

AIMA News

AIMA'S MONTHLY E-MAGAZINE

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

NOVEMBER 2021



Dear Readers,

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

With your support and encouragement; AIMA continued to strive to spread management thought and build capability through its existing initiatives and programmes, while also launching new ones.

In a significant first, AIMA has associated with the Indian Army for a Joint Programme for exchange of knowledge. The 5 day programme provided a platform for delegates from India Inc to learn and imbibe the Armed Forces' exceptional leadership and management skills. The participants interacted with officers and jawans; learnt from the Army's way of handling crisis with attention to detail and intricate planning; and also got a first-hand experience of the challenges faced by the armed forces in hostile terrains and climatic conditions.

In addition, AIMA has also launched 'AIMA Management Café' - a new series of monthly webinars aimed at helping management professionals stay abreast in these rapidly evolving times. The first session was held on the theme 'Lessons from Managing Turbulent Times' with Mr R Gopalakrishnan. Mr Shrinivas V Dempo was the moderator of the session. Brief reports can be found inside.

On the international front, AIMA was a co-organiser of the Virtual Horasis Asia Meeting where over 400 of the foremost business and political leaders from Asia and the world gathered to discuss how more sustainable development can occur in Asia in a post-Covid world. A special AIMA session was held on 'The great game: India's place and role in new Asia'; moderated by Mr Sunil Kant Munjal and introduced by myself. The speakers at this special session included Mr Suresh Prabhu; Mr Pramod Bhasin and Mr Harshvardhan Neotia. More details are carried inside.

AIMA also participated in the Asian Association of Management Organisation's (AAMO) 3rd Council Meeting 2021 and 10th Annual General Meeting held online. AAMO representatives from all member nations joining to discuss the current and future plans of the organisation.

Closer home, AIMA recently held the golden jubilee session of its hugely popular LeaderSpeak Series. Mr Sanjiv Bajaj spoke on the theme 'Beyond Covid-19 Pandemic: Redrawing the growth map for a digital, resilient & financially inclusive economy'; the session was moderated by Mr Nikhil Sawhney. The session was very well received with participants joining through Zoom, Facebook and YouTube.

Another of AIMA's early digital initiative - the BusinessUnusual Series - continued to gain traction. The 3rd edition was launched earlier this year, and three more programmes under this series were held during the month, as an apt conclusion to the 3rd edition. Each programme was addressed by renowned industry leaders and domain experts, and witnessed active participation.

Continuing in its endeavour to act as a bridge between industry and academia, AIMA jointly with IIM Bangalore organised a virtual panel discussion on 'Succession Planning in Boards', moderated by Mr Sunil Kant Munjal, while Prof Padmini Srinivasan set the context. The other panellists included Mr Harsh Pati Singhanian, Prof Dr S Raghunath, Mr D Shivakumar, and Mr Arun Duggal.

Brief reports are carried inside along with other updates on the AIMA YLC sessions, special LMA initiatives and meetings, and a 'New Age Leadership' Workshop. During the period AIMA continued to offer its education programmes to aspiring and practicing managers, and its testing and assessment solutions to students and leading organisations and institutions.

This edition of AIMA News also brings you 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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ADVANCED CERTIFICATE PROGRAMME IN BUSINESS CONSULTING

The Advanced Certificate Programme in Business Consulting is aimed at catering to the growing need for trained and skilled management consultants. This programme will help the participants in gaining knowledge and developing skills to act as a business/management consultant and further develop them as experts who can help the organisations to come out of the problematic situations they face.

Eligibility

- Post-Graduate or equivalent in any discipline from a recognised university
- Minimum work experience of 5 years is desirable

Duration

The duration of the programme is 6 months.

Programme Fees

The programme fees for this course is ₹ 41,300/- (including GST @18%) which include cost of Course Learning Material & Examination fees.

Horasis Asia Meeting



(L-R) Sunil Kant Munjal, Past President, AIMA and Chairman, Hero Enterprise; Rekha Sethi, Director General, AIMA; Harshavardhan Neotia, Past President, AIMA and Chairman, Ambuja Neotia Group and Pramod Bhasin, Chairman, Clix Capital

AIMA was a co-organiser of the Virtual Horasis Asia Meeting held on 26 November 2021. Over 400 of the foremost business and political leaders from Asia and the world gathered to discuss how to shape the path forward through Asia's big transitions and how to adopt innovation to build towards a resilient post-COVID Asia. The sessions mainly focused on rebooting economic activity, how jobs in the region will look going forward, and how more sustainable development can occur in Asia in a post-coronavirus world.

A special AIMA session was held on 'The great game: India's place and role in new Asia' moderated by Mr Sunil Kant Munjal, Past President, AIMA and Chairman, Hero Enterprise; and introduced by Ms Rekha Sethi, Director General, AIMA. The speakers at this special session included Mr Suresh Prabhu,

Member of Parliament and former Cabinet Minister; Mr Pramod Bhasin, Chairman, Clix Capital and Mr Harshavardhan Neotia, Past President, AIMA and Chairman, Ambuja Neotia Group. The speakers discussed how India's security and economic interests are being impacted by a churn in America's Asia strategy and China's growing assertiveness; and how it is imperative for India to reassess its position and strategy.

The Horasis Asia Meeting is Asia's premier gathering of the region's most senior leaders from business and government. Through the course of the programme, participants were given a systemic view of activities affecting the drivers of Asia's economic success and how Asian businesses interact regionally as well as globally.

LeaderSpeak Golden Jubilee Session

Beyond Covid-19 Pandemic: Redrawing the growth map for a digital, resilient & financially inclusive economy



(L-R) Sanjiv Bajaj, Chairman & Managing Director, Bajaj Finance Limited; Nikhil Sawhney, Vice President AIMA & Vice Chairman and Managing Director, Triveni Turbine Limited and Director, Triveni Engineering and Industries Limited and Rekha Sethi, Director General, AIMA

AIMA organised its fiftieth LeaderSpeak Golden Jubilee session on 7th December 2021 with Mr Sanjiv Bajaj, Chairman & Managing Director, Bajaj Finance Limited on the theme 'Beyond Covid-19 Pandemic: Redrawing the growth map for a digital, resilient & financially inclusive economy'. The session was moderated by Mr Nikhil Sawhney, Vice President AIMA & Vice Chairman and Managing Director, Triveni Turbine Limited and Director, Triveni Engineering and Industries Limited. Ms Rekha Sethi, Director General, AIMA, introduced the speaker and the session. Mr Sanjiv Bajaj shared

how financial services as a business may it be loan, insurance, asset management is about managing risk smartly. The pandemic made a big impact on the sector, it was the government policies and the digital transformation that helped improve the health of the sector. Focus on building long term goals, maintaining a balance between profit and growth, building a culture of disruptive innovation, lean operations and accountable empowerment are the key factors to the success of organisations. The session received a very good response with over 750 participants attending on various platforms of AIMA.

Joint Programme with Indian Army

A Platform to learn and imbibe the Armed Forces' exceptional leadership and management skills



Delegates with Army officers at Joshimath

AIMA is proud to associate with the Indian Army for a Joint Management Programme, for exchange of knowledge. The programme was organised from 15–20th November, 2021.

It provided a platform for delegates from India Inc to learn and imbibe the Armed Forces' exceptional leadership and management skills. The participants interacted with officers and jawans and learnt from the Army's way of handling crisis with attention to minute details and intricate planning. The participants also got a first-hand experience of the challenges faced by our armed forces in hostile terrains and climatic conditions. The programme provided insights to both Indian Army and India Inc. to collaborate, work and find solutions for some of the challenges/problems army is facing particularly in the hostile front posts.

It was a 5 day programme which started on 15th November from Dehradun, and as part of the intensive schedule the delegates visited the forward post at Rim Khim which is at a height of 15000 ft, last Indian village on the China frontier – Mana and Rudraprayag. At Joshimath, they had interactions at Field Hospital, Supply Company and Ordnance Company. The programme also included a trip to Auli Lake and Badrinath Temple. The programme ended on 20th November, 2021 with all the participants dispersing from the Army Transit camp near Dehradun.

The programme was attended by 13 senior executives from seven organisations namely Apollo Hospitals Enterprise, Tata Steel, TCI Supply Chain Solutions, Dempo Group of Companies, Tata Chemicals, Hero Enterprise, and CavinKare Private Ltd.

3rd BusinessUnusual Series

Preparing enterprises to get back to business quickly



In continuation of its endeavour to help build management capability in these difficult times, AIMA set up the 3rd edition of its BusinessUnusual Series. The AIMA BusinessUnusual Series is a set of one day online programmes, aimed at preparing enterprises to get back to business quickly in the post lockdown phase.

The first three programmes under the 3rd series were held in August 2021. The fourth programme under the 3rd BusinessUnusual Series was held on 20th November 2021 on the theme 'Riding Complexity: Leading with Capacity and Conscience'. The speakers who addressed the programme included Mr Sunil Bhaskaran, CEO & Managing Director, AirAsia (India) Ltd; Mr Sanjiv Mehta, Chairman & Managing Director, Hindustan Unilever Ltd & President, Unilever, South Asia; Mr C K Ranganathan, President AIMA, Managing Director & CEO, CavinKare Pvt Ltd; Ms Anusha Shetty, Chairperson & Group CEO, Grey Group India and Mr Pramod Bhasin, Founder, Genpact and Chairman, Clix Capital Services. The programme focused on the experiences and lessons learnt in the recent past and how the pandemic made business leaders more agile, humane and socially responsible. The programme was attended by 37 delegates from diverse industries including PSUs, FMCG, Manufacturing and Education.

From Top (L-R): C K Ranganathan, President AIMA, Managing Director & CEO, CavinKare Pvt Ltd; Sanjiv Mehta, Chairman & Managing Director, Hindustan Unilever Ltd & President, Unilever, South Asia; Sunil Bhaskaran, CEO & Managing Director, AirAsia (India) Ltd; Pramod Bhasin, Founder, Genpact and Chairman, Clix Capital Services; Manoj Kohli, Country Head, Soft Bank; Devendra Chawla, Managing Director & CEO, Spencer's Retail; Anusha Shetty, Chairperson & Group CEO, Grey Group India and Ajey Mehta, Vice President & Region Head, APAC, TruStone



The fifth programme in the series was held on the theme 'The Big Shift: Brands and Consumption after the Disruption' on 27th November 2021. The programme focused on changing consumer behaviour and making better and seamless brand experiences by engaging the customers through the various digital medium. Various points like digital consumption behaviour, remodelling of retail, focus on long term consumption trends and most importantly how millennials are consuming content were discussed. Mr Devendra Chawla, Managing Director & CEO, Spencer's Retail; Mr Abheek Singhi, Senior Partner and Managing Director, The Boston Consulting Group, Consumer, Retail, GrowthTech - Asia Pacific; Mr Tushar Vyas, President- GroupM South Asia; Mr Dilip Cherian, Image Guru; Mr Ambi Parameswaran, Founder, Brand-Building.com were the speakers of the programme. The programme was attended by 26 delegates from diverse industries and was very well received.

The last programme in the series was conducted on 4th December 2021. 'Future now upgrading for the unknown' was the theme of the programme. Mr Manoj Kohli, Country Head, Soft Bank; Mr Vishesh Chandio, Chief Executive Officer, Grant Thornton Bharat LLP; Mr Manish Singhal, Founding partner, pi Ventures; Mr C Jayakumar, Executive Vice President & Head – Corporate Human Resources, Larsen & Toubro and Mr Ajey Mehta Vice President & Region Head, APAC, TruStonic were the speakers of the session. The programme was focused on how enterprises should approach rebuilding as the economy returns to normalcy and to what extent enterprises can invest in capacities that may or may not be needed in the future. The session was very well received by the delegates.

From Top (L-R): C Jayakumar, Executive Vice President & Head-Corporate Human Resources, Larsen & Toubro; Vishesh Chandio, Chief Executive Officer, Grant Thornton Bharat LLP; Dilip Cherian, Image Guru; Tushar Vyas, President- GroupM South Asia; Ambi Parameswaran, Founder, Brand-Building.com; Abheek Singhi, Senior Partner and Managing Director, The Boston Consulting Group, Consumer, Retail, GrowthTech - Asia Pacific and Manish Singhal, Founding partner, pi Ventures

AAMO 3rd Council Meeting 2021 & 10th AGM



AAMO Council Members at the meeting

AIMA participated in the Asian Association of Management Organisation’s (AAMO) 3rd Council Meeting 2021 and 10th Annual General Meeting held on 16 November 2021 online via Zoom. AAMO representatives from all member nations - Australia, Hong Kong, India, Macau, Malaysia, Nepal, Pakistan, Philippines and Sri Lanka joined to discuss the current and future plans of the organisation. AIMA is an important and long-time member of AAMO, an association of National Management Organisations (NMOs) of Asia Pacific, which promotes professional management in the Asia Pacific region.

At the meeting, AAMO representatives focused on working out a road map to enhance the reach and scope of AAMO. Member countries also charted

out avenues for closer collaboration between the NMOs to create more platforms for sharing best management practices. The Management Capability Development Index, first conceived by the erstwhile New Zealand Institute of Management, was also discussed. AIMA has been conducting this Survey in India since 2010, and has launched the survey for the 6th edition of the Management Capability Development Index – India Report.

The ongoing Covid pandemic affected some of the AAMO programmes. While the Asian Management Games 2021 were successfully held in May to July 2021, with India emerging as the Champions (SAIL – Rourkela Steel Plant); the AAMO Young Managers’ Programme for this year had to be cancelled due to Covid.

