the series 'Make In India'.

AMA created a platform for eminent of HRs at the 14th Annual HR Conference on 'Measuring and Managing Performance: HR's Role'. The conference was inaugurated by Dr. T.V. Rao, Chairman, TVRSLS Ltd. with the introductory session by Mr. K. Ramkumar, Executive Director, ICICI Bank.

AMA conducted 56 Management Development Programmes this month focusing on Legal Issues in Business, E-Commerce for Small Entrepreneurs, Change Management, Leadership Perspectives, Effective Cost Management, First Aid Training, Street Smart Marketing etc.

Alleppey Management Association

AMA organised a lecture meeting on 'Union Budget 2016'. The lecture was given by Mr. Venugopal C Govind, Managing Partner, Varma & Varma, Cochin who is a leading Chartered Accountant in Kerala and an outstanding speaker. President of AMA, Mr. R. Krishnan presided over the meeting. Committee member, Mr. Anilkumar welcomed the gathering and Hon. Secretary, Mr. Lalachan Arakal proposed the vote of thanks. The event was attended by entrepreneurs, businessmen, professors, advocates, CAs and MBA students from the region.



Mr. Venugopal C Govind, Managing Partner, Varma & Varma, Cochin addressing the session

Baroda Management Association

Round Table Conference

The Baroda Management Association held its 2nd RTC on HR on 4th March on the theme 'Emerging Trends and Challenges of HRM'. The session began with the President of BMA, Mr. Alok Desai delivering the welcome address and Mr. Bharat Mehta, Chairman of the organising committee giving the theme address. The Chief Guest, Dr. T.V. Rao, global HR guru and the Chairman of TV Rao learning systems, in his keynote address, shared his views on his latest book – Effective People.



Dr. T.V. Rao, Chief Guest, addressing the RTC on HRM.



Dr. Rao's latest book, "Effective people" was unveiled during the session.

The book 'Effective People' was released by the Municipal Commissioner of Vadodara, Mr. H.S. Patel. Some of the eminent speakers included Past President of BMA, Mr. Devanshu Vaishnav; Ms. Neeta Krishnan, Associate Professor, Father C Rodrigues Institute of Management Studies, Mumbai University; Mr. Paneesh Rao, Chief Human Resource Officer, L&T Technology Services Ltd; Mr. Maulik Mehta, renowned Management Consultant; Mr. Vikram Singhal, MD Gulbrandsen Technologies (India) Pvt. Ltd; Mr. Himanshu Thaker, Ex CEO, Suzlon; Mr. Atul Garg- Co-founder, Skilltelligent Solutions Ltd amongst others.

Friday Evening Talk

Mr. Milin Mehta, Partner, K. C. Mehta & Co. Chartered Accountants (Baroda and Mumbai), addressed the Friday Evening Talk session on 4th March giving an overview of the Union Budget. The topic highlighted the various areas like Union Budget analysis, corporate taxes as well as international trends.



Ms. Meghavi Vyas addressing the FET

Another talk was led by Ms. Meghavi Vyas on 'Discover, Define, Declare your Brand (Personal Branding)' on 11th March. The highlights of her talk revolved around the analysis of personal branding as well as the traits regarding an individual's personality.

Mr. Dhaivat Joshipura spoke on the topic 'Sau salaam Bollywood' on 18th March. The talk highlighted how cinema has influenced our day to day life and how it has become a medium for marketing products and with corporate companies investing in Bollywood, how movie-promotion is done with innovative marketing ideas which help the movie get initial audience.

On 25th March, Mr. Abir Mullick, Provost and Vice Chancellor, Navrachana University spoke on 'Role of Industry in Making Future Employees: In New Education Paradigm'. The talk highlighted the industrial progress in Indian system that has not undergone major developments since India attained independence.



Mr. Dhaivat Joshipura addressing



Mr. Abir Mullick addressing the FET

Bharuch Management Association

Interactive Talk

Bharuch District Management Association jointly with Ankleshwar Industries Association and with the support of other organisations held a programme on 'Union Budget-2016' by Dr. Jay Narayan Vyas, Eminent Economist & Thinker on 6th March. Several prominent personalities from various industries across the district were present at the event.



Dr. Jay Narayan Vyas with Hon. General Secretary, BDMA, Mr. Devang Thakore

MDP

BDMA organised a half day MDP on 'Cyber Security' with Mr. Manish Gokani, an Ethical Hacker from Vadodara on 18th March. The purpose of this seminar was to provide candidates with the necessary knowledge and skills to protect their information assets. The faculty helped the candidates, with a live demonstration, in saving their important data and safety to be taken care of while using personal computer and cell phones.



Participants at the programme on 'Cyber Security'



Dr (Lt Col) Gur Prit Inder Singh being felicitated

Bathinda Management Association

Bathinda Management Association organised a talk on 'Punjab on the Brink Environmental Health Crisis (Perspective & Solutions)' on 19th March. The talk was addressed by Dr (Lt Col) Gur Prit Inder Singh, Vice Chancellor of Adesh University, Bhatinda.

Bhopal Management Association

The Bhopal Management Association and MPSSIO successfully organised a seminar on 'Start Up India - Stand Up India (Change for Growth)' on 29th March. Mr Rakesh Jain 'Prakhar' was the keynote speaker. The programme was interactive and the participants enthusiastically shared their views. The expert addressed the queries of students and other members. The programme was coordinated by Mr Suneel Bhargava, E.C Member, BMA and the vote of thanks was given by Mr Vishwas Ghushe, Hon. Secretary, BMA. Over 150 people including students of SIRT College, BSSS, Women ITI, Member of BMA, MPSSIO and other distinguished guests attended the programme.



