

AIMA News

AIMA'S MONTHLY E-MAGAZINE

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

AUGUST 2022



Dear Readers,

I am pleased to present yet another issue of AIMA News.

With your constant support and encouragement, AIMA continued to strive to build management capability through its various initiatives and programmes.

A pioneer in the field of distance education, AIMA has been constantly delivering value to students, working professionals and academia through its myriad management education programmes and courses. Over 1200 students were recently presented their management credentials at AIMA's 27th Convocation held in a physical mode after two years. Mr Suresh Prabhu, The Chief Guest on the occasion, presented the students and scholars their certificates in the presence of AIMA President, Mr CK Ranganathan and Chairman of AIMA's Board of Studies, Dr Bhimaraya Metri.

AIMA also continued its efforts to bring the constantly expanding digital universe closer to management practitioners of today. The 5th edition of AIMA's Digital & Social Marketing Retreat was held in Goa under the Chairmanship of Mr Shiv Shivakumar. The 3-day Retreat was addressed by several prominent CEOs and domain experts. Brief reports are carried inside.

Extending its outreach to the upcoming generation of managers, AIMA held the second online edition of its National Shaping Young Minds Programme (SYMP). Eminent speakers including Dr K Radhakrishnan; Mr Shiv Shivakumar; Mr Sanjiv Mehta and Ms Shereen Bhan shared their experiences with the students over candid sessions. The programme, held in conjunction with 25 Local Management Associations, witnessed a participation of over 12,000 plus young minds.

In addition, AIMA's recently instituted exclusive Women's Council - AIMA Aspire - launched its first programme, the WomenSpeak Series. The series features insights, opinions and views from iconic women achievers and leaders. The inaugural session was conducted with Ms Naina Lal Kidwai, on the theme 'Leadership in a Post Covid World - What it takes to Win' and was moderated by Aspire Chairperson, Dr Preetha Reddy; while Ms Vinita Bajoria, Co-Chairperson of AIMA Aspire presented the concluding remarks. These sessions are open to all, and the next is being planned with Ms Vanitha Narayanan in a few weeks from now.

AIMA's earlier initiative launched in the early days of the lockdown, the hugely popular LeaderSpeak Series, continued to gain further traction. The 60th edition was conducted as an online fireside chat on a very pertinent topic of current times - Metaverse; with Mr Rajan R Navani in conversation with Dr Ganesh Natarajan. You will find additional details in this issue.

Another initiative that was set up to help management professionals deal with ongoing and future disruptions, is AIMA's unique BusinessUnusual Series. The 4th edition of the series was rolled out, with 3 separate programmes conducted on topical subjects with industry experts. These programmes are aimed at preparing enterprises to get back to business quickly in the post-lockdown phase.

More details are carried inside along with brief reports on AIMA Young Leaders Council sessions, the 31st edition of the National Management Games, workshops and trainings. This edition of AIMA News also brings you the latest developments from the LMAs and some interesting articles on management.

In a few days from now, AIMA will see its customary change of guard at the 49th National Management Convention (NMC), being held in New Delhi on 20-21 September 2022. Mr Shrinivas Dempo will be taking over the reins from AIMA current President, Mr CK Ranganathan.

We do hope you would be able to join us for this year's NMC, either in person or online on AIMA's social media channels. The Convention promises to be very interesting with a stellar line-up of speakers, including the Hon'ble Vice President of India, Mr Nitin Gadkari, Mr Jyotiraditya Scindia, Mr Amitabh Kant, India's Navy Chief as well as the who's who of India Inc. We look forward to reporting details on this flagship event in our next issue.

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

Warm Regards

Rekha Sethi
Director General

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CONTENTS



04 27th Convocation

AIMA SNAPSHOTS

06 5TH DIGITAL & SOCIAL MARKETING RETREAT



09 SHAPING YOUNG MINDS PROGRAMME



11 WOMENSPEAK SERIES



12 4TH BUSINESSUNUSUAL SERIES

14 TRAINING PROGRAMME

16 LEADERSPEAK SESSION

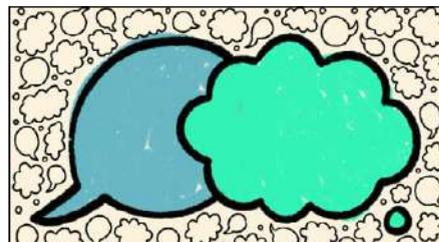
17 INTERNATIONAL CASE TEACHING & CASE WRITING WORKSHOP

18 YLC ONLINE SESSION

19 NATIONAL MANAGEMENT GAMES

FEATURES

21 HIRING FEMALE CEOs CHANGES HOW COMPANIES TALK ABOUT WOMEN



25 THE COSTS OF BEING A PERFECTIONIST MANAGER



31 NEWS FROM LMA'S



62 AIMA EVENTS CALENDAR



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I AM A
WOMAN

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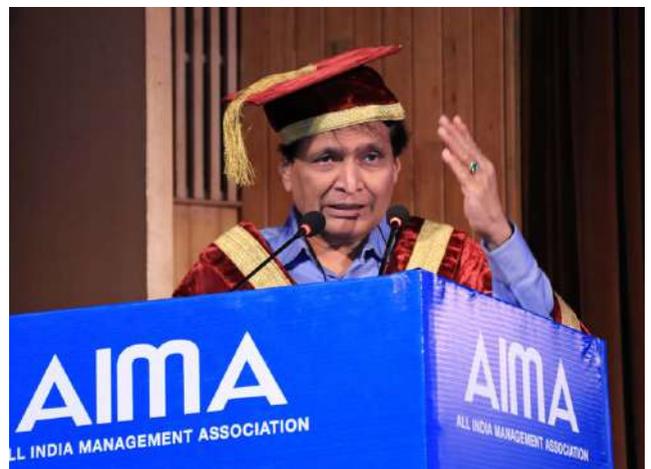
#SuccessHasNoGender

27th Convocation



(L-R) Ms Rekha Sethi, Director General, AIMA; Mr CK Ranganathan, President, AIMA and Chairman & Managing Director, CavinKare Pvt Ltd; Mr Suresh Prabhu, Founding Chancellor of Rishihood University, Guest Professor of London School of Economics, Former Union Minister and Member of Parliament; Dr Bhimaraya Metri, Chairman, Board of Studies and Director, IIM Nagpur and Dr Raj Agrawal, Director, AIMA CME

AIMA held its 27th Convocation on 9th September 2022 in New Delhi. Mr Suresh Prabhu, Founding Chancellor of Rishihood University, Guest Professor of London School of Economics, Former Union Minister and Member of Parliament addressed the convocation and congratulated AIMA students for receiving their various management degrees, diplomas and certificates. He said, "Idea is the only capital that doesn't depreciate but can multiply". He laid emphasis on choosing the right institute as it helps in a smooth transition to the professional world. He cited the example of AIMA which has a confluence of subject matter experts and experienced industry



Mr Suresh Prabhu, Founding Chancellor of Rishihood University, Guest Professor of London School of Economics, Former Union Minister and Member of Parliament addressing

personnels guiding the students by delivering practical education. The welcome address was delivered by Mr CK Ranganathan, President, AIMA and Chairman & Managing Director, CavinKare Pvt Ltd, and Ms Rekha Sethi, Director General, AIMA delivered the introductory remarks. The vote of thanks was given by Dr Raj Agrawal, Director, AIMA CME. The report on Centre for Management Education was presented by Dr Bhimaraya Metri, Chairman, Board of Studies and Director, IIM Nagpur.

At the Convocation, 12 candidates were felicitated for being awarded PhD Degree in Business Administration, run by AIMA in partnership with Aligarh Muslim University. AIMA's flagship Post-Graduate Diploma in Management was presented to 607 students. The Post-Graduate Diploma in IT Management was given to 10 students and 580 students were awarded certificates and diplomas for completing various short and specialised management courses. AIMA also conferred its fellowship to 2 eminent management professionals.



5th Digital & Social Marketing Retreat

A Digital World – The Consumer Wins, The Middleman Struggles



Participants of the 5th Digital & Social Marketing Retreat

AIMA organised the 5th edition of its Digital & Social Marketing Retreat on the theme 'A Digital World – The Consumer Wins, The Middleman Struggles' from 21st to 23rd August 2022 at Goa. The Retreat was chaired by Mr Shiv Shivakumar, Group Executive President, Corporate Strategy & Business Development, Aditya Birla Group.

The Retreat was an informal setting with knowledge and experience-sharing sessions and brought together CEOs, CMOs, senior marketing professionals and decision makers from both digital and non-digital businesses for a dialogue with the CEOs and innovators who are leading the growth of digital markets. The format of the Retreat included interactive sessions, case studies, talks and a special workshop was organised on Metaverse by Mr Sandeep Alur of Microsoft.



Shiv Shivakumar, Group Executive President, Corporate Strategy & Business Development, Aditya Birla Group



Mr Sandeep Alur of Microsoft conducting a workshop on Metaverse



Ms Anusha Shetty, Chairperson & Group CEO, Grey Group addressing

Some of the eminent speakers who addressed the participants included Mr Rohit Dadwal, Managing Director - Asia Pacific, MMA Global; Mr Pankaj Rai, Group Chief Data and Analytics Officer, Aditya Birla Management Corporation Pvt Ltd; Mr Sandeep Alur, Director, Microsoft Technology Centre, Microsoft;

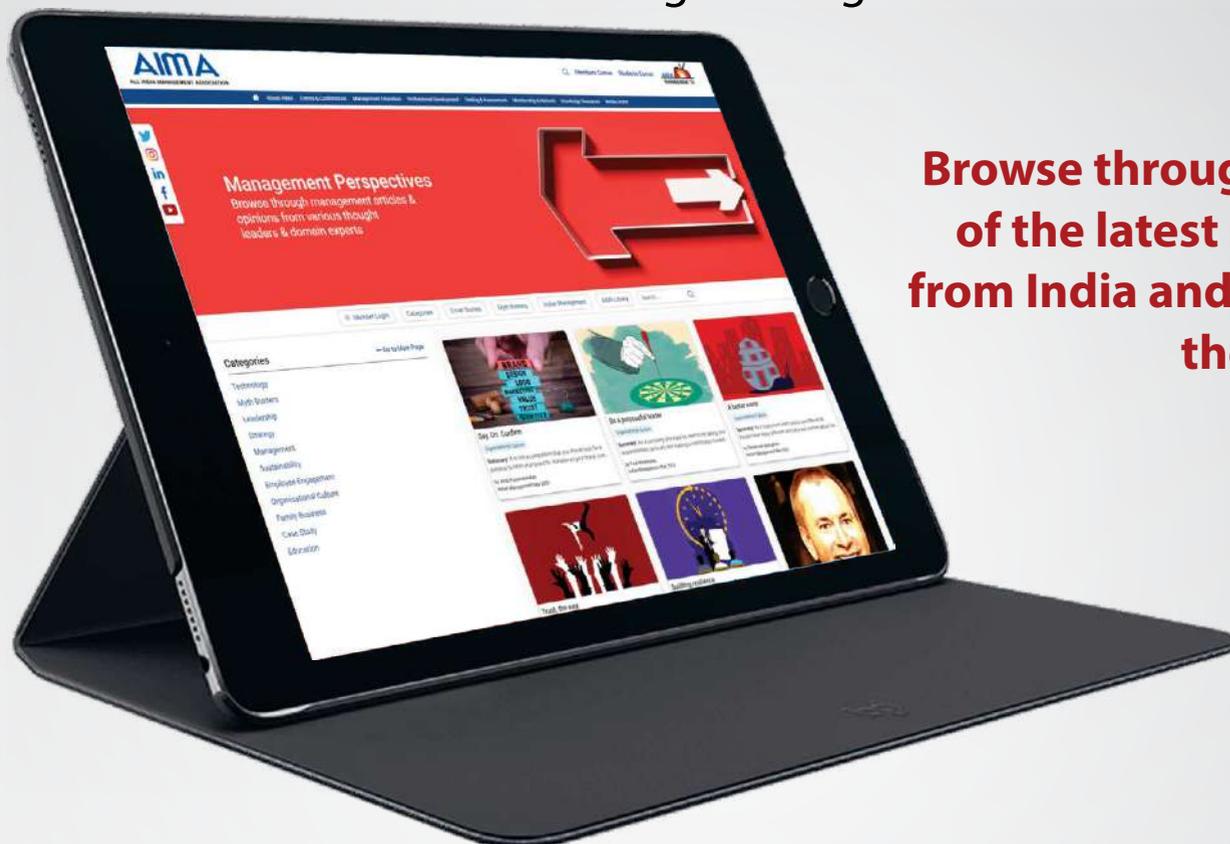
Ms Anusha Shetty, Chairperson & Group CEO, Grey Group; Mr Bhaskar Ramesh, Director- Omnichannel, Google India; Ms Radhika Sridharan, Partner, Bain & Company and Mr Suhail Ghai, Chief Digital & Information Officer, Max Life Insurance Company Ltd.



5th Digital & Social Marketing Retreat participants with speakers

MANAGEMENT PERSPECTIVES

A collection of management articles and opinions from various management gurus and domain experts.



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Shaping Young Minds Programme



Dr K Radhakrishnan, Former Chairman, Space Commission/Secretary, Department of Space & Chairman, ISRO and Mr Shiv Siddhant Narayan Kaul, Managing Director, NICCO, Engineering Services Ltd and Honorary Consul General of The Republic of Korea in Kolkata

AIMA has been running a unique programme for young people called the ‘Shaping Young Minds Programme’ (SYMP). The programme provides a platform for young professionals and management students to interact with iconic leaders from various fields, where these leaders talk about their lives, their successes and more importantly – their failures. There are no speeches – just stories and anecdotes from life! This helps young people synchronise personal and career goals through exposure to the experience and wisdom of successful people. The idea is to provide students an opportunity to interact with achievers and learn from the experiences of those who have been there and done that.

The second online version of the National SYMP was held on 26th August 2022.

