

# AIMA News

AIMA'S MONTHLY E-MAGAZINE

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

NOVEMBER 2016



Dear Readers,

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

AIMA's Diamond Jubilee Year celebrations are well underway and as part the 60th year special initiatives, AIMA participated as a co-organiser of the inaugural Horasis Asia Meeting held on 27th and 28th November 2016 at Bangkok, Thailand. The Horasis Asia Meeting felicitated AIMA on successfully completing its 60th year. AIMA contributed with a high profile delegation of speakers and participants including Mr Sunil Kant Munjal, President, AIMA and Chairman, Hero Corporate Service Pvt Ltd; Mr Harshavardhan Neotia, Vice President, AIMA & Chairman, Ambuja Neotia Group; Mr Rajive Kaul, Chairman, NICCO Group; Dr J S Juneja, Chairman, Global Projects & Services Pvt Ltd; Mr JP Chowdhary, Chairman, Titagarh Wagons Ltd; Ms Vinita Bajoria, Ex ecutive Director, Titagarh Wagons Ltd; Mr Sanjay Budhia, Managing Director, Patton International Ltd among others. The participants discussed the opportunities and challenges that lie ahead for Asia. You will find a detailed report inside.

Continuing its mandate of providing various platforms for building management skills and capability, AIMA recently concluded the 14th edition of its National HRM Summit led by Mr T V Mohandas Pai, Sr. Vice President, AIMA and Chairperson, Manipal Global Education Services. Eminent speakers from various fields shared insights on one of the most challenging aspects of Human Resource Management today - 'Jobs in the Era of Automation'. A White Paper Competition was also organised on the same theme, which witnessed active participation from leading corporates from across India.

The 5th edition of AIMA's Young Leaders Retreat was held at Goa, under the Chairmanship of Mr Sanjeev Bikhchandani, Founder and Vice Chairman, Naukri.com and Mr Vineet Agarwal, Managing Director, Transport Corporation of India Ltd. Mr Pranjali Sharma, Host- The Appointment, Zee Network was the Programme Director. The Retreat focused on equipping young managers with the requisite skills and competencies to take on leadership roles in the future. Brief reports on both programmes are carried in this issue.

AIMA also continued to offer its customisable admission and recruitment testing services to several institutions and organisations. In addition AIMA's workshops, training programmes and interactive sessions were conducted for management students and professionals.

This issue also carries updates from the Local Management Associations and some interesting articles on management.

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

Warm Regards

**Rekha Sethi**  
Director General

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# CONTENTS



## 04 Horasis Asia Meeting

### AIMA SNAPSHOTS

#### 06 14TH NATIONAL HRM SUMMIT



#### 08 5TH YOUNG LEADERS RETREAT



#### 09 TRAINING PROGRAM ON PUBLIC PROCUREMENT



### FEATURES

#### 10 TRAINING PROGRAMME



#### 11 INTERACTIVE SESSION



#### 14 HOW DESIGN THINKING TURNED ONE HOSPITAL INTO A BRIGHT AND COMFORTING PLACE

#### 18 USE SOCIAL INFLUENCES TO BE A BETTER MANAGER

#### 22 LMA NEWS

#### 42 AIMA EVENTS CALENDAR

60  
1957-2017

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## Horasis Asia Meeting



*Horasis felicitating AIMA*

As part of its Diamond Jubilee Year celebrations, AIMA participated as a co-organiser of the inaugural Horasis Asia Meeting held on 27th and 28th November 2016 at Bangkok, Thailand. The Horasis Asia Meeting felicitated AIMA on successfully completing its 60th year as the apex body of the management profession in India. The annual event aims to be Asia's foremost gathering of the region's most senior leaders from business and government.

As the economically fastest-growing continent, Asia is the world's new growth engine. South-East Asia, China, Japan, Korea, the Indian



*Sunil Kant Munjal, President, AIMA & Chairman, Hero Corporate Service addressing*



*Opening Plenary on Asia's Vision of the Future*

Subcontinent and Australia recently concluded an array of new trade agreements, and the region as a whole is expecting growth of well above 5% in 2016. In this context, the first Horasis Asia Meeting was held in Bangkok, Thailand. Horasis - a global visions community committed to enact visions for a sustainable future - provides unique platforms for companies from emerging and developed markets to globalise their organisations.

AIMA contributed with a high profile delegation of speakers and participants including Mr Sunil Kant Munjal, President, AIMA and Chairman, Hero Corporate Service Pvt Ltd; Mr Harshavardhan Neotia, Vice President, AIMA & Chairman, Ambuja Neotia Group; Mr Rajive Kaul, Chairman, NICCO Group; Dr J S Juneja, Chairman, Global Projects & Services Pvt Ltd; Mr JP Chowdhary, Chairman, Titagarh Wagons Ltd; Ms Vinita Bajoria, Executive Director, Titagarh Wagons Ltd; Mr Sanjay Budhia, Managing Director, Patton International Ltd and Ms Rekha

Sethi, Director General, AIMA. The participants discussed the opportunities and challenges that lie ahead for Asia.

“Located at the centre of ASEAN and representing its second largest economy, Thailand is the ideal location to advance the region’s economic, political and social agenda”, conveyed Kobkarn Suriyasat Wattanavrangkul, Minister of Tourism and Sports, Thailand, during the opening dinner. Based on H.M. the King’s approach, Yukio Hatoyama, Former Prime Minister, Japan, proposed his vision for a pan-Asian leadership agenda, “We need to restore morals and increase social welfare” he said. Mr Amit Mitra, Minister for Finance, Commerce & Industries, West Bengal, India, stated that “India will become the growth engine of the world economy in the medium to long term”.

The Horasis Asia Meeting was a sound success, gathering 400 senior business leaders from around Asia and the world.

## 14th National HRM Summit



*(L-R) Rajesh Magow, Co-Founder & CEO – India, MakeMyTrip India Pvt Ltd; Pramod Bhasin, Founder, Genpact and Chairman, The Skills Academy; T V Mohandas Pai, Sr. Vice President, AIMA and Chairperson, Manipal Global Education Services and Hitesh Oberoi, Managing Director & CEO, Info Edge India Ltd*

AIMA organised its 14th National HRM Summit on the theme 'Jobs in the Era of Automation' on 1st December 2016 at New Delhi.

The Summit was led by Mr T V Mohandas Pai, Sr. Vice President, AIMA and Chairperson, Manipal Global Education Services. KPMG was the Knowledge Partner.

Some of the other eminent speakers who addressed the summit were Mr P Dwarakanath, Head - Group Human Capital, Max India Ltd; Mr Pramod Bhasin, Founder, Genpact and Chairman, The Skills Academy; Mr Rajesh Magow, Co-Founder & CEO – India, MakeMyTrip



*T V Mohandas Pai, Sr. Vice President, AIMA and Chairperson, Manipal Global Education Services addressing*

India Pvt Ltd; Mr Hitesh Oberoi, Managing Director & CEO, Info Edge India Ltd; Mr Richard Rekhy, Chief Executive Officer, KPMG in India; Mr Vineet Nayar, Founder Chairman, Sampark Foundation and Former CEO, HCL Technologies; Mr Muniinder K. Anand, Director, People & Change Advisory, KPMG in India; Mr A Thirunavukkarasu, President - Corporate HR, JK Organisation (EZ); Ms Kalpana Awasthi, Director General, National Productivity Council; Mr Rajan Saxena, Vice Chancellor & Distinguished Professor, SVKM's Narsee Monjee Institute of Management Studies (NMIMS) University; Mr

Biplob Banerjee, Executive Vice-President-Human Resources and CSR, Jubilant FoodWorks Ltd; Mr Manish Singhal, Founding Partner, pi Ventures and Mr Nishchae Suri, Partner and Head, KPMG Academy.

As part of the summit, AIMA also organised a White Paper Competition on the theme 'Jobs in the Era of Automation'. The Winner of the competition was Tata Consultancy Services, Infosys Limited was declared 1st Runner Up and Hella India Automotive Pvt Ltd was adjudged the 2nd Runner Up. Over 250 professionals from across India participated in the Summit.



*(L-R) Vineet Nayar, Founder Chairman, Sampark Foundation and Former CEO, HCL Technologies, Rekha Sethi, Director General, AIMA and Richard Rekhy, Chief Executive Officer, KPMG in India*

## 5th Young Leaders Retreat



*Participants of the 5th Young Leaders Retreat*

AIMA organised its 5th Young Leaders Retreat during 2nd – 4th December 2016 at Goa on the theme 'A Country for the Young - Building a New Destiny'. The retreat was organised under the Chairmanship of Mr Sanjeev Bikhchandani, Founder and Vice Chairman, Naukri.com and Mr Vineet Agarwal, Managing Director, Transport Corporation of India Ltd. Mr Pranjal Sharma, Host- The Appointment, Zee Network is the Programme Director.