Mr Rakesh Jain at the talk on 'Start Up India - Stand Up India (Change for Growth)'



Speakers and participants at the programme

The Bhopal Management Association successfully organised a talk show on Budget 2016 in association with Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal on 5th March. CA Abhay Chhajer, Chairman Central India Regional Council and Col A.K Chaturvedi, an expert in National and International Strategic Affairs and National Economy were the guest speakers. Mr Vishwas Ghushie, Hon. Secretary, BMA gave a brief about the activities of BMA. The programme was coordinated by Mr G.K Chhibbar, Co-Chairman, BMA and Mr Avinash Bajpayee, HOD-

MBA, Makhanlal University, Bhopal. Vote of Thanks was given by Mr R.G Dwivedi, E.C Member, BMA. More than 50 students and members of BMA attended the programme.

Bhubaneswar Metropolis Management Association

The BMMA seminar on 'Smart City Bhubaneswar - Core Development & Traffic Management' was held on 19th March. The welcome address was given by Mr Syed Maqbool Ali, Working President, BMMA and the theme introduction was given by Mr BB Mishra, DGP Retd. & Past President, BMMA. The Chief Speaker was Mr. Niranjana Sahu IAS, Collector & District Magistrate who said that the administration needs to implement the smart and effective governance code in all areas, and this will go a long way in maintaining Bhubaneswar as a smartest city in the country.

The Hon'ble Mayor Mr. Ananta Jena sent a message that he believes that the administration and the residents of Bhubaneswar should work together for the further development of Bhubaneswar as a smart city. The seminar was chaired by the Past President, Mr. Sanjib Hota, IAS Retd. The members of Prevention of Accidents Society, Orissa (PASO) collaborated and participated in the seminar.



BMMA seminar on 'Smart City-Core Development & Traffic Management'

Bombay Management Association

Workshop

Bombay Management Association (BMA) organised a workshop on 'Managing Collection of Overdue Customer Payments Aesthetically' on 4th March. The speaker for the session was Ms. Priyanka Acharya, an academican and a corporate trainer.



Participants with the speaker



Participants with the speaker

BMA organised a workshop on 'He Sold It; I Did Not Buy It' on 9th March. The speaker for the session was Mr. Hariharan Iyer and the programme was based on his book with the same title.

Conference

BMA along with Thomas Cook India and Marriott Hotels organised a Success Stories conference titled 'Tales of Her Success' on 11th March as part of the Women's Week celebrations.



Conference on 'Tales of Her Success'

Some of the speakers included Ms Jessie Paul, marketing expert and founder of Paul Writer; Ms Nandini Dias, media professional; Ms Anita Bhogle, co-author of 'The Winning Way'; Ms Kadambini Mittal, Regional Director Global Sales, India, for Marriott International; Ms Deepa Sonam, Founder of Leading Light, Lumiere; Mr Milind Soman, COO, Lumiere to name a few.



Inauguration of the memorial lecture

Memorial Lecture

BMA paid a tribute to Rooshi Kumar Pandya by organising a memorial lecture on 18th March. The Chief Guest was Mr Shyamal Datta, IPS (Rtd.), Former DIB & Former Governor of Nagaland. The event was hosted by Mr. Vallabh Bhansali, Mr. D. Sivanandhan, Mr. Sanjiv Shah, Mr. Bhaskar Joshi, & students of Prof. Rooshi kumar Pandya, in association with Bombay Management Association.

MDP

A full day workshop on 'Labour Laws and Compliance (11 Acts)' was organised by Navi Mumbai Centre, by Mr. R S R Murthy on 21st March. Mr. R. L. Soni conducted the programme, and the participants got an overview with special focus on the latest amendments.

Interactive Session

BMA held a session 'Relationship Magic' on 12th March. The speaker for the session was Mr. Eric Mistry, a practicing psychotherapist who is actively engaged in understanding the intricacies of the human mind.



Participants with the speaker

Calcutta Management Association

Student Education Programme

CMA has been regularly organising Student Education Programme on 'A Financial Education & Awareness Initiative'. In the month of March, five such SEPs were conducted at five different institutes.



Mr Dhiraj Chakraborty, DGM, Calcutta Stock Exchange delivering his lecture at one of the SEPs



Mr Binod Homagai, Mr Arun Narain Singh, Mr Chandra Shekhar Ghosh, Mr S K Roy, Mr Sanjay Budhia, Mr Ravindra Chamaria, Mr Jawhar Sircar, Mr Kisor Nadhani, Mr Sagar Daryani & Mr Shitanshu Jhunjhunwala

Management Excellence Awards

The CMA Management Excellence Awards 2016 with The Telegraph and presented by Camellia Group, were given away at a glittering ceremony on 15th March. Awards were presented to 12 of the most admired and respected achievers, with veterans and newbies sharing the spotlight in the midst of a large gathering.



Mr R Gopalakrishnan being felicitated by Brig K S Ramakrishnan, Executive Committee Member, CMA; Dr J N Mukhopadhyay, Director, J D Birla Institute, Dept of Management; Mr Dhruba Mukherjee, Past President, CMA & Prof Asok Kr Banerjee, Vice President, CMA.

Management Day Celebration

The students, many young and senior executives, along with CMA Members had the opportunity to listen to Mr R. Gopalakrishnan, Former Director, Tata Sons at the 'Management Day Celebration' organised by Calcutta Management Association, on 2nd March. Mr Gopalakrishnan spoke about his latest book 'Six Lenses - Vignettes of Success, Career and Relationships'. This event was organised by CMA to celebrate the Management Day, in association with AIMA.



Mr Diptendu Moulik delivering his speech

Money Skill

The last three sessions of the 'Money Skill' event, a financial education programme for the investors and prospective investors were organised on 26th & 30th March, at the training centre of The Calcutta Stock Exchange. Mr Diptendu Moulik, Sr Executive, MCX India spoke extensively on prospects of investment in commodity market, whereas Mr Sanat Bhardwaj, deliberated on the banking products and mutual

funds as investment tools. Mr Maoj Garg and Ms Farha Zeba thoroughly explained the importance of insurance and its use as an investment tool.