The speakers who addressed the session included Dr K Radhakrishnan, Former Chairman, Space Commission/Secretary, Department of Space & Chairman, ISRO; Mr Shiv Shivakumar, Group



Ms Rekha Sethi, Director General, AIMA and Dr K Radhakrishnan, Former Chairman, Space Commission/Secretary, Department of Space & Chairman, ISRO



NICCO, Engineering Services Ltd and Honorary Consul General of The Republic of Korea in Kolkata; Mr Pranjal Sharma, Author, Economic Analyst & Columnist; Mr Shrinivas Dempo, Chairman, Dempo Group of Companies & Senior Vice President, AIMA; Mr Nikhil Sawhney, Vice Chairman and Managing Director, Triveni Turbine Limited, Director, Triveni

Mr Shiv Shivakumar, Group Executive President, Strategy and Business Development, Aditya Birla Group & Past President, AIMA and Mr Pranjal Sharma, Author, Economic Analyst & Columnist

Executive President, Strategy and Business Development, Aditya Birla Group & Past President, AIMA; Ms Shereen Bhan, Managing Editor, CNBC-TV18 and Mr Sanjiv Mehta, CEO and Managing Director of Hindustan Unilever Limited. The session chairs for respective sessions were Mr Shiv Siddhant Narayan Kaul, Managing Director,



Ms Shereen Bhan, Managing Editor, CNBC-TV18 and Mr Shrinivas Dempo, Chairman, Dempo Group of Companies & Senior Vice President, AIMA



Engineering and Industries Limited & Vice President, AIMA. Ms Rekha Sethi, Director General, AIMA delivered the special address and 25 Local Management Associations partnered with AIMA for this unique event with a participation of over 12,000 on various AIMA platforms.

Mr Nikhil Sawhney, Vice Chairman and Managing Director, Triveni Turbine Limited, Director, Triveni Engineering and Industries Limited & Vice President, AIMA and Mr Sanjiv Mehta, CEO and Managing Director of Hindustan Unilever Limited



WomenSpeak Series

Leadership in a Post Covid World - What it takes to Win



As part of its new initiative, AIMA Aspire has launched – WomenSpeak Series – an online series with iconic women achievers and leaders; allowing professionals and experts to learn and benefit from a woman leader’s unique perspective and vision.

The first session of AIMA Aspire WomenSpeak was successfully conducted on 1st September 2022 with Ms Naina Lal Kidwai, Additional Director and Senior Advisor, Rothschild India. The theme of the session was ‘Leadership in a Post Covid World - What it takes to Win’ and was moderated by Dr Preetha Reddy, Chairperson, AIMA Aspire and Executive Vice Chairperson, Apollo Hospitals Enterprise Ltd. AIMA Director General, Ms Rekha Sethi commenced the session with the welcome and introductions. The session was focused on how leadership in the post-pandemic world means shifting not only management methods but also the mindset whilst continuing to navigate through the ever-changing world and providing consistent guidelines. Ms Kidwai said that we are at a juncture which will be defining for our lifetimes. This calls for redefining the roles of corporates and women; and that of technology. To succeed in these uncertain times, collaboration and the effective use of technology will hold the key.

Dr Preetha Reddy pointed out that women have become more adaptable post Covid and more of them have turned to entrepreneurship and are wanting to take up chair positions. New opportunities have come up across sectors and women have learnt to look beyond traditional roles. Ms Vinita Bajoria, Co-Chairperson, AIMA Aspire and Chairperson, Nicco Cables Ltd. delivered the vote of thanks. The session was very well received by the participants.

From Top : Dr Preetha Reddy, Chairperson, AIMA Aspire and Executive Vice Chairperson, Apollo Hospitals Enterprise Ltd; Ms Naina Lal Kidwai, Additional Director and Senior Advisor, Rothschild India; Ms Vinita Bajoria, Co-Chairperson, AIMA Aspire and Chairperson, Nicco Cables Ltd and Ms Rekha Sethi, Director General, AIMA



4th BusinessUnusual Series



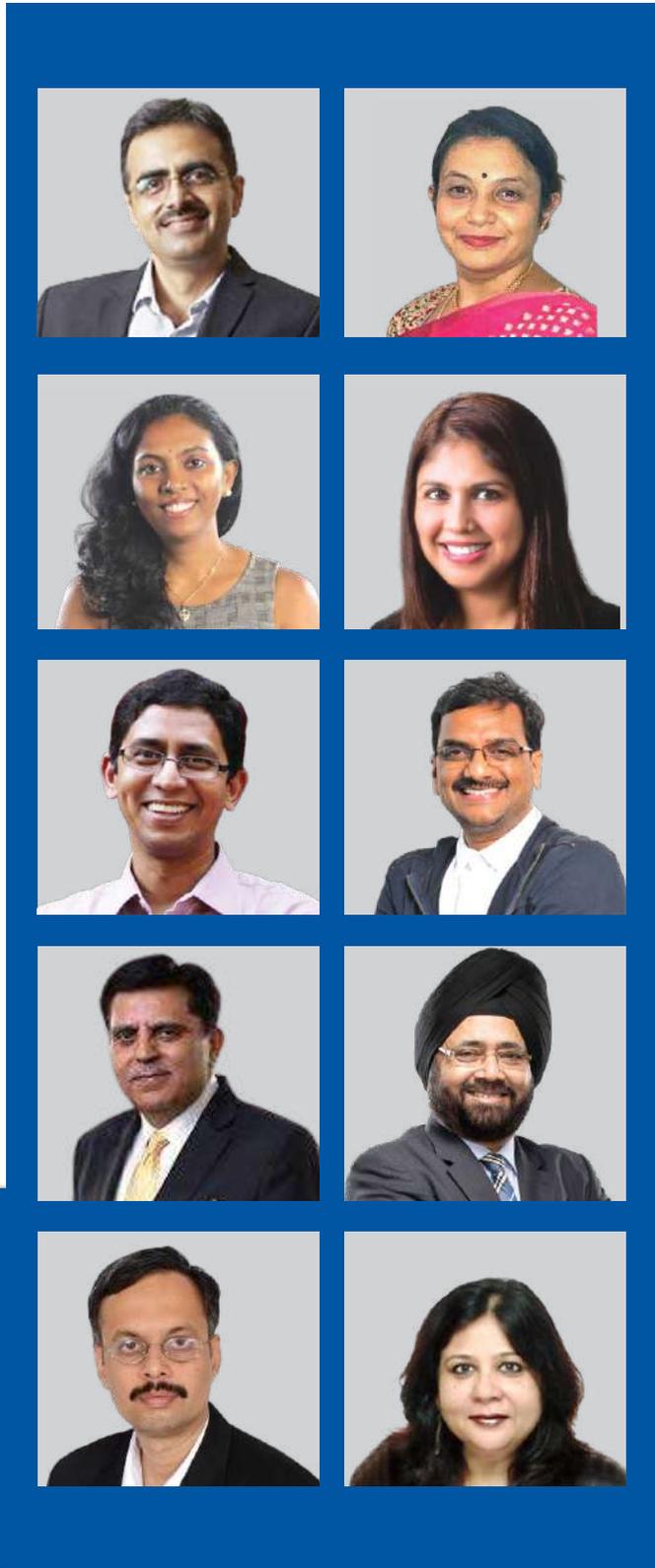
In continuation of its endeavour to help build management capability in these difficult times, AIMA set up the 4th edition of its BusinessUnusual Series. The AIMA BusinessUnusual Series is a set of one-day online programmes, aimed at preparing enterprises to get back to business quickly in the post lockdown phase.

The first programme under this series was conducted on 27th August 2022 on the theme 'Innovation for the changing World'. Dr Ganesh Natarajan, Chairman, Honeywell Automation India & 5F World was the Programme Chairman. Ms Ipsita Nayak, CEO, Kalzoom Advisors; Mr Pramod Bhasin, Founder Genpact & Chairman, Clix Capital Services; Mr Rajesh Magow, Co-Founder & Group CEO, MakeMyTrip Ltd and Mr Nitin Chugh, Deputy Managing Director & Head of Digital Banking, State Bank of India were the other speakers. The programme was aimed at helping the delegates understand the importance of innovation for current business conditions and the need to implement more sustainable strategies for businesses. The programme was attended by 24 delegates from diverse industries from across the country including information technology, consumer durables, educational institutes and PSUs.

From Top (L-R): Mr P Dwarakanath, Former Chairman, GSK Consumer Healthcare Ltd; Mr Pramod Bhasin, Founder Genpact & Chairman, Clix Capital Services; Mr Harish Bhat, Brand Custodian, Tata Sons; Dr Ganesh Natarajan, Chairman, Honeywell Automation India & 5F World; Mr SY Siddiqui, Chairman – AIMA Core Committee on HR & Executive Advisor, Maruti Suzuki India Ltd; Mr Sunil Bhaskaran, CEO and MD, AirAsia India; Mr Rajesh Magow, Co-Founder & Group CEO, MakeMyTrip Ltd; Mr Nitin Chugh, Deputy Managing Director & Head of Digital Banking, State Bank of India; Mr Rajeev Dubey, Chairman, Mahindra First Choice Wheels Ltd and Mr Harshvendra Soin, Global Chief People Office & Head Marketing, Tech Mahindra

The second programme was held on 3rd September 2022 on ‘Consumption & Brands’ with Mr Harish Bhat, Brand Custodian, Tata Sons as Chairman of the programme. Some of the other speakers included Mr K Ramakrishnan, Managing Director - South Asia, Kantar World Panel; Ms Ranjani Krishnaswamy, Chief Marketing Officer, Tanishq; Mr Subramanyeswar S, Chief Strategy Officer – APAC, Mullenlowe Group; Mr Ashutosh Pandey, Chief Executive Officer, Mahindra First Choice Wheels Ltd and Ms Prathyusha Agarwal, Chief Business Officer, Byju’s. The programme focused on strategies that will help enterprise come out of the current VUCA environment stronger and also prepare them for future scenarios. The programme was attended by 31 delegates and was very well received by the participants.

The last programme in the series was organised on 10th September 2022 on HR. The eminent speakers who addressed the sessions were Mr SY Siddiqui, Chairman – AIMA Core Committee on HR & Executive Advisor, Maruti Suzuki India Ltd; Mr P Dwarakanath, Former Chairman, GSK Consumer Healthcare Ltd; Mr Rajeev Dubey, Chairman, Mahindra First Choice Wheels Ltd; Mr Rajit Mehta, Managing Director, Max India Ltd; Mr Sunil Bhaskaran, CEO and MD, AirAsia India; Mr KS Bakshi, Group Head, Human Resources, Interglobe Enterprises; Mr Harshvendra Soin, Global Chief People Office & Head Marketing,



From (L-R): Mr Ashutosh Pandey, Chief Executive Officer, Mahindra First Choice Wheels Ltd; Ms Ranjani Krishnaswamy, Chief Marketing Officer, Tanishq; Ms Prathyusha Agarwal, Chief Business Officer, Byju’s; Ms Ipsita Nayak, CEO, Kalzoom Advisors; Mr K Ramakrishnan, Managing Director - South Asia, Kantar World Panel; Mr Subramanyeswar S, Chief Strategy Officer – APAC, Mullenlowe Group; Mr Rajit Mehta, Managing Director, Max India Ltd; Mr KS Bakshi, Group Head, Human Resources, Interglobe Enterprises; Mr R Anand, Principal Consultant & Advisor – HR, HCL Technologies Ltd and Ms Ratna Gupta, Senior Director, ABC Consultants



(L-R) Mr Saurabh Kalra, Senior VP HR, MakeMyTrip; Mr Rajesh Dhuddu, SVP & Global Business Head-Blockchain & Metaverse, Tech Mahindra and Ms Sakshi Khosla Corporate VP, HR, Max Life Insurance Company Ltd

Tech Mahindra; Mr R Anand, Principal Consultant & Advisor – HR, HCL Technologies Ltd; Ms Ratna Gupta, Senior Director, ABC Consultants; Mr Saurabh Kalra, Senior VP HR, MakeMyTrip; Mr Rajesh Dhuddu, SVP & Global Business Head-Blockchain & Metaverse, Tech

Mahindra and Ms Sakshi Khosla, Corporate VP, HR, Max Life Insurance Company Ltd. 28 delegates from diverse industries attended the programme. The sessions were very well received by the participants.

Training Programme

AIMA successfully conducted a virtual training programme on 'Lean Methodology' on 10th August 2022. The objective of the programme was to familiarise learners with the philosophy of LEAN, which is a very important business methodology & comprises various principles and tools to create a culture of 'continuous excellence' in organisations. The training programme helped participants to

learn the core concepts of Lean methodology understand the concept of Value, learn to identify (and remove), wasteful activities and strive to continuously improve operations. Senior executives from different corporates participated in this programme. The session was very well appreciated by all the participants.

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All India Management Association is the apex body of management profession in India. Centre for Management education under the aegis of AIMA offers PGDM Programme which is widely acclaimed for its strong curriculum in the industry and academic circles. It is designed not only to impart the knowledge of core subjects such as Accounting, Economics, Finance and Marketing but also lays special stress on developing skills and competencies through exposure to real business situations in the form of case studies. AIMA leverages its close linkages with the industry to assess emerging needs and factor them on to its programmes.

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* In ODL Mode

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Programme Manager

All India Management Association-CME, 15 Link Road, Lajpat Nagar-3, New Delhi - 110024
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LeaderSpeak Session

The Metaverse Conversation



(L-R) Mr C K Ranganathan, President, AIMA and Chairman & Managing Director, CavinKare Pvt Ltd and Mr Rajan R Navani, Vice Chairman & Managing Director, Jetline Group of Companies JetSynthesys

The sixtieth LeaderSpeak Session on The Metaverse Conversation was held on 18th August 2022 with Mr Rajan R Navani, Vice Chairman & Managing Director, Jetline Group of Companies JetSynthesys. The fireside chat was moderated by Dr Ganesh Natarajan, Chairman - 5F World & Member AIMA Governing Council. Ms Rekha Sethi, Director General, AIMA-welcomed the speakers. Mr C K Ranganathan, President, AIMA and Chairman & Managing Director, CavinKare Pvt Ltd introduced the speakers and the session. One of the most successful industry leader, Mr Rajan R Navani has been the champion of leading the 'India at 75' Cause. He is passionate about the social sector, and is involved in many projects.

He said that trusting the digital world more than the real one is also a global trend right now, he also highlighted the role of evolving technology and the introduction of 5G in fueling the growth of Metaverse - While people are already connected and are engaging extensively through social media, metaverse adds an extra dimension to it by making it more immersive, with improved AR devices and the availability of high-speed internet through 5G, the whole experience only becomes seamless. The session was well received by over 700 participants on various platforms of AIMA.