Some of the other speakers at the retreat included Mr Amit Burman, Vice Chairman, Dabur India Ltd; Mr Piyush Pandey, Executive Chairman

and Creative Director, South Asia, Ogilvy & Mather; Mr Pramod Bhasin, Founder and Vice Chairman, Genpact & Chairman, The Skills Academy; Mr Mahesh Rangarajan, Researcher, Author and Historian and Mr Devendra Chawla, Group President – Food FMCG, Brands, Future Group.

The retreat focused on having a healthy debate on the traits and competencies required to equip leaders for the challenges that face them in the future enabling them to enhance their leadership skills and help them grow as future business leaders.



# Training Programme on Public Procurement



*Participants at the training Training programme on Public Procurement*

AIMA organised at the training programme on Public Procurement in Chennai and Delhi. The programme was organised in Chennai for Tamil Nadu State Livelihood Mission during 9th-12th November 2016 and in Delhi as an open training programme from 18th to 20th November 2016. This training programme was part of the Professional Diploma in Public Procurement Program (PDPP) developed by The World Bank. The overall aim of the programme is to impart required knowledge and skills to undertake effective procurement using best

in class practices. This is expected to result in Capacity Building and professionalisation of Public Procurement in South Asian countries.

The programme was attended by the programme managers, associates, specialists, and consultants from procurement, finance and accounts departments. Various topics like Public Procurement, Good Governance, Public Procurement Framework, Operations, e-Procurement, Contract Management etc. were covered during the workshop. The programme was very well received by the participants.

## Training Programme



*Participants at the training programme*

AIMA organised a two day in-company training on 'Organisational Skills & Managerial Effectiveness' on 4th-5th November 2016 for The Institute of Company Secretaries of India (ICSI) in Noida. Mr. Sanjay Nagar, Joint Secretary (HR), ICSI inaugurated the training initiative and shared the objective of the training. The two day training covered topics like planning and time-management, team building, effective communication and interpersonal skills. The training started with a pre training survey of participants, which captured their expectations. Apart from the feedback at the end of the training, pre and post assessment was also conducted. The programme was well received by the participants.

Another in-company training was conducted on 'Transiting to Executive Role' during 21st - 25th November for The Centre for Development of Telematics (C-DOT), the Telecom Technology development centre of the Government of India. It was a five day long training with 18 participants from Delhi and Bangalore.

AIMA CSDT organised a two day open training programme on 'Transiting to Executive Role' on 24th-25th November 2016 in Delhi. The participants were a group of first time executives who were recently promoted from non-executive cadre. The training was focused towards skills to prepare them for the new role of initiator, executor and gradually of a leader.



*Training programme in progress*

An in-company training programme for internal trainers of GMR Group was conducted on 29th-30th November 2016 on the theme 'Train the Trainer'. Technical trainers were given inputs on effective training delivery, adult learning principles, handling and engaging trainees. The participants were made to deliver mock sessions which were recorded for feedback. Apart from training skills the participants gained confidence as a trainer.

## Interactive Session



*Sumit Chaudhuri, Chairperson & Managing Director, Third Millennium Business Resource Associates and Ashok Arora, Motivational Speaker, Lawyer & Former Secretary of the Supreme Court Bar Association*

AIMA organised an Interactive Session on 'Training Mind & Soul for Personal & Professional Excellence' with Mr Ashok Arora, Motivational Speaker, Lawyer & Former Secretary of the Supreme Court Bar Association on 25th November 2016. Mr Arora shared the tools to train the mind and soul to achieve personal and professional excellence. The session was chaired by Mr Sumit Chaudhuri, Chairperson & Managing Director, Third Millennium Business Resource Associates.



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**And**

**Work Experience:** Minimum 5 years post qualification work experience in industry at the managerial level or a minimum 5 years of teaching experience as full time Faculty in a Management Institute approved by AICTE or affiliated to a University

**Admission Procedure:**

**Entrance Test: Research Management Aptitude Test (RMAT)** to be held on **February 11, 2017** at **Ahmedabad, Bangalore, Chennai, Delhi, Hyderabad, Kolkata, Mumbai** followed by an Interview at AIMA, New Delhi for RMAT shortlisted candidates. **The syllabus outlines for the Entrance Test (RMAT) and the criteria to qualify are available on the website.**

**How to Apply:**

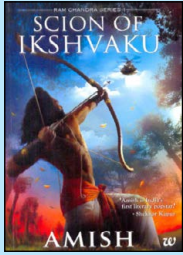
Obtain crossed Demand Draft (DD) of Rs. 1500/- in favour of "All India Management Association" payable at New Delhi from any bank. Register online at website link <http://apps.aima.in/phd2017feb> alongwith the DD details. **The Detailed Syllabus of the Entrance Test (RMAT), Information bulletin & other details of PhD programme can be accessed at the same website link as given above.**

Last date for online registration : **25 January 2017 (Wednesday)**

Last date for submission of online registration printout at AIMA, New Delhi : **01 February 2017 (Wednesday)**

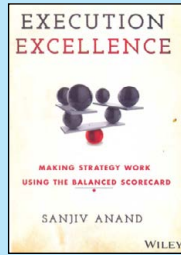
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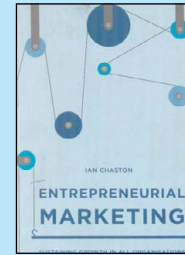
**Amish**

Scion of Ikshvaku.  
New Delhi: Westland, 2015,  
P 354.



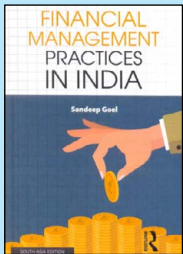
**Sanjiv Anand**

Execution Excellence: making  
strategy work using the  
balanced scorecard.  
New Jersey: John Wiley & Sons,  
2016, P 270.



**Ian Chaston**

Entrepreneurial Marketing.  
2nd ed. UK: Palgrave, 2016,  
P 388.



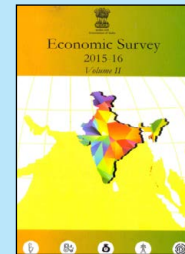
**Sandeep Goel**

Financial Management  
Practices in India.  
London : Routledge, 2016,  
P 286.



**Govt. of India**

Economic Survey of India 2015-  
16, Vol. I.  
New Delhi: Govt of India, 2016,  
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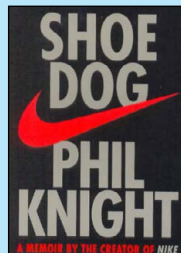
**Govt. of India**

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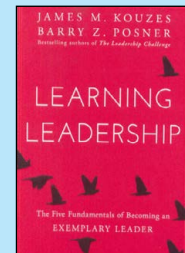
**Mark Horstman**

The Effective Manager.  
New Jersey :  
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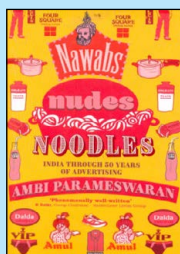
**Phil Knight**

Shoe Dog. UK :  
Simon & Schuster, 2016, }  
P 386.



**James M. Kouzes,**

Learning Leadership/James M.  
Kouzes, Barry Z. Posner.  
New Jersey : John Wiley & Sons  
, 2016, P 248.



**Ambi  
Parameswaran**

Nawabs, Nudes, Noodles.  
New Delhi: Macmillan, 2016,  
P 301.



**David S. Rose**

The Starup checklist.  
New Jersey : John Wiley  
& Sons, 2016,  
P 306.

## How Design Thinking Turned One Hospital into a Bright and Comforting Place

Dirk Deichmann and Roel van der Heijde



Long dreary corridors, impersonal waiting rooms, the smell of disinfectant — hospitals tend to be anonymous and depressing places. Even if you're just there as a visitor, you're bound to wonder, "How can my friend recover in such an awful place? Will I get out of here without catching an infection?"

But the transformation of the Rotterdam Eye Hospital suggests that it doesn't have to be this way. Over the past 10 years, the hospital's managers have

transformed their institution from the usual, grim, human-repair shop into a bright and comforting place. By incorporating design thinking and design principles into their planning process, the hospital's executives, supported by external designers, have turned the hospital into a showplace that has won a number of safety, quality, and design awards — including a nomination for the prestigious Dutch Design Award. Even more important to the not-for-profit organization: patient intake rose 47%.

They started with patient-first thinking. The first step in any design-thinking process is to understand the end-user's experience. In this case, a team of the Rotterdam Eye Hospital's CEO, CFO, managers, staff, and doctors wanted to understand how their patients felt when they entered the hospital and what could be done to improve their experience. The hospital board directors realized that most of their patients felt afraid of going blind. Thus their primary goal should be to reduce patients' fears.

To do that, the team next looked inside and outside the health care for ideas about how to improve the hospital's service. For example, they learned about scheduling from the just-in-time practices of the upscale Dutch supermarket chain Albert Heijn and KLM, the Netherlands' flagship airline. They also gained important insights about operational excellence from two eye hospital organizations founded by Rotterdam Eye Hospital: the World Association of Eye Hospitals and the European Association of Eye Hospitals.