Money Matter & Money Smart, 2016

The finals of CMA 'Money Matter - A Case Study Based Competition and Money Smart - A Quiz Competition' for students were organised on 19th March at the Trading Hall of The Calcutta Stock Exchange. As many as 22 teams participated in the events. The winners of both the events were given prizes including cash prizes.



Winning Team for Money Matter, 2016 with Ms Sripriya Senthilkumar, DGM, Calcutta Stock Exchange; Prof Asok Kumar Banerjee, Vice President, CMA; Mr Manoj Garg, Ms Farha Zeba, Mr Anirban Kundu & Mr Sanat Bhardwaj



Presentation of memento to Col. Gursewak Singh by Mr J S Nayyar

Chandigarh Management Association

Chandigarh Management Association organised a workshop on 'It's all in Mind -Stress or Happiness' by prominent Key note speaker, Col. Gursewak Singh, Stress management Guru and Trainer, on 18th March. The welcome address was given by Mr Jagtaran Singh Nayyar, President CMA. The workshop concluded with the presentation of a memento to Col. Gursewak Singh by Mr J S Nayyar and a vote of thanks by Vice president CMA, Dr Aneet Bedi.

Coimbatore Management Association

CMA's 'Monday Musings' is a 45 minute popular interactive programme on a topic concerning individual and institutional management. This time Mr. Sivakumar Palaniappan, Founder, Mastering Mind Academy, Coimbatore addressed the meeting. Monday Musing is conducted every Monday and is usually attended by more than 30-40 people.



Mr. Sivakumar Palaniappan, Founder, Mastering Mind Academy, Coimbatore addressing



Participants at the programme

Delhi Management Association

#GlocalizedHR

DMA in collaboration with Fortune Architect and Megasoft solutions organised a leadership networking event #GlocalizedHR on 4th March. Mr. Rajan Pandhi, Director, DMA welcomed the eminent speakers, Dr. Manan Chaturvedi, Founder & CEO, Fortune Architect; Mr. Sanjeev Jain, Founder &

CEO, Megasoft Solutions and the participants. The participants highly appreciated the initiative taken by DMA.

Book Launch

DMA organised the book launch of the book 'Eye for Details: Prepare to Join Corporate World' authored by Colonel Rajiva Sharma, on 15th March. The Chief Guest on the occasion was Ms. Moutushi Sengupta, Country Director, Mac Arthur Foundation & Vice President, DMA. Col. Sharma shared that through his book, he has shared his own real-life experiences and reflected how he handled problems that came his way and wish to help the young professionals succeed in the corporate world.



(L - R) Col. Rajiva Sharma and Ms. Moutushi Sengupta



(L - R) Ms. Linda Bradey Hawke, Mr. A Sundra Rajan and Ms. Poonam Barua

HR Conference

After successfully conducting sector specific HR roundtable sessions in Delhi, Gurgaon, Mumbai, Pune and Bengaluru; People and Management in collaboration with DMA organised an HR Conference on the theme 'HR Best Practices in Hospitality, Healthcare, IT/ITES/ BPO/ Manufacturing/ Banking and Financial Services' on 15th March at New Delhi.



(L - R) Dr. Ekta Saxena, Dr. Ravindra Nath, Mr. Kalraj Mishra, Dr. Sonal Man Singh and Mr. Rajan Pandhi

The eminent speakers included Mr. A Sundara Rajan, Founder and Director, Thomas Assessments; Ms. Poonam Barua, Founder-Chairman, Forum for Women in Leadership, and CEO, WILL Forum India; Ms. Ruchi Bhalla, HR, Pitney Bowes; Mr. Anmol Singh, Head HR, Hotel ITC Maurya; Mr. Rajiv Kapoor, Chief People Officer, EVP, Fortis Healthcare and Mr. Anupam Jauhari, Vice President & Global Head, HR, Infogain. On this

occasion the book 'HR Best Practices – India Ethos at Work' was also released by the dignitaries.



Prashasti Samman Award winners

Women Entrepreneurship Conference

To give emphasis on women empowerment and Make in India mission, Delhi Management Association in association with Indus Business Academy organised the 6th Women Entrepreneurship Conference on 'Harnessing Finances for Sustainable Entrepreneurial Growth' on 17th March with Mr. Ravindra Nath, CMD, NSIC as Conference Chairman.

The Chief Guest on the occasion was Mr Kalraj Mishra, Cabinet Minister, Ministry of MSME, Govt. of India and the Guest of Honour was Padma Vibhushan Dr. Sonal Man Singh, Founder-President of Centre for Indian Classical Dances. The programme conveners were Dr. Ekta Saxena, Head of Corporate Relations, IBA and Mr. Rajan Pandhi, Director, DMA.

On this occasion several successful women entrepreneurs were awarded by the hon'ble minister with the 'Prashasti Samman' for their contribution to women entrepreneurship and employment generation.

Some of the speakers at the conference included Dr. Shikha Sharma, Founder & Managing Director, Nutri-Health Systems Private Limited; Mr. Shailesh Vikram Singh, Executive Director, Seed Fund; Ms. Seema Singh, General Manager, Bhartiya Mahila Bank; Mr. Sanjay Goyal, General Manager, SIDBI; Ms. Shruti Agarwal, CFO, Felix; Mr. P. N. Sharma, Chairman, Singer India Limited; Mr. Raman Uberoi, COO, Crisil; Mr. Manish Arora, President & Country Head, Business Banking, Yes Bank Limited amongst others.

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(L - R) Dr. E S Rao, Mr. Raman Uberoi, Mr. P. N. Sharma, Mr. Manish Arora, Mrs. Anubha Prasad and Mr. Guarang Dixit

Renaissance 16

To showcase the Indian art and culture through music and dance, a cultural programme was organised by Cosmopolitan Plus, a non Govt. welfare organisation with the support of Ministry of Culture and DMA. The programme was held on 30th March.