AIMA Management Cafe

New online series of monthly webinars



(L-R): Rekha Sethi, Director General, AIMA; R Gopalakrishnan, Corporate Advisor, Author and Past President, AIMA and Shrinivas V Dempo, Senior Vice President AIMA and Chairman, Dempo Group of Companies

AIMA launched a new online series of monthly webinars called AIMA Management Cafe, which will bring the latest management thought, practices and trends to help stay abreast in these rapidly evolving times. The first session in the series was held on 1st December 2021 with Mr R Gopalakrishnan, Corporate Advisor, Author and Past President, AIMA on the theme 'Lessons from Managing Turbulent Times'. Mr Shrinivas V Dempo, Senior Vice President, AIMA and Chairman, Dempo Group of Companies was the moderator of the session. Ms Rekha Sethi,

Director General, AIMA, introduced the speaker and the session. Mr R Gopalakrishnan shared his views on how organisations and individuals could work to avoid or control surprises that cause turbulence. Today we need to focus on multiple factors like cost control, adopting new technologies, transforming the business model addressing these issues is necessary but not sufficient. He added that organisation culture is another effective factor that helps to strongly counter manage and counter turbulent times. The session was very well received by the participants on various platforms of AIMA.

AIMA & IIM Bangalore Session

Succession Planning in Boards - Better Ensure than Endure



From Top (L-R): Sunil Kant Munjal, Past President, AIMA and Chairman, The Hero Enterprise; Harsh Pati Singhania, Vice Chairman & Managing Director, J K Paper Limited & Immediate Past President, AIMA; D Shivakumar, Group Executive President, Corporate Strategy & Business Development, Aditya Birla Management Corporation; Arun Duggal, Chairman, ICRA Limited & Former CEO of Bank of America in India; Rekha Sethi, Director General, AIMA; Padmini Srinivasan, Chairperson, CCGC, IIM Bangalore and S Raghunath, Professor, Strategy, IIM, Bangalore & Chairman, South Asia Board of the Academy of International Business

AIMA jointly with Indian Institute of Management, Bangalore organised a virtual panel discussion on the theme 'Succession Planning in Boards - Better Ensure than Endure' on 24th November 2021. Mr Harsh Pati Singhania, Vice Chairman & Managing Director, J K Paper Limited & Immediate Past President, AIMA; Prof Dr S Raghunath, Professor, Strategy, IIM, Bangalore & Chairman, South Asia Board of the Academy of International Business; Mr D Shivakumar, Group Executive President, Corporate Strategy & Business Development, Aditya Birla Management Corporation and Mr Arun Duggal, Chairman, ICRA Limited & Former CEO of Bank of America in India were the session panellists. The session was moderated by Mr Sunil Kant Munjal, Past President, AIMA and Chairman, The Hero Enterprise and Prof Padmini Srinivasan, Chairperson, CCGC, IIM Bangalore set the context. Ms Rekha Sethi, Director General, AIMA, introduced the speakers and the session. The session was focused on how broad succession planning is critical today. Companies need to have the latest and multi-dimensional expertise in their boards to make the companies resilient and agile. There is a need for the board to take a hard look at themselves and make the necessary changes



by thinking ahead of time and focusing not only on business but also the future role of the organisation and its contribution to society. The succession planning of the board should be gradual, organised and thoughtful. The session received a good response on various platforms of AIMA.

AIMA YLC Session

Role of Mentorship in Creating Higher Impact



(L-R) Ravi Shankar Gundlapalli, CEO MentorCloud, Author The Art of Mentoring; Rakhee Mallik, Head HR & Director, Kearney & YLC National Mentorship; Ajay Nahar, Wipro Insights Leaders & YLC National Mentors Ambassador and Harish Mehta, International Keynote Speaker Business, Leadership & Executive Coach

AIMA YLC organised an online session on the theme 'Role of Mentorship in Creating Higher Impact' on 26th November 2021. Ms Rakhee Mallik Head HR & Director Kearney & YLC National Mentorship was the programme chair and Dr Ravi Shankar Gundlapalli, CEO MentorCloud, Author The Art of Mentoring;

Mr Harish Mehta, International Keynote Speaker Business, Leadership & Executive Coach and Mr Ajay Nahar, Wipro Insights Leaders & YLC National Mentors Ambassador were the other speakers of the session. The session was very well received by the participants.

Congratulations

Indian Institute of Management Calcutta, in their Diamond Jubilee year, conferred the distinguished



(Fourth from left) Sunil Kumar Alagh, Past President, AIMA and Founder, SKA Advisors with Alumnus Award.

alumnus award on Mr Sunil Kumar Alagh, Past President, AIMA and Founder, SKA Advisors on 14th November 2021. Mr Alagh, an alumnus of the 3rd Batch of IIMC, has made outstanding contributions in many domains like Corporate Management, Consulting, Government Bodies, Professional Associations, Environmental, and Social issues. Mr KV Subramanian, Chief Economic Adviser, Government of India; Mr Srinath Narsimhan, CEO, Tata Trusts and Mr Vallabh Sambamurthy, Albert O Nicholas Dean, Wisconsin School of Business were the other awardees.

Workshop on New Age Leadership



(L-R) Vipin Sondhi, Managing Director & CEO, Ashok Leyland Ltd; Pranjal Sharma, Economic Analyst, Advisor and Writer & Author of India Automated and B Ashok, CEO, Ratnagiri Refinery and Petrochemicals Ltd and Former Chairman, Indian Oil Corporation Ltd

To create an effective leadership mindset amongst managers, AIMA organised a workshop on 'New Age Leadership' on 13th November 2021. Mr Pranjal Sharma, Economic Analyst, Advisor and Writer & Author of India Automated conducted and anchored the programme. Mr Vipin Sondhi, Managing Director & CEO, Ashok Leyland Ltd and Mr B Ashok, CEO, Ratnagiri Refinery and Petrochemicals Ltd and Former Chairman, Indian Oil Corporation Ltd were the other speakers. The workshop was focused

on leadership strategies and decision-making skills needed to succeed in a disruptive and ever-changing business environment.

Around 40 delegates from diverse industries from across the country including PSUs, Information Technology, Consulting, Power, Manufacturing, Building & Construction and Education participated in the programme. The workshop was very well received by the participants.

LMA Regional Coordination Meeting



Participants from northern region



Participants from southern region

During the LMA CEOs interaction held with Mr K Ranganathan, President, AIMA on 29th October 2021, a key suggestion was to set up LMA Regional Coordination Groups. The objective of setting up these groups is to improve the coordination among the LMAs and ensure the growth of smaller and medium-sized LMAs. AIMA organised the first virtual LMA Regional Coordination Groups meeting of the four regions from 16th to 18th November 2021.

The northern & southern region group meetings were held on 16th November. Mr A K Mathur, Vice President, Lucknow Management Association and Gp Capt R Vijayakumar (Retd), VSM, Executive

Director, Madras Management Association were the coordinators for the northern & southern group. Thirteen LMAs from the north and eleven LMAs from the south participated in the meeting. Western region group meeting was held on 17th November and eleven LMAs participated. Ms Chhaya Sehgal, Past President, Bombay Management Association was the coordinator for the group. On 18th November Eastern region group meeting was organised and Mr Chanakya Chaudhary, President, Jamshedpur Management Association was the coordinator. Eight LMAs participated in the meeting.



Participants from western region



Participants from eastern region

The 6th Edition of Management Capabilities Development Index (NCDI) Survey, Jointly conducted by AIMA & KPMG, helps companies enhance their capability and track critical parameters that determine business performance. The MCDI is an indicator of an organisation’s capability with respect to its collective potential and talent. Take the survey today!

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What is Business Management Simulation?

Management Simulation is a Computer based event that simulates a Business Scenario. It creates an opportunity for the participants to manage a business with multiple functional areas. They get to experience active competition and the perspective to handle it. They take strategic business decisions and see the impact through AIMA's indigenously developed software 'CHANAKYA'. The essence of Management Simulation is 'Learning by Doing'.

Eligibility

A team of maximum of 3-4 members can be nominated by the Institution. Students of MBA, PGDM, BBA, B.Com, Engineering, CFA and equivalent Professional programmes of any college or Institution can participate.

Prizes for Winners

Top three teams would be awarded with trophies and certificates.

Sponsorship Options for Institutes

Category	Fees	Benefits
Associate Sponsor	₹ 24,000	10 Teams + 2 Complimentary
Co-Sponsor	₹ 48,000	20 Teams + 4 Complimentary
Principal Sponsor	₹ 96,000	40 Teams + 10 Complimentary



Participation Fee (Inclusive of Tax)

1 Team	- ₹ 3,500 Per Team
2 – 4 Teams	- ₹ 3,000 Per Team
5 Teams and above	- ₹ 2,400 Per Team

AIMA GST NO 07AAATA1644A1ZH, PAN NO. AAATA1644A

Participation Fee through Cheque / Demand Draft should be sent in favour of "All India Management Association", payable at new Delhi.

The fee paid is non-refundable / non adjustable, although participation by a substitute team is allowed.

For online PAYMENT

https://apps.aima.in/PAYAIMA/AIMA_PAYMENT_FILLDETAILS.ASPX

For online registration, please visit <https://simulation.aima.in>

Dates & Regions (Online Rounds)

Southern	- 26th – 27th October
Eastern	- 30th November – 1st December
Western	- 21st – 22nd December
Central India	- 24th – 25th January
Northern	- 8th – 9th February
PAN India	- 18th – 19th February

Semi-Final - 22nd February

INDIA FINALE - 23rd February

Associate Sponsor



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<https://simulation.aima.in>

GOLDEN DREAMS

Supriya & Karan, who live in Mumbai, were planning a trip to Delhi - for some family functions and Diwali. Naturally, Supriya needed to carry some jewellery. Tied down with a small baby, she asked Karan if he could operate their bank locker and bring home the four things she wanted. So, armed with photos - meticulously saved by the LOH from previous outings - of what he was to bring home, this busy lawyer found time - did he have a choice - and landed at the bank. Poor chap spent a good amount of time, but was able to find only two. Some help, from the giggling 'lockers clerk', and the score went up to 3 out of 4. They just couldn't locate the 4th item - gold jhumkas, a special gift from Supriya's mom when her other daughter Sonal was blessed with a baby.

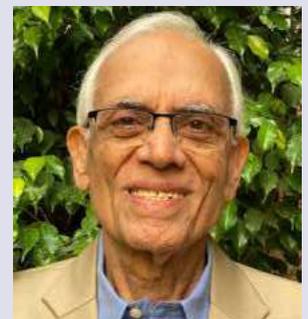
Supriya was distraught; where can it go? She remembered wearing these during her last trip to Delhi - there was indeed photographic evidence for that! After Delhi, she had gone to Ranchi - where her parents live - but didn't recall using the pair there. The trail just ended at the capital city of Jharkhand. She didn't remember using these at Mumbai after the trip. Logically - she is also a lawyer and this fraternity claims to be logical but I will leave that discussion for another story - the blessed thing should be in the Mumbai locker. But when her own visit - with the little baby - also didn't yield any result, she decided to call her mom. All girls have this last resort to solve their problems anyway. Punita was categorical; she hadn't even seen the item since it was gifted to Supriya. In any case she had thoroughly checked her own lockers and it was just not there. "Look for it at Mumbai or Delhi", she advised.

"Now, what do I do?" - the poor girl was at her wits' end. Everyone - friends, family - came up with different theories but the only plausible one was from her sister. This 'engineer' actually went about the sequence of events logically and concluded that the treasure

simply had to be with mummy at Ranchi. "Just relax", she advised her sibling, "it's bound to turn up sooner or later. Mom must've 'sambhaloed' it somewhere safe and has now forgotten". Good advice, but repeated calls to 'the mother' only ended up annoying her. "I just don't have it" she asserted for the umpteenth time.

Next morning, Supriya got a call from her mom. She wanted to know if the jhumkas were in a small silk red, green and yellow pouch with a broken golden draw string. Our girl was excited, "Have you found it Mummy?". "No silly, I told you it is not with me. I dreamt last night that it was in a pouch like that, so just wanted to tell you to carefully look for that pouch. You must've left it in the cupboard at your in-law's place". The short lived excitement was over and situation 'back to square one'. Same evening, there was another call from 'The Mother'. "You know, Supriya, a miracle has happened. I should've actually got a hint from my dream last night. As I was getting ready to go for the Yadav girl's engagement ceremony, I took out the big pouch containing my pearls, you know the pink ones from Basra, and as I pulled out my pearls string this little red green and yellow silk pouch with the broken gold string fell out from nowhere. It has to be a miracle. I am 100% sure it was not there when I checked everything several times. Now, don't you laugh at me. God is very kind. Devi Mata has answered my prayers and made it appear in the most unlikely place. She can do anything. I must go to the temple, right after the engagement party, for thanks giving".

And that's how the Golden Dream ended in a very pleasant reality.



*by Krishan Kalra
Past President, AIMA*

AIMA

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Feel Old for Your Age? That's Actually a Good Thing — For Others

New research finds a link between the concept of “subjective age” and people’s willingness to help strangers.

October 08, 2021 | by Steve Hawk



When Jen Park was an adolescent growing up in Korea, she was the oldest child in a family with two working parents. She remembers taking on responsibilities that made her feel older than her peers.

Being around people who are younger or older can influence how you perceive your own age. | iStock/SDI Productions

“I learned to grow up at an early age,” Park explains. “When I was 14, I’d pick my younger brother up from school,” Park says. “I’d be in charge of checking his homework and making sure that he was fed until our parents got home. I’d make ramen for him.”