(L-R) Dr Ganesh Natarajan, Chairman - 5F World & Member AIMA Governing Council and Ms Rekha Sethi, Director General, AIMA



International Case Teaching & Case Writing Workshop



Mr David S. Lee, Award-winning teacher, HKU Business School; Dr. Bhimaraya Metri, Indian Institute of Management Nagpur and Mr Jeroen van den Berg, Assistant Director, Asia Case Research Centre with participants

AIMA India case research centre in collaboration with HKU Asia Case Research centre organised a three-day International Case Teaching & Case Writing online workshop for India, Hong Kong, China, and Vietnam educators from 25-27 August 2022. This was the first time the workshop was conducted in hybrid mode.

Some of the eminent faculty from HKU who addressed the workshop included Prof. Zhixi Wan, Director, Asia Case Research Centre; Mr Jeroen van den Berg, Assistant Director, Asia Case Research

Centre; Mr David S. Lee, Award-winning teacher, HKU Business School; Dr. Tuan Quang Phan, Associate Director, Asia Case Research Centre and Ms Angela Yin, Asia Case Research Centre, HKU Business School. Dr. Bhimaraya Metri, Indian Institute of Management Nagpur; Prof R Srinivasan, Indian Institute of Management Bengaluru; Dr. Gita Bajaj, Author, Editorial Board Member AIMA-ICRC; Dr. Raj Agrawal, Director, Centre for Management Education, AIMA; Prof. Jyotsna Bhatnagar, Dean-Research, MDI; Prof.

Rajeev Kumra, Indian Institute of Management, Lucknow; Ms Meeta W Sengupta, Case Author, Advisor, AIMA–ICRC; Mr Rajib Bhattacharya, Director, Global Leader–Data & Analytic at Cargill Foods and Mr Umakant Soni, Co-founder & CEO ARTPARK (AI & Robotics Technology Park), founding partner ART Venture Fund were key faculty from India.

The workshop aimed to provide insight into the dynamics of the case method, suggest tools and techniques for teaching with cases in the classroom, as well as develop and publish one’s own cases. 42 faculty from India and 22 faculty from Hong joined workshop.

YLC Online Session

‘What I really meant to say! A to Z of Meaningful Conversations and Deeper Relationships’

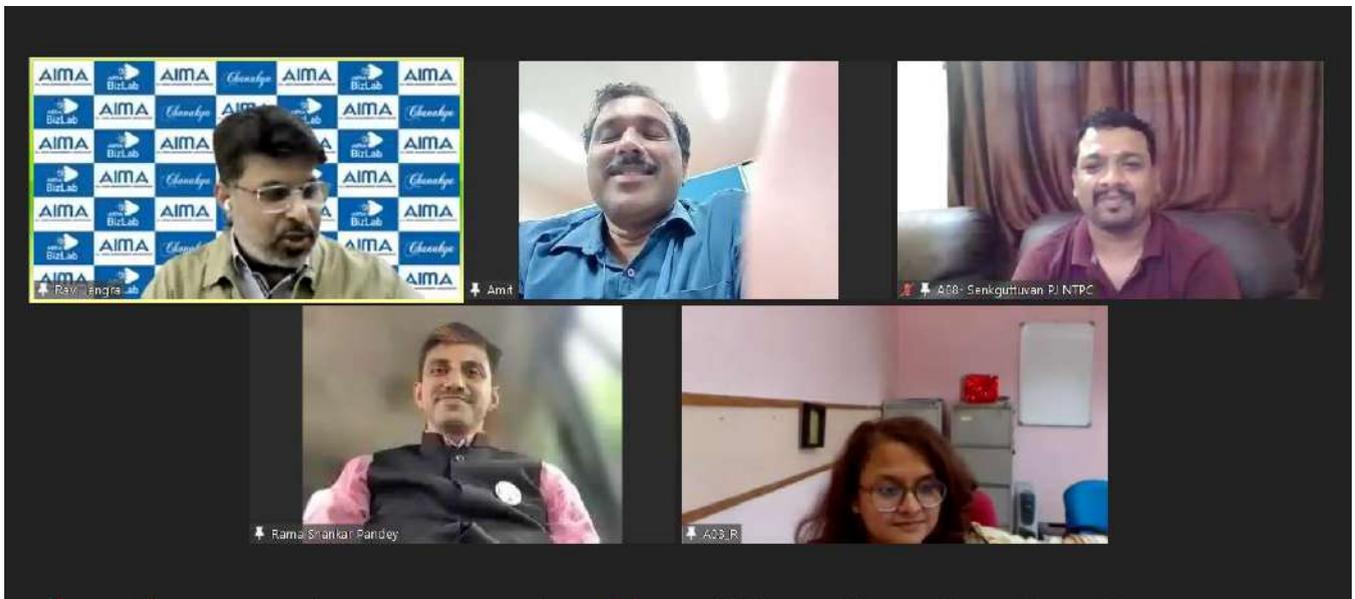


(L-R) Ms Bindu Subramaniam, Vice Chairperson, AIMA YLC and CEO and Co-Founder, SaPa; Mr John Britt, International Bestselling Author and Ms Vaishakhi Bharucha, Co-author and Founder, Abacus Yellow

AIMA-YLC organised a virtual session on the theme ‘What I really meant to say! A to Z of Meaningful Conversations and Deeper Relationships’ on 31st August 2022. Mr John Britt, International Bestselling Author and Ms Vaishakhi Bharucha, Co-author and

Founder, Abacus Yellow were the speakers of the session. The programme was moderated by Ms Bindu Subramaniam, Vice Chairperson, AIMA YLC and CEO and Co-Founder, SaPa. The session was very well appreciated by the participants.

National Management Games



31st NMG winners with Jury meeting

The 31st edition of the National Management Games (NMG) popularly known as ‘Chanakya’ is a National Competition for Corporates, organised by All India Management Association. AIMA has been conducting this competition for the last 30 years in the country. NMG for the year 2022 successfully concluded on 20th August 2022.

The 30th NMG competition was held online across four regions; West, East, South and North. This year more than 120 teams participated from all over India

comprising both private and PSU companies. This year NTPC not only bagged the National Champion position, but they also made a clean sweep by winning Runners Up I and Runners Up II positions.

Organisations like Indian Oil Corporation Ltd, Tata Group Companies, SAIL, NTPC, IOCL, BPCL, HPCL, Critical Log, Amrita Business School, POSOCO and HDFC Bank, NSPCL, HeroMotocorp, Maruti, Carborundum International, Adity Birla, Gail and NLC India participated in this prestigious competition.

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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.



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**Peer to Peer
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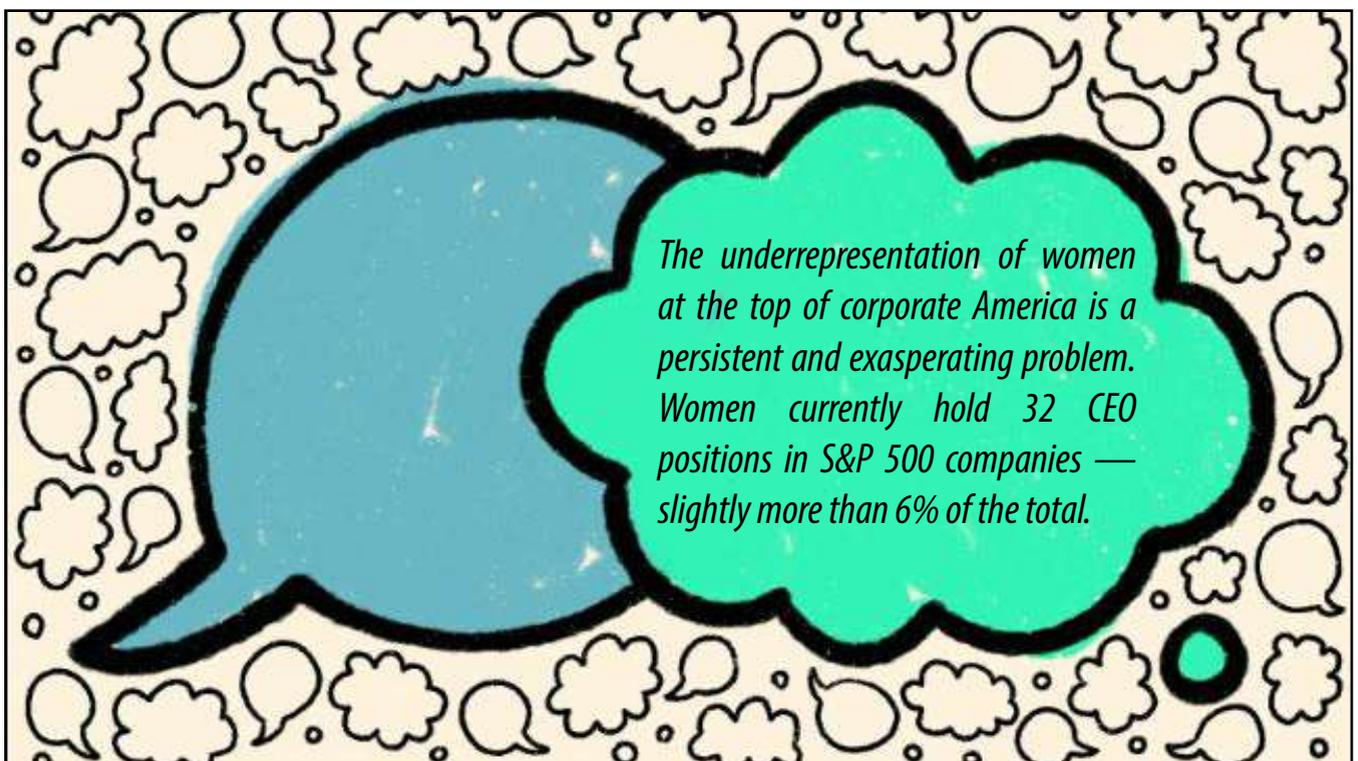
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Tel : 011-24645100, 43128100 Ext : 157 | Website : <https://ylc.aima.in>

Hiring Female CEOs Changes How Companies Talk About Women

Women in executive positions can challenge gender stereotypes about leadership — without sacrificing their likability.

August 31, 2022 | by Lisa Wong Macabasco



Firms with women at the top were more likely to describe women as effective, independent, and determined. | Cory Hall

“We have all this knowledge on stereotypes and the biases and challenges people face, but there’s still so little progress in actually diversifying the leaders of the largest companies in the country,” says M. Asher Lawson, an assistant professor of decision sciences at INSEAD.

Women trying to climb the corporate ladder often run up against insidious gender stereotypes that associate men — but not women — with highly valued leadership traits of agency and achievement.

And when women do display stereotypically “male” leadership traits like assertiveness and decisiveness, they are often seen as less warm and likable.

These stereotypes may be hidden in plain view in the language a company uses to discuss leadership and women in its annual reports, proxy statements, and investor calls. So how can companies change the way they talk about women — and perhaps help break the double standard that undermines female leaders?

To answer this question, Lawson teamed up with Ashley Martin, an assistant professor of organizational behavior at Stanford Graduate School of Business. Along with Imrul Huda open in new window of the University of Chicago and Sandra Matz open in new window of Columbia University, they parsed the text of 43,000 documents produced by 39 S&P 500 companies between 2009 and 2018 — more than 1.2 billion words. Among the firms that named female CEOs during that time were GM, Yahoo!, Oracle, IBM, Duke Energy, and General Dynamics.

Leading Between the Lines

The team found, as reported in its recent paper in Proceedings of the National Academy of Sciences, that gender-stereotyped language decreased after firms hired women as CEOs. Appointing women to top-tier management also helped associate women with characteristics essential for leadership success. And it did so without making them seem less likable, suggesting that putting more women in positions of power isn't just a worthwhile goal but a concrete way to combat stereotypes that hold women back.

This suggests that the presence of a woman in the C-suite can be a relatively simple, effective way to reach a goal that firms are spending big money chasing. "S&P 500 organizations invest a billion dollars each year in diversity training and trying to reduce stereotypes in people's minds," says Martin. "They're trying to change these stereotypes at the employee and manager level to increase representation. But by implementing a female CEO, you might be able to do that anyway."

Typically, research into stereotyping relies on surveys or tests, which may not be ideal for probing implicit associations. "It's very difficult to get people to admit their biases in that way," Martin says. "But we're seeing

it in language, in the natural way people talk about women, capturing something that's so present in the way stereotypes are being transported and transmuted across organizations and beyond. It's taking social psychology and putting it in the wild."

S&P 500 organizations invest a billion dollars each year in diversity training and trying to reduce stereotypes in people's minds.... But by implementing a female CEO, you might be able to do that anyway.

Ashley Martin

Her team dove into its trove of public documents using natural language processing, a type of artificial intelligence that can understand words' meaning in context. "We wanted to use machine learning to ask questions about gender because in the big data explosion, there's all this new text data," Lawson notes. "We wanted to look at these biases in language in ways not really done before. It's computer science and psychology working together, which has massive potential as a tool to measure culture and what's going on inside companies." This approach enabled the team to study how words relate to each other, instead of merely how many times they appeared.

Focusing on the periods before and after a company hired a woman as CEO, the researchers could discern how a business associated women with various characteristics, in essence revealing itself through its language. "Rather than just looking at what they

say, it's really how they say it," Lawson explains. "No company between 2009 and 2018 is saying, 'Women are less, we're sexist' — but they are by accident. Even in these very highly controlled texts, when they're trying to be professional and represent themselves, this culture seeps through."

The research found that organizations that hire women as CEOs or directors were more likely to describe women using words typically associated with personal agency, such as "effective," "independent," and "determined." Among 11 companies that appointed female CEOs, more than two-thirds saw a stronger association between women and agency in their documents, while fewer than a third of 22 firms with male CEOs did.

One example of this effect was seen at General Motors, which named Mary Barraopen in new window, MBA '90, its CEO in 2014. It signaled the correlation between women and leadership in its 2018 definitive proxy statement, which described her as "a key leader" who had enabled "strong oversight" and kept the company "relentlessly focused on putting the customer at the center of everything we do." In contrast, after Ford named another man its CEO, it used less language linking women and agency.

Being Boss Without Backlash

However, at first it wasn't clear that this shift in corporate messaging would be a good thing in itself. "One of our main fears was that when a woman was hired as CEO, they would start to seem bossy and dominant," Lawson says. "They'd be more powerful but less likable and less associated with communal

traits like being kind and caring." As Martin notes, there's a robust body of literature about this backlash effect, where women with traditionally masculine agentic traits are perceived negatively.