Ghaziabad Management Association

Press Conference

Ghaziabad Management Association organised a press conference in which the Treasurer, Vice Presidents and its other senior members from industry, institutes and independent



The Yoga session

professionals shared their views on the budget. This 'Press Se Charcha' was conducted on 2nd March.



Dr. Pradeep Kumar being presented a memento

Training Workshop

GMA along with Association of Himalayan Yoga & Meditation Societies International organised a programme on 'Yoga For Joyful Living' on 6th March. The team from Association of Himalayan Yoga & Meditation Societies International, Swami Ram Sadhak Gram Ashram, Rishikesh consisted of Dr. Manju Talekar, a medical graduate from Lady Hardinge Medical College and a trained pathologist; Mr Rabindra Sahu, a Registered Yoga Teacher and recipient of Sadhana Intensive certification from the International Sivananda Yoga & Vedanta

Center; Mr. Ram Prakash, an accomplished yoga and meditation teacher. The programme was well appreciated by all the participants.

Interactive Session

GMA organised a lecture cum interactive session on how to celebrate and make 'Vanprastha' stage of one's life enjoyable and fulfilling. The session was held on 15th March. The session speaker was Dr. Pradeep Kumar, teaching Naturality Meditation Programmes in Canada and Rishikesh, India. The talk focused on explaining that Vanprastha is the stage of exploration and adventure. He discussed how one should smoothly and consciously travel from the 'Grihashtha' to 'Vanprastha' stage of life.

Goa Management Association

Goa Management Association (GMA) in collaboration with 'Business Goa', the leading Business Magazine of Goa and 'The International Centre Goa, organised 'Budget Focus – A Panel Discussion on Goa Budget 2016' on 18th March. This is the second year GMA has successfully organised the panel discussion. The event started with the welcome address by Chairman, GMA, Mr. D Kumar Pillai, followed by introduction of speakers by Mr. Khwaja Ayub Zickriya, GM, The International Centre Goa. The panelists included Mr. Ameya Abhyankar IAS, Secretary to Chief Minister, Government of Goa; Mr. Shekhar Sardessai, Chairman, CII, Goa State Council; Dr. Manoj Kamat, Advisor, Goa-IDC and Mr. Ashish Verlekar, Chartered Accountant. The session was moderated by Dr. M S Dayanand, Associate Professor, Department of Management Studies, Goa University. The event was attended by around 100 people from industry, trade and commerce, academicians, students and general public and was well appreciated by all. The vote of thanks was proposed by Mr. Harshvardhan Bhatkuly, Partner, Business Goa Magazine.



(L - R) Dr. Manoj Kamat, Advisor, Goa-IDC; Mr. Shekhar Sardessai, Chairman, CII, Goa State Council; Dr. M S Dayanand, Associate Professor, Department of Management Studies, Goa University; Mr. Ameya Abhyankar, Secretary to Chief Minister, Government of Goa and Mr. Ashish Verlekar, Chartered Accountant

Hyderabad Management Association

Lecture Meeting

Hyderabad Management Association conducted a Lecture Meeting on 'Ethics in Management' by Pujya Gnanvatsal Swami, BAPS (Bohasanwasi Akshar Purushottam Swaminarayan Sanstha) on 29th February. He said in this 21st Century, we have double incomes but no happiness, high-rise buildings but low values, broad highways but narrow ideas.



Mr A Shyam Mohan, HMA Past President presenting a memento to Gnanvatsal Swamiji.



Chief Guest Mr K T Rama Rao, Minister for Panchayat Raj, IT & Municipal Administration addressing the gathering. Seated on the Dais (L to R) Mr Ravi Kumar Peesapati, Secretary, HMA; Mr Sravan Kumar Madap, Vice President, HMA; Mr E N Prasad Reddy, President, HMA; Mr Jayesh Ranjan, IAS, Secretary, IT, Electronics & Communications Dept, Government of Telangana.

43rd Annual Awards Function

The President of Hyderabad Management Association (HMA) Mr. E N Prasad Reddy announced the winners of the 43rd HMA Annual Awards for the year 2015. The Awards were given away at a glittering function held on 17th March. The Chief guest was Mr K T Rama Rao, Minister for Panchayat Raj, IT & Municipal Administration and Guest of Honour was Mr Jayesh Ranjan, IAS, Secretary, IT, Electronics & Communications Dept, Government of Telangana.



Mr B V R Mohan Reddy, Founder & Executive Chairman, Cyient Limited receiving HMA Life Time Achievement Award 2015 from Mr K T Rama Rao, Minister for Panchayat Raj, IT & Municipal Administration

The HMA Awards Winners for the year 2015 are Mr Varanasi Udaya Bhaskar, Chairman & Managing Director, Bharat Dynamics Ltd; Mrs G Leelavati, Chairperson, Shivashakti Bio Technologies Ltd; Mr A Sridhar Reddy, Managing Director, Esennar Transformers (P) Ltd; Mr A Soma Sekhar Reddy, Senior Manager – Techno Commercial, Prathista Industries Ltd; Mr Ch Dakshina Murty, Asst. General Manager – Corporate HR, Suven Life Sciences Ltd; Mr B V R Mohan Reddy, Founder & Executive Chairman, Cyient Ltd and Mr E N Prasad Reddy, Life Member, HMA.

Indore Management Association

Women's Day

Indore Management Association organised an exclusive session to mark International Women's Day on 11th March. The speakers for the session were Ms. Smita Bharadwaj, Managing Director, MPFC and Ms. Gul Parvez, Renowned Corporate Trainer.



Ms. Smita Bharadwaj during the Women's Day Programme



Mr. Pratik Uppal during in discussion with participants at IMA Reader's Clique.

