

# AIMA News

AIMA'S MONTHLY E-MAGAZINE

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

OCTOBER 2015



Dear Readers,

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

Recently we lost a stalwart of the Indian Industry, Shri Brijmohan Lall Munjal. He passed away on 1st November following a brief illness. India has lost one of its towering leaders, the founder of the world's largest two-wheeler company, Hero MotoCorp. A recipient of the Padma Bhushan in 2005, AIMA was also privileged to confer on him the AIMA Lifetime Achievement Award for Management in 2003 and the AIMA Managing India Award in 2011. AIMA expresses its deepest condolences on the demise of Shri Brijmohan Lall Munjal.

The previous month saw AIMA organise its 10th Global Advanced Management Programme (GAMP) in the Silicon Valley, USA. This programme was led by Prof. Solomon Darwin, Executive Director, Center for Corporate Innovation, Haas School of Business, University of California, Berkeley. The senior executives attending the programme learned from a multitude of inspirational and innovative leaders at on-site visits to Fujitsu, PayPal, Cisco Systems, Xerox Corporation, GE Global Innovation Center, Standard Chartered Bank amongst others. You will find further details inside.

AIMA also participated in AAMO's 2nd Council Meeting and 4th Annual General Meeting that was held in Manila, Philippines. In a first, the CEOs of the AAMO member countries met a day earlier to work out a road map on taking AAMO forward. This meeting was led by AIMA and the recommendations made were very well received.

The 3rd edition of AIMA's Marketing Retreat was successfully held last month, led by Mr D Shivakumar, Chairman & CEO - India Region, PepsiCo India Holdings Pvt Ltd. This edition also carries updates from the recently concluded 19th Student Management Games (SMG) with the grand finale held at Delhi following pan India regional rounds. AIMA also ran skill development & training programmes and capacity building workshops for professionals and students. AIMA continued to organise special interactive sessions for its members and students, brief reports of which can be found inside.

This issue of AIMA News also carries details of some of the activities of 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.

Wishing you and your families a happy and prosperous Diwali.

Warm Regards

Rekha Sethi  
Director General

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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



*Brijmohan Lall Munjal, then Chairman, Hero Group of Companies receiving the AIMA Managing India Award for Lifetime Contribution*

AIMA mourns the sad demise of Mr Brijmohan Lall Munjal who passed away on 1st November 2015 after a brief illness. He was 92.

Considered a visionary of the Indian two-wheeler industry, Mr Brijmohan Lall Munjal started out with a bicycle business in the 1940s that he ran with his brothers, and turned it in to one of the largest business groups in the country. Today Hero MotoCorp, is the world's largest two-wheeler company. Mr Brijmohan Lall Munjal was one of the finest examples of the Indian patriarch who held together one big family while keeping his customers, employees, investors and business partners happy.

A recipient of the Padma Bhushan in 2005, AIMA was also privileged to confer on him the AIMA Lifetime Achievement Award for Management in 2003 and the AIMA Managing India Award in 2011.

A leader, philanthropist and visionary, Mr Brijmohan Lall Munjal's passing on has created a huge void that will be impossible to fill. AIMA expresses its deepest condolences to Mr Brijmohan Lall Munjal's family, friends and colleagues in their time of grief.

## 10th Global Advanced Management Programme 2015



*GAMP USA 2015 delegates at Paypal*

AIMA organised its 10th Global Advanced Management Programme (GAMP) and 5th in the series in the US during 25th to 31st October, 2015 in the Silicon Valley, USA. This programme was led by Prof. Solomon Darwin, Executive Director, Center for Corporate Innovation, Haas School of Business, University of California, Berkeley.

The programme is designed especially for senior executives and teaches Open Innovation and Disruptive Innovative business model solutions. From keynote speakers and panel

discussions to executive briefings at top Silicon Valley companies, participants actively engaged in creative problem-solving exercises and in developing a new business model for their own organisations. Simultaneously, US companies benefitted from understanding the expansion and evolution of Indian business models. The senior executives attending the programme learned from a multitude of inspirational and innovative leaders at on-site visits to Baker Hughes Inc., Fujitsu, PayPal, Kaiser Permanente International, Cisco Systems, Xerox Corporation,



*Participants at CISCO System Inc.*

GE Global Innovation Center, Standard Chartered Bank and TechShop.

Mr Venkatesan Ashok, Consul General of India in San Francisco addressed and interacted with the participants at a special plenary session and other keynote speakers included Mr PK Agarwal, CEO and Dean, North Eastern University hubs in California; Mr Jarom Feriante, Innovation Consultant, Chevron; Mr John J Stewart, Head of Silicon Valley Solutions, The Royal Bank of Scotland and Mr Raj Desai, Executive Director, TiE Silicon Valley.

At the end of the programme, the participants incorporated disruptive innovative business

models to propose back to their companies and were conferred with the 'Global Advanced Management Programme' Certificate awarded by AIMA.



*Prof Solomon Darwin addressing participants at TiE, Silicon Valley*

## AAMO Meeting



*AAMO Council Meeting*

The second AAMO meeting of 2015 was held in Manila, Philippines on 8th October 2015.

AAMO members representing India, Australia, Malaysia, Sri Lanka, Nepal, Hong Kong and Macau met to discuss ways of expanding and growing the AAMO foot print and expanding membership. For the first time, the CEOs of the AAMO member countries met a day earlier to work out a road map on taking AAMO forward. This meeting was led by India, represented by the AIMA Director General, Ms Rekha Sethi, who presented the group's recommendations to

the AAMO Board the next day, which were well received

The Board also discussed on the theme 'Women in Leadership' during the meeting, and members deliberated on AAMO's position and possible contribution to the same.

The AAMO meeting also included a visit to Ayala Museum, GLOBE Telecom Facilities and Intramuros & Fort Santiago.

# 13<sup>th</sup> National HRM Summit

10<sup>th</sup> December 2015

Hotel Shangri-La, New Delhi

Summit & Case Study Contest Theme:  
“HR 2.0: Re-inventing HR Practices  
for the New Workforce”



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& Member Executive Council  
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## For more details kindly contact

Mansoor Hassan, Manager – CMD  
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Email: mhassan@aima.in | www.aima.in

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

## 3rd Marketing Retreat



*Participants at the 3rd Marketing Retreat*

AIMA organised its 3rd Marketing Retreat during 16-18 October 2015 at Goa on the theme of 'Strategies for an Accelerating World'. The Retreat was organised under the chairmanship of Mr D Shivakumar, Chairman & CEO - India Region, PepsiCo India Holdings Pvt Ltd.

Some of the other speakers at the retreat included Ms Rama Bijapurkar, Co-Founder, People Research on India's Consumer Economy; Mr KV Sridhar 'POPS', Chief Creative Officer, India, Sapient Consulting Ltd; Mr Prashant Singh, Managing Director, Nielsen India; Mr Vineet Taneja, Chief Executive Officer, Micromax Informatics Ltd; Mr Naveen Kukreja,

Group CMO, PolicyBazaar.com & Managing Director, PaisaBazaar.com; Mr Indranil Chakraborty (IC), Founder, Storyworks; Ms Anusha Shetty, CEO, Autumn Worldwide and Ms Babita Baruah, Executive Business Director, JWT Delhi.

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

## 19th Student Management Games



*The winning team of the 19th Student Management Games (SMG) from Management Development Institute*

The 19th Student Management Games (SMG) popularly known as 'Chanakya' is a National Competition for B-schools, organised by All India Management Association. AIMA has been conducting this competition from the last 18 years in the country. SMG for the year 2015 successfully concluded on 31st October 2015. Management Development Institute emerged as the National Champion of SMG 2015 in the Grand Finale. Master School of Management and Pacific Institute of Management, Udaipur emerged as First and Second runners up respectively.

The 19th SMG 2015 competition was held in the Northern, Western, Southern Region and also included an Online Round. 'Chanakya' is a computer based simulated game that sensitises and strengthens business acumen in students where participants are handed over a hypothetical company to run. A team of 4 students form a company and run it in a virtual environment created by Chanakya. This year about 100 teams from approximately 25 B-schools participated in the competition.