To the researchers' relief, the likability of female CEOs and board members didn't decrease after they stepped up. "That's phenomenal, in my mind, because you're still keeping the elements of femininity, communality, or womanhood that are really positive," Martin says. "Things like being supportive, warm, and kind — qualities that you definitely need in leadership as well." Likability doesn't have to be a trade-off for competence.

What's more, bringing female leaders into a company may lead to more women being hired, setting off a "virtuous cycle" that can have a positive impact on the entire organization's culture. Female business leaders may not only create a cascading change in a company's attitudes toward women, they may also alter our understanding of leadership. Lawson notes that they found a small increase in the association between women and communality among companies with female CEOs.

"My hope in a 50- or 100-year time horizon is not just that women are conferred agentic traits but actually we expand our definition of effective leadership to also value communality and a broader set of traits within that remit," Lawson says. "This reinforcing cycle of increased association of communality and increased representation of womanhood not only shows this cultural shift of embracing women but also of adopting a more diffuse meaning of what it means to be a good leader, which I think is really exciting."

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The Costs of Being a Perfectionist Manager

by Anna Carmella G. Ocampo, Jun Gu, and Mariano Heyden

September 07, 2022



Jonathan Kitchen/Getty Images

Summary.

Being a perfectionist does not mean that you are doomed as a manager: Organizational research on perfectionism is starting to provide new insights and practical evidence-based steps for managers and their network to breaking free from their perfectionistic compulsions. Fortunately, perfectionists are likely to be goal-focused and action-oriented and these strategies are aimed at helping them recalibrate their expectations.

Our obsession with perfection is increasing: A comprehensive study of perfectionism involving young adults in the UK, U.S., and Canada revealed that perfectionistic tendencies and behaviors have significantly risen — up to 32% over the past three decades. Notable figures such as tennis superstar Serena Williams and prima ballerina Karen Kain have spoken about the insidious pressures to be perfect.

They recount a perpetual cycle of dissatisfaction despite their success.

The hallmark of perfectionism is not simply the irrational need for flawlessness, but the persistent sense of dissatisfaction even when success is achieved. Worse, it can even hinder success. For instance, university professors with high levels

of perfectionism rarely outperform their non-perfectionistic peers.

Growing evidence also suggests that perfectionism at work thwarts people's ability to find meaning in their work, to experience satisfaction with their jobs, and to cultivate work-life balance. Indeed, to thrive in today's competitive and complex organizational realities requires managers to accept that excellent work does not mean it is perfect or faultless. Rather, it is a developmental process, whereby employees are provided the space, time, and patience to improve their craft.

- **What kind of perfectionistic manager are you?**

Perfectionism manifests in different ways that influence people differentially. Managers must first identify the target of their perfectionistic standards. In other words, to whom do you impose your high standards on? Who must engage in painstaking labor to ensure that these expectations are met? Reflecting on these questions is the first step to curb the negative effects of perfectionism. To help you, we present the three common types of perfectionistic personalities.

- **The self-oriented perfectionist:** These managers possess internal beliefs that being perfect and striving for absolute perfection are important outcomes. They frequently have extra-punitive thoughts and negative self-evaluations when their performance falls short of their idealistic standards. While these managers are likely to show high levels of performance attainment, they are also vulnerable to anxiety, rumination, and burnout.
- **The socially prescribed perfectionist:** Some employees might also believe, often inaccurately,

that others expect them to be perfect. They believe that respect and acceptance are conditional on their fulfillment of perfectionistic standards that their peers and superiors impose onto them. These misinterpretations of others' expectations create unnecessary pressure that make them susceptible to depression and physical illness, such as headaches, irregular sleep patterns, and eating disturbance.

- **The other-oriented perfectionist:** Finally, the most common type of perfectionism afflicting managers is their tendency to place high importance on others' ability and willingness to strive for perfection. These managers demand the highest performance standards from others and they often evaluate their colleagues stringently. As a result, managers with elevated other-oriented perfectionism sabotage their relationships and reputation in the workplace because of their tendency to incite fear and to display excessive anger and hostility especially when others fail to meet their performance expectations.

- **Avoiding the Pitfalls of Perfectionism**

If you recognize yourself or your employees in the above scenarios, you are not alone, nor does it mean that you are doomed as a manager. Organizational research on perfectionism is starting to provide new insights and practical evidence-based steps for managers and their network to breaking free from their perfectionistic compulsions. Fortunately, perfectionists are likely to be goal-focused and action-oriented and these strategies are aimed at helping them recalibrate their expectations. Based on our collective experience studying effective leadership strategies as well as our expertise on perfectionism across workplaces,

we offer the following strategies to help you manage your perfectionism.

- **Design the right goals.**

One of the most useful things perfectionists, and those who work with them, can do is to design goals to be attainable yet challenging. This can support employees' efficiency and sustain their motivation to succeed. For perfectionistic managers, high performance expectations may be set for short-duration projects that require maximum effort (e.g., solving problems, addressing crises situations).

Keep in mind, however, that progress is more important than perfection. Initial successes in these goals can be leveraged to encourage the accomplishment of important tasks while sustaining their employees' enthusiasm. Acknowledging small wins can reinforce the rewards of progress.

- **Recognize failure as part of the process.**

Managers should make a deliberate effort to recognize that failures and mistakes are ubiquitous aspects of the work process. Doing so would encourage them to grant their employees the flexibility to treat mistakes as learning opportunities.

Perfectionistic managers must recognize that intolerance of mistakes and failures can spoil creativity. Employees who are reprimanded from taking risks and making mistakes often dwell on their failures, leading them to be too exhausted to produce insightful and novel work. This would further enable employees to broaden their perspectives, to find novel solutions to problems, and to discover new ways of doing things.

- **Cultivating mindfulness.**

Practicing mindfulness may especially benefit perfectionistic managers. It encourages self-compassion by preventing the formation of self-critical and catastrophic thinking when their perfectionistic standards are threatened.

Mindfulness may help perfectionists to slow down and regulate emotions. For example, research shows that musicians with perfectionistic tendencies who meditate at least once a week are better at managing music performance anxiety. Further evidence reports that perfectionistic workers who completed a six-week mindfulness-based bibliotherapy intervention experienced less stress and negative emotions.

- **Using pep talks.**

Counseling psychologists endorse positive self-talks to overcome hypercritical thoughts, and it can be worthwhile for people to develop a set of mantras to help themselves and others handle perfectionism. For example, a self-oriented perfectionist might need to tell themselves: "Wanting to be perfect is impossible and exhausting for me. There is no reason for me to spend a lot of time on everything. I must let myself relax if I want to carry on in the long term." Managers with employees exhibiting self-oriented perfectionism may say, "You do not always have to work alone. You can always reach out to me when you get stuck at a task. Great work is not achieved by one person overnight."

We've found similar responses for the other types of perfectionists, too. Managers with socially prescribed perfectionism might need to tell themselves: "My contributions are sufficient. No one will think of me any less just because of a tiny

error I made." If you find yourself working with a staff member who displays socially prescribed perfectionism, it may be worth reminding them that their work success and even failures do not define them. You may say, "You do not have to prove yourself to us. We have always admired your work and dedication. Your contributions are valued as long as you tried your hardest."

Finally, managers with other-oriented perfectionism can tell themselves: "I don't have to push people to get things done my way. They are here because they are capable in their own right." As a manager of an employee who expects perfection from their colleagues, you might say: "You will learn tremendously from others when you allow them to work at their own pace and handle failures together. People have a way of surpassing even your own expectations."

Such pep talks boost positive evaluations of the self and others, and also address perfectionists' irrational and nagging beliefs that a person's worth is tied to their accomplishments.

- **Fostering positive interpersonal relationships.**

At its core, perfectionists strive to gain others' validation. While perfectionism predisposes individuals to more conflict with others, studies demonstrate that support from peers buffer the negative consequences of perfectionism. For example, perfectionistic managers with access to social support from family and friends cope better in stressful situations because of the advice, esteem, and encouragement they receive.

To develop more positive social experiences, perfectionists need to remember that not all social interactions are about problem-solving

and winning — rather, they need to focus on empathy instead of competing with others and giving unsolicited advice. One study suggests that perfectionists who channel their competitive spirits into helping others finish their work enable them to foster positive interactions with others. The ensuing positive social experiences with peers can help reduce anxiety, depression, and overall stress arising from perfectionistic endeavors. This will further enhance their social skills and help them see others as collaborators instead of rivals.

- **Managing emotions.**

Managers who consistently demand perfection from their subordinates may unknowingly express intense anger, irritability, and frustration. As such, they might benefit from developing emotions-based strategies to communicate their high performance standards in a sensitive and empathic manner.

In emotionally charged situations, managers can avoid overreacting by stepping back from the situation and reframing the situation using a more positive lens. For example, when a subordinate falls short of their performance goals, perfectionistic managers can highlight the new knowledge, skills, and experience that the subordinate has gained. Reframing performance in this manner instead of absolute failures can direct subordinates to focus on improving future performance.

Finally, they can also dampen negative emotions such as frustration and dissatisfaction by using humor when their perfectionistic standards are threatened. As Brian Wilson of The Beach Boys recounted, "I was a real perfectionist, and the guys respected that. But we always used humor to lighten the load."

- **Key Takeaway: Reconsider Work that Is Good Enough.**

Intense competition and low tolerance for errors in modern workplaces have forced managers to set exceedingly demanding performance standards. Although some may claim that combining high performance expectations

with rigid patterns of evaluations may raise performance, the infatuation with perfection can derail engagement, relationships, and satisfaction with work and life. Ultimately, we tend to perform better at work — and can even be happier — when we are consistently “good enough” instead of sporadically perfect.

About Author:

Anna Carmella G. Ocampo is an Assistant Professor of HR and Organizational Behavior at ESADE Business School, Universitat Ramon Llull. She obtained her PhD in Management from The Australian National University. Her research examines the interplay of traits, emotions, and social contexts in understanding people's career progression. Her research appears in *Journal of Applied Psychology*, *Journal of Organizational Behavior*, and *Journal of Vocational Behavior*.

Jun Gu is Associate Professor at Macquarie Business School. He received his Ph.D. in Organizational Behavior and Human Resource Management from the Joseph L. Rotman School of Management in the University of Toronto. His research focuses on the decision-making processes in important contexts such as leadership, negotiation, and business ethics. His work has appeared in journals such as *Organizational Behavior and Human Decision Processes*, *Journal of Experimental Psychology (General)*, *Journal of Organizational Behavior*, and *Research Policy*.

Mariano Heyden is Associate Professor and Director of PhD Degrees (Management) at the Monash Business School. He obtained his PhD in Management from the Rotterdam School of Management, Erasmus University in Rotterdam, Netherlands. His research tackles the characteristics of business leaders that enable innovation and change; appearing in journals such as *Journal of Management*, *Journal of Applied Psychology*, *Research Policy*, *Organization Studies*, and *Journal of Management Studies*.

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Allahabad Management Association

Workshop

Allahabad Management Association organised a Communication Skills workshop on 5th and 6th August at ICAI Allahabad for the final year students. The speaker was Mr. Vibhav Bajpai, Director HP4, Past President, AMA. It was a twelve hour orientation and advanced training programme on communication skills. The session was well received by the 128 students who registered for the event.



Mr Vibhav Bajpai, Director HP4 /Past President AMA addressing the students of ICAI, Allahabad

MDP

Allahabad Management Association organised an MDP on 'Self-Management –The Key To Effective Selling' for the managers of PNB MetLife on 13th August. Mr. Ravi Prakash deliberated in detail about CRM process – the customer relationship management and the need to be an effective listener. The use of Artificial Intelligence, Cloud computing, Data Analytics, Machine Learning and Metaverse in the selling process was also discussed. 25 executives of PNB MetLife attended the session. The event was deftly conducted by Dr Navaneet Singh, the Secretary of AMA.



Mr Ravi Prakash addressing the executives of PNB MetLife

Executive Committee Meeting

Allahabad Management Association organised its executive committee meeting on 29th August at UPTEC, MG Marg, Allahabad. The meeting was called to discuss and plan the upcoming events to be organised by Allahabad Management Association in coming months. The meeting was attended by 18 EC members.

Bharuch District Management Association

MDP

A Management Development Programme was organised on 9th August on the topic 'Procedures to be followed for Execution of your Export Consignments'. Mr. Dhaval B Shah, Founder, V Care Group was the esteemed facilitator who explained in detail how to execute the export consignments, what are the steps to be followed and it was targeted to help various employees across Bharuch district dealing with executing export consignments. The programme was well received by 25 participants.



Mr. Dhaval Shah addressing the MDP

A training programme on First Aid was conducted on 17th August for the employees of industries across Bharuch District. Dr. Vikas Vikram, M.B.B.S., C.I.H., D.C.A.H. was the esteemed facilitator who discussed what is central nervous structure, circulation, demonstrated CPR, and how to deal with wounds, fractures etc. It was a noteworthy training and was well appreciated by 18 participants.



Dr. Vikas Vikram addressing participants

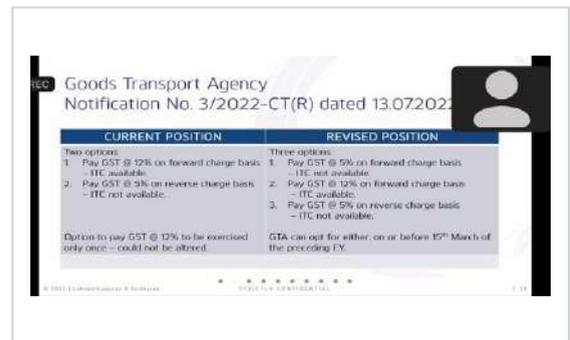
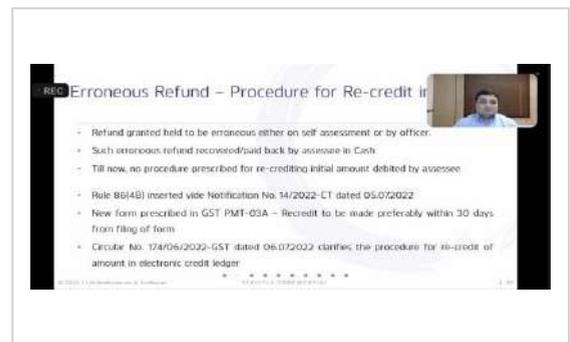


Ms. Deval Joshi addressing the participants

BDMA organised an MDP on 25th August on the topic 'Art of dealing with people' by Ms. Deval Joshi who performed various activities for team building and highlighted various topics relating to ways in which one can promote themselves and brand by engaging people. The session was well applauded by all and attended by 28 participants.