Reader's Clique

IMA organised a book discussion on the book 'Bold' for management professionals and students on 14th March. The moderator for the session was Mr. Pratik Uppal, Corporate Trainer.



Dr. Vikrant Singh Tomar during IMA Evolution for Excellence Program.

Evolution for Excellence

IMA organised 'Evolution for Excellence,' a one-day workshop for professionals on 9th March. The module for the workshop was 'Personality Development: An appointment with self' and the speaker for the session was Dr. Vikrant Singh Tomar, national trainer and management consultant.



Dr. Yogeshwari Phatak during IMA Management Film Show.

Film Show

IMA organised a Management Film Show on the famous Hollywood movie 'Pirates of Silicon Valley' on 9th March. The moderator for the session was Dr. Yogeshwari Phatak, Director, Prestige Institute of Management and Research, Indore.

Centre of Excellence

IMA organised Centre of Excellence (COE), an evening talk on the topic 'Understanding Human Relationships' on 3rd March. The facilitator for the session was Dr Sameer Golwelkar, Consultant Psychiatrist.



Dr Sameer Golwelkar during IMA Centre of Excellence.



Prof. Pankaj Kothari with the participants at IMA Training@doorstep.

Training @ Doorstep

Indore Management Association organised Training @ Doorstep one day programme on the topic 'The First Time Manager' on 18th March at Mahindra 2 Wheelers Ltd Pithampur. The facilitator for the session was Prof. Pankaj Kothari, Corporate Trainer.

HR Forum Meeting

Indore Management Association organised its HR Forum Meeting, on the topic 'Legal Aspects - A Performance Review System That Works for everyone' on 18th March. The facilitator for the session was Mr. Girish Patwardhan, Advocate and convener of the voluntary organisation, Justice for All.

Jalandhar Management Association

To create awareness among the students, the Jalandhar Management Association organised a seminar on the topic 'Nation Building Through a Career in Civil Services'. Mr. S.Z. Khan, Senior Divisional Commissioner, RPF and Mr. Jitender Jorwal, IAS, Assistant Commissioner, Jalandhar were the guest speakers on the occasion. Both shared their personal and professional experiences with the students and also how the civil servants play an important role in the growth and progress of the country. This was followed by a Q & A session with more than 250 students getting the opportunity to closely interact with the eminent guests.

The seminar was organised in association with the Lovely Professional University. Mr. Ahsanul Haq, President and Mr. Vishal Sharma, Secretary General, JMA were part of the proceedings. Mr. Saurabh Lakhanpal, Dean, LPU thanked JMA for helping to organise the seminar and also presented the mementos to the guests.



Seminar on 'Nation Building Through a Career in Civil Services'

Jamshedpur Management Association

Jamshedpur Management Association (JMA) organised a Business Quiz 'GyanQ' on 26th March. JMA launched this event with an objective to promote quizzing culture in Jamshedpur and provide a common platform for the practicing managers to exchange ideas and update their knowledge about the emerging trends and concepts in management.

The Chief Guest on the occasion was Mr. Sunil Bhaskaran, VP Corporate Services, Tata Steel, President Jamshedpur Management Association. Some of the other dignitaries included Mr. Ashish Mathur, MD Jusco; Mr. Shubhenjit Choudhary, MD Tata Pigments; Ms Rupa Mahanty, RM Associates; Mr Niroop Mahanty, Ex VP HR Tata Steel. Mr Ajay Poonia was the quiz master.



The winning teams of JMA's GyanQ

Kerala Management Association

Women Leadership Conclave 2016

Kerala Management Association has a vibrant Women Manager's Forum headed by Chairperson – Ms. Maria Abraham, which has been formed with the objective to deliberate and discuss issues that concern women managers. Kerala Management Association conducted a Women Leadership Conclave on 4th March on the theme '**LIFE: Lead – Inspire – Fulfill – Empower**'.



Ms. Alice Vaidyan inaugurating the Women Leadership Conclave



Mr. Sherry Samuel Oommen addressing KMA Members

Ms. Alice Vaidyan, CMD General Insurance Corporation, Mumbai was the Chief Guest of the inaugural session, the Keynote address was given by Ms. Lakshmi Pratury, CEO of INK and Ms. Bina Paul, renowned film editor was the Guest of Honour. Some of the other speakers included executive coach Dr. Maaney Paul & Dr. Ushy Mohandas; Social entrepreneur and innovator, Mr. Arunachalam Muruganatham; noted marketing and communication professional, Ms. Rekha Menon; Ms. Sherly Regimon Managing Director, Milan Design and Ms. Suja Karthika Former Lecturer SCMS & Cine Artist.

The Chief Guest for the valedictory session was Prof. Dr. Rose Varghese, Vice Chancellor, NUALS. Renowned cine artist Ms. Meera Nandan was the Special Guest.

Evening Lecture Meeting

An Evening Lecture Meeting held on 11th March was addressed by Mr. Sherry Samuel Oommen, Founder, Nash Capital Partners on the topic (Union Budget 2016-17: Major amendments in Direct & Indirect Taxes).

Lucknow Management Association

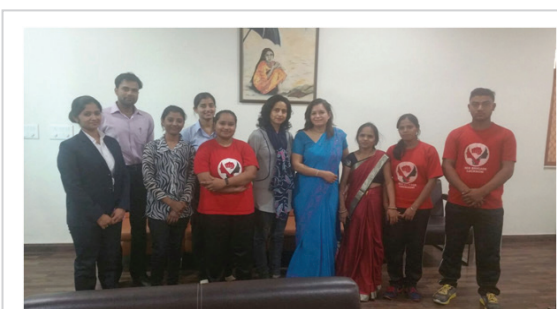
Workshop

LMA organised the first industry stake-holders workshop on 'Ease of Doing Business in Uttar Pradesh' on 1st March as a part of evidence based research study on the subject mandated to LMA by the State Government.