That early experience is one of the things that led Park, a Stanford Graduate School of Business student working toward a PhD in marketing, to become intrigued with how people’s perception of their own age can influence their actions

“I wanted to test whether subjective age could

influence people’s decisions to help others,” explains Park, whose research focuses on judgment and decision-making.

That curiosity led her to team up with Szu-chi Huang, an associate professor of marketing at Stanford GSB, on a series of experiments in which they shifted participants’ perception of their own age in order to study the effects on their willingness to help strangers in need. Boston University assistant professor of marketing Daniella Kuporopen in new window and Google researcher Bella Rozenkrantsopen in

new window, who both received their PhDs from Stanford GSB, also worked on the project.

The research, described in a recent article in the *Journal of Consumer Psychology*, found that even in a culture obsessed with youthfulness, feeling older than one's years actually may provide a vital benefit by promoting the sort of prosocial behavior needed to cope with big problems such as poverty and disaster relief.

More Than Just a Number

The effect of subjective age upon the social good is a phenomenon that seems deeply intertwined with society's conflicted attitudes about aging.

On one level, "we do not like getting old," Huang notes. "Look at the amount of money that we spend on anti-aging creams and other products that are part of a multibillion-dollar industry devoted to keeping you young."

"When people are nudged to feel older, they feel more responsibility. It's like the society is on our shoulders. We feel like we're expected to make this world better for the next generation."

Szu-chi Huang

Even as American culture ostensibly preaches respect for the elderly, older people often are perceived as less physically and intellectually competent. "There are many negative stereotypes of aging in our society," Park says. "In Western societies, aging typically is associated with decline and illness. But aging is not as stigmatizing in other parts of the world. So we asked ourselves, what are the unknown benefits of older age that we can leverage for the greater good?"

But being old and feeling old aren't the same thing, Park and Huang explain. Perception of one's age isn't necessarily based upon your date of birth; instead, it tends to be fluid, varying from situation to situation and influenced by the actual age of the people around you.

"Social comparison can really shift how old you feel," Huang explains. "If I interact with students who are young millennials, I feel older, which is a contrast to how I feel interacting with senior colleagues."

Additionally, subjective age even can be influenced by a person's memories or thoughts about the future. "If you're thinking about yourself back in college, when you could party for three days straight, you feel older," Huang says. "But if you think ahead and imagine your retirement, you might feel younger by comparison."

To gain insights about subjective age, the researchers ran experiments with participants between the ages of 18 and 60, both in the lab and in the field. "We shifted people's subjective age, by making them feel younger or older," Park explains. To utilize that effect, the researchers used techniques such as showing participants pictures of infants and elderly people and asking them to imagine interacting with them.

But Park and Huang also found that they could alter participants' perception of age by getting them to compare themselves to their memory of being 15 years old, or to how they envisioned their 80-year-old selves.

"It's not just a social comparison that makes one feel older or younger," Park says. "We found that you can feel older by imagining yourself at a younger age," or vice-versa.

"We wanted to make sure that we could shift their perception of subjective age," Huang explains. "Once we figured out that we could, we wanted to see what effect it had upon prosociality."

Feeling Older and Bolder

In subsequent experiments, the researchers studied the effect of subjective age upon participants' willingness to help strangers — for example, by donating money to a nonprofit organization that promotes skin cancer prevention or provides guide dogs to people who are blind, or by volunteering time to help build public parks and trails.

In one field study, researchers set up a stand at a Stanford sports event, just before Thanksgiving, and invited spectators to write thank-you cards to either family members or university staff members. In the process, the researchers shifted participants' subjective age by informing them about the average age of others who had participated in the card-writing event. In another, they organized a food-bank donation drive at local farmers' markets. In some instances, they used teenage volunteers to collect the money, a ploy to make participants feel older. In other instances, the volunteers were in their 50s, so that many of the donors might feel younger.

Across these studies, the researchers found that when participants perceived themselves as older, they were more willing to do things for others with whom they didn't have a personal connection, whether it was making donations, writing thank-you notes to strangers, or volunteering time for projects that would benefit people they'd never met.

"People are more likely to donate and volunteer if they feel older," Park notes. In the card-writing experiment, for example, "we found that when we told participants that the average age of other card-writers was 19, they felt older and wrote more notes to staff."

"We also found that when people are nudged to feel

older, they feel more responsibility," Huang says. "It's like the society is on our shoulders. We feel like we're expected to make this world better for the next generation."

Organizations involved in social causes might utilize the new insights about subjective age to optimize their recruiting and fundraising efforts. "If you want to create an older subjective age among the audience you're trying to reach, utilizing younger volunteers for recruiting might help," Huang says.

Subjective age might also be utilized to shape advertising and marketing of socially responsible and environmentally sustainable products, according to Park.

"I've also been thinking about how we can use this knowledge to encourage people to have more responsible behavior in the pandemic, such as wearing a mask and getting vaccinated," Park adds. "We live in a time when people need to show responsibility more than ever."

The findings also provide pushback against the misconception that older people no longer play a pivotal role in society. "We want to fight against the stereotype that being older makes you less productive," Huang says. "To the contrary, for any organization whose revenue model is based on donations, their survival depends upon people feeling a sense of responsibility to others, and that often means relying upon people who subjectively feel older."

As Huang observes with a laugh, "As I get older, I find myself gravitating toward ideas that explore the potential benefits to feeling older."nders as the "stars" of serial founders. "We show that's a clear way of achieving success," Shaw says.

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INTERNET MARKETING

AIMA

ALL INDIA MANAGEMENT ASSOCIATION

PGCM_{IN} DIGITAL MARKETING & STRATEGY

Approved by AICTE*

The digital technology and internet has emerged as a platform to facilitate global businesses and communication. Virtually, every organisation today is using some or the other digital/online marketing tools.

Leveraging the digital marketing tools, and technology to achieve the competitive advantage and building market lead, CRM and innovations is the main objective of the digital marketing strategy programme.

The programme is intended for Sales & Marketing and IT professionals, who want to take, advantage of digital marketing tools and techniques to upscale their career and achieve better revenues for the organisation and create business values.

*in ODL mode

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The Omicron Variant: How Companies Should Respond

by Jeff Levin-Scherz and Patricia Toro | December 03, 2021



Aleksandra Nigmatulina/Getty Images

Summary.

The emergence of the Omicron variant of Covid-19 is once again forcing employers to reconsider the measures they are taking to protect employees, customers, suppliers, and distributors. This article — an updated version of a piece published in July 2021 when the Delta variant was sweeping the United States — offers guidelines.

The emergence of the Omicron variant of Covid-19 has dimmed hopes that the pandemic will soon fade away and once again has employers pondering how they can fulfill their difficult obligations to keep their workforce safe and to meet their business needs.

The good news is that as the virus has evolved, employers have honed their strategies to keep

infections in check. By continuing to be creative, flexible, and adaptive in their approaches, they can contain the threat now and handle other outbreaks if other variants arise — a significant possibility given the low levels of vaccinations in many parts of the world, including some areas of the United States. Here are some broad measures they can apply.

Encourage Vaccination

Vaccination remains the best way to prevent serious illness, hospitalization, or death from Covid-19, and those who are vaccinated are six times less likely to be infected, 12 times less likely to be hospitalized, and 14 times less likely to die of Covid-19.

In a survey of 543 U.S. employers conducted in November, we found that more than half (57%) plan to require Covid-19 vaccines for employees if the Occupational Health and Safety Administration's (OSHA) Emergency Temporary Standard and the federal contractor executive order are upheld in the courts. Only 25% of employers would have vaccine mandates if these two rules are overturned.

It doesn't appear that Covid vaccination mandates are having a large impact on recruitment or retention: Only about 13% of respondents said the mandates led to employee resignations, while the same proportion (13%) reported mandates helped with employee recruitment or retention.

Providing easy access to vaccinations is key to increasing their adoption among those who are not highly motivated. Employers should continue to promote vaccination through flexible scheduling and paid time off, and they should consider joining those companies that are now conducting worksite vaccinations.

Consider Local Transmission Rates in Return-to-the-Office Decisions

Twenty-seven percent of the companies responding to our November survey reported that all employees whose jobs can be performed remotely had already returned to the workplace, and 56% reported that some of these employees had returned.

We expect that many companies will now pause returning remote employees to the workplace

until more is known about the transmissibility and severity of the Omicron variant and its ability to evade the immunity provided by vaccines and previous infections.

The risk of workplace Covid-19 transmission is highly correlated with the community infection rate. Businesses can feel comfortable about having their remote workers return to their facilities in communities where the current weekly infection rate is low (less than 10 per 100,000). However, there are many communities with weekly infection rates that exceed 50 per 100,000 where the likelihood that an employee will bring Covid-19 into the workplace is very high. Companies can reduce this risk by delaying employees' return or by keeping down the number of employees in the workplace through hybrid work and staggered schedules.

The immunocompromised — including those undergoing cancer treatment, taking immunosuppressive drugs, or who have had organ transplants — should consider continuing to work remotely until the rates of infection decline substantially.

Reduce Exposure through Social Distancing

Flexible schedules and remote work have helped create adequate social distancing. Moreover, employers are transitioning remote employees back to the workplace gradually or on a staggered basis to increase safety as they adopt new ways of working. Employers can use behavioral economics techniques to "nudge" employees to maintain social distancing at the workplace. If the capacity of a conference room should be two people, be sure there are only two chairs in it!

Improve Ventilation

Ventilation in a building impacts transmission, and increasing the amount of air that's exchanged

indoors decreases the likelihood of infection in the workplace. Improving ventilation doesn't always require expensive renovations; many workplaces can add more air exchanges and improve the filtration systems on existing air-handling systems, and some can open windows. However, employers can skip ultraviolet lights, given that there is little evidence that ultraviolet treatment of indoor air prevents Covid-19 transmission.

Decide When to Recommend or Require Masks

Masks provide protection against both being infected with Covid-19 and infecting others. Our November survey found that 90% of employers required indoor masks; most (58%) required masks regardless of vaccination status, and most (70%) reported mask mandates at all locations. The U.S. Centers for Disease Control and Prevention (CDC) recommends wearing masks when indoors with others, whether vaccinated or not, if community transmission is high or substantial. In the workplace, some employers restrict unvaccinated employees from entering certain areas where mask-wearing is difficult such as cafeterias or gyms.

Some healthy vaccinated employees may choose to wear masks indoors during any local outbreaks. Employers can avoid complaints under the Americans with Disabilities Act about masking requirements by abiding by the U.S. Equal Employment Opportunity Commission's guidelines.

Encourage Testing

Eighty-four percent of the employer respondents to our survey said they plan to offer regular testing, including some employers that have not implemented a vaccine mandate and do not plan to do so. Of the employers that plan to offer testing, 80% intend to do it at least weekly. Twenty-five percent of employers expected that employees would pay for the cost of testing where state law allows.

The leading choice for Covid-19 surveillance testing is antigen tests, which are modest in cost and provide results available in real time; however, securing a sufficient supply is still a challenge in many parts of the country. Employers can instruct employees to do the test under observation to meet OSHA guidelines and can arrange follow-up confirmatory tests for those who have no symptoms but are positive. All employees should be instructed not to come to the workplace if they feel ill.

Be Cautious about Reinstating Travel

Most companies curtailed or eliminated business travel earlier in the pandemic, and many were reinstating travel when we learned of the Omicron variant. The variant could increase risk of travel, and rapidly changing international rules increase the risk of quarantine or travel disruption.

More contagious variants mean that leaders should err on the side of caution in allowing employees to travel to places where risks of Covid-19 infection are high and instead should ask them to conduct business meetings by videoconference. Recognizing the cost and time savings and environmental benefits of reduced travel, leaders are likely to continue to hold down their travel and expense budgets for the foreseeable future.

Communicate Exposures

Many workplaces will experience Covid-19 cases over the coming months. Employers should communicate honestly about exposures in given facilities, while respecting the medical privacy of employees who have reported that they have Covid-19. Vaccinated employees who are exposed to Covid-19 should not be required to quarantine if asymptomatic.

Support Mental Health Care

Attending to employee mental health needs will be even more important in the coming months. Rates

of depression and anxiety have surged during the pandemic, and the drug overdose death toll in the United States exceeded 100,000 from April 2020 till April 2021, a record annual level. Many are mourning the deaths of friends and loved ones.

Employers can continue offering access to virtual and digital mental health care, although they should take into account the fact that scientific evidence of the effectiveness of many digital mental health apps is still limited.

Stay Current on the Effectiveness of Interventions

Last, we recommend that businesses keep up to date on which interventions to limit the spread of Covid-19 are effective and which ones have limited value. For example, we found that most businesses have eliminated temperature screenings, which had proved to be ineffective in decreasing workplace transmission.

We also now know that normal cleaning is adequate to protect against Covid-19 infections in most instances, and disinfection can be reserved for high-touch, high-traffic surfaces and workplaces

with a known Covid-19 case. Employers can create more bandwidth for effective pandemic or business initiatives by eliminating those which minimally increase safety.

Clinical recommendations are being updated frequently, too. Changes in booster, mask, travel and quarantine guidelines are posted here by the CDC.

Covid-19 has been a humanitarian tragedy and has upended business plans across the globe. Unfortunately, the pandemic is not going to end imminently. Consequently, employers and their workers must continue to remain nimble. As the local situation dictates, employers must remain vigilant and implement existing and new processes that are proven to keep employees, customers, and communities safe while meeting their organizations' needs.

Editor's note: A version of this article was originally published in July 2021, when the Delta variant was sweeping the United States. This piece has been updated to address the Omicron variant and other developments that have occurred since July 2020.