Finance and Taxation Forum

BDMA organised its Finance and Taxation Meet on 9th August on the topic 'Amendments by 47th GST Council Meeting' with Adv. Priyanka Kalwani; Adv. Devanshi Sharma and Adv. Jigar Shah. They discussed in detail the amendments in GST act, related laws, role of judiciary etc. The session was attended by 36 participants.



Adv. Priyanka Kalwani; Adv. Devanshi Sharma and Adv. Jigar Shah sharing their presentations

Women’s Forum

BDMA’s Women’s Forum organised its meeting on 10th August in a virtual mode on the topic ‘The Art of Cardistry’ by Mr. Shivraj Morzaria from Rajkot who also appeared in one of the episodes of OMG! Yeh Mera India on History Channel. He discussed how he got into Cardistry and gained fame by making YouTube videos from a very young age. It was attended by 122 participants virtually.



Mr. Shivraj Morzaria addressing the Women's Forum Meet



Finance and Taxation Forum Meet in progress

Finance and Taxation Forum Meet was held on 24th August on hybrid mode on the topic ‘Recent changes in TDS & TCS.’ It was in collaboration with Income Tax Department, from Bharuch and BDMA. They discussed various changes in TDS and TCS act. It was a knowledge-filled session and was well appreciated by 8 participants physically at BDMA premises and 24 participants virtually.

CSR Forum

CSR Forum Meet was organised on 27th August on the topic ‘Review and feedback of Baseline and Need Assessment survey’ by Mr. Rajesh Shah, Founder, Vikas CFD, who suggested various strategies to brand ‘Baseline and Need Assessment report.’ They also discussed the feedback received from the companies and how to reach out more to Vagra Taluka. The session was well applauded by all and attended by 18 participants.



Mr. Rajesh Shah addressing the CSR Forum Meet

In-House Training Programme

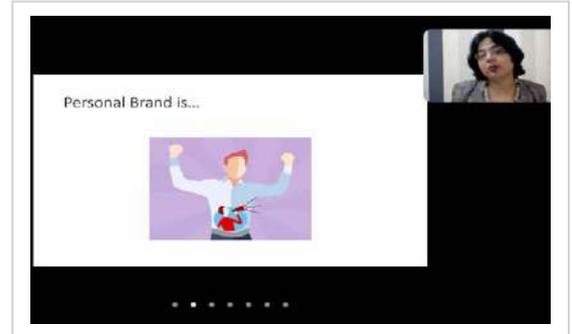
BDMA organised an in-house training programme for J B Chemicals and Pharmaceuticals Ltd. on 27th August on ‘Data Analysis using M S Excel’ to familiarise employees with an advanced level of MS Excel. The programme was conducted by Ms. Adwitiya Acharya and his team from ReContra Enterprise, Vapi. The programme was well received and appreciated by the participants at the plant in Panoli.



Participants attending the training

68th HR Forum

68th HR Forum Meet was held on 29th August on the topic '10 Ways to design your Personal Brand at Workplace' by Ms. Meghavi Vyas, who discussed how important it is to brand and present oneself in their profession. The session was well received by everyone and appreciated by 8 participants physically and 25 participants virtually.



Ms. Meghavi Vyas sharing her presentation

Bhopal Management Association

Celebration of Independence Day 2022

Bhopal Management Association and BNI Bhopal celebrated 75th Independence Day at Vision Invest Tech Pvt. Ltd., Bhopal on 15th August with flag hoisting, fun, music, and individual performances. Around 60 members of BMA and BNI Bhopal attended the event which was presided and hosted by Mr. Pradeep Karambelkar, Chairman, BMA and ED, BNI, Bhopal.



Members during the celebration of Independence Day

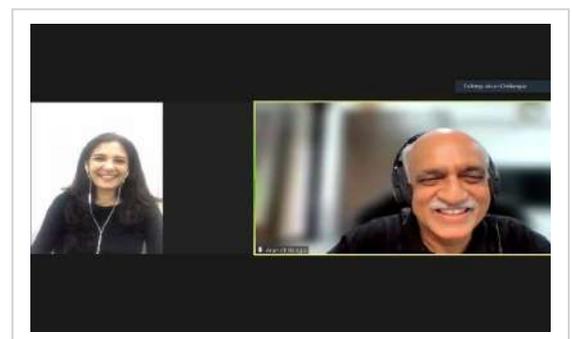


Mr. Pradeep Karambelkar addressing

Bombay Management Association

Webinar

BMA conducted Friday Fundamentals on 5th August through an online session with Mr. Arun Chitlangia titled 'Powerful Presentation'. Mr. Chitlangia engaged with the audience and shared his experience and insights on powerful presentations. Ms. Supriya Sachdeva moderated the session, and the participants gave excellent feedback about the informative and interesting session.



Ms. Supriya Sachdeva and Mr. Arun Chitlangia

BMA conducted a webinar on 12th August on the topic 'How to Get Optimum Nutrition from Plants?' by Dr. Amit Tripathi who explained how human health is the top priority. He involved the participants by constantly interacting and asking questions. All the participants thanked BMA for providing this great opportunity for learning.



Speaker, Mr. Amit Tripathi and Dr. Bigyan Verma



Participants attending the MDP

MDP

BMA conducted a two-day workshop on 19th and 20th August with Mr Vincent D'Silva. The session benefitted employees from different organisations. All the participants thanked BMA for providing the wonderful training and hospitality.

ICF India Coaching Conclave

BMA partnered with ICF Mumbai Charter Chapter for ICF India Coaching Conclave held on 24th – 27th August, where all the India chapters of the ICF come together with the central theme of 'It's Time to Rise'. It was aimed to make coaching visible, comprehensible, and accessible to all. In addition, the ICF India Coaching Awards 2022, were presented to recognise individual coaches for coaching excellence as well as organisations that are building a strong coaching culture.



BMA partnered with ICF in the India Coaching Conclave 2022

33rd AIMS Annual Management Education Convention

BMA collaborated with AIMS to conduct the Annual Management Education Convention. All the BMA members along with AIMS community enjoyed the interactive session. General JJ Singh gave an inspiring speech to the young students by elaborating on his experiences during war.



General Joginder Jaswant Singh Chief of Army, Indian Army, and former Governor of Arunachal Pradesh at AIMS Convention

Leader's Tech Update

The 2nd episode of the series 'Leader's Tech Update' which was held on 27th August in collaboration with BMA, received excellent response from the audience. Some of the topics covered were Quantum Computing, Autonomous Fleets, Drones, Web3, Metaverse, etc.



BMA collaborated in the series 'Leader's Tech Update'

Calcutta Management Association

CMA Management Excellence Awards

Calcutta Management Association organised the eighth edition of its signature event Management Excellence Awards physically on 13th August. This year the Business Leadership Award was given to Mr Satyam Roy Chowdhury, Chancellor, Sister Nivedita University and Mr. Suvankar Sen, MD and CEO, Senco Gold and Diamonds; Corporate Leadership Award to Mr. Rabi Chowdhury, MD (Generations), CESC Ltd and Mr Rupak Barua, Director, and Group CEO, AMRI Group of Hospitals; Emerging Leader Award to Mr. Simarpreet Singh, Director, JIS Group; Leadership in Institutional Excellence Award to Pandit Ajoy Chakrabarty; Public Service Award to Mr. Debashis Sen, Chairman, WBHIDCO; Lifetime Achievement Award to Mr Pradip Kumar Khaitan, Sr Partner, Khaitan & Co and CMA Management Hall of Fame to Mr. Debu Bhattacharya.



Winners at the CMA Management Excellence Awards



Winners at the CMA Quiz

CMA Quiz

The sixth edition of the CMA quiz was held online on 27th August and the Quiz Masters were Mr Debasish Mukherjee and Mr Abhishek Kar. The winners were Mr S S Panda; Mr Abhijit Malakar and Mr Anand Kumar. All the winners were awarded Amazon Gift Vouchers and Certificates as prizes.

Chandigarh Management Association

Talk

Chandigarh Management Association led by President CMA, Gursimran Singh Oberoi organised a management talk on 5th August on 'Managing Emotions for Success and Happiness in Life' and was delivered by Cdr Jagmohan Bhogal (Retd.) - a well known Emotional Intelligence Trainer and Coach. He emphasised the need to work on the awareness, understanding and management of one's own emotions and shared some tools to improve them. The Advisor and Past President, Mr. Deepak Dhingra extended a vote of thanks to all. New Members of CMA were presented membership certificates by the President CMA together with the General Secretary, Mr. Abhishek Gupta who also shared the various achievements of CMA for the month of July. The event was attended by 60 CMA members; Vice President CMA, Mr. Rajnish Mittal; Treasurer, Mr. Sukhwinder Singh Bhatia; Joint Secretary, Dr. Navjot Kaur and Executive Members Mr. GS Thukral, Mr. Jatinderpal Singh Sehdev, Mr. Sukhwinder Singh Uppal and Mr. Hitesh Gulati.



Speaker delivering the talk



Audience participating in an activity



EC Members launching the eNewsletter of CMA

eNewsletter CMA

The Executive Council of CMA launched its first eNewsletter on 5th August. Though the newsletter was in electronic form, the cover page blow-ups were used as symbolic of eNewsletter for the launch.



Webtalk being delivered by former NABARD Chief

Lecture

CMA organised an online lecture on 17th August on 'Opportunities and Issues for the Agriculture-based Start-ups'. Mr. Dinesh Kumar Kapila, retired Chief General Manager and State Head HP from NABARD (National Bank for Agriculture

and Rural Development) and life-member of CMA, is passionate about promoting agribusiness start-ups and is a mentor to two Agribusiness Incubation Centres, and Executive Committee member of the Institute for the Blind. Mr. Abhishek Gupta, General Secretary, CMA invited start-ups to contact CMA for free mentorship and training in business plan preparations, investors connect, to help them setup their enterprise in any area. The meeting was attended by past Presidents and members of CMA, start-ups, management professionals, and corporate trainers. The web-based event was widely reported in newspapers apart from e-news periodicals.

Panel Discussion

CMA together with Plaksha University organised a panel discussion on 24th August to explore the future of artificial intelligence in education at Plaksha University in Mohali. "There is a need to revamp the education system in the country to prepare the upcoming generation and to make them employable by keeping pace with the emerging technologies and artificial intelligence (AI)", said Dr Shashank Tamaskar, the founding faculty in cutting-edge robotics and AI at Plaksha University. The session was moderated by Mr. Rajnish Mittal, Vice President, CMA and very well attended by over 100 people including CMA past Presidents Mr. Aneet Bedi, CJ Singh and management students from various universities and included a visit to the Makerspace – the Robotics Lab at the University.



Visit to the Robotics Lab



Panelists at the session

On 23rd August, Mr. Gursimran Singh Oberoi, President and Mr. Abhishek Gupta, General Secretary of Chandigarh Management Association called upon the Governor of Punjab Shri Banwari Lal Purohit. Mr. Gursimran Singh Oberoi and Mr. Abhishek Gupta informed that purpose of the meeting with the Governor of Punjab was to join hands with the administration to handle various societal problems and work together. They also requested the Hon'ble Governor for allotment of office space for CMA in UT Chandigarh.



President and General Secretary meet His Excellency the Governor of Punjab and Administrator UT Chandigarh at Raj Bhawan

CMA was the partner for the mega event of Assocham, Vision Punjab held on August 26. Chief Minister of Punjab Mr Bhagwant Mann spoke on Vision Punjab, elaborating the ground details and focus of Invest in Punjab. A large

delegation of 50 plus members represented CMA at the event along with the CMA President Mr. Gursimran Singh who is also a member of ASSOCHAM.

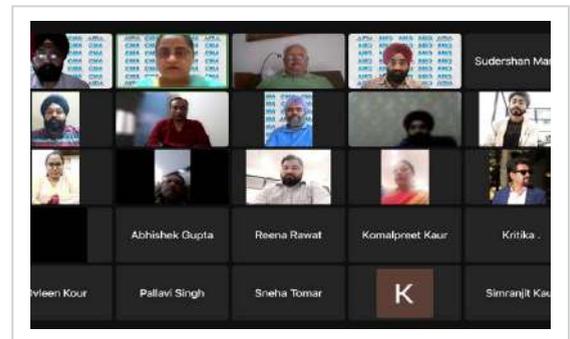


CMA President and members amongst the audience



Punjab CM speaking about 'Vision Punjab'

Chandigarh Management Association organised a webinar on 31st August on 'The Role and Importance of Spirituality in managing Stress', which was delivered by Mr. Gurpreet Singh, Former Vice President of HDFC Bank and presently Director L&D with Institute of Professional Banking. The session was moderated by Dr. Navjot Kaur, Joint Secretary, CMA, and attended by the President CMA, Mr. Gursimran Singh Oberoi and General Secretary, Mr. Abhishek Gupta, Treasurer, Mr. Sukhwinder S Bhatia, EC members Mr. GS Thukral and Mr. Sukhwinder Singh Uppal. The event was well covered by both print and electronic media.



Webinar delivered by the Speaker Gurpreet Singh

Coimbatore Management Association

Monday Musings

Coimbatore Management Association organised an interactive Monday Musing session on 1st August with Mr. Seetharam, Founder of Silver Tongue, an expert trainer in Corporate Communication, Fluency, Interpersonal Skills, Voice and Accent training. Mr. Seetharam rounded off his neatly sketched talk with a list of points to enhance skill levels to meet digital communication needs. In the conclusion, he summarised that one has to 'Digitise or Perish'. Interactions by Dr. Nithyanandan and Mr. Puneet Krishnan threw more light on the topic. Dr Raveendran, CMA Treasurer, summarised the concepts well, and added that Metaverse is going to be the future of digital communication, and finally proposed the vote of thanks.