# Programme on Managing Contract Labour System



*Participants of Managing Contract Labour System*

AIMA organised an open programme on 'Managing Contract Labour System' on 28th and 29th October 2015 at New Delhi. The programme broadly covered Regulation and Abolition Act, Implementation & Related Cases, Arbitration, Penalties & Procedures. The objective of the programme was to help participants to enhance awareness, harness opportunities, highlight regulatory obligations and understand the right procedures in their organisation in the backdrop of an emerging trend of engaging labour on contractual basis.

Some of the speakers included Dr Omkar Sharma, Central Regional Labour Commissioner;

Mr H L Kumar, Advocate, Supreme Court of India & Chief Editor, Labour Law Reporter; Mr Rajeev Kumar Pal, Regional EPF Commissioner, NATRSS; Prof J S Mann, Professor from National Law University; Mr. Sandiv Kalia, Advocate, Supreme Court of India; Ms Manvi Sharma, Advocate, High Court & Supreme Court of India; Dr. Dewakar Goel, General Manager (HR), Head, HR Directorate, ANS, Airports Authority of India; Mr A. C. Chaturvedi, ED(PMI) & Chief Knowledge Officer NTPC Ltd; Dr Sunil Abrol, President, Institute for Consultancy and Productivity Research. The programme was well attended and very insightful.

## Interactive Session



*Mr Pankaj Sharma, Chief Trustee, Centre for Transforming India addressing the session*

AIMA organised an Interactive Session on 'Sexual Harassment at Workplace – A Management Perspective' with Mr Pankaj Sharma, Chief Trustee, Centre for Transforming India on 29th October 2015 at AIMA. The session was chaired by Mr Sumit Chaudhuri, Chairman and Managing Director, Third Millennium Business Resource Associates. The talk provided an insight into compliance with the law. The programme was very well received by the participants.

## Member's Corner



*Prof. Jagdish Khatri addressing the International Scientific Congress 'Globalistics-2015' in Moscow*

AIMA member, Prof. Jagdish Khatri, Director, Sanskaar College of Management, Allahabad & Past President, Allahabad Management Association was invited to speak at the International Scientific Congress 'Globalistics-2015' held at Moscow State University, Moscow in collaboration with UNESCO, during 25th to 30th October 2015.

The event was to mark the 70th anniversary of UN and discuss 'Global Strategies for a Stable & Sustainable World'. It was attended by over 700 invited guests from 40 countries. Prof Khatri addressed three sessions at the Congress and was also awarded Honorary Diploma and Membership of International Global Research Academy, Moscow.

## Training Programme



*Participants at the training programme*

AIMA organised its third Training programme on Interpersonal Communication Skills on 28th and 29th October at New Delhi.

In the present business environment, it is imperative for all professionals to master the science and art of interpersonal skills

by applying the principles of emotional intelligence. It is equally important for them to develop their assertiveness and influencing skills to build better work relationships and move ahead. Upholding positive Interpersonal Communication Skills and business relationships among clients, colleagues, subordinates and superiors is the key to maintaining successful work environment.

The programme was well received and highly appreciated by the participants from DMRC, ICSI, KRIBHCO, Kores India Ltd, Panalpina World Transport (I) Pvt Ltd, Jubilant FoodWorks Limited, Vision Express India P Ltd, Hughes Systique (P) Limited, CPC Diagnostics Pvt Ltd, Intercontinental Consultants and Technocrats Pvt. Ltd and Creating Values Pvt Ltd. etc.

## Felicitation



*Dr Raj Agrawal, Director, CME, AIMA receiving the award from Mr Rajyavardhan Singh Rathore, Minister of State, Information and Broadcasting, Government of India*

AIMA was felicitated by New Delhi Institute of Management during their 23rd Founder's Day on 16th October 2015. The Award was presented by Mr Rajyavardhan Singh Rathore, Minister of State, Information and Broadcasting, Government of India to Dr Raj Agrawal, Director, CME, AIMA who received it on behalf of All India Management Association.

# 4<sup>TH</sup> YOUNG LEADERS RETREAT

“Leading in a Fast Changing World”

28-30 November, 2015 : Vivanta by Taj - Fort Aguada, Goa

**AIMA**  
ALL INDIA MANAGEMENT ASSOCIATION



## Retreat Co-Chair

**Sanjeev Bikhchandani**

Founder and Executive Vice Chairman  
Naukri.com

**Vineet Agarwal**

Managing Director  
Transport Corporation of India Ltd

## Programme Director

**Harshvendra Soin**

Global Head - Talent Acquisition & Development  
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## Other Eminent Speakers

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Former Chief of the Indian Army Staff

**Piyush Pandey**

Executive Chairman and  
Creative Director, South Asia  
Ogilvy & Mather India

**D Shivakumar**

Chairman & CEO-India Region  
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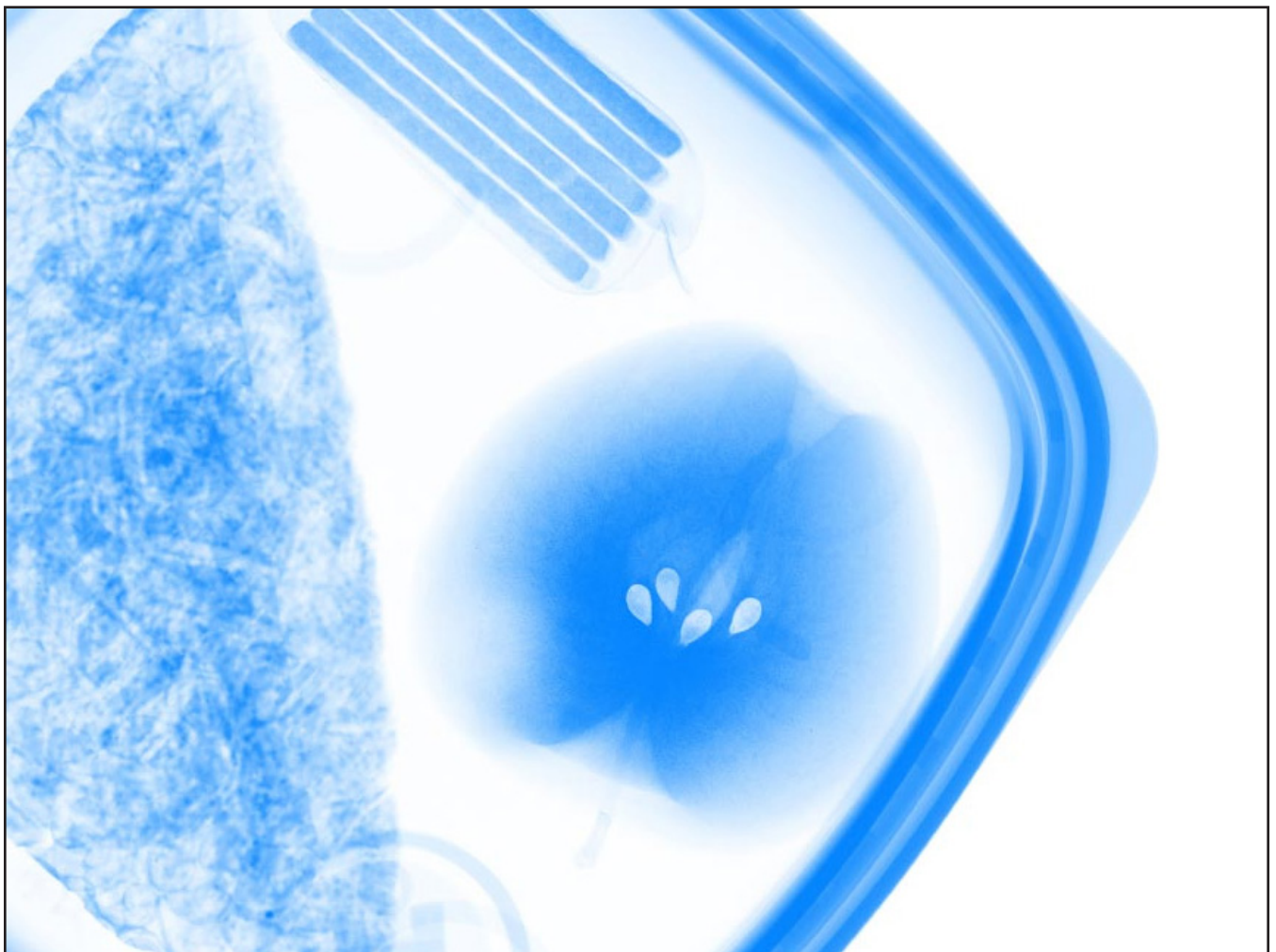
**Mansoor Hassan**, Manager – CMDP