Prof. Debasish Chatterjee and Mr Jabir Ali of IIM Lucknow; Prof. Ashraf Rizvi, Director, JIML and Ms Kavita Pathak, Dean (Academics), JIML were part of the research group. The participants of the workshop were SMEs in the Amausi Industrial Area, Lucknow.

LMA collaborated with Indian Industries Association, Lucknow Chapter in organising a workshop on 'Implication of Union Budget 2016 & Tax & Investment Planning' on 4th March. The speakers were Mr. Subhash Lakhota, Director of R.N. Lakhota & Associates LLP; Mr. Ashok Seth, Chartered Accountant and Mr Kapil Vaish, Chartered Accountant.

On the occasion of International Women's Day on 8th March, LMA's Young Managers Forum organised a three hour Self Defense workshop for Girls at Shree Ramsawaroop University. The workshop was given by Usha Vishwakarma of Red Brigade.



Self Defense workshop



Workshop on 'Climate Smart Agriculture in U.P.'

LMA joined Diversified Agriculture Support Project (DASP), Govt. of U.P. workshop on 'Climate Smart Agriculture in U.P.' on 9th March. The key speakers were Mr. Pravir Kumar, Agriculture Production Commissioner, U.P. Govt.; Dr. Anis Ansari, Chairman, CARD; Dr. Prabhat Kumar, Principal Secretary, Coordination and Project Coordinator UPDASP; Dr. P.K. Gupta, Director South Asia, International Food Policy Research Institute and Dr. Pramod Agarwal, Regional Programme Director, CGIAR, Research Programme on Climate Change, Agriculture and Food Security.

Young Managers Forum of LMA in collaboration with Medha, a nonprofit in skill development area, organised a workshop on 'Key to Professionalism' for Management students of Techno Group of Institutions on 28th March. The speaker for the session was Ms. Subhra Gupta, a Freelance Soft Skills Trainer. YMF-Medha held a workshop on 'Key to Professionalism' on 30th March at the School of Management Sciences (SMS), Sultanpur Road.

Interactive Session

LMA jointly with TiE Lucknow Chapter participated in a business opportunity interactive session with Ms. Deepali Khanna & Mr. Pariphan of Rockefeller Foundation, Bangkok office on their recently launched Smart Power for Rural Development, a \$75M initiative to promote sustainable business models that deliver renewable electricity and spur economic development among poor, under-served rural populations in India.



Interactive session on 'Smart Power for Rural Development'



Conference on 'Make in India-The Way Forward'

Conference

LMA collaborated with Shine College of Management in organising a Conference on 'Make in India-The Way Forward' on 19th March. Professor V.K. Pathak, Vice Chancellor, Dr. APJ Abdul Kalam Technical University inaugurated the conference.

Panel Discussion

Another LMA programme on International Women's Day on 8th March was organised on the theme 'Carving Your Happiness' with a distinguished panel comprising Ms. Sutapa Sanyal, Additional Director General Police, U.P. Police Mahila Samman Prakoshth & UP State Human Rights Commission; Ms. Samina Bano, an IIM Bangalore alumina & RTE activist; Ms. Aparna Kumar, DIG Technical, U.P. Police; and Ms. Sabiha Ahmad, Founder, ajisunteho.com.



Speakers at the Panel Discussion on theme 'Carving Your Happiness'



Panel discussion on Union Budget 2016-17

As a part of its annual events, LMA organised a panel discussion on Union Budget 2016-17 on 3rd March in collaboration with PHDCCI. The distinguished panel comprised Dr. Arvind Mohan Professor of Economics & Director IMS, Lucknow University; Mr. Ashok Seth, Chartered Accountant; Mr. V.K. Agarwal, Managing Director, Shashi Cables. Mr. K.K. Gupta, Former General Manager, NABARD moderated the discussion. Mr. Sumer Agarwal, Sr. Vice President, LMA welcomed the participants.

Ludhiana Management Association

Shaping Young Minds Programme

Ludhiana Management Association in association with AIMA organised AIMA's Shaping Young Minds Programme on 10th March. The programme was addressed by Justice N Santosh Hegde, Former Lokayukta, Government of Karnataka; Mr Vineet Nayar, Founder of Sampark Foundation & Former CEO of HCL Technologies; Ambassador Deepak Vohra, Veteran Diplomat, and Mr Prabhu Chawla, Editorial Director, The New Indian Express Group.



Justice N Santosh Hagde, Former Lokayukta, Karnataka inaugurating Shaping Young Minds Programme



H.E Monica Lazetta Mttis, Ambassador of Colombia addressing members of CEO Forum of LMA

experiences as a Tourism Entrepreneur. Thirty five women entrepreneurs & executives attended. The Session was highly informative.

CEO Forum of LMA organised a session on 11th March with H.E Monica Lazetta Mttis, Ambassador of Colombia and Mr Augusto Farnando Castilanos Cardenas, Commercial Councillor, Embassy of Colombia, New Delhi. They interacted with the members of CEO Forum of LMA on Business Opportunities in Colombia. The programme was attended by 25 CEOs.

Inter-Corporate Cricket Tournament

To develop fraternity among entrepreneurs and executives Cultural Affairs Committee of LMA organised an Inter-Corporate Cricket Tournament on 20th March. Twelve teams from different organisations participated in a day long tournament.



Inter-Corporate Cricket Tournament organised by Cultural Affairs Committee of LMA

Blood Donation Camp

As part of Corporate Social Responsibility (CSR) LMA jointly with Zindagi Live Foundation organised a Blood Donation Camp on 23rd March. Members and students members of LMA donated 165 units of blood, collected by blood bank of Christian Medical College & Hospital, & Deep Hospital, Ludhiana.