Abut Author:

Jeff Levin-Scherz, MD, is a population health leader of the North American Health and Benefits Practice of Willis Towers Watson. He is trained as a primary care physician and has played leadership roles in provider organizations and a health plan. He is an assistant professor at the Harvard T.H. Chan School of Public Health. Follow him on Twitter at @jlevinscherz.

Patricia Toro, MD, is a senior director in the Health Management Practice of Willis Towers Watson. She is trained in infectious diseases and works with payors, providers, and employers to improve the quality and outcomes of health care delivery.

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Champions of change

Inspiring, Creating and Innovating

With a vision to be a leader in Management Development AIMA facilitates individuals and organisations to realise their potential. And in its endeavour to shape the management destiny of the new age India, AIMA has constituted **YOUNG LEADERS COUNCIL** for young leaders. A non-lobbying platform to mentor and nurture young leaders for the next wave transformation.



**Thought
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development**



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Sharing**



**Be a Young Leaders Council
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Ahmedabad Management Association

Diwali Vacation Programmes

AMA organised workshops for students in the age group of 12 to 18 years between 12th to 20th November at AMA Campus.

AMA also conducted the IPR Baldwin programme on 14th November for children by Dr. Megha Bhatt, educationist and scientist, who addressed on 'Inspiring Lessons from Women Scientists in IP', which was well received by the attendees.



Dr. Megha Bhatt addressing



Mr. Sanjay Chakraborty addressing

Lecture

AMA conducted a lecture on 13th November on 'Being a Visionary Leader' with Ms. Payal Nanjiani, Leadership Trainer, Consultant and Executive Coach.

On 26th November, Mr. Sanjay Chakraborty, Marketing Communication Advisor, Essksee Consultancy addressed on 'Street Smart Marketing'.

A lecture was held on 27th November with Dr. Bindu K Nambiar, Faculty member, State Bank Institute of Consumer Banking, who addressed on 'Evolution of Digital Banking and Customer Service in Indian Banking Industry'.

Forum Meetings

The Speakers' Forum was conducted on 20th November by Mr. Manish Khanolkar on 'Being secure all the time leaves no place for growth or learning'.



Meeting in progress



Dr. Paresh Kariya addressing the participants

The 24th Learners' Forum was conducted on 24th November by Mr. B N Dastoor on 'Managing your stress in crisis'.

The 18th Research Forum was held on 27th November by Dr Paresh Kariya on 'Preparing Yourself for Research Mindset'.

Allahabad Management Association

Workshop

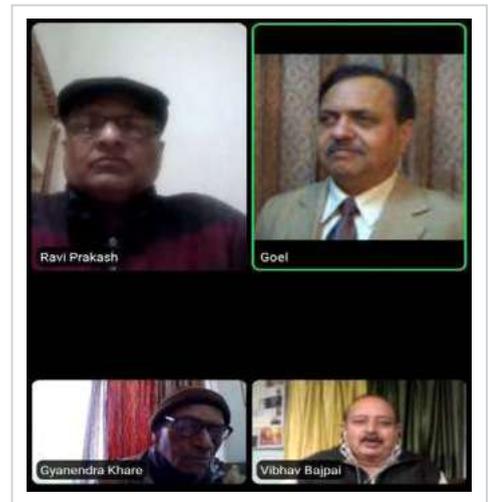
Allahabad Management Association under its signed collaborative MoU with SS Khanna Girls PG College organised a special workshop on 12th November on 'Campus Interview and Verbal Skills' with speaker Mr. Vibhav Bajpai, Director Hp4. Mr. Bajpai shared simple techniques to improve the same. The frequently asked questions in Campus interviews were also discussed at length and a small mock interview session was also organised. About 90 students participated in the interactive session along with the executive committee members of AMA.



Students of SS Khanna Girls PG College with the speaker

Executive Committee Meeting

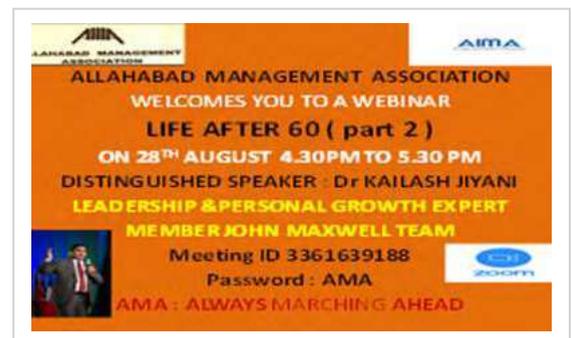
AMA organised a special virtual meeting on 18th November through Zoom for its executive committee members to discuss the minutes of the first LMA Regional Coordination Group meeting attended by President, Mr. Ravi Prakash and Secretary, Mr. O P Goel. The executive committee members were apprised about the line of action to be taken to increase the activity in terms of quantity and quality, to conduct both online and hybrid programmes and sharing of best management practices with other LMAs and exchange programme details among each other. A special task force was formed to coordinate and overlook all the above parameters which will be headed by Mr. Ravi Prakash, President, AMA.



Executive Committee Meeting in progress

Management Talk

Allahabad Management Association organised a special virtual Management talk on 28th November on 'LIFE AFTER 60 (part 2)' through Zoom. The speaker was Dr. Kailash Jyani, Founder Chairman, MIND XL, Gurugram and member John Maxwell Team. In his talk, the speaker emphasised on the fact that as soon as one reaches sixty he should do auto imaging and self talk to change his thought process. About 25 members participated in the session. The programme was deftly conducted by the Secretary, Mr OP Goel and President, Mr Ravi Prakash introduced the speaker.



Management Talk by Dr. Kailash Jyani

Baroda Management Association

MDP

Baroda Management Association organised a full day MDP on 19th November on 'Art of Negotiation' by Ms. Deval Joshi, a prolific speaker and trainer providing inspirational speeches and training to corporate, academic institute, hospitals. Programme Officer of BMA, Ms. Shivani Mathur welcomed the speaker and all the participants. The research consistently shows that most people can significantly improve their negotiation skills through education, preparation and practice.



Speaker, Ms. Deval Joshi along with the participants



Speaker, Mr. Sumeet Varghese addressing the participants

BMA organised a full day MDP on 27th November with Mr. Sumeet Varghese, SPHR on the topic 'HR and Business Analytics' and Mr. Harpreet Singh on the topic 'Tableau'. Business Analytics is the process by which businesses use statistical methods and technologies for analysing historical data in order to gain new insight and improve strategic decision-making and HR analytics aim to provide insight into how best to manage employees and reach business goals. Tableau software is an American interactive data visualisation software company focused on business intelligence. 86 participants attended the MDP programme.

Friday Talks

Baroda Management Association organised its evening talk on 12th November on the topic 'Energy Follows Attention' with Mr. Ajit Padalia. He said that everything we see is shaped by how we observe, what we pay attention to and how we respond to it.



BMA organised an evening talk on 19th November on the topic 'Communication India Reaching the Last Mile' with Mr. Praveen Gupta.

BMA organised another talk on 26th November on the topic 'THE AGE OF ADVANCE EDUCATION, technology driven era' by Mr. Rajul Garg.



Baroda Management Association organised its special evening talk on 16th November on the topic 'Cancer Prevention and Healthy Lifestyle' with Ms. Sayanika Deka. She talked about the risk of developing some cancer could be lowered down by avoiding certain risk factors, a healthy diet and an active lifestyle help to have a body which is important in reducing cancer.

Bharuch District Management Association

HR Forum

BDMA's HR Forum organised its 59th HR Forum Meet on 18th November on 'Similarity between Ramayana and Mahabharata, Management Point of View'. The Guest speaker was Mr. Ashish Desai, Chief Manager-People Strategy, Indofil Industries Ltd, who discussed about similarities between Ramayana and Mahabharata. The session which was held both physically and virtually was appreciated by all the attendees. Around 25 participants participated in the session virtually and 12 participants attended the session physically.



Mr. Ashish Desai addressing HR Forum

Finance and Taxation Forum

Finance and Taxation Forum organised a webinar on 20th November on the topic 'Science of Retirement Planning' with guest speaker Mr. Manish Khandelwal, CA, Cost Accountant and Company secretary, who discussed about importance of planning for retirement and how to invest one's money in diverse pool of financial assets like equity, bond, mutual funds etc. Around 67 participants from various backgrounds participated in the conversation.



Mr. Manish Khandelwal addressing the session

MSME Forum

MSME Forum Meet was held on 20th November on a significant topic 'Cost Savings for MSMEs' – sharing real life experiences and ideas. Dr. Yakoob Ali, Founder - Y Chem consulting and Ex. COO - Shantha Biotech was the expert speaker. He discussed in detail about how MSMEs' can reduce the business costs and become more profitable in various ways like opting for better infrastructure by collecting data, conducting required trainings, conducting quality checks and then identifying possible improvements. The webinar was well received by around 30 participants.



Dr. Yakoob Ali addressing

EHS Forum

EHS Forum Meet was held on 24th November on the topic 'Environment, Social and Governance - a must for Business Sustainability' with guest speaker Mr. Paresh Sheth, CEO and Member of the Board - CASI New York. He discussed the important role ESG plays while fulfilling needs of a business in today's times. He highlighted how CASI New York identifies needs of business by conducting research and trainings in the field of ESG. Around 55 attendees participated in the session.



Mr. Paresh Sheth addressing at EHS Forum

First Aid Training

A First Aid Training was organised by BDMA for a full day on 25th November. It was arranged for nearly 25 employees of Brakes India Pvt Ltd at their premises by the well qualified trainer, Dr. Vishal Pawar holding BHMS degree with 22 years of experience in medicine and 6 years experience in First Aid training. He gave the information and the skills one needs to help the adults during many emergency situations. The MDP was well praised by all the attendees.



Dr. Vishal Pawar at the training

CSR Forum

The 13th CSR Forum Meet was organised on 25th November on topic the 'CSR Initiatives by UPL' by Mr. Natha Dodia, Manager – CSR, UPL Ltd, who discussed in detail various CSR initiatives conducted by UPL in the interiors of Bharuch Districts for upliftment of needy farmers. Around 25 attendees attended the webinar.



Mr. Natha Dodia highlighting 'CSR Initiatives by UPL'

Women's Conclave

Women's Forum organised its 3rd Annual Conclave on 26th November in the form of a panel discussion and the theme of the annual Conclave was 'Lifestyle and Wellness'. The welcome address was given by Mr. Harish Joshi, President, BDMA; the Vice President of BDMA, Mr. Pravindan Gadhi introduced the activities conducted by Women's Forum and which was followed by Ms. Punam Sheth, Chair, Women's Forum, talking about the relevance of organising a Conclave on the given theme.



Various dignitaries addressing the 3rd Women's Conclave

The keynote address was given by the Guest of Honour, Mr. R Shiva Prasad, Director - Corporate Programmes, The Art of Living Foundation and the inaugural address was made by renowned playback singer, Padma Shri awardee Dr Anuradha Paudwal. In the first panel, the speakers were Dr Annie Kuruvilla, Professor, Foods and Nutrition, M S University; Dr Vinay Vora, a world renowned ayurvedic doctor; Ms. Priyanka Amar Shah, founder of ikheti and Ms. Manisha Dialani, Founder, Manisha's Food Products. In the second panel discussion, the speakers were Dr Subhash Yadav, Associate Professor, Narmada College of Management; Ms. Rashi Anand, Founder of Lakshyam and Mr. Nisheeth Mehta, CEO, Microsign Products. The last panel discussion started with Ms. Arti Patel, Actress, Producer and Writer. She brilliantly put forth the importance of prioritising, having honest and open communication as well as disciplining oneself. It was followed by Mr. Gaurang Raval, founder - Sauhard, speaking about what can lead the youth to essentially discover their true passion and live it through to get a feeling of wellness. The last session on the panel was by Ms. Vispy Kharadi, an expert in Marshal Arts and a 7 times Guinness World record holder. The panel discussions were moderated by Ms. Chaitali Thakore, Co-Chair, Women's Forum and Mr. Manthan – Head HR, Perstorp. The MOC of the event was Ms. Yesha Sheth. The event concluded with a valedictory address by Dr Trupti Samir, Chair, 3rd Women's Conclave. Around 213 participants graced the event.

MSME Forum

BDMA's MSME organised its 4th Forum Meet on 27th November on the topic 'Different Ideas and technologies for Environment Management for MSMEs.' Mr. Shankar Karhale, Head – Corporate Environment, Aarti Industries Ltd was the guest speaker. He highlighted various points on conservation of natural resources, protection of habitats and controlling of hazards at MSMEs. The session was attended by 36 participants and well appreciated by all.



Mr. Shankar Karhale during 4th MSME Forum

IT Forum

BDMA's IT Forum conducted a webinar on 27th November on a very important topic 'Cyber Terrorism'. Ms Lakshmi M Gadikar, Associate Professor, IT Department, Fr. CRIT was the guest speaker and discussed various ways in which cyber hacks are done by viruses and malware. Around 25 attendees participated in the session.



Ms. Lakshmi M Gadikar addressing



Various poets addressing the 'Saptshrungi Mehfil'

Arts and Culture Forum Meet

BDMA's Arts and Culture Forum organised a 'Saptshrungi Mehfil' on 27th November. The eminent poets came together by presenting their poems and thoughts on various topics. Mr. Ramnik Agrawat; Mr. Hemang Joshi; Ms. Mayurika Leuva Banker; Mr. Mubarak Ghodiwala; Mr. Brij Pathak; Mr. Rajendra Mehra and Mr. Jignesh Bhimraj were the poets who graced the mehfil with their words of art. Mr. Jignesh Bhimraj moderated the session. Around 50 attendees witnessed the beautiful literary evening.