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

Mob No: 9540060166, Ph : 011-24608511, Email: [mhassan@aima.in](mailto:mhassan@aima.in), [www.aima.in](http://www.aima.in)

## Keeping Up with the “Clean Label” Movement

*By Andrew Winston*



In Germany, McDonald's is experimenting with selling a burger made with organic beef. Subway just joined a growing list of companies (including, again, McDonald's) committing to buy mainly antibiotic-free meat. Why are big, mainstream food companies moving toward more natural ingredients? Clearly,

there's a broad trend toward health and wellness, but that's not the big news here.

The real story is the relentless shift to transparency and what many call the “clean label” movement. In the food world, a clean label focuses on having

fewer ingredients that are very clear about their origins, and recognizable (e.g., “cream” versus “microparticulated whey protein concentrate,” which the fast-growing chain Panera has placed on its long “No No List”). But “clean” is a catchall for a much broader and growing list of demands about the human and planetary impacts of all products and services (and the companies behind them).

Two major forces are driving this clean label world: (1) technology-driven transparency about products and their supply chains, and (2) Millennials, who are regularly demanding good behavior from the companies they buy from and work for. This movement, while hitting a fever pitch around products we put in or on our bodies, is not just affecting the food and personal care worlds.

The financial community, too, has noticed the new demands from Millennials — and the money that can be made by appealing to their larger aspirations. At the recent Sustainable Brands Metrics conference, Audrey Choi from Morgan Stanley presented some fascinating research on investor attitudes, with particular focus on Millennials. Choi explained the simple reason banks care about this generation: 10,000 people are turning 30 every day, and that’s roughly the age they start amassing assets (and having kids to spend money on).

This latest generation of workers and parents are, according to Morgan Stanley’s research, three times as likely to “seek employment with a company because of its stance on social and/or environmental issues.” And they’re twice as likely to “check product packaging to ensure sustainability” (in the search, I presume, for a clean label), purchase from a brand because of its sustainability credentials, or put their

money in investment funds that target sustainability outcomes. Blackrock, the world’s largest money manager with \$4-trillion-in-assets, launched a new “impact investing” fund this month specifically to please these demanding Millennials. The fund will “seek stocks that advance health, the environment, and treatment of workers.”

### **This is clean-label investing.**

But Millennial consumers aren’t the only ones driving the transparency train. All generations have access to more technology and businesses are raising the bar on what they expect from their supply chains. How ready are you to answer these kinds of tough questions from your employees and customers?

What is every ingredient in your product, why is it there, and what does it do, exactly?

How much of your energy comes from clean, renewable sources?

Who are your suppliers and what are their workers’ lives like? And how about your suppliers’ suppliers?

How much do all your executives make and what multiple of the average salary is that?

How much do you know about the dangers of your product and when did you know it (see recent news on Exxon and climate change)?

What goals do you have and how do they tie to global challenges (like reducing carbon emissions or dealing with inequity in your communities and value chain)?

Which organizations, political causes, or candidates are you donating to, how much is it, and why?

Why does your company exist? What’s its purpose? What’s yours?

Answering these questions, and dozens more like it, will not always be easy. But companies are developing the systems – data/IT, organizational, financial – they need. The bigger shift, to answer these honestly or admit what you don't know, may be a cultural one. We Gen X-ers, or Boomers, may not have the level of comfort with transparency that Millennials expect. But even if these types of questions do make you uncomfortable, tough luck. There's not much choice anymore.

Neglecting the clean-label movement will cost you customers and workers; avoiding it as a purposeful strategy could destroy the company or a few careers. Just think about Volkswagen, the poster child for creating the anti-clean label. By flat-out lying on its labels, VW damaged its brand, possibly irrevocably. So get proactive about really understanding your products and supply chains deeply, and get ready to share what you learn with the world.

*About Author:*

Andrew Winston is the co-author of the best-seller *Green to Gold* and the author of *Green Recovery*. His new book, *The Big Pivot*, was released in April. He advises some of the world's biggest companies on environmental strategy. Follow him on Twitter at @AndrewWinston.

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# Content Is Crap, and Other Rules for Marketers

by Greg Satell



Until fairly recently, the options for marketers were relatively limited. Mass media — TV especially — offered the opportunity to reach millions, but only in the form of short ads sandwiched between lots of other stuff. Other tactics, such as trade shows, offered high engagement, but low reach.

Digital technology and social media have offered the best of both worlds — the ability to reach, and engage, millions of people. Nike videos on YouTube routinely attract more than 10 million views. Coke

has nearly 100 million followers on Facebook. Red Bull has its own TV channel.

Yet despite these scattered successes, there is mounting evidence that most marketers' content efforts are failing. The Content Marketing Institute reports that although the majority of B2B and B2C marketers have some kind of content marketing program, less than 40% find those efforts effective. Clearly, things need to improve. Here are four places to start, based on the most common mistakes I see

digital marketers make:

1. Recognize that content is crap. The idea that content is king, in its current usage, comes from a remarkably prescient 1995 essay by Bill Gates in which he called the internet — still an emerging technology at the time — a marketplace of ideas, experiences, and products. He then proceeded to make failed investments in Encarta, MSN, and MSNBC (MSNBC became profitable after he divested).

Think about that. Bill Gates, a man of extraordinary talent and fortune, who succeeded brilliantly in just about anything he has ever done, saw with remarkable accuracy how the future would play out, put his money behind it, and failed spectacularly.

The problem is that content isn't king. Content is crap.

We never call anything that's good "content." Nobody walks out of a movie they loved and says, "Wow! What great content!" Nobody listens to "content" on their way to work in the morning. Do you think anybody ever called Ernest Hemingway a "content creator"? If they did, I bet he would punch 'em in the nose.

Yet while content — a commodity to be acquired, distributed, and leveraged — remains a fiction in the minds of business planners, digital technology has given marketers enormous opportunities to publish and produce. To take advantage of those opportunities, marketers need to shift their mental models and think more like publishers.

2. Hold attention, don't just grab it. After decades of creating advertising, many marketers have built up strong skill sets in some content-related

areas. Most have learned their way around the design studio and the video production set. Many have built up web development and user experience capabilities. So creating engaging content doesn't seem like it should be much of a challenge.

The problem is that content is not a long-form version of advertising. Marketing campaigns are designed to "cut through the clutter" and grab attention. A witty gecko lizard with a cockney accent, a talking tiger, or even just a snappy jingle can raise awareness and sell product. But that's no longer enough.

Today, marketers need to build an ongoing relationship with consumers and that means holding attention, not just grabbing it. To get people to subscribe to a blog, YouTube channel, or social media feed, you need to offer more than a catchy slogan or a clever stunt. You need to offer real value, and offer it consistently.

To do this, brands need to start with a clear mission and think seriously about the experience they want to create. Success will not come from putting a clever spin on facts, but rather by uncovering powerful stories and telling them well.

3. Don't over-optimize metrics. Marketers optimize their campaigns for particular metrics, usually some combination of awareness, sales or advocacy. For the most part, this is a reasonably good way to go about things. It directs strategy towards action and instills accountability into the process. Clients and executives, understandably, want to know that they are getting a solid return on their investment.