Training Programme

Women Forum of LMA organised a training programme on 'International Healthy Quick Bites' on 26th March. The programme was very well received.



Distinguished speakers at the occasion

Madurai Management Association

Madurai Management Association organised Women's Day and No Smoking Day at PSNA College of Engineering & Technology. The Chief Guest, Ms Dhanalakshmiammal, Chairperson delivered the Women's Day address. Mr. N. Selvaraj - T. Vadipatti Bar Association President was honoured in recognition of distinguished contribution to the legal problems of the poor women. Mr M. Shunmugasundaram, Dr. Dheep and Dr. V. Soundararajan also addressed the gathering. Around 600 faculty and students participated.

Mangalore Management Association

Mangalore Management Association and SDM PG Centre for Management Studies & Research, Mangalore jointly organised a lecture meeting on 'Managing Emotional Intelligence' by Dr. Gayathri Babu J, Asst. Professor, MBA Dept., Shri Devi Institute of Technology, Mangaluru on 17th March.

Dr. Devaraj K., Director, SDM PG Centre of Management Studies & Research gave the presidential address. Prof. J.H.G. Anchen, Vice President, MMA welcomed the gathering & introduced the Chief Guest. Mr M. R. Vasudeva, President, MMA expressed his views on the theme and handed over memento to the Chief Guest.



Dr. Gayathri Babu J, addressing the gathering



Mr G. R. Ravi, addressing the gathering

Mangalore Management Association and SDM PG Centre for Management Studies & Research, Mangalore jointly organised a lecture meeting on 'Influence of Telecommunication in Managing our daily lives' by Mr G. R. Ravi, General Manager, Bharath Sanchar Nigam Limited, D. K., Mangaluru, on 24th March.

Dr. Devaraj K., Director, SDM PG Centre of Management Studies & Research gave the presidential address. Mr J. Vishwanath Shetty, Governing Body Member, MMA welcomed the gathering. Dr. Satheesh Rao introduced the Chief Guest.

Meerut Management Association

The 29th Annual Convention of Meerut Management Association was conducted on 19th March on the topic 'The Impact of Digital Marketing on Growth'. The speakers who addressed the programme included Mr. Aashish Rastogi, Founder & CEO of Archino.in; Mr. Ankit Gupta, Director Strategies of SnapDeal; Dr. Anuja Pandey, Associate Professor-Marketing & Retail, All India Management Association and Mr. Damnish Kumar, Director of Melimu.

The President of MMA, Mr. Ankit Singhal & Convention Chairman, Mr. Gaurav Jain, welcomed all the speakers, moderator, and participants. Participation certificates were also distributed to the college students for their participation in the Annual Convention. MMA's endeavour 'Souvenir' was released by Mr. Ankit Singhal, Mr. Gaurav Jain, Mr. Aashish Rastogi and Mr. Damnish Kumar. The convention was highly appreciated by all the attendees.



Mr. Vibhor Agarwal, Mr. Aashish Rastogi, Mr. Ankit Gupta and Dr. Anuja Pandey at the Convention.

Navsari Management Association

Seminar

To promote knowledge of local industry, NMA organised a seminar on 13th March on the theme 'Diamond Grading Awareness'. Nearly 60 participants were given theoretical as well as technical knowledge by two senior representatives of Indian Diamond Institute, Surat



Mr. Varma of Indian Diamond Institute delivering the lecture



Mr. Nilesh Shah delivering the Budget lecture

Talk

A talk on Union Budget 2016 was organised by NMA jointly with The Navsari District Chamber of Commerce and Industries, Navsari Branch of ICAI, Navsari GIDC Industries Association and The Navsari Income Tax Practitioners Association on 15th March. Mr. Nilesh Shah, CEO of Kotak Mutual Fund, the speaker, said that the budget recommendations are very effective in long term and focus on infrastructure development which will result in GDP growth.

Workshop

A full day workshop was organised by NMA on 20th March with Mr. Pinakin Munshi, a well known consultant for business growth and business motivation. He narrated in detail how transformation is taking place and how technology is going to help us in our business growth. There were 40 participants at the workshop.



Mr. Pinakin addressing the participants



The young achievers addressing

Young Achievers

With a view to promote local talent and inspire students for higher education, NMA counseling Centre organised a meet on 'Meet The Young Achievers Our Local Heroes' on 27th March. Local young achievers studying in IIT / IIM were invited to share their experiences. Students of XII and above with their parents participated and received useful information for further studies.

Quilon Management Association

The Quilon Management Association along with Institution of Engineers (Kerala Region) arranged a programme on 16th March. The function began with the felicitation of Mr Viswanathan, Additional District Magistrate, Pathanamthitta, followed by a talk on 'Sustainable Architecture in Kerala context: Need of the time'. QMA honored and congratulated Mr Viswanathan for his achievements and the award received



Mr. Rajendra Prasad presenting ponnada to Mr. Viswanathan with Dr. P. G Mathews, Mr. Manoj Kini and Mr. Sreeraj.

from the Chief Minister of Kerala. The honours were done by Mr Rajendra Prasad, QMA President and Mr P G Mathews. As a symbol to promote environment protection and sustainability, Mr KV Aravindakshan presented a plant to Mr Viswanathan. Sri Viswanathan in his speech expressed gratitude to QMA and IEI and said that he could do all this with the help of his colleagues.



Mr Bhimasen Pradhan DGM In-Charge, SP-I and Secretary MAR, Guest Speaker, Mr Vireswar Upadhyay and Mr Rakesh Dhoundiyal, Sr Mgr (F & A) Projects and Treasurer MAR

Rourkela Management Association

Management Association, Rourkela (MAR) organised a talk on 'Spirituality for Management' on 29th March. Mr Vireswar Upadhyay, Chief Editor of International Magazines Pragya Abhijan, Yuva Manishi etc of Akhil Viswa Gayatri Pariwaar, Shantikunj, Haridwar was the Guest Speaker on this occasion. He correlated between science and spirituality and its impact for performance improvement. Mr Upadhyay was introduced by Mr KT Dubey of Shantikunj, Haridwar.