Bhopal Management Association

Diwali Milan

Bhopal Management Association celebrated Diwali Milan Samaroh on 7th November with lunch, fun, musical programme which was attended by around 50 members. The welcome address was given by Mr. Pradeep Karambelkar, Chairman, BMA and moderated by Dr. Aditya Gupta, EC Member, BMA and Ms. Abhilasha Mauka, Member, BMA. The vote of thanks was given by Mr. Ajay Kumar Verma, Hon. Secretary, BMA.



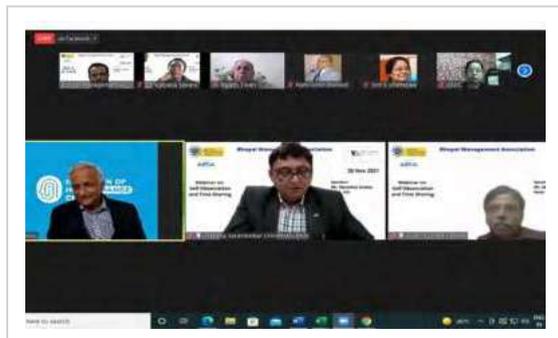
Members of BMA

HR Summit

Bhopal Management Association and LNCT MBA organised HR Summit on 13th November ‘STRIVE, SURVIVE, SUSTAIN’ on the theme ‘The Vision - 2030.’ The programme was inaugurated by Honourable Chief Guest, Prof RJ Rao- Vice Chancellor, Barkatullah University, Bhopal and the welcome address was given by Prof Arvind Singh, Director SMC-LNCT, Bhopal. Mr. Pradeep Karambelkar, Chairman- BMA, Bhopal introduced the theme to the participants, and followed by the speech of Guests of Honour, Mr. Ratikanta Dutta, People Development Manager- Avgol Nonwovens, Bhopal and Mr. Mihir Merchant, CEO-Permal Wallace Pvt. Ltd. The session was enriching and attended by over 500 participants.



Mr. Pradeep Karambelkar addressing



(L - R) Mr. Manohar Dubey; Mr. Pradeep Karambelkar and Mr. Ajay Kumar Verma

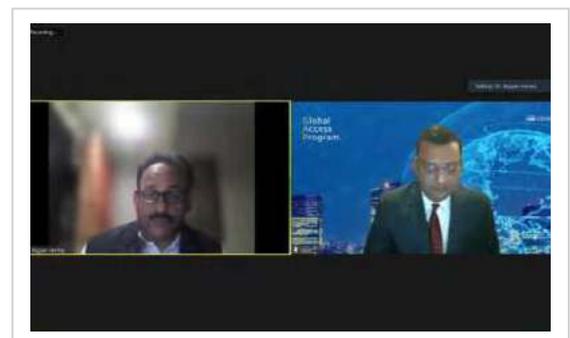
Webinar

Bhopal Management Association organised a webinar on 26th November on ‘Self Observation and Time Sharing’ via Zoom with guest speaker Mr. Manohar Dubey, Retd. IAS. The welcome address was given by Mr. Pradeep Karambelkar, Chairman, BMA and Ms. Archana Jain, Member, BMA introduced the speaker. The programme was moderated by Ms. Jayshree Nair, Member, BMA and coordinated by Ms. Sumana Chatterjee, Chairperson, Women’s Life Enrichment Committee, BMA. The vote of thanks was given by Dr. Kalpana Teware, Member, BMA.

Bombay Management Association

Webinar

BMA MasterClass was held on 3rd November on ‘Planning for Global Presence: Value of Brand India’ by Prof. Vipin Gupta, Co-Director of Centre of Global Management, California, who also written a book called ‘Trading Factor’. Dr. Bigyan Verma introduced the speaker and welcomed everyone present for the online MasterClass and moderated the webinar. The speaker presented extensively on the concepts of the Sun, Energy, Light, Mass consciousness, Speed, Space and Electromagnetic mass. All the participants thanked BMA for providing this unique opportunity.



(L-R) Dr. Bigyan Verma and Prof. Vipin Gupta

BMA conducted an online webinar 10th November on musical therapy to soothe the heart, mind, and soul. Mr. Suresh Mhatre, Past President of BMA introduced the famous music director and singer Mr. Sanjay Gite from Nasik. He transforms lives for those who are stressed, through music therapy. The living legend 'Gaan Samradini', Lata Mangeshkar has matched her melodious magical voice with the tune of Sanjay Gite, and appreciated him, and Mr. Suresh Wadkar also lend his voice for Sanjay Gite's compositions.



(L-R) Mr. Sanjay Gite, Music Director and Singer; Mr. Suresh Mhatre and Mr. Indrapal Singh Past Presidents of BMA



(L-R) Speaker, Dr. Priyadarshini Karve; Mr. Indranil Ghosh; Ms. Chhaya Sehgal, Past President of BMA and Mr. Rajesh Sharma, Vice President of BMA

On 12th November, BMA welcomed the award-winning scientist Dr. Priyadarshini Karve, who spoke about how the energy system needs to transform into a fossil-fuel-free world. The Vice President of BMA, Mr. Rajesh Sharma welcomed the audience and introduced the speaker. Mr. Rajesh Sharma; Mr. Indranil Ghosh and Ms. Chhaya Sehgal interacted with the speaker and participated in the Q/A session. It was a wonderful session enjoyed by all.



Prof. Dr. Jayaraman Krishnaswamy addressing the session

BMA organised a very interesting MasterClass on 17th November on the topic 'Construction and Evaluation of Management Models for Business Applications' by Prof. Dr. Jayaraman Krishnaswamy from Taylor's University, Malaysia. He presented extensively on Management models, Conceptual framework, Sustainability of Palm Oil production, Production and exports of Palm Oil, Photovoltaic panel adoption among Malaysian landed property owners, Global Energy Consumption, Solar Energy, etc. Mr. Rajesh Sharma and Mr. Indrapal Singh interacted with the speaker and participated in the Q/A session.

BMA conducted a session on 20th November on the topic 'My efforts and trysts with myself to become a good leader' by Mr. Ravi Krishnamurthy who spoke about his journey towards taking a leadership role. Dr. Kavita Laghate, BMA President welcomed the audience and introduced the distinguished speaker to all. C.A. RSR Murthy, BMA EC Member and Ms. Chhaya Sehgal, Past President of BMA interacted with the speaker and participated in the Q/A session.



(L-R) Dr. Kavita Laghate and Mr. Ravi Krishnamurthy

Digital Leadership Summit 2021

BMA held its Digital Leadership Summit on 24th and 25th November with TCS iON as sponsor of the event. The leaders from the higher education segment and academia joined for the panel discussion on 'Reimagining Higher Education in the Digital Era'. The session moderator was Krishnan CA, Business Unit Head, Higher Education, TCS iON with Dr. Hemlata Bagla; Dr. Rana Singh; Dr. Raju Ganesh Sunder and T. Sasipraba. The speaker Dr. Nayan Mitra, Founder Director, Sustainable Advancements (OPC) Pvt. Ltd. spoke on the topic 'Corporate New Models of Business: Regenerative Business Models'. Mr. Sumnesh Joshi, Deputy Director General UIDAI GOI spoke elaborately on the topic 'Sustainability in Governance'. Mr. Amit Shukla, the Founder and MD of EasyGov spoke on 'Sustainability and Governance: Digital Government'. Mr. Rahul Tandon, Head, Digital Transformation (Project Anubhav) BPCL, spoke on the topic 'Corporate New Models of Business'. The summit was anchored by Dr. Bigyan Verma; Ms. Supriya Sachdeva; Dr. Kiran Yadav and Mr. Jagmohan Rishi who are members of the Executive Committee.



(L-R) Krishnan C.A.; Dr. T. Sasipraba; Dr. Raju Ganesh Sunder; Mr. Indrapal Singh; Dr. Bigyan Verma; Dr. Hemlata Bagla; Dr. Nayan Mitra; Ms. Supriya Sachdeva and Dr. Kavita Laghate



(L-R) Mr. Rahul Tandon; Dr. Kiran Yadav; Dr. Kavita Laghate and Mr. Jagmohan Singh Rishi

On 26th November, Vice President of BMA, Mr. Rajesh Sharma welcomed everyone to a session of 'Success Story' by Mr. Vinod Lahoti. The distinguished speaker shared his success story straight from his heart and presented the journey of his company Geolife Agritech India Pvt. Ltd., the vision, mission and values. The entire session was around the circle of Karma, types of Karma, etc. Dr. Kavita Laghate and Mr. Arun Chitlangia interacted with the speaker and participated in the Q/A. Overall it was an insightful session.



(L-R) Dr. Kavita Laghate; Mr. Vinod Lahoti and Mr. Arun Chitlangia

Calicut Management Association

Interactive session

CMA Centre of Excellence for Tourism conducted a public interactive meeting on 11th November with potential stakeholders in tourism of Malabar with particular focus on homestay operators, tour operators, and culinary. The interactive session was to explore the potential major drivers that will help to enhance and facilitate, the impact of tourism in the Malabar region post-pandemic. 35 participants from various parts of the tourism sector attended the session.



Session on Tourism sector in Malabar region



Speaker, Er. Faizal. K E addressing the participants

Talk Series

CMA organised a session on 12th November on the topic 'Discovering New Horizon' with speaker Er. Faizal. K E, Founder and Chairman, KEF Holdings, Meitra Hospital, Faizal and Shabana Foundation. He emphasised the importance of useful data collection and mentioned that so much wealth is coming in Kerala, but utilisation is very little, and said that collectively all can share knowledge and make a better tomorrow. More than 80 participants attended the programme physically.

CMA conducted a session on 15th November on 'Entrepreneurship and Management in Kerala Transition' by Dr. T. M. Thomas Isaac, Former Minister of Finance, Kerala. The talk was into three areas like what transformation has taken place since the formation of Kerala, how the transitions are possible, the role of Entrepreneurship, and the need for professionalising through management. There should be a new economic model of infrastructural development and the generation of earnings. KIFBI as a modern financial agency tried to plan and invest funds into public infrastructure which accelerated the growth. When small enterprises and entrepreneurs emerge, the need for professionalism is inevitable. There lies the role of Management associations like CMA.



Speaker, Dr. T. M. Thomas Isaac addressing

CMA conducted a training on 26th November for Police Inspectors, at the Police Training Center, in AR Camp, Kozhikode on the topic 'Time Management and Man Management'. The training was led by Mr. Earnest T Poyyail, Chief Mentor, Excel Team Project Solutions LLP.



Training on the topic 'Time Management and Man Management'



CMA President, Er. Ananda Mani addressing

CMA President, Er. Ananda Mani was invited on 20th November to participate in a seminar hosted by the Malabar Education Movement, to discuss the shortfalls of higher education in Malabar and to explore the possibilities of enhancing the standards of higher education in Malabar. Er. Ananda Mani emphasised the need for grass root level changes needed in the higher education system, by understanding change, innovative methods, transformative changes, and by adaptability. The programme was held at the J D T Islam Educational Institutions at Vellimadukunnu.

Coimbatore Management Association

MoU

Coimbatore Management Association and Amrita Vishwa Vidyapeetham, Coimbatore signed an MoU on 12th November by Prof. C. Parameswaran, Senior Director, Corporate and Industry Relations and Dr. A.V. Shyam, Principal, Amrita School of Business, for AMRITA and Mr. Jayakumar Ramdass, CMA President and Director, Mahendra Pumps and Dr. Nithyanandan Devaraaj, CMA Secretary and Executive Director, Amex Alloys for Coimbatore Management Association for mutual cooperation in teaching, training, and research activities.



CMA - Amrita Vishwa Vidyapeetham signed an MoU

Monday Musings

Coimbatore Management Association organised a talk on 1st November with Mr. Sivakumar Palaniappan, Professional speaker, Thinkfluence on ‘Mindsets and Mind shifts for the future.’ “You are the Sum Total of all your experiences and programmes imprinted on you by people around,” Mr. Sivakumar stated while talking about the influence of childhood experiences on the behaviour of an adult, both professionally and personally. Mr. Sivakumar talked about changing mindsets from Blindfulness to Mindfulness which helps in making of great leaders in corporate world.



Talk by Mr. Sivakumar Palaniappan

CMA organised a talk on 8th November with Mr. Narasimha Iyengar, Corporate Trainer and Consultant, on the topic ‘The Art of Appreciation’. The speaker explained how the art of appreciation can change people’s mindset and motivate them to create miracles by narrating three stories. He spoke about the top five emotional needs of an employee - appreciation, acceptance, approval, affection and attention. The speaker shared the example of TELCO where employees were highly appreciated and taken care by the management. He added that appreciation helps a long way in motivating people and building relationships in personal lives too.



Talk by Mr. Narasimha Iyengar

CMA conducted Monday Musing session on 15th November with Mr. Perumal Jayakumar, Business consulting and Analytics leader on ‘Human Centered Services Design Thinking’. The speaker gave an introduction on Design Thinking, it is a problem solving methodology used by designers, such as engineers, to solve complex problems and generate creative solutions. The speaker stated the differences between Traditional thinking and Design thinking. Traditional thinking talks about the answer while Design thinking it’s about the right question. The speaker gave examples of design thinking which included Ebay, Uber, Airbnb, Amazon, Apple and Cred.