Yet it's also easy to confuse measurement with meaning.

For instance, a few years ago, over-attention to pageviews drove marketers and publishers alike to use clickbait headlines. The problem, as BuzzFeed's Ben Smith has explained, is that publishers who are optimizing for pageviews — which are really just clicks — are betraying the reader's trust. The best headlines, he argues, are ones that offer a promise to readers and then over-deliver.

Marketers have a variety of metrics to evaluate what they publish and produce, including page views, video views, length of viewing, social media shares, and on and on. Yet none of that will tell you whether you have communicated a clear promise and are delivering on it. Optimize for mission, not for metrics.

4. Understand that publishing is a product, not a campaign.

Marketers launch campaigns for a variety of reasons, like promoting a new product, driving sales for a promotion, or picking up their net promoter score. These are all valid objectives and traditional campaigns are well suited to achieving them. Yet as I noted above, publishing offers marketers the ability to hold attention, not just grab it.

That's especially important in a digital environment because every consumer action related to a campaign can be tracked by competitors, allowing them to retarget customers who show an intent to purchase. In effect, if you restrict marketing activity to promotional campaigns, you will end up providing your rivals with a free lead generation service.

Publishing is different. It's not a promotion; but is more akin to product development. That means clearly defining an editorial mission, identifying benchmarks, and establishing a clear structure.

Unlike a TV campaign or digital, where you can expect an immediate benefit that dissipates almost as quickly, brand publishing establishes an ongoing, trustful relationship with consumers that lasts beyond the present sales cycle.

Most of all, marketers need to create a compelling experience. Again, that doesn't happen overnight. For marketers to become successful publishers, we need to look beyond this quarter's objectives or the next campaign and treat our editorial mission as seriously as we do that of our brands.

*About Author:*

*Greg Satell is a U.S.-based business consultant. You can find his blog at Digital Tonto and follow him on Twitter @DigitalTonto.*

*Disclaimer: This article is republished with permission from Stanford Business School (<https://hbr.org/2015/10/content-is-crap-and-other-rules-for-marketers>).*

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## Ahmedabad Management Association

The 23rd AMA Week on 'Practising Yoga as a Way of Life' was organised from 5th October to 11th October. Several eminent personalities addressed the programme on various aspects of Yoga. The programme was a grand success with a participation of 1500 people daily.

Mr. Ralf Fücks, President Heinrich Böll Stiftung addressed the 37th Vikram Sarabhai Memorial Lecture on 'Green Growth, Smart Growth- A New Approach to Economics, the Environment and Innovation'.



*Pujya Swami Adhyatmananda addressing AMA Week*



*Mr. Ralf Fücks addressing 37th Vikram Sarabhai Memorial Lecture*

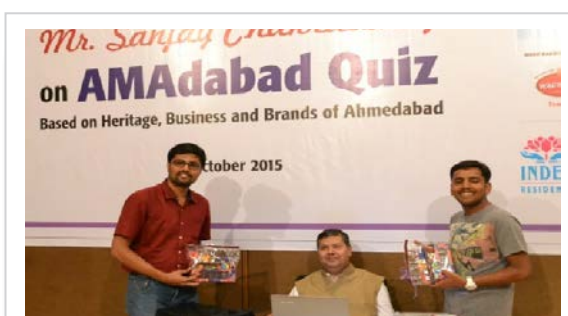
A highly informative seminar was addressed by Dr. Dinesh Pandya, Superintendent Akhandanand Ayurvedic Hospital on 'Common Diseases & Ayurveda' where the speaker shared common diseases and the remedies available in Ayurveda. The seminar was co-ordinated by Mr. Manish Singh, Director, Abhumka Herbs Pvt. Ltd.

The weekly lectures were addressed by Mr. Arun Chitlangia, Management Trainer and Consultant on 'The Rules of Being Human' and Dr. P.G.K. Murthy, Dean Faculty of Management, Gujarat Technological University on 'Implications of Current Economic Turmoil in China and Slow down in Europe on India's Capital Market'. AMAdabad Quiz conducted by Mr. Sanjay Chakraborty, Marketing Communication Advisor was an amazing event based on heritage, business and brands. The Quiz provided interesting information to the participants. More than 150 people from different management schools participated in the quiz.

Another series of spiritual lectures was addressed by Br. Atharvana Chaitanya, Chinmaya Mission. The lecture included Episodes of Upanishad Ganga addressing topics Jeeva-Jagat-Ishwara, Absolute Reality and Master Your Moods respectively.

AMA hosted the 'Japan Higher Education Fair' on 31st October. This is the first time that the Japan Education Fair has been organised in Ahmedabad. Five major universities participated in the event which included a Robotics workshop and information on Bullet Trains.

AMA organised 42 Management Development Programmes which included, amongst others, Responsible Leadership, Executive Office Administration & Secretarial Skills, Housekeeping, Peons' Development Programme etc.



*Winners of Amadabad Quiz Season 2*

## Allahabad Management Association

Allahabad Management Association in collaboration with HP4 conducted a pre-placement technical session for MBA students of Dev Prayag Institute of Management and Technology, Phaphamau, Allahabad on 8th October. This was the third MDP organised by AMA. Mr. Ravi Prakash, Secretary AMA and Mr. Vibhav Bajpai, Vice President AMA, conducted the technical session in the capacity of Directors HP4. The session was attended by 110 students and was very well received.



*Mr. Ravi Prakash, Secretary AMA and Mr. Vibhav Bajpai, Vice-President AMA conducting the technical session*

## Baroda Management Association

### Seminar

A one day Cooperative Seminar on the theme 'Use of Agriculture Inputs to Get Maximum Production of the Crops' was held on 7th October. The key speakers were Mr. V.S. Sirohi, Director, Kribhco India and Mr. Manoj Patel, CEO, GUJCOMASOL. The panel discussion held during the seminar was addressed by Mr. S.P. Yadav, Sr. VP, GSFC; Mr J.J. Rupapara, State Marketing Manager, Kribhco, and Mr Kamlesh Shah, Manager Marketing, GNFC.



*The panel for the Cooperative Seminar*

### MDP

A special MDP on 'Cyber Crime, Forensic Audit & Network Security' was held on 9th October with Mr. Sachin Dedhia.

### Friday Evening Talk

The Friday Evening Talk session that was held on 9th October addressed 'Philosophy and Change Management-



*Special MDP on Cyber Crime, Forensic Audit and Network Security*



*Mr. Bhavin Bhatt from L&T addressing the FET session*

Philosopher's Perspective' and was delivered by Mr. Bhavin Bhatt, Manager - HR, L&T Power. The speaker shared that creativity demands the ability to unshackle ourselves from conventional ways of thinking, to 'think outside the box'.

The Friday Evening Talk session held on 16th October was on the topic 'Make in India - Its Success or Failure with reference

to the current & proposed Labour Laws' and was addressed by Mr. KB Lele.

Another Friday Evening Talk session was held on 23rd October on the topic 'Indian Economy' by Dr. Sunny Thomas. The topic highlighted on Agriculture and food management, Index of industrial production, Infrastructure, Financial Market, Foreign Trade, Foreign Exchange, Inflation.

The Friday Evening Talk session that was held on 30th October was on 'Design Engineering in Oil and Gas Sector' and was delivered by Mr. Mayur Purushottam, Mr. Siddhesh Sumant & Mr. Prashanth Prabhu. The team is an enthusiastic participant of AAOYM competition organised by BMA and won the first prize in 2015.

### Special Talk

A special Talk on 'Effective & Dynamic Leadership' by Shri Narayana (Guruji) was held on 12h October. The talk was organised by Baroda Management Association for the staff of EME School.

### Workshop

A workshop on 'Creative Photography' by Mr. Vinay Panjwani was held on 14h October. The Speaker for the workshop on Creative Photography was Mr. Vinay Panjwani.