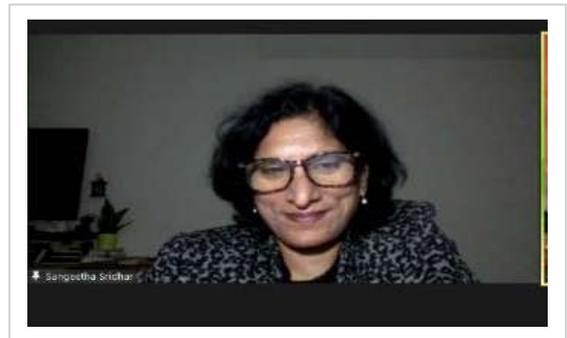
Talk by Mr. Seetharam



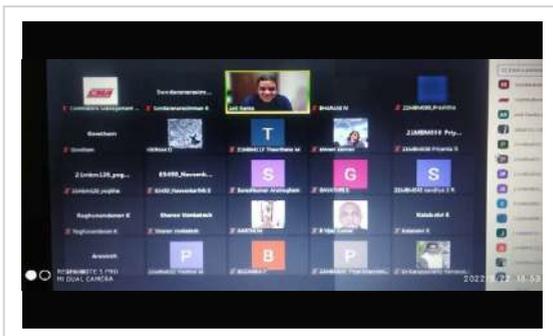
Dr B Uma Maheswar sharing her presentation

CMA organised a talk on 8th August with Dr. Uma Maheswari, an Associate Professor at PSG Institute of Management. In her talk, she discussed the 4 V's of Big Data – Volume, Velocity, Variety, and Veracity. Her thought-provoking talk incited a lot of questions from the participants, including CMA President, Mr. Jayakumar Ramdass; Treasurer, Dr. Raveendran, and Secretary Dr. Nithyanandan Devaraaj, who proposed the vote of thanks.

CMA organised its 433rd episode of Monday Musings on 15th August as a special edition as it celebrated the momentous 75th year of Indian Independence. The speaker Ms. Sangeetha Sridhar explained her experiences across the length and breadth of India. She opined that, in spite of cultural differences, the humanity showed by our citizens is laudable. She elaborated how she managed her finances, logistics, and ergonomics for this journey. Her stories touched the hearts of all the participants, which was summed up by CMA Treasurer,



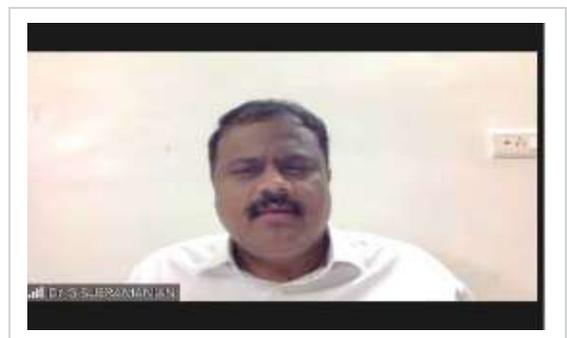
Talk by Ms. Sangeetha Sridhar



Participants during the talk by Mr. Anil Ranka

CMA organised a session 22nd August with Mr. Anil Ranka, Founder of Connect Insurance Consultants, who has been in the Insurance field for over 20 years. Mr. Ranka started with three simple steps to create financial freedom – a good health cover, an optimum life cover, and investments in Mutual Funds, in the form of a Systematic Investment Plan (SIP).

On 29th August, the 435th episode of Monday Musings was kept vibrant and engaging by the speaker, Dr. G Balasubramanian, Professor in the Government Arts College, Coimbatore. His fast paced, interactive talk on the types of business leaders and attributes, kept the audience well engaged. His rapid-fire questions aimed at keeping them on the edge of their seats. The talk was well received by the participants, who jostled to be the first ones to respond to the speaker. Prof. Sreeram Nandhi of DJ Academy of Managerial Excellence moderated the session.



Talk by Dr. G Subramanian

Industrial Visit

CMA organised the 4th Industrial visit for the MC members and the faculty from Student Chapter Institutions to understand and witness modern management practices on 18th August. A 16-member delegation visited M/s PWDS Extrusions Pvt Ltd, one of the leading and reputed organisations in the field of manufacturing UPVC windows and doors. The delegates went through a plant tour and witnessed an ultramodern, fully automatic plant, with a very high quality standards. The special features of the plant were well explained by a team of experts, headed by their General Manager-Operations, Mr. Shanmugavel.



The 16-member delegation with the Directors of PWDS Extrusions

Delhi Management Association

Delhi Management Association collaborated with DTU-DCE Fraternity Forum and conducted the 5th episode of Lessons from Life Experiences (Sansmaran) with Mr. Sanjay Gupta, Country Head and VP, Google India on 3rd August. Dr. Yogesh Misra, President, DMA welcomed the participants and shared his thoughts on the occasion. Mr. Sanjay Gupta shared the value of hard work inculcated by his parents and how senior leaders should invest time in developing youngsters. He also spoke about Google’s commitment to free speech and privacy. The vote of thanks was given by Mr. Amit Arya, Secretary, DMA.



Mr. Sanjay Gupta, Country Head & VP, Google India addressing the participants during the session



Mr. Debasis Satapathy addressing the audience

Delhi Management Association organised a webinar on ‘Management Lessons from Mahabharata’ on 13th August which was created by Mr. Debasis Satapathy. DMA started the series of discussions based on events from Mahabharata to draw valuable lessons of organisation building and leadership. The introduction was given by HR Committee head, Ms. Mita Brahma and the vote of thanks by Dr. Yogesh Misra.

Faridabad Management Association

Faridabad Management Association conducted its signature virtual event 'ABHIVYAKTI' (Episode 3) on 6th August on the theme 'What it takes to build and Sustain a Successful Enduring Enterprise'. The event started with a welcome address and introduction of the distinguished speaker Mr. Vishal Malhotra, Managing Director, Presto Stanfest Pvt. Ltd., by President, FMA and Founder and CEO, It's People- Ms. Saloni Kaul. Thereafter Ms. Charu Smita Malhotra, General Secretary, FMA moderated the event. Mr. Vishal Malhotra said that his main mantra is to build and sustain an enterprise was genuine care i.e. creating magic for customers. The session was highly appreciated by Mr. J.P. Mahotra, President, DLF Industries, Faridabad and also the Managing Director of Bharatiya Valves P. Ltd. Finally, a vote of thanks was delivered by Mr. V. Thyagarajan, Executive Director, FMA. It was attended by prominent industries and academia.



Speaker Mr. Vishal Malhotra, Managing Director, Presto Stanfest Pvt. Ltd addressing the participants



Session on 'Sound Healing' in progress

FMA conducted another series of Arogyata (Episode 3) on 13th August, which started with a welcome address by President, FMA and Founder and CEO, It's People, Ms. Saloni Kaul. The exclusive session on 'Sound Healing' was conducted by the distinguished resource person Ms. Preeta, Wellness Coach, Certified Sound Healer, and Gong Master. It was appreciated by the audience comprising of delegates from industry, academia and Consultants. Ms. Charu Smita Malhotra, General Secretary, FMA and Mr. V. Thyagarajan, Executive Director, Faridabad Management Association gave the concluding remarks.

Faridabad Management Association conducted another signature virtual event 'ABHIVYAKTI' (Episode-4) on 20th August on the theme 'Risk/Resilience/Reinvention'. The welcome address and introduction of the distinguished speaker Dr. Rabiaah Bhatia, Founder and Director - ED Webstudio Channel, Mentor of Change, NITI AAYOG/ATAL YOJNA and Global speaker and Thought Leader was given by President, FMA and also Founder and CEO, It's People, Ms. Saloni Kaul. The event was moderated by Ms. Charu Smita Malhotra, General Secretary, FMA. Finally, a vote of thanks was delivered by Mr. V. Thyagarajan, Executive Director, FMA. It was attended by prominent industries and academia.



Speaker, Dr. Rabiaah Bhatia addressing 'ABHIVYAKTI'



Honouring Mr. JP Malhotra

On 28th August, Mr. J.P. Malhotra, President, DLF Industries and Managing Director, Bharatiya Valves Pvt. Ltd., was honoured by Ms. Saloni Kaul, President, Faridabad Management Association and Mr. V. Thyagarajan, Executive Director, FMA and on behalf of Sri Vishwakarma Skill University (Haryana Govt) for sponsoring the memento for the students.



Visit to Incubation Centre at Pt. Jawaharlal Nehru Government College

On 28th August, Ms. Saloni Kaul, President, FMA and Mr. V. Thyagarajan, Executive Director, FMA took the initiative and visited the State of Art Centre of Excellence – An Incubation Centre set up by Pt. Jawaharlal Government College to explore the possibilities of conducting Certificate Programmes for Upcoming Start-ups. Dr. Mohender Kumar, Principal of Pt. Jawaharlal Nehru Government College has been supporting the initiative.

Goa Management Association

Goa Management Association partnered with All India Management Association for the online 'National Shaping Young Minds Programme' which was held on 26 August. The online session included four speakers Dr K Radhakrishnan, Former Chairman, Space Commission/Secretary, Department of Space & Chairman, ISRO; Mr. Shiv Shivakumar, Group Executive President, Strategy and Business Development, Aditya Birla Group and Past President, AIMA; Ms. Shereen Bhan, Managing Editor, CNBC-TV18 and Mr. Sanjiv Mehta, CEO and Managing Director of Hindustan Unilever Ltd. There were more than 400 students who participated from Goa and was an enriching experience listening to speakers, who are achievers in their own right.



Participants at S S Dempo College of Commerce and Economics

Guwahati Management Association

D N Barua Memorial Annual Managers' Competition

Guwahati Management Association organised the 16th edition of the Annual Managers Competition on 26th August at Greenwood Resort, Khanapara, Guwahati. Altogether, 27 junior and middle-level executives participated from different PSUs and other organisations. It was formally inaugurated by Mr. Chiranjit Chaliha, President GMA. After the competition, Mr. Kunal Bora, Suptd. Engineer (Production) OIL; Mr. Iftiquer Moiz, Chief Engineer (Drilling) OIL and Mr. Pranabjyoti Das, Sr. Manager (Public Affair) OIL were declared Winner, First Runner up and Second Runner up respectively. Special jury awards for extraordinary performances were given to Mr. Saket Garodia, Asst. Manager (F&A) and Ms. Priyanka Hazarika, Manager (HR), both from NRL.



Inaugural session of the D N Barua Memorial Annual Managers Competition

Monthly Meeting

GMA monthly meeting was held on 27th August and chaired by Mr. Bhabesh Hazarika, VP, GMA. The speaker, Mr. Debashis Banerjee, Ex-official of Central Excise & GST Commissionerate, Guwahati presented an in-depth analysis and up to date information about nitty-gritty of implementation of GST in different circumstances and in different fields. It was a very enlightening speech which helped us to learn few basic things about GST. The session was followed by Q/A session. Mr. Simanta Goswami, Joint Secretary, GMA proposed the vote of thanks.



Meeting in progress

Gwalior Management Association

Installation Ceremony

GMA held a meeting on 23rd July, and it was unanimously decided by all the members to nominate Dr. Praveen Agrawal as President of GMA. Representatives of other business organisations, and educational institutes viz. Godrej, Surya Roshni, Crompton Greaves, Prestige, and Amity University also attended the meeting. Oath of Office was administered by Mr. Avinash Mishra, Associate Vice President, Godrej Consumer Products Ltd to the newly nominated President and office bearers. Finally, the vote of thanks was proposed by Mohit Verma, Joint Secretary.



Team of GMA at the Installation Ceremony



Meeting of Office Bearers and Executive Members

Meeting of Office Beares and Excecutive Members of GMA

A meeting of Executive members of GMA was held on 20th August and it was discussed in the meeting to organise the Entrepreneurship Development workshop, and GMA should act as a bridge between the budding entrepreneurs and the funding agency viz. banks. Members wholeheartedly participated in the meeting and committed to take the GMA to a greater height. The vote of thanks was proposed by Dr. Manoj Patwardhan.

Hyderabad Management Association

MSME

HMA organised a talk on 17th August with Mr Shailendra Goswami, Chairman and Managing Director, Pushkaraj Group of Companies on the topic 'Challenges and Strategies for the Future'. He spoke about foreign collaborations – the do's and don'ts of it and what can go wrong. His vast experience as an entrepreneur and the challenges he faced and how he resolved them came to the fore which was well appreciated by the audience.



The participants during the session



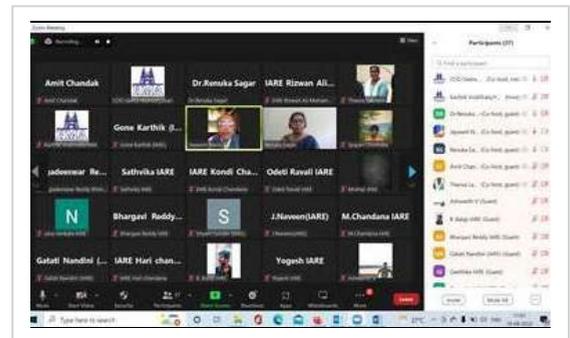
Ms Mansi Yogesh Thakkar giving the presentation to the audience

Lecture Meeting

HMA organised a lecture on 26th August on the topic 'Decoding Chanakya's Leadership Model' with Ms Mansi Yogesh Thakkar, Director, Windplus Pvt Ltd, Leadership Coach and Podcaster. She spoke about the seven pillars of the organisation and how the head has to choose his CEO/COO wisely, as they should be able to take decisions in his absence. She held the audience enrapt with her session.

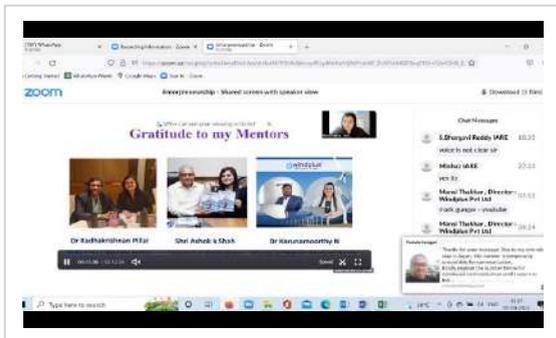
SDP

On 18th August, Mr. Amit Chandak, Chief Analytics Officer, Kanerika Software took a session on 'Business Analytics' which was of great use to the participants. Mr. Amit Chandak explained things related to Business Analytics – the areas where one can choose their career options and how it helps



Amit Chandak's session in progress

in an organisation. The session was divided into two parts, at the beginning of the session he introduced the students to Business Analytics, and how it is different from other Analytics. The session ended with Mr. Amit Chandak clearing the doubts of the students.