Talk by Mr. Perumal Jayakumar

CMA organised a talk on 22nd November with Ms. Swathy Rohit, COO, SNR Sons Trust, CEO, Health Basix, a pediatric healthcare platform on 'Redefining Entrepreneurship- A future Imperative'. Ms. Swathy talked about her education, experiences and learning she gained by working in the hospital run by her family, and how she ended up becoming an entrepreneur. She talked about her other venture Health Basix and how her passion for healthcare motivated her to start this venture. The session was highly interactive and high participation on both Zoom and YouTube. Mr. Jayakumar Ramdass, President, CMA, gave the welcome address and Mr. K. Ravi, Vice president, CMA, delivered the vote of thanks. The session was moderated by Dr. Prashant Nair, Joint secretary, CMA.



Talk by Ms. Swathy Rohit

Joint session with Rajasthan State Industrial Development and Investment Corporation Ltd

RIICO held a business meet on 23rd November in association with Coimbatore Management association; TIE Coimbatore and The Indian Chamber of Commerce and Industry, Coimbatore. The meet was aimed at attracting investment to Rajasthan and attended by Mr. Arjun Prakash, Chairman, CII, Coimbatore; Ms. Ranjana Singal, Secretary, TiE Coimbatore; Mr. Varadarajan, Vice President, CMA and members of industry. Mr. S. K. Gupta, Sr. Dy. General Manager (Civil) and Mr. Tarun. K. Jain, Sr. Dy. General Manager (Finance), RIICO talked about the



Session in progress with CMA; TIE Coimbatore and The Indian Chamber of Commerce and Industry, Coimbatore

business opportunities in Rajasthan and made a presentation which talked about the benefits offered by the state to investors who are willing to start their business in Rajasthan.

Ghaziabad Management Association

Industry Academia Interface

An Industry-Academia interface meeting of the industry representatives of Ghaziabad Management Association and IRCDC-KIET was held on 13th November with a view to strengthen linkage between academics and industry. The meeting was headed by Dr. Manoj Goel, Joint Director, KIET, to showcase the institution and Mr. Dharmendra Singh, President, GMA and Dy. ED, Shriram Pistons and Rings Ltd leading the team from industries. 17 members from 8 industries participated in



Meeting in progress

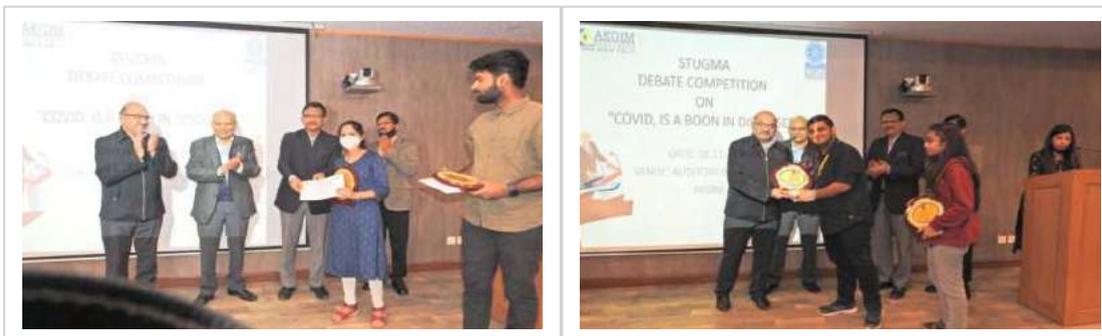
the meeting cum visit. It was hoped that the meeting will act as a bridge between the industry and academia and will generate opportunities in terms of industry consultancy activities and students' placement in nearby industries of Ghaziabad. It was then followed by a site visit to KIET facilities. The members of GMA visited the research and laboratory facilities of KIET to explore the possibilities for IRCDC activities.



Industry visit by the members of GMA

Debate Competition

GMA in collaboration with Ajay Kumar Garg Institute of Management, under the banner of STUGMA, organised a Debate Competition on the topic 'Covid is a boon in disguise' on 18th November at AKGIM campus. A total 27 teams from nine colleges and institutes of NCR participated in the competition. The competition was judged by Mr. Rahul Agrawal and Mr. Rajiv Goel, members of GMA. The prize distribution ceremony was graced by Mr. Dharmendra Singh, President GMA and CA. Gulshan Thappar, Treasurer GMA. The winners were awarded with the trophies and certificates and for the motivation and encouragement of further participation, certificates were provided to all the participants.



Distribution of Certificate and trophy to the participants

Panel Discussion

GMA organised a panel discussion on 26th November on 'Cyber Security and Data Security Management' conducted by its IT Forum which consist of IT experts in the member organisations. The experts on the panel were Ms. Anuradha Singh, Program Manager - North America Data Security and Privacy – IBM; Mr. Sumit Jain, Sr. Solutions Director – HCL; Mr. Sanjay Sharma, IT Infrastructure Head – Shriram Pistons and Rings Ltd and Mr. Aksheer Saxena, Network Consulting Engineer - CISCO. The event was attended by around 70 participants.



Panel discussion on 'Cyber Security and Data Security Management'

Goa Management Association

Goa Management Association held its signature GMA Knowledge Series lecture on 25th November. Mr. Jinesh Shah, Chartered Engineer and entrepreneur, with more than 14 years of work experience in technology, management and finance spoke on the topic 'Privatisation of Currency'. The session focused on history of money, crypto industry and decentralised finance. Mr. Amin Ladak, Chairman, GMA, welcomed the audience, while Mr. Rohan Bhandare, Executive Committee Member of GMA introduced the speaker and the moderator, followed by opening remarks by Dr. Rajanala Nirmala, Assistant Professor, Department of Management Studies, Goa University and moderator of the session. The participants attended the session in physical at the venue and many others including the LMA's joined virtually. The vote of thanks was presented by Dr. Sidas Khorjuvekar, Executive Committee, GMA.



(L – R) Mr. Amin Ladak, Chairman, GMA; Mr. Jinesh Shah and Dr. Rajanala Nirmala

Guwahati Management Association

Guwahati Management Association organised its monthly meeting on 27th November with Guest speaker, Mr Atanu Chetia, Area Sales Manager, North-East, Axis Bank Ltd. The meeting was held both in physical and virtual mode for the convenience of the members around the globe. Mr Chiranjit Chaliha delivered the formal welcome address followed by introduction of the speaker by Mr Bibhuti Dutta, Hony General Secretary. After his felicitation, Mr Chetia presented the theme 'Financial Support for Entrepreneurs' which was followed by Q / A session. At the end of the meeting, Mr Shantanu Choudhury offered the vote of thanks to the speaker, members and the guests.

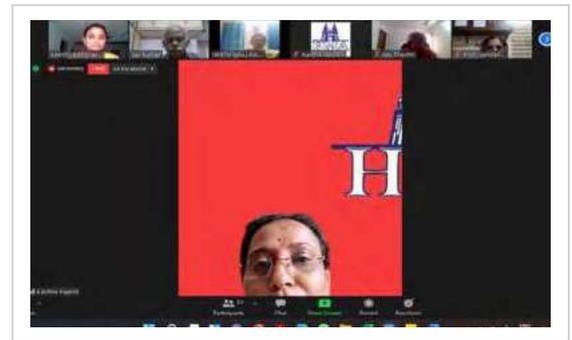


Speaker, Mr Atanu Chetia along with the members of GMA

Hyderabad Management Association

SDP

Hyderabad Management Association organised a session on 9th November on the topic 'Emotional Intelligence as a Catalyst in Change Management' with Prof M L Sai Kumar, PhD (IT) Dean Academics, (Retd.), Institute of Public Enterprise. Prof Sai spoke about how it is important to change which is constant and universal. He asked questions like the difference between success and victory, group and teams, how individuals and organisations should change along with the times and how progress is possible only through this. Emotional Intelligence and coping with change are the need of the hour.



Session in progress



Speaker along with the participants during the FDP

FDP

HMA organised a session on the topic 'Academic Leadership – A journey towards teacher career progression' on 13th November with speaker Prof M L Sai Kumar, PhD (IT) Dean Academics, (Retd.), Institute of Public Enterprise. Prof Sai opined that to be a good teacher to the students as well as set examples to the students, it is necessary to have leadership qualities which should be developed to enhance one's professional journey. He showed them the difference between being a leader and also being an autocrat. The event was packed with questions and the faculty were pleased to have the session by such an erudite speaker.



(L-R) Ms Kalpana Ramesh; Mr Arvind Kumar IAS; Mr. Prakash Rao, Chairman TWRDC; Dr Ravi Kumar Jain and Ms Geeta Mallikarjunan

Social Impact Desk

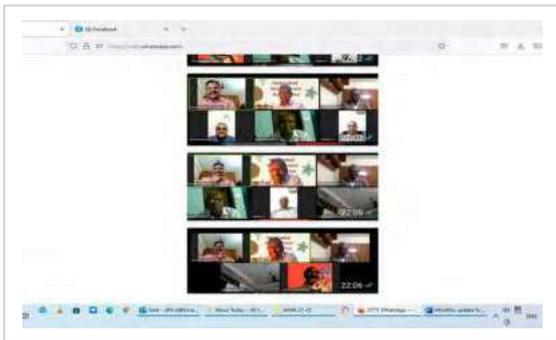
On 24th November, a dedication ceremony was held with offering Zamzam well water from Mecca and a documented book release on Gachibaoli Well restoration with Mr Arvind Kumar IAS, Special CS and Principal Secretary, MA and UD. Dr Ravi Kumar Jain and Ms Geeta Mallikarjunan were present during the dedication ceremony and the book launch of the well.

BizQuiz

HMA organised a Quiz on 26th and 27th November on the topic ‘Higher Education Opportunities in the United States’ virtually with the technical support from Symbiosis Institute of Business Management – Hyderabad. Dr Chetan Srivastava, Associate Professor, Hyderabad Central University conducted the Quiz in which 25 team reached the semi-finals and 5 reached the finals and 3 teams were declared the winners. The sponsors were Past Presidents of HMA and Ms. Kavitha Rajesh, President of HMA.



Quiz in progress



Participants during the session

MSME

HMA organised a session on 29th November on the topic ‘Sales and Digital Marketing Strategy and Techniques for MSMEs’. The resource person was Mr. Ramesh Vemuganti, Global Speaker, Corporate Trainer, Quality Assurance Expert and CEO Coach. Mr Vemuganti brought out the difference between sales and marketing and how it is important for organisations to upgrade their skills. He stated that the organisations who had moved with the times stood the test of times and also said that the social media platforms offer huge opportunities in terms of sales and marketing and if MSMEs cannot afford to spend, they should be able to spend a minimum to ensure that they reap huge benefits.

Indore Management Association

IMA Student Chapter Centre of Excellence

IMA Student Chapter organised a Centre of Excellence session on 10th November for the students of Shivajirao Kadam Institute of Technology and Management, Indore on the topic ‘Journey to Effective Management.’ The speaker of the session was Mr. Prahlad Pandey, Life and Leadership Coach, Indore.



Mr. Prahlad Pandey during the session

IMA Student Chapter organised a session on 11th November for the students of IPS Academy, Indore with speaker Mr. Mukesh Mehta, Head Supply Chain, Baerlocher India Additives Pvt. Ltd. Dewas on the topic 'Supply Chain in Dynamic Management Environment.'



Mr. Mukesh Mehta addressing the session



Mr. Debasish Chakravorty during the session

IMA organised a Centre of Excellence on 17th November on the topic 'Pharmaceutical product Life Cycle: Bridging Industrial and Academic Gaps' for students of Acropolis at Acropolis Auditorium, Indore. The speaker of the session was Mr. Debasish Chakravorty, Sr. Vice President, Operations, Piramal Pharma Solutions.

IMA Student Chapter organised a Centre of Excellence on 19th November on the topic 'Skills for Future Ready Managers' for the students of Acropolis, Indore with speaker Mr. Amitabh Tewari, Regional Head, TCS, Indore.



Mr. Amitabh Tewari addressing



Dr. M.S. Hora during the session

Contemporary Learning

IMA organised a Contemporary Learning session on 12th November on the topic 'Meditation as Medication' (Manage your thoughts, emotions, actions and reactions). The facilitator for the session was Dr. M.S. Hora, MBBS, M.D, Ex Ass. Professor, N.L.P and E.F.T Practitioner, Meditation Coach.

IMA organised a Contemporary Learning on 23rd October on the topic 'Latest Trends in Consumer Decision Making'. The facilitator for the session was Dr. Vinay S. Joshi, Life and Mindset Coach.



Dr. Vinay S. Joshi addressing



Dr. Vivek S Kushwaha during the session

IMA Centre of Excellence

IMA organised a session on 16th November on the topic 'Forensic Finance: A Case Study of Satyam'. The facilitator for the session was Dr. Vivek S Kushwaha, Director, Institute of Business Management and Research, IPS Academy.

IMA organised a session on 30th November on the topic 'Spinning Conflicts into opportunities'. The facilitator for the session was Dr. Sonal Sisodiya, Principal, Daly College Business Management, Indore.



Dr. Sonal Sisodiya addressing



Dr. Nitin Merh during the session

IMA HR Forum

IMA organised a HR Forum Meet on 18th November on the topic 'Management Games' at Daly College Business School, Indore. The speaker of the session was Dr. Nitin Merh, Associate Professor, Business Analytics and Life Coach, Indore.

Training

IMA organised a Training@Doorstep on 24th November at John Deere, Dewas on the topic 'Team Engagement Activity' with speaker Dr. Nitin Merh, Associate Professor, Business Analytics and Life Coach, Indore.