### 27th Annual Management Convention

BMA held the 27th Annual Management Convention on the theme 'Re-imagining India – Unlocking the True Potential' on 28th & 29th October. Mr. Alok Desai, President BMA addressing the participants at the opening ceremony of the 27th Annual Management Convention.

The theme overview was given by Mr. Sagar Mehta, Chairperson of the 27th Annual Management Convention. The inaugural session was also addressed by Mr. Vijay Thadani



*Dr. Sunny Thomas, addressing the FET session on The Indian Economy*



*Mr. Sagar Mehta, Chairperson of the 27th Annual Management Convention addressing the audience.*



*Mr. Vijay Thadani addressing the Convention*

Director & Co-founder – NIIT. Some of the other speakers included Ms. Neetu Bhatia Co-founder, Chairman and CEO of KyaZoonga.com; Mr. Rajiv Vaishnav, Vice President, NASSCOM; Mr. Amitava Ghosh, VP Engineering, Snapdeal; Mr. Rajul Garg, Director, Sunstone Business School; Mr. Shailesh Goswami, Founder of Foyr.com; Ms. Kavita Barjatya, Director, Rajshri Production; Mr. N. P. Ranjan, CFO, Viacom 18; Mr. Pranjal

Sharma, Editorial & Knowledge Advisor; Mr. Pranay Vakil, Founder Chairman (Retired) of Knight Frank; Mr. Abhin Alimchandani, Director, STUP Consultants Pvt. Ltd; Mr Amit Goenka, MD & CEO, Nisus Finance Service Co. Pvt. Ltd; Mr. Anil Makhija, Head Operations & Delivery Services, New Technology Deployment, Big Tree Entertainment - Book my Show and Mr. Cyrus Dastur, Founder, Shamiana.

## Bharuch District Management Association

### Evening Talk

BDMA organised an Evening Talk in co-ordination with CII regarding the legal requirement to be followed under the Corporate Social Responsibility Act on 3rd October. The meeting was organised to brief the industries about the high points of the New Companies Act 2013 with respect to Corporate Social Responsibility. Mr. Rishi Pathania – CSR, Head United Phosphorous Ltd. Group addressed the audience. Under this programme, the CII Gujarat State CSR Panel facilitated and helped interested members to develop their CSR plans, process, policies and other requirements needed for effective implementation of CSR Projects.

### Training Programme

A training programme was conducted on 7th October on 'Internal Auditor Course based on ISO 9001:2015 (Quality Management System)' by Mr. Kailash Parmar, Corporate Trainer, Vadodara.

A Training Programme on 'Advance Excel (MS Office)' was held on 14th October led by Mr. Pinku, Corporate Trainer, Team Results Corporate Solutions Pvt. Ltd., Vadodara. The programme aimed at fairly experienced Excel users who need to learn more complex functions like advanced IF conditions formulas, pivot tables and nesting.

A Training Programme on 'Employee Engagement for Happiness at work by Dr. Yogesh Pahuja, Founder, Corporate Trainer and Organizational Development (OD) Consultant, Happiness Studio, Ahmedabad was held on 27th October.

### Lecture Series

BDMA has been arranging lectures on Shrimad Bhagwad Gita as part of a lecture series on the 'Great Song of Lord - Gita' by Swamini Shraddhanandaji of Param Praman Darshanalaya, Pardi. This talk is organised every Sunday.



*Mr. Rishi Pathania, CSR Head, UPL Group, explaining the Section 135 related to CSR*



*Mr. Kailash Parmar explaining the new concepts for ISO 9001:2015.*



*Dr. Yogesh Pahuja with Ms. Uma Kanodia, Asst Executive - BDMA along with the candidates of the MDP*

## Bhopal Management Association

### Evening Talk

Bhopal Management Association (BMA) in association with Govindpura Industries Association (GIA) organised a Seminar on 'Skills & Employment: Need of the Hour' on 6th October. Mr Sanjay Singh, IAS, Principal Secretary, Dept. of Technical Education & Skill Development, Govt. of M.P was the Chief Guest and Mr Sibi Chakkravarthy, IAS, Director, Madhya Pradesh Council for Vocational Education & Training was the Guest of Honour. Mr Subhash Vithaldas, Chairman, BMA welcomed the guests and Mr Vishwas Ghushe, Hon. Secretary, BMA gave a brief overview on the skill development programmes implemented by BMA.

More than 80 people, including the members of BMA & GIA, representatives from different industries of Bhopal and Mandideep, educational and training institutes etc. attended the seminar.

### Talk

Bhopal Management Association organised a Talk on 'Indian Economic Health & Potential in Prevailing Global Environment' on 19th October at the Institute of Professional Education & Research (IPER) one of the most prestigious Management Institutions in Bhopal. This talk was delivered by Col. A. K. Chaturvedi (Retd), who is an alumni of Allahabad University. In his simple yet comprehensive talk, Col Chaturvedi enabled the students and faculty of IPER understand the global scenario, along with the inputs of his own experience and recommendations. His expertise and the depth of his learning was highly appreciated by all the participants.

### Seminar

Emaar Media Consultancy and Bhopal Management Association jointly organised a Seminar on 'Future of Telecommunication' on 25th October. Er. Ashish Dongre, Director, Technical Education, Govt. of MP was the Chief Guest. Dr. Mahesh Shukla, Sr. GM, BSNL & Co-Chairman, BMA; Mr Pushpendra Pal Singh, Officer on Special Duty, Madhyam and Mr H. K Patil, DGM, BHEL, Bhopal were the Guests of Honour.

Mr Shailendra Ojha, COO, Emaar Media Consultancy and Member, BMA gave the welcome address. About 80 guests from different organisations, BMA members & students attended the seminar.



*Mr Sanjay Singh, IAS, Principal Secretary, Dept. of Technical Education & Skill Development (Govt. of M.P.), addressing the Seminar*



*Col. A.K Chaturvedi, Member BMA delivering the talk on 'Indian Economic Health & Potential In Prevailing Global Environment'*



*Chairman BMA addressing the Seminar*

## Bombay Management Association

### Workshop

A half-day workshop on 'Design Thinking for Business Innovation' by Mr. Kunal Gupta, alumnus of BITS Pilani and IIM Ahmedabad, was conducted on 6th October, by the Western Suburb Centre of Bombay Management Association. The objective was to help participants systematically generate new unconventional ideas, innovate in day-to-day work through rapid and inexpensive techniques of testing concepts, and identifying new business/start-up opportunities.

### Seminar

On 1st October a free Mini Mind Map Session by Mr. Dharmendra Rai was organised by the Bombay



*Faculty Mr. Kunal Gupta along with Dr. Nilay Yajnik, Chairman of the Western Suburbs Centre and the participants*



*Faculty Mr. Dharmendra Rai addressing the participants*



*Faculty Ms. Taraa Vermaa Senguptaa addressing the participants*

Management Association with the objective to promote the full day workshop on Mind Map which was held on 10th October.

An Evening Session on 'The Art and Craft of Appropriate Corporate Attire' by Ms. Taraa Vermaa Senguptaa, Founder of Chrysaalis was conducted on 29th October by the South Mumbai Centre of Bombay Management Association.

### Certificate Course

A 6-day Certificate Course on 'Employment Laws' was organised by BMA in association with Employers' Federation of India. The objective of this course is to equip the participants with the basic knowledge of Employment Laws. Three days of the course were held on 9th, 16th and 30th October and the faculty members were Mr. Diwakar Menon, Asst. Commissioner – Provident Fund Asst. Regional Director – ESIC; Dr. R Krishnamurthy, Director, Industrial Relations Institute of India and Ms. Harshada Patil.



*Faculty Dr. R Krishnamurthy along with the participants*

## Calcutta Management Association

First of the two Student Education Programmes aimed at basic financial literacy for students, was organised at Modern Institute of Engineering & Technology in the outskirts of Kolkata. With the aim of spreading the financial literacy amongst the student community, CMA has been organising the event with the support from the Calcutta Stock Exchange Ltd & Multi Commodity Exchange of India Ltd. Ms Sripriya Senthilkumar, DGM-Operations, Calcutta Stock Exchange; Dr. P S Chakraborty, Director-Academic, Modern Institute of Engineering & Technology & Mr Manoj Garg, Founder Partner, ValueYou addressed the programme.