At this point, teams of caregivers at the hospital began designing experiments based on the most promising concepts the Rotterdam Eye Hospital innovation hunters had brought back with them. Such experiments were crucial to the program's success: proponents of the methodology insist that because it's impossible to know in advance what impact an idea will actually have, making small-scale experiments is a crucial part of refining the concepts and winning the support of senior managers.

These small experiments were somewhat informal. They were not run like a clinical trial with a formal reckoning at their conclusion. Instead, the transition to formal adoption tended to be more gradual. If an idea worked, sooner or later other groups would

ask if they could try it too, and the best ideas spread organically.

One reason the hospital could be so flexible was that most of the ideas eventually adopted were fairly inexpensive. From the start, planners kept a tight rein on costs, in part because the hospital worked with no outside consultants or high-priced designers. When designers were needed, the planners usually found up-and-coming external designers who saw a commission from the hospital as a way to gain experience and exposure.

A good example of a small but powerful change to improve the institution's information and communication structure involved the children's hospital. The hospital sends beautiful T-shirts with a specific animal print to children in advance of their stay. The consulting ophthalmologists wear a button with the same animal during the appointment, which gives them a way to immediately connect with the children and to create a feeling of community.

An example of a more complex change to the hospital's operations is the newly created culture and training program called "Eye Care Air." Inspired by the safety and training programs of airlines, Eye Care Air trains all caregivers in fear reduction, teamwork, and safety. The program addresses such topics such as: How openly should I talk to patients, doctors, and other colleagues? How do I speak frankly to a patient without triggering panic?

Clever architectural and interior ideas also contributed to reducing patients' fears. For instance, the children's department got a face-lift to make it less frightening and more fun, with such imaginative new features as stepping stones at service counters that allow kids to communicate eye to eye with the hospital staff.

Not every idea worked. One concept, to pick patients up directly from their homes in a taxi, didn't reduce their fears at all. When a pilot didn't catch on, the hospital planners would analyze the experiment and try to understand why. In the case of the taxi service, patients' fears weren't reduced because the taxi ended up in the same traffic jams as patients would have encountered if they had used their own cars.

Other ideas, such as the EyePad, an iPad app that made it possible for an individual patient to track his or her progress through a procedure, took more time to sell to the staff than to the patients. In that case, planners had to persuade employees that the idea behind an electronic checklist was to reduce patient anxiety and improve service quality, not "blame and shame."

Making the Rotterdam Eye Hospital a more pleasant environment has had a number of positive effects. Patients heal faster now and have a more positive

experience overall. The hospital staff can now conduct 95% of all procedures without an overnight stay and the hospital itself scores 8.6 (out of 10) on its customer satisfaction surveys. Employees are also happier. One staff member says, "Because the Rotterdam Eye Hospital is so small, lines are short and I can deeply focus on my profession. There is room for new ideas."

Design thinking has also earned the hospital a reputation as an innovator. Even people outside health care are talking about the hospital now, largely because of its creative approach. (The hospital's art collection is even included in the city's annual museum night.)

Over time, as many of these experiments succeeded, internal skepticism about the value of design declined. Employees can see that better design had a positive effect not only on the patients but also on themselves.

*About Author:*

*Dirk Deichmann is an assistant professor at Erasmus University's Rotterdam School of Management.*

*Roel van der Heijde is a senior consultant and trainer at the Rotterdam Eye Hospital*

*Disclaimer:*

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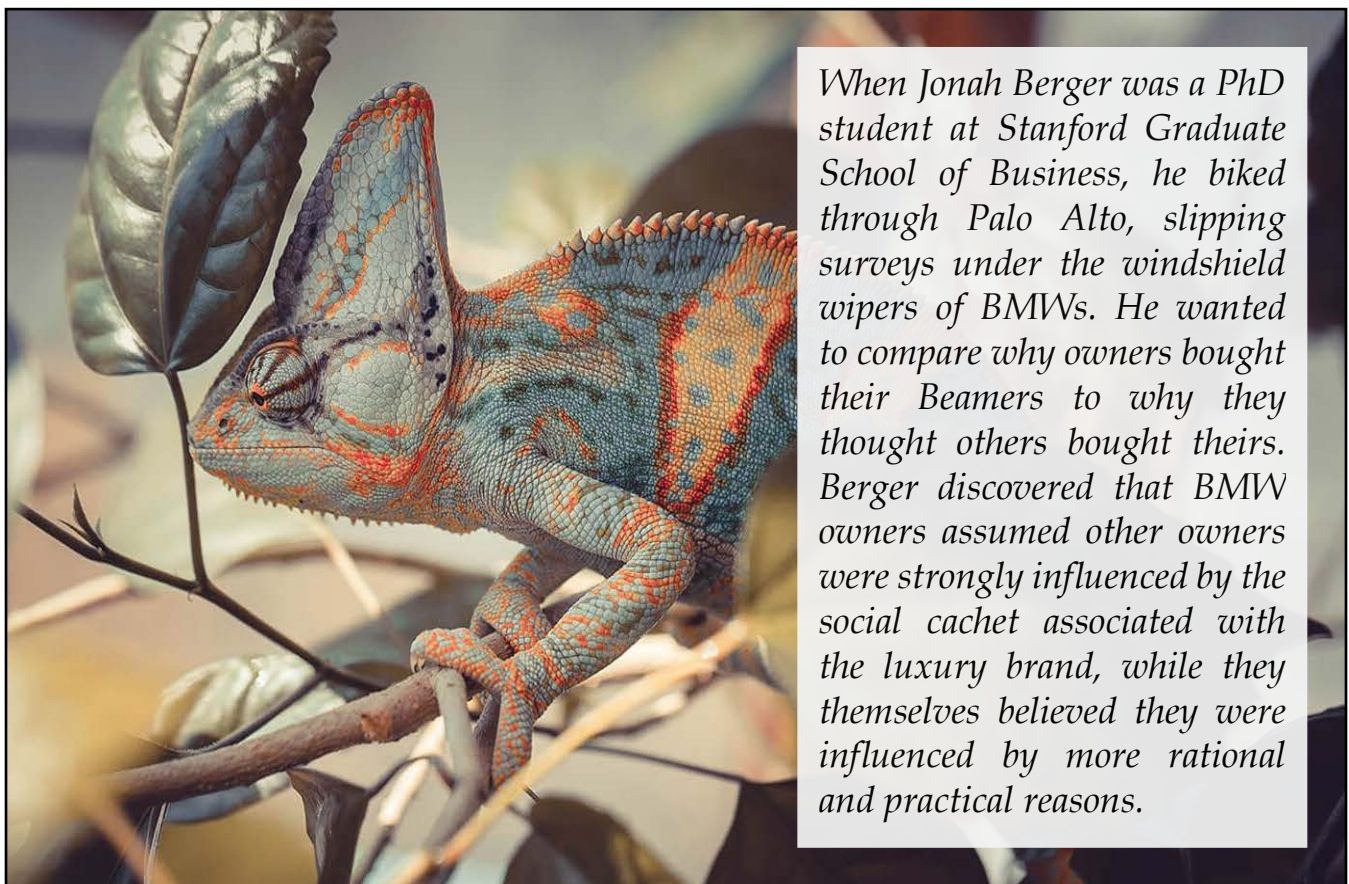
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# Use Social Influences to Be a Better Manager

*A new book shows how you can create a better team by recognizing people’s needs to stand out, fit in, and shape their identities.*

*by Theodore Kinni*



*When Jonah Berger was a PhD student at Stanford Graduate School of Business, he biked through Palo Alto, slipping surveys under the windshield wipers of BMWs. He wanted to compare why owners bought their Beamers to why they thought others bought theirs. Berger discovered that BMW owners assumed other owners were strongly influenced by the social cachet associated with the luxury brand, while they themselves believed they were influenced by more rational and practical reasons.*

Berger, who is now an associate professor of marketing at the University of Pennsylvania’s Wharton School, dives into this theme in his new book, *Invisible Influence: The Hidden Forces That Shape Behavior*. “It’s hard to find a decision or

behavior that isn’t affected by other people,” he says. “In fact, looking across all domains of our lives, there is only one place we don’t seem to see social influence — ourselves.”

In *Invisible Influence*, Berger helps us understand how we are affected personally by the sometimes contradictory forces of social influence, and how managers can use these influences to more effectively lead others.

### **Fitting In**

As Berger tells it, one of the most powerful forces of social influence is our desire to fit in. We are all hardwired to conform, and one way we demonstrate that is by mimicking the behaviors of others. Conversely, we respond to people who mimic us. To demonstrate that, Berger cites a study in which a team of management professors asked one subject to mimic the mannerisms of his or her counterpart during a negotiation. Simple mimicking boosted the number of successful deals fivefold. The bottom line for managers: “Be a chameleon in your interactions with employees,” Berger says. “Subtly mimicking their behaviors or mannerisms will make them trust you more.”