Dr. Nitin Merh addressing



Mr. Abhishek Mishra during the session

IMA organised a Training@doorstep on 24th November at John Deere, Dewas on the topic 'Team Engagement Activity' with speaker Mr. Abhishek Mishra, Corporate and Soft Skill and Behavioral Science Trainer, Indore.

IMA organised a training on 26th November at Pratap Snacks Private Limited, Indore on the topic 'Presentation and Speaking Skills'. The speaker of the session was Capt. Jaison Thomas, Corporate Trainer and a Motivational speaker, Indore.



Capt. Jaison Thomas addressing the session



Industry visit at Tata International

Industry Visit

IMA Student Chapter conducted an industry visit on 27th November at Tata International for the students of Acropolis, Indore.

IMA conducted an industry visit on 30th November at TCS Indore for students of Acropolis, Indore.



Students of Acropolis at TCS, Indore

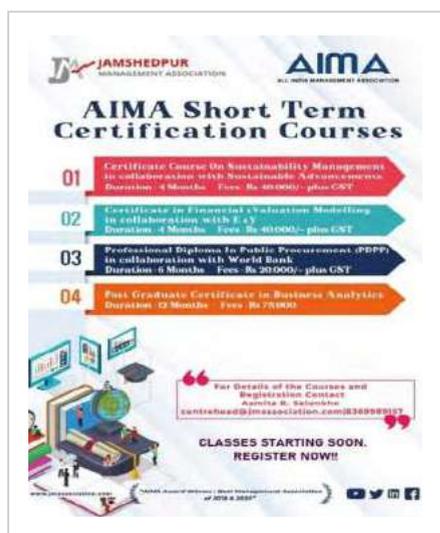
Jamshedpur Management Association

Digital Business Management

JMA was the channel partner for Jamshedpur area for the digital business management course launched by AIMA to impart learning with fundamental knowledge about latest trends, building blocks of digital platforms and best practices of digital business models in different industry verticals. The learning of this programme shall help students for seeking better prospects in the job market.



Certificate Course on Digital Management Course



Short term courses run by AIMA

Short Term Courses

JMA was the channel partner with AIMA, who in collaboration with well-established organisations like Ernst and Young, World Bank, Sustainable Advancements introduced various short term courses.

JMA ties up with UNext Learning

Jamshedpur Management Association announced its collaboration with UNext Learning to enable students and working professionals of Jamshedpur to upskill and obtain an industry-relevant degree. UNext is an online learning platform focused on the higher education ecosystem that is currently offering online degrees from India's leading online MBA institution, Manipal University Jaipur, a NAAC A+ accredited university. Speaking on the occasion, Mr. Amitabh Bhattcharjee, Hony. Secretary, JMA, said, that they are looking forward to a partnership with UNext and provide quality education accessible to learners in and around Jamshedpur. JMA is offering exclusive deals to candidates applying to Manipal University Jaipur's online degree programmes.



JMA in collaboration UNext Learning

Webinar

JMA in collaboration with ICICI Bank organised an exclusive webinar on Retail Assets on 23rd November. Mr. Bhaskar Rao Pandala, Regional Head- Unsecured; Mr. Rahul Kumar, Regional Head- Sales and Auto and Mr. Rajeev Gupta, Regional Head, Mortgage were the speakers for the session. The talk focussed on home loan, auto loan and credit card facilities. 30 professionals and students attended the event and clarified many doubts during the Q / A session.

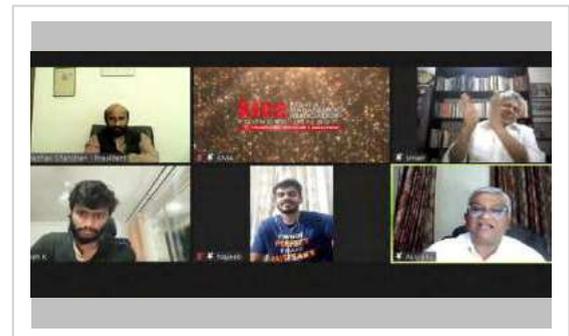


Webinar on 'Retail Assets' with ICICI Bank

Kerala Management Association

StartCon

KMA conducted Startup Conversation on 10th November by Mr. Saleeh K, Co-founder and CEO, App Maker and Mr. Najeeb Bin Haneef, Founder and CEO, Zaara Biotech. Mr. S. R. Nair, Programme Committee chairman introduced the speakers and moderated the session, and the KMA President, Mr. R. Madhav Chandran presided the same. The session was attended by around 115 delegates and Mr. Algiers Khalid, KMA Joint Secretary expressed his gratitude.



KMA officials with the StartCon speakers



Mr. Shaji K. V during the interaction

MSME Work Shop

KMA conducted the third series of MSME workshop on 13th November with Mr. Shaji K. V, Deputy Managing Director, National Bank for Agriculture and Rural Development. The MSME Forum Chairman, Mr. B. Balagopal welcomed the chief guest and delegates, and Mr. K. Harikumar, MC Member introduced the speaker. The speaker explained how the banking sector is going to boost and sustain the growth of MSMEs. Mr. A Balakrishnan, Vice President presided the session and KMA Joint Secretary, Mr. Algiers Khalid proposed the vote of thanks. 98 delegates attended the workshop.

Panel discussion

KMA conducted a panel discussion on the topic of contemporary relevance 'The Great Resignation - A Pandemic Epiphany'. Mr. P Premchand, Former President, KMA, Former Chairman, NIPM and senior HR Consultant; Prof. Dr. Harikumar, Dean, Faculty of Social Science CUSAT; Mr. Saju James, Managing Director, Fragomen India; Dr. Vipin Roldant, Corporate Psychologist and Mr. Arunanand T A, Head- HR, FullContact India were the panelists and Mr. S. R. Nair, Author, Business Mentor, Former President, KMA, moderated the conversation. The discussion presided over by KMA President, Mr. R. Madhav Chandran, and Honorary Treasurer, Mr. Bibu Punnooran expressed the vote of thanks. It was attended by around 125 delegates.



The panelists during the discussion



Mr. Subba Vaidyanathan during the Q/A

Master Class

KMA Women Managers Forum conducted a master class on 23rd November on the topic 'You are the Power' with Mr. Subba Vaidyanathan Founder, BeingSattvaa. Mr. R. Madhav Chandran, the President, presided over the meeting; Ms. Shalini Warriar, Women Managers Forum, introduced the speaker, and Mr. Algiers Khalid, Joint Secretary expressed gratitude. There were 135 delegates in attendance.

Grand Meet V2.0

Kerala Startup Network conducted an interactive session on 27th November along with KMA and Kerala Startup Mission on the theme 'Grand Meet V2.0'. Mr. A. Balakrishnan, Vice President, represented the KMA.



Mr. A. Balakrishnan during the session



Prof. Dr. Rao Tataavarti along with the KMA office bearers

LeaderTalks Session

KMA organised its 20th series of LeaderTalks session on 30th November by Prof. Dr. Rao Tataavarti, Director and distinguished Professor, GVP Group of Institutions Visakhapatnam on the topic 'The changing Paradigms of Air Pollution'. KMA Senior Vice President, Ms. L. Nirmala presided the session and welcomed the speaker, and Mr. S. R. Nair, Programme Committee Chairman introduced the speaker. Over 96 delegates attended the session and KMA Vice President, Mr. A. Balakrishnan proposed his vote of thanks.

Lucknow Management Association

MoU

Lucknow Management Association and Big-Alfa signed an MoU on 3rd November with the aim to bolster operations of LMA in Uttar Pradesh. Big-Alfa shall support LMA to diversify its operations from limited districts to all 75 districts of UP. MOU was signed by Mr. Anand Srivastava, Director, Big-Alfa and Mr. Rajiv Pradhan, Executive Director, LMA. The Ceremony was also attended by Ms. Kirti Karamchandani, Head Government Relations, HCL and HCL Foundation; Dr. Ravi Chandra, State-In-Charge, Uttar Pradesh UNDP; Mr. Hasan Yaqoob, Head Corporate Affairs (North), Flipkart; Ms. Lily Saxena, Assistant Manager, SIDBI apart from Mr. A.K. Mathur, Vice President; Dr. Dheeraj Mehrotra, Secretary; Mr. Vipin Gupta, Treasurer and Mr. Mumtaz Ali Khan, Member Core Group LMA.



MoU signed with LMA and Big-Alfa

India Financial Literacy Conclave 2021

Lucknow Management Association in collaboration with AWOKI India Foundation and Indian Industries Association organised the 4th India Financial Literacy Conclave 2021 on 12th November on the theme 'Enhancing Financial Empowerment'. The eminent speakers in the inaugural session were Prof. Subrata Chakraborty, Chairman-Advisory Board, AIF; Mr. Pravin Kumar Dwivedi, President AIF and Sr. Vice President, LMA. The Conclave was inaugurated by Mr. R Lakshmi Kant Rao, Regional Director, Reserve Bank of India and Mr. Alok Ranjan, Former Chief Secretary, GoUP and Past President, LMA was the Guest of Honour. The conclave was also attended by Mr. Vipin Gupta, Treasurer and Mr. Rajiv Pradhan, Executive Director, LMA apart from few LMA members.



4th India Financial Literacy Conclave 2021



Book launch session

Book Launch

Lucknow Management Association partnered with Jaipuria Institute of Management, Lucknow for a book launch session on 21st November on 'Making a Difference the IAS as a Career' by Mr. Alok Ranjan, Former Chief Secretary GoUP and Past President, LMA. The key panelists were Dr Kavita Pathak, Director, Jaipuria Institute of Management; Mr. Jayant Krishna, Past President, LMA; Professor Arvind Mohan, Head Economics, University of Lucknow and LMA member; Mr. Naveen Chandra

Bajpai and Mr. Atul Gupta both former Chief Secretary, GoUP. The session was attended by the members of the Executive Committee LMA and others in large number.

Book Release Ceremony

LMA in association with Jaipuria Institute of Management Lucknow organised the release Ceremony of Book 'The Custodian of Trust: A Banker's Memoir' of Mr. Rajnish Kumar, Former Chairman, SBI on 28th November. Mr. Rajnish Kumar was in conversation with Mr. Pravin Kumar Dwivedi, President AWOKE India Foundation and Sr Vice President, LMA and Ms Kanak Rekha Chauhan, Founder Director, METAPHOR-The Lucknow Lit. The session was moderated by Mr. D.B. Prasad, Former General Manager, SBI and Mr. Alok Ranjan, former Chief Secretary, GoUP and Past President, LMA presided the session. Mr. A.K. Mathur, Vice President, LMA introduced the panelists and formal vote of thanks was proposed by Mr. Hemendra Gupta, Faculty, JIML.



Session in progress during the Book release



Interactive session on 'Self Leadership'

Interactive Session

Young Managers Forum of Lucknow Management Association organised a knowledge sharing interactive session for the young managers of Shri Ramswaroop Memorial Group of Professional Colleges on 29th November on 'Self Leadership' by Dr Charu Rawat. Dr Priyanka Srivastava, HOD, MBA from SRMGPC welcomed and introduced the speaker and the students of SRMGPC attended in large.

Visit to HCL

On 30th November, on an invite from HCL, a delegation of 15 members from Lucknow Management Association visited their Lucknow Campus for an exposure visit and orientation on skill development initiatives by HCL. Ms Kirti Karamchandani, Head-Government Relations, HCL introduced the speakers. Mr. Rishi Kumar, Vice President presented HCL's growth journey during the last 5 years from its establishment. Mr. Prabhat Ranjan, DGM TSS conducted the orientation on training programmes. Mr. Rajiv Pradhan, Executive Director, LMA formally thanked the team HCL.



Delegation visit at HCL

Meerut Management Association

Talk

Meerut Management Association in association with IIMT University, Meerut organised a leadership talk on 12th November on the theme 'Entrepreneurship'. The distinguished speaker was Mr. Ankit Singhal, Former President, MMA, Meerut. MMA members, faculty and students were greatly benefited and the talk was appreciated by all attendees.



Mr. Ankit Singhal, Former President, MMA, Meerut addressing

Seminar

Meerut Management Association organised a seminar on 23rd November on the theme 'Myths and Mysteries of Pranayam' with speaker Er. Ram Autar Tayal. The session was moderated by Dr. Manoj Garg. MMA members and guests attended the seminar. Dr. Poonam Devdutt welcomed the guest, Mr. Gaurav Jain presented the memento and Mr. V. K. Gupta proposed the vote of thanks.



Session on 'Myths and Mysteries of Pranayam'

Palghat Management Association

Kerala Day Celebration

Palghat Management Association celebrated the Kerala Formation Day also known as the Kerala Day on 1st November. Smt K Binumol, President, District Panchayat, Palakkad was the chief guest and released a 4 page Malayalam summary of Palakkad Vision 2030. The event was followed by cultural programmes by the students of LEAD College of Management. The session was well attended by PMA members.



Smt K Binumol, President, District Panchayat, Palakkad releasing the Palakkad Vision 2030

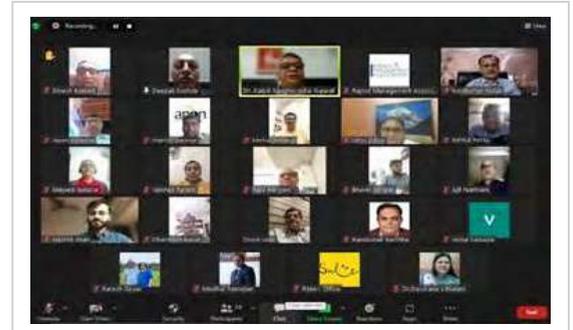
Palghat Management Association in collaboration with the initiative, Palakkad Vision 2030 organised a knowledge sharing session on 16th November on Waste Management at Home on the theme 'My Waste My Responsibility'. The resource person was Mr. KM Saajeev Vijayan, Founder, Green Living Social School, an environmental activist and social entrepreneur. The session was informative and well attended by PMA members and their families.