Earlier, Mr Kalicharan Sharma of Shantikunj, Haridwar briefed the audience about Akhil Viswa Gayatri Pariwaar. MAR Vice Presidents, Dr Sumit Datta, General Manager (HRD) & Mr Paramananda Sahoo, General Manager (Electrical & Power), Members of MAR and senior executives of RSP, Dr R B Mohapatra, Mr Prabhat K Dash and members of Rourkela Gayatri Pariwaar, and Akhil Viswa Gayatri Pariwaar were present in this programme.

Rajkot Management Association

AIMA and Rajkot Management Association organised an SME Conclave on 'Pathway to Business Success –Way Forward' on 16th January.

The welcome address was given by Mr. Chetan Kothari, President-RMA. Some of the distinguished speakers included Mr. Ramesh Vishvakarma, Polycab Cables; Mr Hiren Joshi, Digilabs; Mr. Deepak Bhatt, Business World; Mr Ajay Shad. Rajkot Management Association; Mr. Jatin Katariya, Karmaveerchakra Awardee and MD- Glocal Solutions. Each plenary session was presided by renowned Leaders from Rajkot like Mr. Ram Barchchha, Dr. Kalpit Sanghvi, Mr. Jayen Kotecha etc.



Prateek Gandhi , Manager, Canara Bank addressing the session

Thrissur Management Association

Harthal Survey

Harthals have been a curse on the economic activity of Kerala, and TMA decided to do a survey on this topic. The survey was done by the students of TMA chapter under the guidance of the Director of Kerala Agriculture University. The survey was presented to the leaders of all the leading political parties, trade bodies etc. This effort by TMA was highly appreciated & all the leading newspapers carried this survey with due importance.



Mr V. S. Sunil Kumar, Member of Kerala Legislative Assembly discussing the survey

Talk

TMA organised a talk with Mr Soma Sajeevan for the students of TMA chapter on 26th February on the topic 'How to set Goals'. On 15th March, Dr. CA Santhakumar addressed the students of TMA chapter Holy Grace Academy of Management studies on the Union budget. The objective of this talk was to give the students a perspective of the budget.

TMA member, Er. Alex George spoke on the topic 'Entrepreneurship - Different sides to it' on 19th March. The objective of this talk was to motivate the young minds to become entrepreneurs and the intricacies involved in it.



CA Santhakumar addressing



Er. Alex George addressing the Student Chapter



Prof. Dr. V.K. Vijayakumar analysing Union Budget 2016-17

Guest Lecture

Analysis of Union Budget 2016-17 by Prof. Dr. V.K. Vijayakumar & CA Sherry Oommen was organised on 2nd March. The meeting was held at TMA house and well attended. Both the speakers took the members through the challenges of the new budget.

Dr. James Vellanikaren & Dr. Assisi Menachery presented a paper at the 3rd International Conference on 'Contemporary Issues in Management & Information Technology' at Malaysia on 10th March. The presentation was well appreciated.



Dr. James Vellanikaren at the 3rd International Conference, Malaysia

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AIMA Events Calendar

Event	Conference Director	Venue	Date
SYMP		Thrissur	20 April 2016
Global Procurement Summit 2016		Delhi	21 April 2016
Managing India Awards 2016	Sanjiv Goenka Chairman, RP-Sanjiv Goenka Group	Delhi	28 April 2016
5th HR Leadership Retreat	TV Mohandas Pai Chairman, Manipal Global Education	Goa	17-19 June 2016
National Management Games 2016		Bhubaneswar Bengaluru Mumbai New Delhi Grand Finale New Delhi	05-06 May 2016 12-13 May 2016 19-20 May 2016 24-26 May 2016 27 May 2016
17th National Management Quiz		Bangalore Kolkata Mumbai Delhi & Grand Finale	7 May 16 14 May16 21 May 16 28 May16
Cornell University "Leading for Innovation Program"		New Delhi	24-26 May 2016

Event	Conference Director	Venue	Date
11th Global Advanced Management Programme	Prof Solomon Darwin Executive Director - Center for Corporate Innovation, UC Berkeley-Haas School of Business	USA	26 June-02 July 2016
42nd National Competition for Young Managers		Mumbai Kolkata Bangalore New Delhi Grand Finale New Delhi	15-16 July 2016 22-23 July 2016 29-30 July 2016 05-06 August 2016 13 August 2016
4th Marketing Retreat	D Shivakumar Chairman & CEO- India Region, PepsiCo India Holdings Pvt Ltd	Goa	19-21 August 2016
India Conference - Berkeley, USA	Preetha Reddy Executive Vice Chairperson Apollo Hospitals Enterprise Ltd	Anderson Auditorium, University of California Campus, Berkeley USA	08 July 2016
SYMP		Guwahati	02 September 2016
43rd National Management Convention		New Delhi	21-22 September 2016
SYMP		Lucknow	22 October 2016

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DATE OF EVENT

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KOLKATA -	14th May, 2016
MUMBAI -	21st May, 2016
DELHI -	28th May, 2016

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Management House, 14, Institutional Area, Lodi Road, New Delhi-110003, Tel.: +91 11 24608510, 43128100 Ext 241, Fax : 011-24626689

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The logo for AIMA (All India Management Association) features the word "Aima" in a bold, white, sans-serif font. The letters are closely spaced, with the 'i' having a dot. The background is a solid red color with abstract, overlapping geometric shapes in a lighter shade of red at the top and bottom.

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Management House, 14 Institutional Area, Lodhi Road, New Delhi-110003
Tel.: 011-24645100, 43128100 ; Fax: 011-24626689,
Website: www.aima.in