### **Standing Out**

Surprisingly, given our strong desire to conform, we also strive to differentiate ourselves from others. Cultural and class differences aside, we want to diverge from others in some ways that reveal us as unique individuals. Berger illustrates this with research by two consumer psychologists who compared what people ordered at a microbrewery when they knew what their companions were ordering and when they didn't. People who knew what their companions ordered enjoyed their beer less. Why? They ordered brews that they didn't particularly like to avoid placing the same orders as their companions. The lesson for managers: “Don't lump employees together in broad categories — recognize their individuality,” Berger says. “And give employees the opportunity to make some choices

privately so they don't feel pressured by the choices of others.”

### **Developing Identity**

An important ancillary lesson for managers who are seeking to put our drive to both conform and diverge to work is that the “who” matters. We adopt behaviors and products that signal who we are. If something signals an undesirable identity, we will avoid or abandon it. Remember the MTV reality show *Jersey Shore*? A Gucci competitor sent one of its stars a \$900 Gucci handbag — in a backhanded gesture intended to devalue the brand. And, Abercrombie & Fitch offered to pay another of the show's stars not to wear its clothes. That same principle can apply to your team. If you're launching a new initiative, Berger says, recruit the well-liked and respected employees first. They, in turn, will entice other employees who want to identify themselves with that “brand.”

It's hard to find a decision or behavior that isn't affected by other people. There is only one place we don't seem to see social influence — ourselves.”

— Jonah Berger

### Driving High Performance

Social influence also offers lessons for managers seeking to improve employee performance. First, people tend to work harder when others are around. Second, social comparisons and competition motivate action. But be careful about picking the right comparison, Berger warns. Comparing employees to people who are doing much better than they are can be demotivating and cause them to quit. “Winner-take-all competitions, such as employee-of-the month contests, alienate people who don’t have a chance to win,” explains Berger. “You are better off comparing people to proximal

peers, others who are doing just a little bit better than they are. When winning seems close, people work harder to close the gap.”

The big lesson of *Invisible Influence* is that we are constantly shaped by the people around us. Sometimes we seek to imitate them, sometimes we avoid what they are doing, but these influences affect every decision and action we take. “Social influence is a powerful tool,” Berger says. “If managers understand it, they can use it to design more effective working environments, shape situations, and build programs that bolster organizational and employee performance.”

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## AIMA's Scheme of Assessment & Certification of Skills & Competencies

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## Ahmedabad Management Association

### Workshop

November witnessed several innovative programmes. 'Mann Ki Baat- Taking it Forward' was an innovative programme designed from the speeches of Hon. Prime Minister, Mr Narendra Modi. This programme, organised on 12th November was attended by over 60 students.

The other open programmes included a Book Launch of 'Nawabs, Nudes and Noodles' written by Mr. Ambi Parameswaran, Brand Building.com. The function was addressed by Prof. Abraham Koshy (IIMA).



*Mr. Paresh Pandya coordinating 'Mann Ki Baat'*

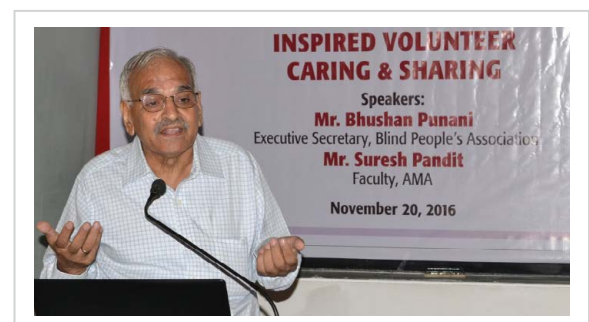


*CA Ankit Shah addressing the youth*

CA Ankit Shah addressed a session on 'Indian Economy vs World Changing Orders of Geo-Poli-Nomics'. Ms. Sagarika Shah presented a well researched talk on Emotional Intelligence and Relationships.

'Inspired Volunteer: Caring and Sharing' was the theme of the Seminar addressed by Mr. Bhushan Punani, Exe. Secretary, Blind People's Association and Mr. Suresh Pandit. This programme was designed and organised to encourage volunteerism amongst the youth.

Ms. Nirali Shah addressed on 'Mindfulness and Emotional Intelligence at Work' and Dr. Radhakrishnan Pillai of Mumbai University addressed on his latest book 'Katha Chanakya'. The concluding programme of the month was AMAdabad Season-3. Over 300 persons participated in the Quiz programme.



*Dr. Bhushan Punani addressing on Volunteerism*



*AMAdabad Quiz Season- 3 Quizmaster Mr. Sanjay Chakraborty with the winners*

During the month 47 management training programmes were organised including two in-company programmes.

## Allahabad Management Association

### Workshop

Allahabad Management Association organised a workshop on 'Skill Development in the Field Agriculture' on 17th November. Dr. B. K. Dwivedi, Director, Bioved Research Institute of Agriculture and Technology, Allahabad conducted the workshop and gave an interesting presentation on the lac and pearl cultivation. The workshop was attended by students of



*Dr. B.K Dwivedi addressing*

UPTEC, SHIATS & SIM along with AMA members and their spouses. Mr. Ravi Prakash, Secretary AMA conducted the programme and Dr. N.C. Agarwal, President AMA presented a memento to the speaker.

### Debate Competition & Quiz

Allahabad Management Association organised an Inter Institutional Debate Competition & Quiz at Bishop Convent Naini, Allahabad on 29th November. The Chief Guest was Mr. Vibhav Bajpai, Director HP4 – The Soft Skills Company. Students from five Bschools participated and the topic was 'Demonitisation and its Implications'. The prizes were sponsored by Mr. Sanjay Pathak, Chairman Bishop Convent.



*Mr. Vibhav Bajpai, Director, HP4 and Vice President, AMA*

## Baroda Management Association

### Friday Evening Talk

Baroda Management Association conducted a Friday Evening Talk on 4th November. General V P Malik was the faculty for the session. The event was held on the theme 'Motivational Video Presentation' and was appreciated by the audience.

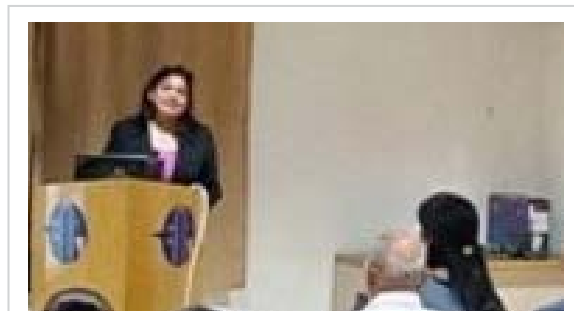
Another Friday Evening Talk was held on 11th November on the topic 'The Psychological Factors, Personality and Posture'. Ms. Ayan Merchant, Psychologist was the speaker.



*Ms. Kalpana Motanpotra addressing the FET on the topic 'Understanding Positive Psychology'*

On 18th November, BMA conducted another Friday Evening talk on the topic 'Understanding Positive Psychology'. Ms. Kalpana Motanpotra, a Learning and Development professional was the speaker for the session.

A Friday Evening Talk on 25th November was held on the topic 'Spark within you'. Ms. Rohini Kohli, Corporate Trainer was the speaker. The event was very interactive and was appreciated by the audience.



*Ms. Rohini Kohli addressing the FET on 'Spark within you'*



*MDP on 'Management of Contract Labour system in Manufacturing and Service Industry'*

### Management Development Programme

Baroda Management Association held a one day Management Development Programme on the topic 'Management of Contract Labour system in Manufacturing and Service Industry'. Mr. Krishna Kumar Lele was the speaker for the MDP held on 18th November.

## Bhatinda Management Association

Student Chapter of Bhatinda Management Association organised a session on 'Organic Farming : A road towards sustainable business and Holistic happiness' on 18th November. The Chief Guest was Mr. Umendra Dutt, Executive Director, Kheti Virasat Mission. The programme was very well received.



*Felicitating of the speaker*

## Bhopal Management Association

Bhopal Management Association and Chinmaya Mission jointly with PHD Chamber of Commerce Bhopal successfully organised a workshop on 'Managing Crisis and Living life intelligently' on 16th November. Swami Chidrupananda, Acharya Chinmaya Mission, Noida and Director, All India Chinmaya Yuva Kendra was the Guest Speaker.

Mr Subhash Vithaldas, Chairman, BMA gave the welcome address. Swami Raghavananda, Chinmay Mission, Bhopal explained the theme of the day. Mr H. A. Ghanekar, Chinmaya Mission Bhopal gave a brief about the speaker. Mr Rajesh Tiwari, Co-Chairman, BMA gave the vote of thanks and



*Mr Subhash Vithaldas, Chairman, BMA presenting a memento to Swami Chidrupananda*



Mr Vishwas Ghushie, Hon. Secretary, BMA presented the mementos. The workshop was coordinated by Mr R.G Dwivedi, E.C Member, BMA and Regional Director, PHD Chamber, Bhopal. More than 100 participants attended the programme representing different industries / organisations of Bhopal.