Speakers- Ms. Vandana Tolani and Ms Mansi Yogesh Thakkar

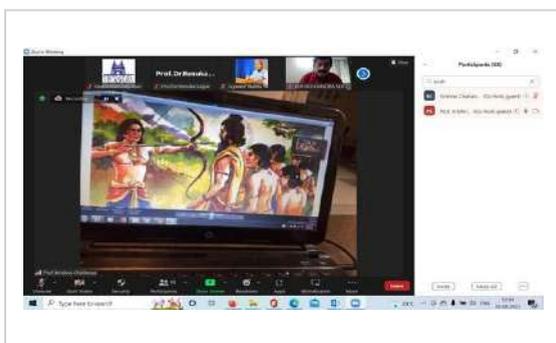
HMA organised a session on 20th August with Ms. Vandana Tolani, CEO and Founder, Convanto and Ms Mansi Yogesh Thakkar who spoke about Maps and the 3 R's which are needed for any entrepreneur to start his/her journey. Ms Vandana Tolani spoke about the skill sets needed to be an entrepreneur.

On 25th August, a session was held with Mr. M.D. Sandeep, Managing Partner, Fincare Advisors LLP who brought out the difference between B2B and B2C marketing. It was a very enlightening session on B2B where the different aspects of marketing and how difficult it is to market in a B2B environment were discussed. The students were given a bird's eye view on what to expect from B2B marketing.



Mr. M.D. Sandeep sharing his presentation

HMA organised a programme on 'How to Convert Positive Thoughts into Action' on 26th August with Prof Krishna Chaitanya. He asked the students how many of them did what they had thought that they should do and how many of them procrastinated?

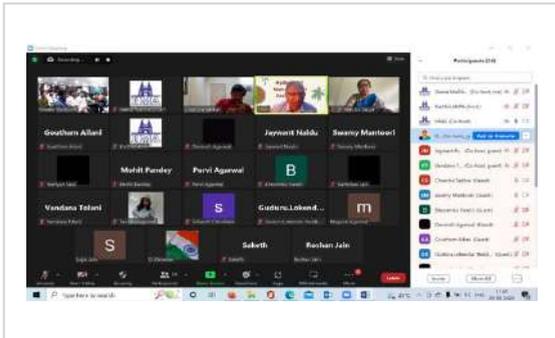


Session in progress

HMA organised a session on 27th August with Mr Ashish Mittal, Group Chief Human Resources Officer, Sreenidhi Institute of Science and Technology who spoke on the different career options which are available for MBA HR students. He gave deep insights into the changing trends of today and what the employees expect from the organisation which is the responsibility of the HR.

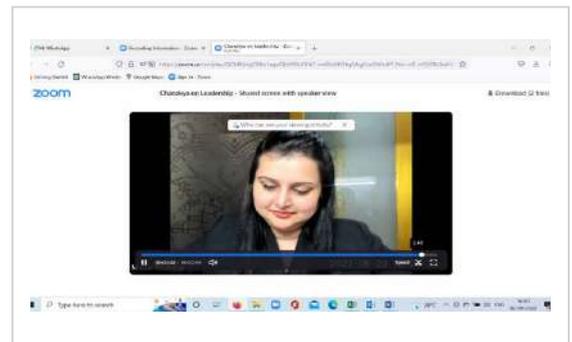


Mr Ashish Mittal sharing his presentation



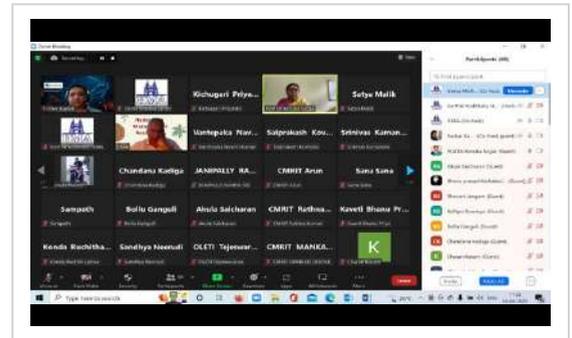
Session in progress

HMA conducted a session on 29th March with Ms. Mansi Yogesh Thakkar, who addressed the students on Leadership. She explained that a good leader is one who should be able to take his team along with him and should ensure that they will be loyal.



Ms Mansi addressing the session

Mr. Tushar Kansal, Founder and CEO, Kansaltancy Ventures spoke about the different opportunities in Finance on 30th August. He not only shared options but also stated which are the best universities to get certification courses from. He also stated how to upgrade skills and spoke about the industry where people can use their skillset and to ensure that they can market themselves, which is important in today's world.



Participants during the session

On 30th August, Prof Renuka Sagar Director, RBVRR College for Women stated that the project work comprises of eight chapters to ensure logical flow of the research work conducted by the students. As per the prescribed format, every research report should start with introduction to the research topic, need, scope, objectives, and limitations of the study. The technical specifications in preparing the research report were also covered in the session.



Prof Renuka Sagar sharing her presentation



Mr. Yogesh Jain with participants

Indore Management Association

Diksha In House

Indore Management Association organised 'Diksha' in-house session for Gabriel India Ltd, Dewas on 1st August on the topic 'Kaizen'. Mr. Yogesh Jain, Director, and Chief Consultant, Niche Quality Solutions Pvt Ltd, Indore was the speaker for the session.

IMA organised 'Diksha' in-house session for Dewas Metal Sections Ltd., on 6th August on the topic 'Business Communications and General Etiquette'. Ms. Trilekha Pathak, Communication Skills and Language Trainer (British Council) Indore was the speaker for the session.



Ms. Trilekha Pathak along with the participants



Speaker, Ms. Trilekha Pathak along with the participants

IMA organised 'Diksha' in-house session at Cummins Technologies India Ltd. – Dewas on 17th August on the topic 'Business Communications and Email Etiquette'. Ms Trilekha Pathak, Communication Skills and Language Trainer (British Council) Indore was the speaker for the session.

IMA organised 'Diksha' in-house session for Eagle Seeds and Biotech Ltd., Indore on 20th August on 'Corporate Development Programme'. Capt. Jaison Thomas, Founder and Chief Mentor at Traineeds and Director at Genius Temple Indore was the speaker for the session.



Capt. Jaison Thomas during the session



Er. Rakesh Jain conducting an activity

IMA organised 'Diksha' in-house session for Fusion Global Business Solutions, Indore on 20th August, a discussion and activities on 'Team building Outbound Training'. The speaker for the session was Er. Rakesh Jain, Principal facilitator MD, Outdoor Adventures, Indore.

Indore Management Association organised 'Diksha' in-house session for Jaideep Ispat and Alloys Pvt. Ltd., Pithampur on 28th August on 'Corporate Development Programme'. Capt. Jaison Thomas, Founder and Chief Mentor at Trainees and Director at Genius Temple Indore was the speaker for the session.



Capt. Jaison Thomas along with the participants



Ms. Ritu Kukreja during the session

Skill Development Programme

IMA organised a one day Skill Development Programme on 10th August on the topic 'Client Relations' with Ms. Ritu Kukreja, CEO and Founder, ilearnngrow Learning Solution Pvt. Ltd, Indore.

Centre of Excellence

IMA organised Centre of Excellence session on 18th August on the topic 'Creating Success Mindset' with speaker Dr. Shrekar Dole, Founder, SDG Foundation, Director of Global Mining Sustainability™, Canada, ambassador Circular Economy Institute, UK/USA currently at Mumbai.



Speaker, Dr. Shrekar Dole during the session



Dr. Nitin Merh addressing the session

Reader's Clique

Indore Management Association organised Reader's Clique, a book review session on 25th August on the book 'SPARK' The Revolutionary New Science of Exercise and The Brain. The facilitator of the session was Dr. Nitin Merh, an Associate Professor, Business Analytics and Life Coach, Jaipuria Institute of Management, Indore.

Evolution for Excellence

Indore Management Association organised Evolution for Excellence on 26th August on the topic 'Removing Barriers to Change?' with Mr. Prahlad Pandey, Corporate and Motivational Trainer, OD Consultant, Indore.



Mr. Prahlad Pandey during the session



CA Navin Khandelwal addressing the session

Student Chapter- COE

IMA Student Chapter organised Centre of Excellence session for the students of Symbiosis University of Applied Sciences (SUAS), Indore on 26th August on the topic 'Startup and Entrepreneurship' with speaker CA Navin Khandelwal, Vice President IMA, Insolvency Professional and Registered Valuer, Indore.

AIMA National SYMP

AIMA in association with Indore Management Association organised its online National SYMP on 26th August with the attendance of 645 students from Indore. The speakers were Mr. Sanjiv Mehta, CEO and Managing Director of Hindustan Unilever Ltd; Dr. K Radhakrishnan, Former Chairman, Space Commission/Secretary, Department of Space & Chairman, ISRO; Ms. Shereen Bhan, Managing Editor, CNBC-TV184) and Ms. Zoya Akhtar, Film Director and Writer.



Speakers addressing during the session



Ms. Soma Roy and Mr. Rachit Ghate during the session

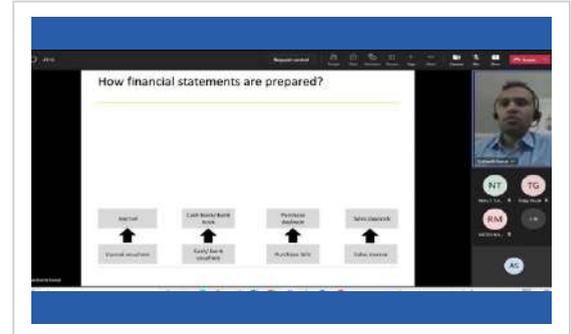
IMA Breakfast Couple Meet

Indore Management Association organised Breakfast Couple meet on 28th August on the topic 'I Am Single' with Ms. Soma Roy, Transformation Coach, Psychotherapist and Mr. Rachit Ghate, Author, Leadership Coach, Indore.

Jamshedpur Management Association

Certification training in Finance for Non finance

JMA conducted a four day training session on 3rd and 4th August on 'Finance for non-finance professionals'. The session was facilitated by Mr. Siddharth Bansal, in collaboration with EY Learning Solutions. 18 participants from ISWP, JCPCPL, TSUSIL, TCIL registered and found the session very intriguing.



Mr. Siddharth Bansal sharing the presentation



Result declared by AIMA

JMA Participation at AIMA's 9th BRS

AIMA's 9th Business Responsibility Summit and Project Excellence Contest and Recognition was conducted on 4th August. The summit saw eminent speakers comprising of CEOs from PSUs, Corporates, Foundations, and Implementing Agencies related to CSR shared their views with participants through interactive sessions. Three teams participated through JMA, and Tata Steel Long Products grabbed 2nd position in category 2 of private sector.

JMA Innovations in Finance Award

JMA for the first time organised 'Innovations in Finance Award' on 17th August. The programme invited finance enthusiasts to present their novel ideas in their field. Seven teams from TSUISL, TSL, TBSL, TSLP participated in the competition. Ms. Yatra Shah and Mr. Ramesh Jaiswal of TSL won the competition. Mr. Vinay Madia and Mr. Ashish Agarwal were the judges for the competition.



Participants interacting with jury of the competition



Webinar on Campus Power by ICICI bank

Webinar

JMA collaborated with ICICI bank and organised a webinar on 17th August with speaker Mr. Rakesh Mistri, Regional Head, Educational Loan, ICICI Bank. The session focused on expert counselling, education loan and many more details on studying abroad to achieve the career goal of aspirants.

Annual General Meeting

JMA held its 23rd Annual General Meeting on 20th August at Tata Motors Management Training Centre, Jamshedpur. The meeting was chaired by Mr. Chanakya Chaudhary, Hony. President, JMA and Mr. Amitabh Bhattcharjee, Hony. Secretary JMA, presented the performance report for the year 2021-2022. The executive board acknowledged the good work done by outgoing executive board members and passed the resolution to appoint new executive board members which include Fr. S George, Director, XLRI. S J., Col. Avinash Mogal, Indian Army and Prof. Sunil Kumar Sarangi, XLRI.



23rd AGM of JMA

Lucknow Management Association

Flag Hoisting Ceremony

Lucknow Management Association organised the flag hoisting Ceremony and 75th Azadi ka Amrit Mahotsav on the theme 'Women Freedom Fighters with the base being the Revolt of 1857' by Dr. Kriti Narain Rtd., Professor and Historian from Jai Hind College, Mumbai on 15th August. There was a dance performance by Nitya Nigam, Kathak Dancer and student of Bhatkhande Music Institute Deemed University, Kaisarbagh, Lucknow. Mr. Pravin Dwivedi, Sr. Vice President welcomed and introduced the speaker and Dr. Dheeraj Mehrotra, Secretary, LMA proposed a formal vote of thanks at the end of the occasion. Mr. M.S. Gulati, Member LMA and other LMA members were also present on the occasion.



Flag hoisting by Mr. Pravin Dwivedi



Ms. Vidushi Sahu addressing the students

Interactive Session

Young Managers Forum of LMA in association with Shri Guru Nanak Girls Degree College organised a Career Counseling session for the students on 16th August. The session was conducted by CA Devesh Agarwal, Coordinator LMA YMF and Ms. Vidushi Sahu. 200 students attended the session. Educators and the Principal of the college were also present over there.

LMA organised an interactive session with Mr. Rahul Singh on his Book 'An Atheist gets the Gita' on 31st August. Mr. Rahul Singh is the youngest ever President for IIMB Alumni Association, Singapore and founding President of Indian Scholars Association Singapore representing Indian students and alumni of NUS, NTU, and SMU. Mr. Pravin Dwivedi, Sr. Vice President LMA welcomed and introduced the speaker and proposed a formal vote of thanks at the end of the session.