*Ms Sripriya Senthilkumar, DGM-Operations, Calcutta Stock Exchange addressing*

Mr Diptendu Moulik, Sr. Executive - Business Development, MCX India & Mr Vibhor Tandon, Asst Vice President-BD, MCX India, delivered a lecture at Heritage Business School, Kolkata.

## Chandigarh Management Association

On 21st October Chandigarh Management Association in collaboration with Fortis Hospital management Mohali organised a session on 'Management of Joint Pain in Coming Weather'. Mr J S Nayyar honoured Dr Harsimran Singh, the keynote speaker from Fortis Hospital and Mr A K Gandhi (Past President). Dr. Harsimran Singh explained in detail about the process of deterioration of joints in various stages, reasons for it. Ms Madhulika Kak closed the harmony by thanking Dr. Harsimran Singh. The session was attended by over 45 guests.

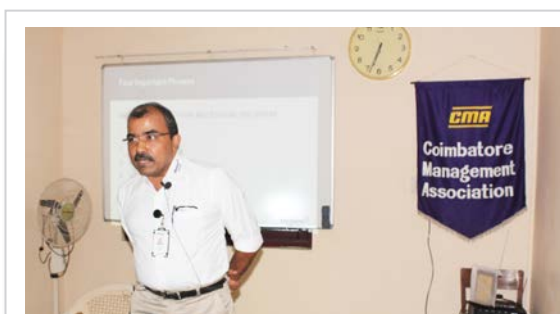


*Dr. Harsimran Singh addressing the gathering*

## Coimbatore Management Association

### Monday Musings

CMA's 'Monday Musings' is a 45 minute popular interactive programme on a topic concerning individual and institutional Management. Monday Musing is conducted every Monday at and usually attended by more than 30-40 people.



*Mr. N. Mani, Managing Director, Messer Cutting Systems Pvt. Ltd., Coimbatore addressing*

## Delhi Management Association

### Roundtable Meet

After successfully conducting Delhi Roundtable Session on 'Health and Wellness' Sector, Mumbai Session on 'Banking and Finance' Sector and Pune Session on 'Manufacturing and Engineering' Sector, the 4th Roundtable Meet of the Workforce Strategy for Changing Business Dynamics and Demographics series was organised on 15th October by DMA in collaboration with People and Management. The two sessions, Best Practices for ITES/ BPO/ KPO Segment of Indian Industry and HR Best Practices Hotels/ Hospitality Sector of Indian Industry were chaired by Mr. Sundra Rajan, Founder Director, People Metrics.

### Session

DMA in collaboration with iSEED launched Art of Start Series. The first session of series on the theme 'Corporate Entrepreneurship- Implications to Organizations and Individuals' was held on 16th October. The inaugural session was addressed by Mr. C S Puri, Life Patron, DMA and Dr. Harsh Mishra, Founder & President, iSEED delivered the keynote address. Some of the other speakers included Mr. Suresh Vedula, Head of Android & Chrome Partnerships, Google India; Mr. Sachdev Ramakrishnan, Director, Knowwulture India; Mr. Narendra Nayak, Executive Vice President, Lingua Next Technologies; Mr. Siddharth Tripathy, CEO, Skillizen India; Dr. Deepak Pandit, Co-Founder, iSEED; Mr. Abhijit Basu, Managing Director, ab&m communications; Mr. P.V Sebastian, Founder Director, Sage Solutions; Mr. Deepak Gupta, Co-founder, Equitycrest and Mr. Sanjeev Thukral, Country Sales Head & Business Leader Northgate Public Services amongst others.

### Achievement

NDIM on its 23rd Foundation Day Function held on 16th October acknowledged the contributions made by DMA for inspiring leadership, contribution and commitment to the Society and the cause of Education. Mr Rajyavardhan Singh Rathore, Minister of State, Information and Broadcasting, Government of India presented the award to Mr. Rajan Pandhi.



*Professionals at the Roundtable meet*



*Participants at the session*



*Mr. Rajan Pandhi receiving the award from Mr. Rajyavardhan Singh Rathore*

## Goa Management Association

### Shaping Young Minds Programme

AIMA's 'Shaping Young Minds Programme' (SYMP) was conducted in Goa in association with Goa Management Association on 8th September. The iconic speakers at Goa SYMP were Ms. Anu Aga, Director, Thermax Ltd; Mr. Prabhu Chawla, Editorial Director, The New Indian Express Group; Justice N Santosh Hegde, Former Lokayukta, Government of Karnataka and Chef Sanjeev Kapoor.



*Inaugural session of SYMP Goa*

The sessions were moderated by Mr. Ashok V Chowgule, Jt. Managing Director, Chowgule Group; Mr. Vishnu Surya Wagh, MLA; Mr. Prabhakar Timble, Former Election Commissioner of Goa and Mr. Wendell Rodricks, Fashion Designer. The SYMP was attended by more than 650 students and executives.

### AGM & Annual Day Function

The Goa Management Association (GMA) held its 40th Annual General Body Meeting on 3rd October. The Chairman, Mr D. Kumar Pillai conducted the proceedings of the AGM.

The outgoing President, Mr Ashok V Chowgule, Jt. Managing Director, Chowgule Group, announced the name of Mr Nitin Kunkolienker, Vice President, M/s Smartlink Network Systems Ltd for the post of President of the Association for the term 2015-17 and the same was approved by the General Body.

The GMA Annual General Meeting was followed by GMA Annual Day Function. Mr. R Mukundan, Managing Director, Tata Chemicals Ltd, was the Chief Guest and Keynote Speaker who addressed the gathering on the topic 'Skilling for Make in India'. GMA Annual Awards 2015 were also presented to the winners by the Chief Guest.



*Mr. Ashok V Chowgule, President GMA felicitating Mr. Nitin Kunkolienker the new President of GMA as Mr. D Kumar Pillai, Chairman, GMA looks on*



*Mr. R Mukundan, Managing Director, Tata Chemicals Ltd addressing the audience*

## Hyderabad Management Association

### Evening Lecture

Hyderabad Management Association conducted an Evening Lecture on 'Customising-Innovation-Best Practices' on 14th October with Dr Hamsa Thota, President, Innovation Business Development, Inc, (IBD), USA. In this lecture, Dr. Thota explained in detail how to customise innovation best practices utilising a structured framework for innovation such as the Thota framework for innovation.

### Student Chapter

Hyderabad Management Association inaugurated a Student Chapter at MLR Institute of Technology, Dundigal. Ms Kishori Choudhary, Training Consultant addressed the students on 'Leveraging Social Media for Internship and Placements' on 28th October. The Chapter was declared open by Mr Ravi Kumar Peesapati, Secretary, HMA. Dr K V Achalapathi, Convener-SDP, conducted the proceedings and Mr V Ramchander, Convener-MDP; Mr Ravi Devulapally, Member-SDP; Mr Rajasekhar Chittoor, Director, Glocon Projects & Services Pvt Ltd addressed the students.



(L - R) Mr E N Prasad Reddy, President, HMA giving his welcome address; Mr Ravi Kumar Peesapati (Secretary, HMA); Dr Hamsa Thota (Speaker); Mr Kaushik Kumar Kathuri (Lecture Meeting Convener, HMA)



Inauguration of Student Chapter

## Indore Management Association

### Reader's Clique

Indore Management Association organised a book discussion on the book 'Scions of Ikshvaku' by Amish Tripathi for management professionals and students. The programme was organised on 5th October. The narrator for the session was Mr Pratik Singh Uppal.

### Management Film Show

Indore Management Association organised a Management Film Show, based on the movie 'The Social Network' for management professionals and students on 9th October. The moderator for the session was Ms Aditi Baveja, Director, InForce Skills.