Session on 'My Waste My Responsibility'

Rajkot Management Association

Rajkot Management Association organised a celebration of RMA-Day on 9th November, whereby there was a virtual gathering of the RMA members. RMA News – Bimonthly Magazine was launched, the editor of which is Mr. Mayank Batavia, EC, RMA and unveiled by Dr. Kalpit Sanghvi, President, RMA. Several members of the Executive Council as well as RMA members expressed their views in this virtual meet.



Members and participants during the celebration of RMA day

Rohilkhand Management Association

RMA programme committee meeting was held on 30th November. It was decided that a public programme seeking opinions of intellectuals of different professions related to development of Bareilly on the topic 'Bareilly Ke Dil Mein Kya Hai' will be organised on 9th December, to be conducted by media body U.P. Insider. A.G.M will be held on 18th December and training programme for new entrepreneurs as per MOU signed with IIM, Kashipur will be organised soon.



(L to R) Dr. Manish Sharma; Qadir Ahmad; Mr. Umesh Dhirwani; Dr. Vivek Sharma; Dr. Neeraj Saxena and Mr. K. B. Agarwal

Thrissur Management Association

Joint Meeting

TMA conducted the meeting on Kerala Day on 1st November to understand the PMA modus operandi for creating Palakkad Vision 2030 dossier. The objective was to initiate creation of a similar dossier for Thrissur under the banner of 'Thrissur Vision 2040'. Mr. Paul Thomas, the Senior Vice President of TMA was chosen to lead the initiative. The year 2040 happens to be the golden jubilee year for TMA.



TMA-PMA meeting on Thrissur Vision 2040



TMA-DIC Industrial Mentoring session

MDP

TMA organised a MDP on 3rd November with Chief Guest, Mr. K S Kripakumar, General Manager - District Industries Centre, Thrissur. Mr. P. Rajeev, the Minister for Industries, Law, and Coir, in the Kerala Government accepted TMA proposal to mentor struggling industrial units in conjunction with DIC, Thrissur. It was the first such session, in which the three different units identified by DIC in the food processing industry. TMA studied and discussed each case with DIC, GM and TMA members with expertise in various areas like management, entrepreneurship, finance, and marketing.

Student Chapter Inauguration

TMA Student Chapter was inaugurated on 9th November on the topic 'Industry expectations from fresh graduates; Challenges in recruitment, and Career scope for finance professionals'. The speakers were TMA President, Er. Vinod Manjila; TMA Hon. Secretary, Er. Francis George; TMA Student Chapter Coordinator, CMA Madhu A P. The event was attended by around 80 participants.



Er. Vinod Manjila inaugurating TMA- Naipunnya Business School Students Chapter

Webinar

TMA organised a webinar on 11th November with Architects and Engineers Association: Green Worms - The inspiring story of a Waste Management Startup with speaker Mr. Jabir Karat, Founder and CEO, Green Worms. The speaker enlightened the audience about the simplicity and feasibility of their effective model in both collection, segregation, and processing and or sale of dry waste to end-users in various segments. The session inspired the TMA executive team to consider tying up Green Worms to implement a waste management project in chosen panchayat in Thrissur as a pilot project.



(L to R) Er. Vinod Manjila, President, TMA and Mr. Jabir Karat, Founder and CEO, Green Worms addressing TMA Members

TMA organised a joint programme with Builders Association of India, Thrissur Chapter on 13th November on the topic 'Master Plan of Thrissur Corporation: The Facts and Figures'. The keynote speakers were Er. Vinod Manjila, President, TMA and Mr. K Paul Thomas, Sr. Vice President, TMA. The session was attended by 80 participants. The honourable Mayor of Thrissur, Mr. M. K. Varghese, presided over the meeting.



(L to R) TMA President, Er. Vinod Manjila and Sr Vice President, Mr. K Paul Thomas



Mr. Ajith Kumar Raja addressing TMA Lets Chat participants

TMA took a new initiative Let's Chat to bring together its members and family in an informal setting every month in order to create a bonding and brainstorm ideas for TMA's future activities. The second session was conducted on 14th November with guest of honour Mr. Ajith Kumar Raja, Principal and Director, Sakthan Thampuran College at a popular picnic spot in Thrissur, in which the idea of developing tourism in Thrissur was discussed. 35 participants participated in the session.

Student Chapter Inauguration

TMA Student Chapter was inaugurated on 18th November by Er. Francis George, Hon. Secretary of TMA. The keynote address was given by Dr. Jean Joy, Executive Director, Joys Hotels and Resorts on the topic 'Yes, Women Can!', who shared her personal experiences of learning, the nitty gritty of hotel business by rotation training at various departments of the hotel, before taking over the mantle as the executive director of Joys Palace hotel, Thrissur. She also spoke about the unique strengths of women like multi-tasking and the need to raise children with a sense of gender equality.



Dr. Jean Joy, Executive Director at Joys Hotels & Resorts

MOU

On 18th November, the TMA President, Er. Vinod Manjila and TMA student chapter coordinator, CMA Madhu A P, signed Student Chapter MoUs with Vimala College, Thrissur, and Future Educuity, Poomala.



MoU signed of TMA-Students Chapter at Vimala College, Thrissur and Future Edecity,Poomala

TMA Student Chapter inauguration of Holy Grace Business School, Thrissur was held on 22nd November with speakers TMA President, Er. Vinod Manjila; TMA CEO, Mr. Joy Joseph and TMA Student Chapter Coordinator, CMA Madhu A P. 70 participants attended the session.



TMA- Holy Grace Student Chapter



Inauguration of TMA- ELIMS Student Chapter

TMA Student Chapter inauguration of Elijah Institute of Management Studies, Thrissur was held on 23rd November with speaker CA Geo Job, Vice President of TMA. He encouraged the students to actively participate in all activities like business plan contests, business quiz, market surveys etc. He also emphasised the need for giving back to the society with integrity. 70 participants attended the session.

On 25th November, at the inauguration of TMA-Jyothi Engineering College Student Chapter, the chief guest, Ms. Meera K, the Kerala topper in UPSC exams, advised the students to learn from failures and continue pursuing their dreams. She spoke about the need to try meticulously in a well planned manner without compromising the pleasures in life. She encouraged the students to keep trying until accomplishing their targets. It was a highly motivational session.



MOU for TMA-Jyothi Student Chapter

On 29th November, Er. Francis George, Hon. Secretary, TMA, a former executive with global banks like Citibank, and Standard Chartered Bank, addressed the entire first year batch of students of Jyothi Engineering College, Thrissur. He shared tips and tricks to nurture a personal growth mindset to further one's career in a globally competitive world. He drove home significant points with real-life examples from his own career in multiple countries - USA, Singapore, and South Africa working on top tier information technology projects in global banks. The students were highly inspired from the session.



Er. Francis George addressing the students of Jyothi Engineering College



Inaugural ceremony of the e-Conference

TMA was the title sponsor for the one-day event organised by Centre for Corporate and Competition Law of Symbiosis Law School, Hyderabad on 28th November. The chief guest for the inaugural Ceremony was Mr. Dhanendra Kumar, former CCI Chairman and Dr. Sanjay Kumar Pandey, Adviser and Head of Advocacy Division of CCI for valedictory Ceremony and the keynote speaker was Mr. Amiya Kumar Pati, Senior Associate, Khaitan and Co. The inauguration was followed by a panel discussion on 'Impact of Modern Techniques on the Existing System of Competition'. The event ended with a valedictory

function in which TMA Hon. Secretary, Er. Francis George, gave an overview of TMA activities, especially for the students. 120 students participated in the session.

TMA Student Chapter address was held on 30th November at Jyothi Engineering College, Thrissur by speaker Er. George Paul, TMA Member, a former senior executive with Bharat Petroleum Corporation Ltd. He spoke about how today students will graduates into a world where the demands of their professional, personal and public lives grow more complex and challenging. Competencies will be critical for equipping students with the knowledge, skills and attitude needed to successfully navigate their journeys in learning, giving, and working. The session was attended by 350 participants.



Er. George Paul addressing the students of Jyothi Engineering College

Trivandrum Management Association

MDP

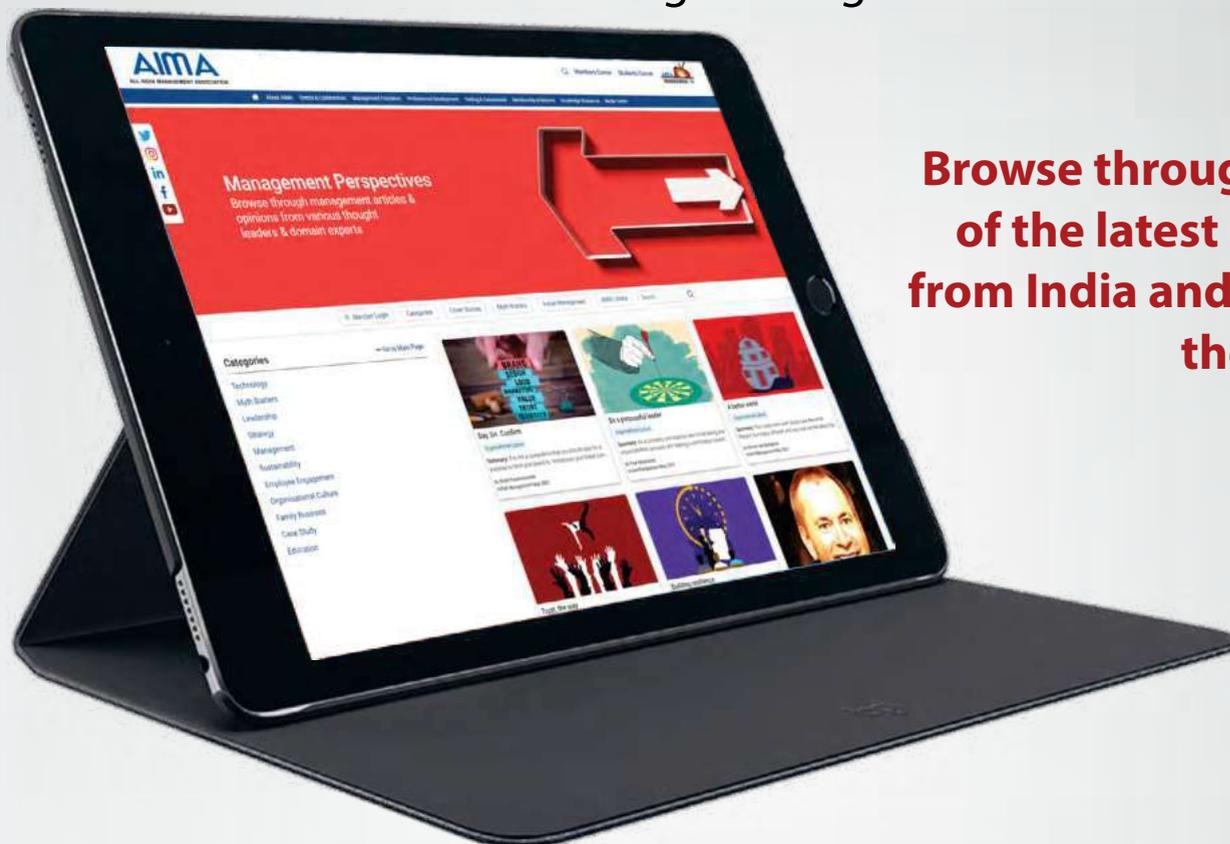
Trivandrum Management Association organised an online In house training programme on 6th November for the officials of Terumo Penpol Pvt Ltd on 'Finance for Non-Finance Managers' by CA. Piyali Parashari, Functional Consultant – Reports and Taxation Module, Tata Consultancy Services. The programme was well received by the delegates of Terumo Penpol Pvt Ltd.



CA. Piyali Parashari addressing the delegates

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Event	Programme Chairman /Director	Venue	Date
5th Young Managers Simulation Championship (YMS)		Western & Eastern Round Southern & Northern Round Finale	08-10 December 2021 13-15 December 2021 17 December 2021
10th Innovation Practitioners Case Study Contest, Awards and Summit			14-15 December 2021
51st LeaderSpeak Session	Mr Sriram Natarajan CEO - Molbio Diagnostics Pvt. Ltd	Online	17 December 2021
52nd LeaderSpeak Session	Mr Harsh Mariwala Chairman, Marico Ltd.	Online	19 January 2022
HRM Conclave			20-21 January 2022
PSU Summit		Online	28 January 2022
4th National Competition for Managers		Western & Eastern Round Southern & Northern Round Finale	28-29 January 2022 01-02 February 2022 04 February 2022
AIMA-Doctor K S Basu Memorial Lecture	Mr Mohan Das Pai Chairman of Manipal Global Education Services Pvt Ltd	Online	08 February 2022
Leadership Workshop			12 February 2022
AIMA Management Cafe☐	Mr Harish Bhat Brand Custodian Tata Sons	Online	14 February 2022
66th Foundation Day & 16th National Management Day			21 February 2022
Global Procurement Summit		Online	03-04 March 2022

Event	Programme Chairman /Director	Venue	Date
Workshop on New Age Manager's Toolkit			05 March 2022
Corporate Management Olympiad 2022			10-12 March 2022
7th National Leadership Conclave		Online	12-13 April 2022

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