## Bombay Management Association

### Crucial Conversations with Leaders

‘Crucial Conversations with Leaders’ Series with Ms. Kia Scherr, Author of Pocketbook of Peace & Co-founder of One Life Alliance and Ms. Anushka Jadhav, Co-Founder & Managing Director of No Country for Women was held on 13th November. The conversation was on positive practices and behaviours that can change your life and how to make classrooms gender inclusive.



*Dr. Mayukh Warawdekar addressing the participants*

Another session was held with Dr. Mayukh G Warawdekar on the theme ‘Innovation – The Engine for Growth’ on 18th November.

Dr. Manisha Date spoke on the theme ‘Building Leaders for Tomorrow – The Pratham Journey’ on 19th November. She shared some inspiring stories from the Pratham Journey and the incredible process of being transformed while transforming others.



*Dr. Manisha Date with the participants*



*Participants at the session*

### Workshops / Sessions

A half-day session on ‘0 to 1,00,00,000’ - strategies, tactics and hacks to build a company and earn one crore in revenue was conducted.



*Dr. Shrinivas Gondhalekar with the participants*

A two-day workshop on ‘Winning Presentation Skills’ by Mr. Pramod Palekar was held on 23rd-24th November.

A half-day session by Dr. Shrinivas Gondhalekar on ‘Reduce Cost by Increasing Quality & Productivity’ was held on 25th November.

## Calcutta Management Association

### Student Education Programme

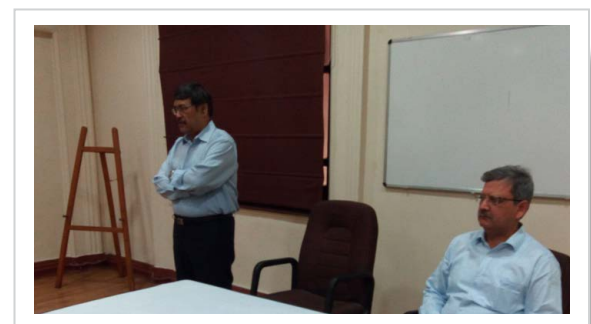
Calcutta Management Association organised a Student Education Programme at Globsyn Business School on 17th October. The Chief Guest was Mr Siddhartha Chatterjee, Country Head, Trustline Securities Ltd & Treasurer, CMA. The Speaker and Course Director was Mr Diptendu Moulik, Sr Executive – DB MCX India. The speakers deliberated on the importance of investment and also, explained different avenues of investing.



*Mr Moulik delivering his lecture*

### Workshop

A workshop on 'Finance for Non-Finance Executives' was held on 18th & 19th November. The speakers included Mr Anil Garg, Head – IT & Finance – PCPB Divn, ITC Ltd & Executive Committee Member, CMA; Dr J N Mukhopadhyay, Director, J D Birla Institute (Dept of Management) & Executive Committee Member, CMA and Mr Somnath Banerjee, Asst Professor, NSHM Business School. The workshop intended to recap the practical uses of Finance in Businesses, also, to train people from different departments, fundamentals of Accounts & Finance, to synchronise the activities / functions of a business.



*Mr Ramen Barua, Director, CMA welcoming the participants*

## Coimbatore Management Association

### Meeting of Minds

Coimbatore Management Association conducted one of its flagship programmes 'Meeting of Minds' 2016 under the banner of their Student Chapter on 5th November in Avinashilingam Institute for Home Science and Higher Education for Women. This programme is an Inter - Chapter Meet of seven Management Institutes. About 300 student members and 25 faculty members from all chapter institutions participated in this programme.



*Dr. P.R. Krishnakumar, Chancellor addressing*

**Workshop**

A one day workshop on ‘Transformational Leadership – Going beyond emotions’ was conducted on 10th November.



*Workshop on ‘Transformational Leadership – Going beyond emotions’*

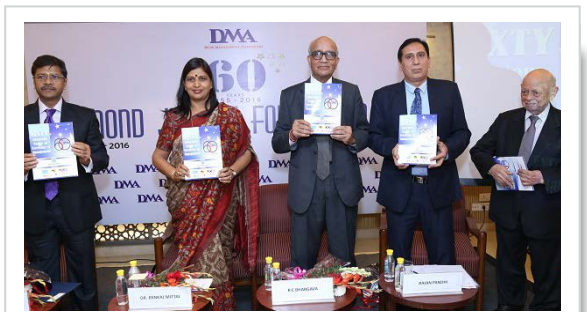
**Delhi Management Association**

**Diamond Jubilee Foundation Day Function**

Delhi Management Association (DMA) has completed 60 years of its existence and celebrated its Raising Day on 4th November. Dr. Anoop Kumar Mittal, President, DMA & CMD, NBCC (India) Limited delivered the welcome address.

Mr R C Bhargava, Chairman, Maruti Suzuki was the Chief Guest and Dr. (Mrs) Pankaj Mittal, Additional Secretary, University Grant Commission was the Guest of Honour.

To commemorate this august occasion a special issue of



*(L - R) Dr. Anoop Kumar Mittal, Dr. (Mrs.) Pankaj Mittal, Mr. R C Bhargava, Mr. Rajan Pandhi and Mr. C S Puri releasing the souvenir*



*DMA Past Presidents at the Foundation Day Function*

Diamond Jubilee Foundation Day Souvenir was released by the illustrious professionals. DMA Past Presidents were also felicitated for their Meritorious Contribution. Mr. Rajan Pandhi, Director, DMA proposed the vote of thanks. The programme was appreciated by one and all.

**Interactive Sessions**

DMA in collaboration with ICPI organised an Interactive session on ‘Ignite Ownership in Thoughts & Actions’ on 23rd November. The speaker on the occasion was Mr. Jeet Chatwal, Management Consultant & Leadership Trainer. Mr. Jeet Chatwal talked about the importance of ownership and its impact.



*Participants at the interactive session*

Another Interactive session on ‘Organisational Success through Transformational Leadership’ by Mr. Ashok Thusu, Executive Director, LMI India was organised on 25th November.

Mr. Rajan Pandhi, Director, DMA welcomed the speaker Mr. Ashok Thusu; Mr. Rahul Jain, LMI Licensee and the participants. Mr. Thusu discussed that true leadership is about developing leaders at all levels and becoming role models. Leadership is about catching the vision and then generating focus.



*Participants at the interactive session*

## Goa Management Association

Goa Management Association in collaboration with Department of Management Studies, Goa University, held a Panel Discussion on Demonetisation on 16th November. The panel members were Mr. Sandip Bhandare, Chartered Accountant & Vice President, GCCI; Mr. Sanjay Dabir, Sr. Director Global, R & D, Diebold Nixdorf and Mr. Kirit Mangalal, Founder & CEO, Magsons Group. The panel discussion was moderated by Dr. M S Dayanand, Professor, Department of



*Panel Discussion on Demonetisation*

Management Studies, Goa University. The panel discussion focused on impact of Demonetisation on various sectors like the industry, small businessman and the people at large. The discussion was followed by question and answer session which saw some interesting debate on the topic. The Chairman of GMA, Dr. Pradeep B. Salgaonkar welcomed the gathering, and Mr. Rajiv Narvekar, Hon Secretary of GMA proposed the vote of thanks. The event was attended by more than 60 people from industry, academia and various other sectors.

## Ghaziabad Management Association

A Blood Donation Camp was organised by Ghaziabad Management Association on 22nd November in collaboration with Rotary Club of Sahibabad, Rotary Blood Bank Noida and INMANTEC. The Camp was inaugurated by Dr. Pankaj Gupta, Executive Director INMANTEC. An astounding no of units (125) were collected in the camp. The donors comprised employees, faculty and students of INMANTEC and some members from GMA.



*Blood donation activity in progress*

## Guwahati Management Association

### Industrial Visit

A member delegation of Guwahati Management Association (GMA) visited the township and plant of Numaligarh Refinery Ltd in district of Golaghat on 25th & 26th November as part of industrial visit programme. The team made an extensive tour of units of refinery and held discussions on ongoing projects with Director (Technical) and GM (Projects).