Participants during IMA Reader's Clique

### Rendezvous – A CEO Dinner Meet

IMA organised its prestigious Rendezvous – An Exclusive CEOs Meet, 'An Evening of Cricket' with Mr. Harsha Bhogle on 13th October. The programme started with the welcome speech by Mr. Vijay Goyal, President IMA. Mr. Harsha Bhogle captivated the participants with his mesmerising words, charm, wit, knowledge and out-of-the-box thinking.

### Students Chapter

Indore Management Association organised a workshop on the topic 'Success Principles for Corporates' on 16th October. The Faculty for the workshop was Ms. Neha Fatehchandani. The IMA Student Forum aims to bring together young leaders, innovative minds and pioneering institutions across Indore region and offers to all participants a set of fascinating events.

### Evolution for Excellence

IMA had organised its Evolution for Excellence, a one-day workshop for the corporate people on 6th October. The module for the workshop was 'Stress Management: From Distress to De-Stress' and the speaker for the session was Dr. Vikrant Singh Tomar, National Trainer and management consultant.

### Centre of Excellence

Centre of Excellence (COE), Indore Management Association, organised an evening talk on the topic 'Basics of Being a Professional' on 20th October. The speaker for the session was Ms. Deepika Munot, an experienced Soft Skills Trainer with almost 20 years of experience in the corporate sector.

### IMA Training @ Doorstep

IMA organised its Training @ Doorstep a one-day Workshop for professionals on 29th October at Cipla Ltd, Pithampur. The module for the workshop was 'Relation Management Skills by Emotional Intelligence' and the speaker for the session was Mr. Shashank Kasliwal Founder Director of Emotional Intelligence Inc.



*Mr. Harsha Bhogle during IMA Rendezvous.*



*IMA Student Chapter Workshop*



*Evolution for Excellence workshop*



*Participants during the workshop*

## Kerala Management Association

### Industrial Visit

KMA is planning to organise a series of industrial visits to selected industries this year for the members of KMA to have an experiential learning on the best practices from the leading industries in Kochi. The first industrial visit to BPCL-Kochi Refinery was held on 10th October and 30 members attended.



*KMA members at the visit*



*Mr. Mitesh Agarwal interacting at the IT Leadership Conclave*

### IT Leadership Conclave

IT Leadership Conclave was held on 16th October and the Keynote Speaker was Mr. Mitesh Agarwal, Vice President & CTO, Oracle India Pvt. Ltd. Bangalore who spoke on the topic 'Enterprise IT Trends'.

### MSME Forum

Curtain Raiser Event of MSME Forum was inaugurated by the Chief Guest Mr. T. K. Jose IAS, Chairman, Coconut Development Board on the theme 'MSME – Opportunities, Challenges and Solutions' on 20th October.

Some of the other speakers included Dr. Ramesh Babu, SKINET Core Council Member of Kerala Academy for Skills Excellence (KASE); Mr. Ramesh Kurupath, Chief Executive Officer, Netvarth Technologies Inc.; Ms. Renjini Menon, Proprietor, Coffee Country, Wynard & TV Anchor; Mr. George Korah, Partner, Korah & Korah, Chartered Accountants.; Ms. P. Linda Menon, Sr. Manager, SME Dept., Federal Bank Ltd and Mr. Cyril Zachariah Mossess, Manager – Technical, Union Bank of India.

### MDP

A one day Workshop on 'Execution Effectiveness' was held by the Programme Facilitator Mr. Biju Neelambaran, People Development & Business Consultant on 21st October at Management House.



*Mr. T.K. Jose IAS delivering the inaugural address*



*Mr. Biju Neelambaran interacting with the participants*

## Scripting My Story

The second edition of the 'Scripting My Story' session was held with Mr. Jose Dominic, Managing Director & CEO, CGH Earth in conversation with Mr. S.R. Nair, Past President, KMA on 29th October.



*Mr. Jose Dominic in conversation with Mr. S.R. Nair*

## Lucknow Management Association

### Lecture

Young Managers Forum of Lucknow Management Association organised a lecture on Smart Communication for students of Navyug Girls College, Rajendra Nagar, Lucknow on 5th October. The speaker was Mr. Chandrashekhar Verma, Soft Skills Trainer.



*Mr. Chandrashekhar Verma, Soft Skills Trainer addressing the audience*



*Wellness Talk with Dr. Manav Wadhawan*

Under Lucknow Management Association's Wellness programmes, a talk on Management of Common Gastro Ailments was organised on 15th October. The speaker was Dr. Manav Wadhawan, Senior Consultant, Gastroenterology & Liver Transplant, Fortis Escorts Liver & Digestive Diseases Institute, New Delhi.

lecture on Soft Skills for students of Avadh Girls Degree College on 16th October with Ms. Shobhna Bhartiya, Training Head, Tata Consultancy Services.

Young Manager's Forum of Lucknow Management Association collaborated with TiE (The Indus Entrepreneur) and Centre for Entrepreneurship Development, Jaipuria Institute of Management Lucknow in organising a Knowledge Sharing Session with Mr Pritish Sanyal, Co Founder of Click2Deals on 25th October.



*Ms. Shobhna Bhartiya addressing the gathering*

## Workshop

Young Managers Form of Lucknow Management Association organised a Workshop on Group Discussion and Personal Interview for MBA students of Department of Business Administration, University of Lucknow on 14th October. Mr. Chandrashekhar Verma and Mr. Ranvir Singh, Soft Skills Trainers were the resource persons



*Workshop on Group Discussion and Personal Interview*

## Ludhiana Management Association

Mr Atul Pandey, Entrepreneur & Seed Investor formerly Chief Executive Officer, Taj Television Private Limited (Ten Sports Group) delivered a lecture & presentation on 'Emerging Sports Industry in India & Opportunities therein' on 16th October.

Mr Pandey shared his experience on business opportunities in sports industries & investment in sports business. The programme was attended by 182 entrepreneurs, professionals, & senior executives and was very well received.



*Mr Atul Pandey, Entrepreneur & Seed Investor formerly Chief Executive Officer, Taj Television Pvt. Ltd. (Ten Sports Group) addressing the session*



*Mr S K Rai, Vice Chairman & Managing Director, Hero Cycles Pvt. Ltd. addressing*

Students Forum of Ludhiana Management Association organised a Session on 'Business Innovation & Creativity' on 23rd October at Gujranwala Guru Nanak Institute of Management & Technology, Ludhiana. The seminar was conducted by Mr S K Rai, Vice Chairman & Managing Director, Hero Cycles Private Limited, Ludhiana.

## Mangalore Management Association

Mangalore Management Association (MMA) in association with S.D.M. PG Centre for Management Studies & Research, Mangalore organised a talk on 'Energy Generation & Distribution by UPCL' by Mr Ramachandra V. Bhat, Station Director, Udupi Power Thermal Corporation Ltd., on 7th October. Prof. J.H.G. Anchen, Vice President, MMA, welcomed the gathering. Mr F.M. Lobo, Joint Secretary, MMA introduced



*Mr Ramachandra V. Bhat, addressing the audience on 'Energy Generation & Distribution by UPCL'.*

the Chief Guest. Dr. Devaraj K. Director, SDM PG Centre, presided over the meeting. Mr M. R. Vasudeva, President, MMA honoured the Chief Guest and Mr Prasanna Mallya, Secretary, MMA proposed the vote of thanks.

### Digital India

Mangalore Management Association (MMA) in association with S.D.M. PG Centre for Management Studies & Research, Mangalore organised a talk on 'Digital India' by Prof. Dayananda Suratkal, Institution of Electrical & Electronic Engineers, Chair-Mangalore Sub-Section, on 26th October.

Mr U. Rama Rao, Former Secretary of MMA rendered the invocation. Prof. J.H.G. Anchen, Vice President, MMA, welcomed the gathering. Mr K. Ramesh Rao, Former Joint Secretary introduced the Chief Guest. Dr. Devaraj K. Director, SDM PG Centre, presided over the meeting and Mr M. R. Vasudeva, President, MMA honoured the Chief Guest.