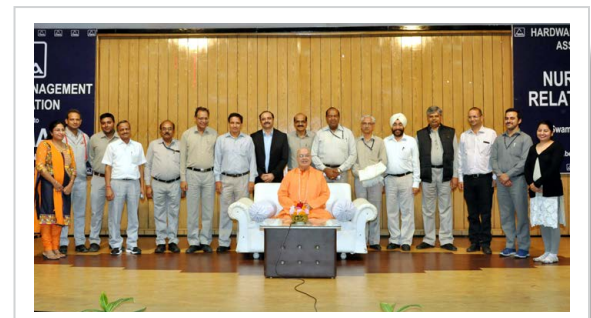


*Delegation from GMA at Numaligarh Refinery Ltd*

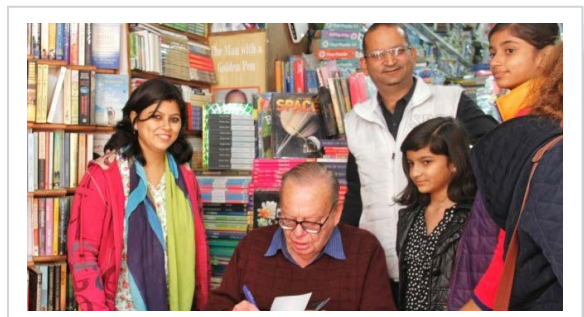
## Hardwar Management Association

### Session

Hardwar Management Association conducted a session on 'Nurturing relationships' on 7th November with Shri Swami Adhyatmanand. With his teachings and thoughts of creating and relishing new relations with nature, he was able to touch the hearts of everyone in the fully occupied auditorium. He emphasised on bringing up the morale through practicing yoga and concentrate on upbringing of the society as a whole. Various general managers and senior officials of BHEL, members of the organising committee and



*Session on 'Nurturing relationships' with Shri Swami Adhyatmanand*



*Members with Mr Ruskin Bond*

institute of engineers, and members of Hardwar Management Association were present on the occasion.

### Outbound Workshop

HMA flagship programme 'Outbound workshop' was organised on 19th and 20th November in Mussorie. 25 HMA members participated along with families. Members also got an excellent opportunity to meet and interact with Mr Ruskin Bond.

## Hyderabad Management Association

### Lecture Meeting

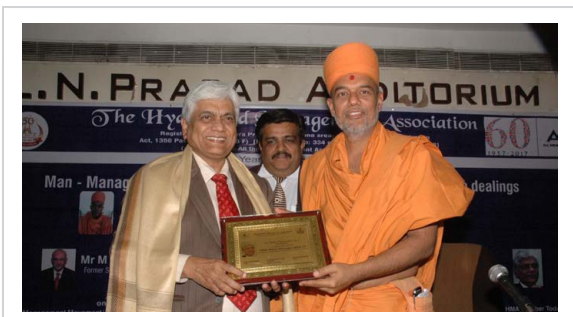
Hyderabad Management Association conducted a Management Lecture Meeting on 'Management Mantra in Changing Times of Digital Era' by Mr Virendra Sharma, Chairperson, Indo-British All Party Parliamentary Group (APPG) on 7th November.

Speaking on the occasion, Mr Virendra Sharma, urged the youth to stay in India and work hard rather than heading to other countries in search of recognition. Mr. Sravan Kumar Madap, President of Hyderabad Management Association presided over the occasion and Mr. Ravi Kumar Peesapati, Secretary, HMA gave the vote of thanks.

Another Management Lecture Meeting on 'Man – Manage in Digital Age and Software in Machines, Soft-wear in Dealings' by Pujya Sadhu Gnanvatsaldas Swami, Bochasanwasi Akshar Purushottam Swaminarayan Sanstha was held on 25th November followed by a felicitation programme.



Mr Virendra Sharma, addressing. (Seated) Dr L Satya Prasad, Principal, Stanley College of Engineering & Technology for Women; Mr. Sravan Kumar Madap, President, HMA and Mr Ravi Kumar Peesapati, Secretary, HMA.



Pujya Sadhu Gnanvatsaldas Swami felicitating Mr Venkat Changavalli, IIM-A and HMA Life Member

Mr M Gopalakrishna, IAS (Retd), Former Special Chief Secretary, Govt of AP and the HMA Life Member Since 1987 received the prestigious 'The Paul H. Appleby Award 2016' conferred by the Indian Institute of Public Administration, Delhi. Mr Venkat Changavalli, IIM-A, Advisor-Home & Health Govt of UP, Director, State Bank of Hyderabad and the HMA Life Member Since 2013 received the prestigious 'Yash Bharati Award 2016' conferred by the Govt of Uttar Pradesh.

### Training Programme

HMA conducted a Management Development Training Programme on 'Perform or Perish' by Mr K A Ramnath, HMA Life Member & COO and Head of Training, Monkey Minds Training Services. Mr. K Harishchandra Prasad, Vice President of Hyderabad Management Association presided over the function and Mr. Ravi Kumar Peesapati, Secretary, HMA gave the vote of thanks.



Participants at the Management Development Training Programme

## Indore Management Association

### IMA Student Chapter

IMA Student Chapter organised a CEO Talk on 3rd November on the topic 'Rural Advertising and Corporate Social Responsibility' at Prestige Institute of Management and Research Campus and the speaker for the talk was Mr. Abhishek Nandedkar, CEO, Vastrambar Indore.

IMA Student Chapter organised CEO Talk on 9th November at Swami Vivekananda college of Engineering, Indore on the topic 'How to make every day-a terrific day!' and the speaker for the session was Mr. Ujjesh Sinha, Former Head & Director State Bank group of Institute (Chetna), Indore.



*Mr. Ujjesh Sinha addressing students*

Another CEO Talk was held on 16th November at Acropolis Institute of Management Study and Research Campus, on the topic 'Developing Your Positive Mental Attitude' and the speaker for the talk was Mr. Ujjesh Sinha Former Head & Director of State Bank Foundation Institute (Chetna) Indore.



*Mr. N. Mohan addressing the students*

A CEO Talk was held on 17th November at IBMR IPS Academy, Campus, Rajendra Nagar, Indore, on the topic 'Discover Your Passion' and the speaker for the talk was Mr. N.Mohan (Global Head at TATA International).



*Mr. Sandeep Atre addressing the students*

IMA Student Chapter organised a Management Film Show on 22nd November at Acropolis Technical Campus Ralamandal, Indore, and the speaker for the session was Dr Sandeep Atre, Founder-Director CH EdgeMakers and Socialigence.



*Mr. Satendra Tiwari addressing the students*

Indore Management Association - Student Chapter organised CEO Talk on 25th November the topic 'Team Building' and the speaker for the session was Mr. Satendra Tiwari, Plant Manager at CNH Industrial. A CEO Talk was held on 28th November at Acropolis Faculty of Management and Research on the topic 'Global Perspective of India's Youth' and the speaker for the session was Global Entrepreneur Mr. Karanvir Singh, Founder and Chairman of Visionum Group.



*Mr. Sandeep Atre interacting with Mr. Rajesh Agrawal*

### Once Upon A Time

Indore Management Association organised the fourth programme of the series #OnceUponATime: Stories of Champions with Mr. Rajesh Agrawal on 5th November. Mr. Rajesh Agrawal is Deputy Mayor of London for Business.

### Evolution for Excellence

IMA organised its Evolution for Excellence, a one-day workshop for professionals on 9th November. The module for the workshop was 'Nonverbal Communication for Professionals' and speaker for the session was Social Intelligence Expert, Dr. Sandeep Atre.



*Ms Julia Cook and Dr Deviraj Gill during Centre of Excellence*

### Centre of Excellence

Indore Management Association organised Centre of Excellence (COE), an evening talk on the topic 'Building a Brand through Marketing Communications' on 9th November. The facilitators for the session were Ms. Julia Cook and Dr Deviraj Gill.



*Prof. Pankaj Kothari during Training@Doorstep*

### Reader's Clique

IMA organised a book review on the book 'The Tipping Point' on 16th November. The moderator for the session was Mr. Sushil Dubey.

### Training@Doorstep

Indore Management Association organised Training@Doorstep workshop on the topic 'Conflict Management and Resolution Essentials' on 19th November. The faculty for this workshop was Prof. Pankaj Kothari, Chartered Accountant.

Another Training @ Doorstep a one-day Workshop was held on 29th November at Cummins Turbo Technologies, Reckon Pithampur. The module for the workshop was 'Overcoming Workplace Negativity with Enthusiasm' and facilitator for the workshop was Mr. Pratik Uppal.

### Management Film Show

IMA organised a Film Show, based on the theme 'Project Gabbar from the Movie Sholay' on 23rd November. The moderator for the session was CA. B. P. Inani, Director, Swan Finance Ltd and Executive Council Member – IMA.



*Mr. Pratik Uppal during Training@Doorstep*



### HR Forum Meeting

Indore Management Association organised HR Forum Meeting, on the topic ‘Survival Guidelines for Challenging Workplace’ for management professionals and students on 29th November.

### Kanpur Management Association

Kanpur Management Association in association with the Employer’s Association of Northern India organised a seminar on ‘Provident Fund & its Related Issues’ on 26th August. Mr. Maruti Bhoji, Regional Provident fund commissioner was the Chief Guest. Mr. Naveen Khanna, MD, Annakut Biscuit Co. welcomed the Chief Guest, dignitaries, members of the association and other participants. The vote of thanks was given by Mr. V.K Bhatia, MD, Laxmi Packaging. The programme was conducted by Mr. M. Umar, Deputy Director, Kanpur Productivity Council. The seminar was attended by dignitaries, members of the association and the representatives from several organisations.