*Prof. Dayananda Suratkal, addressing the audience on 'Digital India'.*

Centre, presided over the meeting and

## Palghat Management Association

### Yoga Session

An orientation session on Yoga was held on 6th October for PMA Members, prior to the yoga practicing sessions held during 12th to 20th October. The Yoga master was Mr K. Nandan, Director, Yoga Healthcare Centre, Elappully.



*Mr K.K. Babu, PMA President inaugurating the programme*

### Session

A session on 'Mission & Vision' was held on 19th October at PMA with Mr Pramod Prasanth, Founder & CEO of Cloudfeet AG. Mr K.V. John, Vice- President, welcomed the speaker who presented the conceptual and analytical aspects Mission and Vision.



*The speaker addressing on Mission and Vision*

## Quilon Management Association

The Quilon Management Association jointly with Institution of Engineers, India Kollam chapter conducted a panel discussion on the subject 'Cashew Industry : Challenges and Opportunities' on 19th October. Mr Harikrishnan Nair, Chairman, CII Kerala State Centre & CEO of Western India Cashews, Kollam chaired the panel discussion. Mr Sundaran P, Vice-Chairman of Cashew Export Promotion Council of India and Mr Jayachandran, Managing Director of CAPEX participated in the panel discussion. Mr Rajendra Prasad, President of QMA chaired the event and Mr Jose, Chairman of IEI Kollam Local centre gave vote of thanks.



*Mr Harikrishnan Nair, Chairman, CII Kerala State Centre & CEO of Western India Cashews addressing*

## Rajkot Management Association

Rajkot Management Association with Geetanjali Group of Colleges and SIDBI conducted a Paper Presentation Competition for masters students on the subject 'Preventive Vigilance as a Tool of Good Governance' as a mark of celebration of Vigilance Week on 30th October in Government Departments. The best three presentations were awarded.



*Panelists at the Paper Presentation Competition*

## Rohilkhand Management Association

Rohilkhand Management Association, Bareilly organised one day Workshop on 'Winning with People' on 15th October. Mr. Suresh Semwal, Founder Director of Possiblers, New Delhi was the speaker. He provided fruitful, practical and innovative tips on how one can win people and how winning with people help in creating energetic, loyal and productive team, effective leadership, healthy and harmonious interpersonal relationship and above all happiness in career as well as in life.

RMA President, Mr. K.K. Damani welcomed the participants and highlighted activities of RMA. Mr. Sunil Ghai, General Manager-Sales, Brindavan Beverages Pvt. Ltd. (host) proposed vote of thanks. Over 30 delegates from different industries and business schools participated in the workshop.



*Panelists at the workshop*

## Tarapur Management Association

TMA organised an evening talk on 'Myth on Radiation and its Effect' on 23rd October at TMA house and the Guest Speaker for the session was Mr. A. Baburajan, Officer In charge, Environmental Survey Laboratory, Tarapur Atomic Power Station. The session was very informative and was well attended by the participants from various industries and students from business schools of this area.

On 7th October TMA organised a film show of 'Tycoons' in which Vir Sanghvi interacts with business legends, Mr Anand Mahindra, CMD of Mahindra Group and Mr Y C Deveshwar, CMD of ITC Group.



*President TMA, Mr. GVS Kumar; Guest Speaker, Mr. A. Baburajan of Tarapur Atomic Power Station and the Program Coordinator Mr Pankaj Jauhri*

## Thrissur Management Association

### Management Student Chapter

Thrissur Management Association held the first Student Chapter guest lecture on 10th October in the new TMA house. 115 students from four colleges took part. Deputy MD, Er. P Ramakrishnan of Sobha Developers addressed the gathering. He spoke on the topic 'Make in India' and the programme was well appreciated by the students.

On 16th October a meeting of the student chapter representatives & teacher co-ordinators was held. TMA's 8th Student Chapter was inaugurated at the Chinmaya Institute of Management & Technology on 19th October.

### TMA - Bulletin

TMA brought out the first issue of the bi-monthly magazine 'The Management Voice' for the year 2015-16.

### Monthly Guest Lecture

A reception was given to Mr. K. Paul Thomas, The Chairman & Founder ESAF on 20th October. ESAF is the only micro finance in Kerala to get approval from RBI for a small bank. He addressed the gathering on the topic 'Social Business - A Viable Solution for Improving Social & Economic Development'. This programme was jointly hosted by TMA & CII (Thrissur zone).



*Er. P Ramakrishnan addressing the gathering*



*Panelists at the session*

## Trivandrum Management Association

### Workshop

Trivandrum Management Association organised a one day workshop on Emotional Intelligence on 9th October for the benefit of the professional community. Dr P.R Chandramohan, a well-known trainer in this line handled the full day session and the programme was well received.



*Mr. Francis. E.J speaking on 'Leadership through Innovative Problem Solving'*



*Workshop on 'Emotional Intelligence at Work' by Dr. P.R. Chandramohan*

### Lecture

Trivandrum Management Association organised a Lecture Programme on 'Leadership through Innovative Problem Solving' by Mr. Francis. E.J on 15th October and the programme was well received.

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Please contact for details:

Ms Saumya Singh  
Assistant Director  
Email: [saumya@aima.in](mailto:saumya@aima.in)

Nidhi Sharma  
Manager  
Email: [nidhi@aima.in](mailto:nidhi@aima.in)

All India Management Association  
Management House, 14, Institutional Area, Lodi Road, New Delhi-110 003  
Ph. No. : 011- 24608531 (D) 24645100, 43128100, Ext. 512 & 157  
Fax No. : 011-24626689, Website: [www.aima.in](http://www.aima.in)

# AIMA Events Calendar

Event	Conference Director	Venue	Date
16th National Management Quiz for Corporates & 3rd HR Quiz		Mumbai	28 November 2015
		Bangalore	05 December 2015
		Kolkata	12 December 2015
		Delhi	19 December 2015
		Grand Finale (Delhi)	19 December 2015
Two Days Training Programme on Behavioural Skills for Executive Assistants / Secretaries		Delhi	26-27 Nov 2015
4th Young Leaders Retreat	Sanjeev Bikhchandani Founder and Executive Vice Chairman, Naukri.com & Vineet Agarwal Managing Director, Transport Corporation of India Ltd	Goa	28-30 November 2015
SYMP		Kochi	09 December 2015
13th HRM Summit		Delhi	10 December 2015
Global Executive Management Programme	Prof Solomon Darwin Executive Director - Center for Corporate Innovation, UC Berkeley-Haas School of Business	Bangalore, Delhi	14-17 December 2015
SYMP		Baroda	08 January 2016
Digital Marketing Retreat	D Shivakumar Chairman & CEO- India Region, PepsiCo India Holdings Pvt Ltd	Goa	22-24 January 2016

Event	Conference Director	Venue	Date
6th Senior Leadership Retreat	Sunil Kant Munjal Jt Managing Director, Hero MotoCorp Ltd and Chairman, Hero Corporate Service Ltd	Goa	05-07 February 2016
Foundation Day		Delhi	20 February 2016
National Leadership Conclave	Sanjiv Goenka Chairman, RP-Sanjiv Goenka Group	Delhi	03-04 March 2016
SYMP		Ludhiana	10 March 2016

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

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- Use of Google Analytics and other tools.
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- Social Media Marketing
- Email Marketing
- Web Analytics

### Program Fee

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

### Class Schedule

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

**For more details, please contact:**

Rahul Bhatia, Program Manager  
All India Management Association

Management House, 14, Institutional Area, Lodhi Road, New Delhi-110003, Tel.: 011-24645100 Extn. 722

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

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The logo for the All India Management Association (AIMA) features the word "AIMA" in a bold, white, sans-serif typeface. The letters are closely spaced, with the "I" and "M" being particularly prominent. The logo is centered horizontally and positioned in the lower half of the page.

# AIMA

ALL INDIA MANAGEMENT ASSOCIATION

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