*Seminar on ‘Provident Fund & its Related Issues’*

### Kerala Management Association

#### Management Students Convention

KMA organised the Management Students Convention this year on 5th November on the theme ‘Shaping Budding Managers for Tomorrow’. The Chief Guest of the function was Dr. Kuncheria P. Isaac, Vice Chancellor, Kerala Technological University, Trivandrum and Brigadier Manoj Natarajan, SC, Brigadier General Staff Training & Co-ordination, Officers Training Academy, Chennai delivered the Keynote Address. Other session speakers included Prof. Sushil Khanna, Professor - Economics & Strategic Management, IIM – Kolkatta; Mr. A. Siddharth Pai, Managing Partner, Tekinroads, Bangalore; Dr.



*Dr. Kuncheria P. Isaac inaugurating the Students Convention*

Ushy Mohandas, Founder CEO & Principal Coach, Dr. Ushy’s Wisdom Works, Bangalore; Mr. Vijay Menon, Chief Mentor and Competency Partner to Fortune 500, Companies & Human Resource Academician and Mr. N.R. Nirmal, Head – Kerala, OYO Rooms.

#### Industrial Visit

The first Industrial Visit of KMA 2016-17 to Amphenol FCI (AFCI) and Delphi Connection Systems India Pvt. Ltd was held on 16th November.



*KMA members visiting Amphenol FCI Factory*

**Evening Lecture Meeting**

An Evening Lecture Meeting held on 18th November was addressed by Mr. Venugopal C. Govind, Managing Partner, Varma & Varma, Chartered Accountants and Dr. K N Raghavan IRS, Commissioner of Customs, Kochi on the topic ‘Cancellation of High Value Currency – Bane or Boon?’.



*Mr. Venugopal C. Govind addressing KMA members*



*Dr. Sasi K. Kottayil addressing the members of KMA & SEEM*

On 29th November an Evening lecture meeting, jointly organised with Society of Energy Engineers and Managers (SEEM), was addressed by Dr Sasi K Kottayil, Fellow and National President, Society of Energy Engineers and Managers on the topic ‘Smart Energy Management - A Utility Perspective’.

**Management Faculty Forum**

A one-day workshop for school principals and management representatives on the topic ‘Safe, Smart and Sustainable Schools’, was held on 29th November. The workshop was inaugurated by Mr. Mohammed Y. Safirulla IAS, District Collector, Ernakulam. The workshop facilitator was Dr. Senthil Kumaran, Co Founder & Chief Confluencer, The Learners Confluence, Bangalore. Mr. C P Viswanth, Educator and Director, Karadi Path Education and Dr S L Nageswari, Editorial Manager, Special Projects, Oxford Publications also shared their views.



*Mr. Mohammed Y Safirulla, IAS District Collector, Ernakulam inaugurating the School Principals Forum*

**Lucknow Management Association**

**Workshop**

Lucknow Management Associations’ Young Managers Forum organised a Workshop on ‘Reward & Talent Management’ on 11th November. The speaker was Mr. Daud Usmani HR Manager Tata Motors

**MDP**

In the series of MDPs on GST, LMA organised the second programme on ‘Business Process of Registration under GST



*Management Development programme in progress*

Regime' on 12th November in collaboration with GST Gurukul formed by four former senior tax officials to train all stakeholders in various business processes in GST

**Annual Convention 2016**

LMA organised its 15th Annual Convention on 19 November 2016 on the theme 'Employment Generation: Strategies and Action Agenda'. Dr. Abhihek Mishra, Hon. Minister for Vocational Education and Skill Development, Govt of Uttar Pradesh was the Chief Guest in the inaugural Session. Dr. Saurabh Srivastava Former Chairman and Co Founder NASSCOM and Mr. Rohit Nandan, Secretary, Ministry of Skill Development & Entrepreneurship, Govt. of India were the keynote speakers. Mr. Alok Ranjan, Chief Adviser to Hon. Chief Minister Uttar Pradesh & President LMA, Mr. Sumer Agarwal Sr. Vice President LMA and Mr. A.K. Mathur Vice President and Convention Director also spoke in the session.



*15th Annual Convention*

**Book Release**

LMA members Dr. Kirti Narain, a historian and Mr. Rakesh K. Mittal, a former bureaucrat and past President LMA authored books titled respectively 'Participation and position of Women Uprising of 1857: Redefinition of Social Status: Then and Now' and 'The Story of my Spiritual Journey'. On 20th November Dr. Kirti Narain's book was launched jointly by Dr. Amina Hasan, Historian, Manzilat Fatima; Vice Admiral P S Das, Member of several Security Think Tanks including NSA in the office of PMO; Sultana Begum; Asfaq Saab; Dr. SA Sadiq; Mr Sanjiv Kumar; Mr Y S Das. The launch was followed by a panel discussion on the theme of the book by a panel comprising Prof Seema Alavi, Delhi University and Cambridge Scholar, Prof Nita Kumar Professor of South Asian History at Claremont McKenna College, Claremont, California. Mr. Mittal's book was launched by Mr. Muzaffar Ali, noted Film producer and artist.



*Dignitaries at the book launch*

Mr. Mittal's book was launched by Mr. Muzaffar Ali, noted Film producer and artist.

**Visit**

A visit of LMA members was organised on 15 November to the 'boutique dairy' - Valentia which produces fresh cow milk through a completely mechanised process. The visit was led by Mr. Pankaj Sharma Director of Valentia Organic Farms. LMA members not only got an insight in the processes at Valentia but also some inspiration from the young entrepreneurs running the venture.



*Visit to 'Valentia'*

LMA organised a visit to Prag Group of Industries, headquartered in Lucknow on 30th November for its

members. Prag group is a leading manufacturer of a wide range of specialty engineering products for Railroad, Oilfield & Industrial applications.



*Dr. Dinesh Singhal, Senior Consultant & Head - Surgical Gastroenterology, Max Super Specialty Hospital addressing*



*Visit to Prag Group of Industries*

**Wellness Talk**

LMA organised a wellness talk on ‘Gastro Intestinal Disorders’ by Dr. Dinesh Singhal, Senior Consultant & Head - Surgical Gastroenterology, Max Super Specialty Hospital, Saket, New Delhi on 26th November.

**Self Defense Workshop**

LMA collaborated with Red Brigade to organise two self defense workshops on 7th and 10th November in which 300 girls of Shri Ramswaroop University were trained in Krav Maga system. A team of 7 French trainers under the leadership of Mr. Thomas who is black belt champion and a Self-defense trainer came from France for this programme which was conducted along with Red Brigade.



*Self defense Workshop*

**Interactive Session**

LMA’s Young Manager Forum partnered in IIM Lucknow’s flagship Leader Interaction Session ‘ICONS’ at Manfest Varchasva, the annual business, cultural and sports festival from 18th – 20th November. Some of the speakers included Mr. Arun Sharma CEO, Mindworkzz Education; Mr. Sunil Gupta Director, Igniva Consulting; Ms. Rohini Vij Founder & Chief Creative Officer, NutSpace; Mr. Rakshit Tandon Cyber Security Expert & Consultant. The keynote address was given by Mr. Saurabh Srivastava Entrepreneur, angel investor, Co-founder and Ex-Chairman NASSCOM, Mr. Ashutosh Pandey (CEO, Tata CliQ) and Mr. Amit Saxena (MD & CEO, Standard Chartered Investments & Loans); Col. Prabir Sengupta VSM and motivational speaker; Dr. K. Radhakrishnan Ex-Chairman ISRO; Mr. Raghu Raman Ex- CEO National Intelligence Grid; Grandmaster Shifuji Shaurya Bharadwaj, Chief Commando Intelligence Grid and Mentor & Trainer, CCQB Expert and Mr. Navniet Sekera, IG, Women Power Line.



*Leader Interaction Session ‘ICONS’*

## Mangalore Management Association

### Lecture Meetings

Mangalore Management Association (MMA) in association with S.D.M. PG Centre for Management Studies & Research, Mangalore organised a talk on 'Management of Civil Aviation Industry In India –Hopes Revive' by Mr M. R. Vasudeva, Former Director, Mangalore International Airport and President of MMA Mangaluru, on 26th October at SDM-MBA Conference Hall, Mangalore. Prof. H. G. Anchen, Vice President, MMA welcomed the gathering. Mr H. Madhusudan Bhandarkar introduced the Chief Guest. Dr. Devaraj K. Director, SDM PG Centre, presided over the meeting. Mr F.M. Lobo, Jt. Secretary, MMA proposed the vote of thanks.



*Dr. Arun C. Bandodkar, Success Coach, Miracle Academy, Bengaluru addressing*

Dr. Arun C. Bandodkar, Success Coach, Miracle Academy, Bengaluru addressed on 'Personality Development' on 23rd November under the joint auspices of MMA and SDM P G Centre for Management Studies & Research, Mangaluru. Prof. H.G. Anchen, Vice President, MMA welcomed the gathering. Mr T. G. Shenoy, Former President of MMA introduced the Chief Guest. Dr. Devaraj K. Director, SDM PG Centre, presided over the meeting. Mr M. R. Vasudev, President, MMA, presented memento to the Chief Guest Mr Bandodkar and proposed the vote of thanks.

## Meerut Management Association

### AGM

The Annual General Meeting of Meerut Management Association was held on 30th November. The meeting was chaired by the President, Mr. Ankit Singhal. Mr. Sameer Goel informed the audience in brief about the major activities and achievements of the Association during the past one year. President Mr. Ankit Singhal conveyed his thanks and gratitude to all the members of his team for extending utmost co-operation for running the Association for past one year. The new office bearers and council members were also announced.

### Urjavarán 2016-17

Urjavarán 2016-17 was organised by Indian Society of Heating Refrigerating and Air-Conditioning Engineers (ISHRAE), Meerut Sub-Chapter in Association with Meerut Management Association on 26th November. Mr. Amit Tyagi, Managing Director A-Tek Enterprises, Modinagar was the Chief Guest. The seminar was very successful as it was attended by a large number of architects, engineers, members of the Meerut Management Association and other professionals.



*Mr. Gaurav Jain, Secretary Meerut Management Association addressing*

## Palghat Management Association

### Kerala Day Function

Palghat Management Association organised a 'Kerala Day Function' on 1st November. Justice Chettur Sanakaran Nair was The Chief Guest. Mr. K. V. John, President and Mr. Sumesh K Menon, Hony. Secretary PMA also spoke on the occasion. Around 150 people attended the Kerala Day Function.



*The Chief Guest addressing the audience*

### Session

A session on 'Strategic Competitiveness in SME Scenario' was held on 15th November. The faculty was Mr. Rajish David Jose P, Chief Consultant, Pivot Management Consultancy Coimbatore.



*Session on 'Strategic Competitiveness in SME Scenario'*

### Workshop

A one day workshop on 'Lean Manufacturing as a Business Improvement Strategy' was held with Mr. Suresh Iyengar, Director, Kaizen Institute, Malaysia.



*Mr. Suresh Iyengar addressing*

## Rohilkhand Management Association

### Symposium

Rohilkhand Management Association organised a symposium on 'Make in India – Impact of Demonetisation' in association with Future Group of Institutions on 11th November. Mr. Mudit Chaturvedi, General Manager, Dainik Jagran was the Chief Guest. Eminent entrepreneurs of Bareilly including Mr. Ghanshyam Khandelwal, Managing Director, B.L. Agro Oils Ltd.; Mr. Mukesh Gupta, Managing Director & Dr. Manish Sharma, Director General, Future Group of Institutions; Mr. Suresh Sundrani and Mr. Bharat Bhushan Sheel, leading entrepreneurs and Past Presidents delivered fruitful thoughts on the topic. All speakers appreciated the bold decision of demonetisation by the Govt. and wished it grand success.



*Dr. Abhijeet Das addressing, (Seated) Mr Qadir Ahmad, Mr Bharat Bhushan Sheel, Mr. Mukesh Gupta, Mr. Ghanshyam Khandelwal, Mr. Mudit Chaturvedi, Mr. K.K. Damani, Mr. Suresh Sundrani and Dr. Manish Sharma.*

### Manthan 2016

Rohilkhand Management Association in association with Khandelwal College of Management Study conducted a successful Case Study Presentation Competition Manthan 2016 for the 5th consecutive year on 19th November. More than 10 teams participated and presented case studies on Patanjali, Oyo Rooms, Syska Led, Ola Cabs, Paytm, Snapdeal, Paperboat etc.



*Mr. Vinay Khandelwal, Executive Director, KCMT and Mr. K.K. Damani, President, RMA with other dignitaries on the dais.*

## Tarapur Management Association



*Mr Parag Gadhia demonstrating the NLP technique on a participant during the session*

### Evening Talk

Tarapur Management Association organised an evening talk programme on 'NLP for Professional Excellence' on 29th November. The speaker of the session Mr Parag Gadhia is the renowned motivational speaker & trainer. Mr Parag during the session shared the basics of NLP and also demonstrated a live case on one of the participants to overcome the phobia of public speaking. The session was very informative and well attended by the members and the executives from the industries at large.

### Film Show

A film show was organised on 24th November on 'Interactive session of Yahoo founder Jerry Yang with Jack Ma Founder of Alibaba Group' during the 38th Annual ENCORE award event held on 24th September 2015 at Stanford Graduate School of Business. The experience and the business concepts shared by Jack Ma was highly inspiring with a very powerful points which stimulated the participants to be positive and proactive in their personal and professional life.

## Thrissur Management Association

### Programme

Thrissur Management Association Student Chapter organised the monthly development programme on 19th November on the theme 'Startup to Standup'. Mr. Varun Sreedharan, Founder and Director, Greenenvironment Innovation & Marketing India (P) Ltd., Chennai was the Chief Guest. He gave a deep analysis



*Mr. Varun Sreedharan addressing*

of various stages of startups from a beginner module to a professional level.

**Guest Lecture**

TMA’s Monthly Guest Lecture Series continued with another being held on 29th November. The Chief Guest was Mr. V G Mathew, MD & CEO, The South Indian Bank Ltd. The theme was ‘Demonetisation and NPA’. About 135 participants attended the programme.



*Mr. V G Mathew speaking on ‘Demonetisation and NPAs’*

**Trivandrum Management Association**

Soft skills and job preparedness are very essential for students and future managers to secure a challenging career and successful profession. Aiming at improving soft skills and job preparedness among management students, Trivandrum Management Association organised one day workshop on ‘Soft Skills and Job Preparedness’ facilitated by Mr. N. Sethumadhavan, Management Consultant during the month. The programme was well received by the students.



*One day workshop on ‘Soft Skills and Job Preparedness’*

**Vaikom Management Association**

Vaikom Management Convention conducted South India LMA meet on 26th November. The convention was chaired by Mr. Firdose Vandrevalla, Immediate Past President, AIMA. Air Vice Marshal, Mr. I.P Vipin Nayar was the Chief Guest and Former Ambassador of Government of India, Mr. T. P. Sreenivasan (IFS Rtd) delivered the keynote address. The theme ‘India In the Asian Century : Cleaner, Smarter, Faster’ was introduced to the convention by Association Secretary General, Er. Anil Mazhuvancheril.



*Mr. Firdose Vandrevalla, Immediate Past President, AIMA addressing the Convention*

The Valedictory session was opened up Mr. M.G. Radhakrishnan. Mr. K.N Ravindran, President, VMA, presided over the function. Justice P. Mohanadas was the Chief Guest. Dr. Rajendran Nair (IAS rtd) delivered the keynote address. Mr. TRS Menon presented the quintessence of the topic and Mr. Venu proposed the vote of thanks.



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

A Joint Skilled Based Certificate Programme from AIMA and Digital Vidya



## Objectives

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

## Joint Certification

Professional Certificate in digital marketing and analytics

## Course Outline

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

## Program Fee

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

## Class Schedule

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

### For more details, please contact:

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## AIMA Events Calendar

Event	Conference Director	Venue	Date
Shaping Young Minds Programme		Goa	19 January 2017
2nd Social & Digital Marketing Retreat	D Shivakumar, Chairman and CEO - India Region, PepsiCo India Holdings Pvt Ltd	Goa	19-21 January 2017
2nd India - Dubai Conference	Sunil Kant Munjal President, AIMA & Chairman, Hero Corporate Service	Dubai	30 January 2017
National Competition for Managers		Mumbai Delhi	February 2017
Shaping Young Minds Programme		Kolkata	07 February 2017
PSU Retreat	B Ashok, Chairman, IOCL	Goa	10-12 February 2017
61st Foundation Day & 11th National Management Day		New Delhi	21 February 2017
Pragati – A Women Quiz		Delhi	March 2017
Shaping Young Minds Programme		Mumbai	01 March 2017



Event	Conference Director	Venue	Date
7th Senior Leadership Retreat	Sunil Kant Munjal President, AIMA & Chairman, Hero Corporate Service	Goa	03-05 March 2017
3rd National Leadership Conclave	Sanjiv Goenka Chairman, RP Sanjiv Goenka Group	New Delhi	22-23 March 2017
Managing India Awards 2017	Sanjiv Goenka Chairman, RP Sanjiv Goenka Group	New Delhi	22 April 2017
Shaping Young Minds Programme		Bhatinda	29 April 2017
Shaping Young Minds Programme		Quilon	20 May 2017

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

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