(L-R) Mr. M.A. Khan; Mr. Rahul Singh and Mr. Pravin Dwivedi



Mr. Pravin Dwivedi interacting with FPOs member

Workshop

Lucknow Management Association in association with AWOKE India Foundation organised an outreach workshop in Chandra Shekhar Azad University of Agriculture and Technology on 'Capacity Building Workshop for Farmer Producer Organization' in District Kanpur on 26th August. The eminent speakers Mr. Pravin Kumar Dwivedi, Sr Vice President, LMA; Mr. Anshumali Dwivedi, Director, Sacred River Management; Ms. Mansi Vohra, Company Secretary, AWOKE India Foundation;

Dr. Mahak Singh, Director, Seed and Field Kanpur; Dr Arvind Kumar, Soil Scientist, K.V.K. Kannauj; Mr. Kamal Kant Tyagi, Assistant Krishi Department Officer Kanpur; Mr. Santosh Kumar, Dy. Director of Agriculture Kanpur City; Mr. Niskarsh Katiyar, Assistant Director of Agriculture Kanpur City and Mr. Mahendra Singh, Jt Director of Agriculture Kanpur were also present in the workshop. Dr Arvind Kumar moderated the session and Ms. Renu Chaudhary, General Manager LMA proposed a formal vote of thanks at the end of the session. More than 168 FPOs CEO from Kanpur Division were present in the workshop.

LMA in association with AWOKE India Foundation organised another workshop on 'Capacity Building Workshop for Farmer Producer Organization' in District Basti on 29th August. The eminent speaker Mr. Pravin Kumar Dwivedi, Sr Vice President LMA; Mr. Anshumali Dwivedi, Director, Sacred River Management; Ms. Mansi Vohra, Company Secretary, AWOKE India Foundation and Dy. Director of Agriculture Basti, District Magistrate Basti were also present in the workshop. More than 25 FPOs CEO from Basti Division were present in the workshop.



Mr. Pravin Dwivedi interacting with FPOs member

Career Counseling Session

Young Managers Forum of LMA in association with Unity College organised a Career Counseling session for the students on 29th August. The session was conducted by CA Devesh Agarwal, Coordinator LMA YMF. Educators, Manager, and the Principal of the college were also present over there. Around 225 participants attended the session.



CA Devesh Agarwal interacting with the students

Ludhiana Management Association



Ms. Sakshi Kapila, Founder- SaKa Learning Systems receiving a memento

Women's forum of Ludhiana Management Association organised an event on 'Communicate to Connect' on 23rd August with Ms. Sakshi Kapila, Founder- SaKa Learning Systems. Ms. Savneet Chawla, Convener, Women's forum LMA in her welcome address thanked her for addressing the members of LMA. The session was attended by 30 women members and spouses of LMA members. Ms. Sakshi explained to really connect with people, we need to think beyond our words and communicate our feelings and attitudes. Ms. Sakshi further explained that your attitude speaks volumes and will show more than your words could ever do. It was a fruitful

session which concluded with a vote of thanks by Ms. Anu Gupta, Convener, Women's forum of LMA.

Seminar

Ludhiana Management Association organised an event on 'Hypertension-Awareness to Management and other Risk factors related to Heart attack and Stroke' on 26th August with a very renowned heart specialist of Ludhiana, Dr. G.S Wander, Professor and Head, Department of Cardiology, and Dr. Bishav Mohan, Department of Cardiology, Hero DMC Heart Institute, Ludhiana. Mr. Shobhan Soi, General Secretary, LMA in his welcome address thanked him for addressing the members of Ludhiana Management Association. Dr. Bishav Mohan said that hypertension, known as the silent killer, is a major risk factor for cardiovascular disease. Dr. Wander explained to the audience that you cannot reverse the years or change your

family history, but there are many other stroke risk factors that you can control—if you are aware of them. The session was attended by leading industrialists, entrepreneurs, and professionals of the region and concluded with a Presidential remark by Mr. Neeraj Jain, President of Ludhiana Management Association. The vote of thanks was given by Dr. Prem Kumar, Chairperson Students Forum of LMA.



Session with Dr. G.S Wander, Professor and Head, Department of Cardiology, and Dr. Bishav Mohan, Department of Cardiology, Hero DMC Heart Institute, Ludhiana.

Meerut Management Association

76th Independence Day Celebration

Meerut Management Association celebrated 76th Independence Day on 15th August with members of MMA and guests. The national flag was hoisted by Dr. Poonam Devdutt, President, MMA.



Dr. Poonam Devdutt hoisting the national flag



MMA Tree Plantation Drive

Tree Plantation

MMA organised a tree plantation activity on 15th August at MMA campus. President, Office Bearers, Advisors, and guests planted small saplings in the campus.

Seminar

Meerut Management Association organised a seminar on 25th August on 'Role of Indian Banks to meet the challenges of MSMEs'. Dr. Poonam Devdutt welcomed Mr. S.P. Singh with a bouquet and Mr. SPS Jaggi introduced him formally. Mr. S.P. Singh, DGM (Retd.), PNB gave a very informative and interesting lecture on the said topic. Dr. Manoj Garg was the anchor and Col. Naresh Goyal presented the memento to the speaker. Mr. Ramesh Chand proposed the vote of thanks.



Speaker, Mr. S.P. Singh receiving a memento

Pala Management Association

Monthly Meeting

Pala Management Association organised its monthly meeting on 11th August, which was attended by members and guests at Lions Club of Pala Spice Valley, Pala. Mr. N.K. Kurian, Managing Director of Mango Meadows Agricultural Pleasure Land Pvt Ltd, the first Agricultural theme park in India was the Chief Guest of the evening. In his keynote address, he explained how the Mango Meadows was a passion for him and how he dedicated everything to the project.



Keynote address by Mr. N.K. Kurian

Flag Hoisting

PMA held a flag hoisting ceremony in front of its office at Puliyanloor on 15th August to mark the 75th Independence Day of the nation. President, Er. Shaji Austin hoisted the National Flag and the gathering comprised of the officers and some of the members.



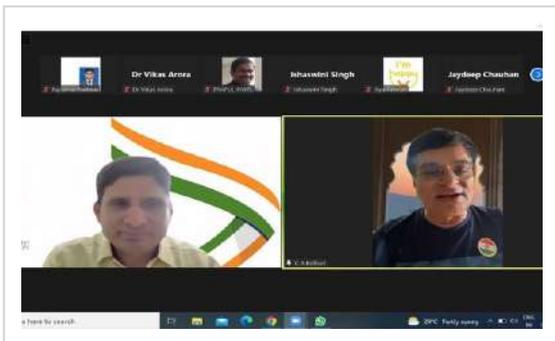
Flag hoisting on 15th August

Agnipath Yojana

PMA in association with Ambika Vidya Bhavan held a special session for the benefit of their students on Agnipath Yojana.

Col. KNV Achari, the immediate Past President of PMA delivered the expert talk on the topic.

Rajkot Management Association



Mr. Chetan Bhojani, Chairman-ISTD, Rajkot and Mr. Chetan Kothari, Past Chairman, RMA addressing the session

Healthy India Mission

Healthy India Mission was jointly organised on the 13th, 14th and 15th of August by IMHAPPY, a Mental Health and Happiness platform, Rajkot Management Association and Indian Society for Training and Development, Rajkot Chapter. On 13th August, a session was organised where Mr. Chetan Bhojani, Chairman-ISTD, Rajkot and Director- IMHAPPY; Dr. Raju Rathod, National Council member, ISTD; Dr. Vikas Arora, Vice Chairman-ISTD Rajkot; Mr. Chetan Kothari, Past Chairman, Rajkot Management Association and Social Change Maker appreciated the mission and emphasised on the need of

creating a Mentally Healthy Society. 3-day Free Mental health Counselling sessions were carried out in 10 languages by a team of 50 plus qualified Psychologists benefitting various people from different parts of India. In continuation, a webinar was organised by expert Psychologist Ms. Radhika Shroff on 'How to strengthen the psychological Immunity'.

AIMA Shaping Young Minds Programme 2022

Rajkot Management Association partnered with different Colleges, Universities for having their students participate in AIMA's SYMP held on 26th August. Among them, organisations namely, R.K. University, Marwadi University, Sunshine Group of Institutions, Atmiya University, Aarya- Veer Homoeopathic Medical College and H. N. Shukla Homoeopathic Medical College organised on-campus screening of the programme, where around 1500 students attended the screening. RMA Executive Council members, College Coordinators and faculty actively contributed in organising the event to shape young minds.



Ms Rekha Sethi, Director General, AIMA addressing the SYMP

Rohilkhand Management Association

Round Table Discussion

Rohilkhand Management Association organised a round table discussion on 'Economic Recession – Myths and reality' on 27th August. The Chief Guest was Dr. Ghanshyam Khandelwal, Chairman, B.L. Agro Industries Ltd. All invitees including corporate leaders, C.A, C.S, lawyers, businessmen and practicing managers joined the programme, which started with warm welcome extended by Secretary, RMA, Mr. Qadir Ahmad. President, RMA, Dr. Manish Sharma suggested that two groups of RMA members should study recession in depth focussing on following signs of recession. The programme concluded with a vote of thanks by programme Director, RMA, Dr. Neeraj Saxena.



(L-R) Dr. Swatantra Kumar; Dr. Manish Sharma; Dr. Ghanshyam Khandelwal; Mr. Qadir Ahmad and Mr. Rajesh Gupta

Thrissur Management Association

Managing Committee Meeting

TMA Management Committee meeting of the new committee was held on 1st August which was attended by the Past Presidents and elected Members and co-opted invited Guests. Past Treasurer, CA Jeen Paul and Immediate Past Secretary, Er. Francis George handed over the accounts and documents to the present Treasurer CA Ajith Kaimal and Secretary CA M Manoj Kumar.



Er. Vinod Manjila, Immediate Past President handing over the documents to the newly elected President, K Paul Thomas



Mr. K Paul Thomas, President TMA addressing Managing Committee Members

TMA second Management Committee meeting was held on 12th August with the elected management committee members, Past Presidents and invited Guests. Er. Vinod Manjila and Sr. Vice President, CA. Geo Job inducted new MC Members and budget as well as the action plan for the year was approved.

Young Leaders of Thrissur

TMA's Young Leaders of Thrissur organised an informal gathering on 10th August with a focus on networking and understanding various business sectors. The team had a discussion to have formal talks, informal gatherings, and industrial visits on a monthly basis in the upcoming months and decided to increase the total strength of YLT members by adding more potential members to the team.



Gathering of YLT members



Sr. Vice President, CA Geo Job hosting the National flag

Independence Day celebrations

TMA celebrated 76th Independence Day on 15th August at TMA Management House. During the occasion, the TMA Sr. Vice President, CA Geo Job hoisted the national flag and delivered an Independence Day message. Around 20 members attended the event.

TMA Students Chapter

On 22nd August, TMA Students Chapter Coordinator, Mr. Joy Joseph participated and inaugurated the induction programme of batch 2022-25 of Holy Grace Academy of Arts and Science.



Joy Joseph, Coordinator, TMA Students Chapter addressing the students



Mr. J K Shivan, MD and CEO, The Dhanlaxmi Bank addressing students

On 24th August, TMA Student Chapter Coordinator, Mr. Joy Joseph participated and felicitated farewell of MBA students 2020 of Kerala Agricultural University. Mr. J K Shivan, MD and CEO of Dhanlaxmi Bank was the Chief Guest.

On 30th August, Honorary Secretary, CA. Manoj Kumar, Honorary Joint Secretary, CMA A P Madhu and Student Chapter, Co-ordinator participated in Mega Ona Sadhya which was conducted to get into the Limca Book of Records. A record number of 241 dishes were prepared by the student chapter members and the event was widely covered in the local press. The Chief Guest was Mr. T. N. Prathapan, Honorary Member of Parliament from Thrissur.



TMA officials with the Chief Guest



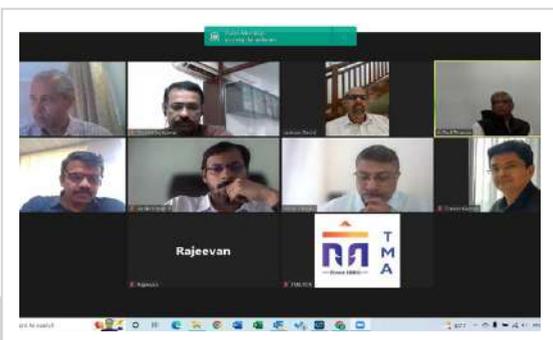
Speaker, CS Jackson David (CFP, Navion Wealth & Managing Committee Member, TMA)

TMA Student Chapter of St. Aloysius College conducted a seminar on 30th August on 'Investment Opportunities in Indian Stock Market'. TMA Management Committee Member, CS. Jackson David took the session and a presentation of life and career of Mr. Rakesh Jhunjhunwala was given by Student Chapter Members.

TMA Student Chapter committee members organised a meeting on 30th August and discussed the future course of action. An action plan was chalked out to improve the student chapter activities further.



Student Chapter Committee Meeting



TMA Startup Committee Meeting

TMA Startup Committee meeting was conducted on 30th August for planning and to take the initial steps for the start up incubator. The meeting was successful and initial plans were chalked out.

Webinar

TMA organised a webinar on 31st August and activities for 2022-23 was formally inaugurated by Mr. Sushanto Mitra, Founder and CEO of Lead Angels who addressed on the Startups- The Giants of the Future. The session was well attended by 100 participants.

AIMA National SYMP

TMA members took all necessary efforts to ensure good participation in SYMP, a core committee was formed to execute how to communicate with all the colleges and to get the maximum number for participation. The members actively participated in communicating with college authorities and even physically visited some colleges to get them to participate. More than 6500 participants registered for SYMP through TMA.



Mr. Sushanto Mitra, Founder and CEO, Lead Angels sharing a presentation



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AIMA Events Calendar

Event	Programme Chairman/Director	Venue	Date
3rd Womens Leadership Workshop		Online	16 September 2022
National Management Convention		New Delhi	20-21 September 2022
2nd AIMA Aspire WomenSpeak Series	Vanitha Naraynan Independent Director and Former Chairman, IBM India Pvt Ltd	Online	03 October 2022
Gamification Workshop		Online	07 October 2022
AIMA CEOs Delegation to Silicon Valley		USA	10-14 October 2022
US India Conference		USA	11 October 2022
4th Women Leadership Workshop		Online	November 2022
Global Advanced Management Programme, USA		USA	27 November-03 December 2022
Gamification Workshop		Online	December 2022
Innovation Practitioner's Case Study Competition		Online	December 2022
AIMA Regional Management Conclave		Mumbai	10 December 2022
Senior Leadership Retreat		Goa	20 - 22 December 2022
Young Managers Simulation		Online	December 2022 - January 2023
National Competition for Managers		Online	December 2022 - January 2023

Event	Programme Chairman/Director	Venue	Date
2nd AIMA - Dr K S Basu Annual Memorial Lecture		Online	08 February 2023
67th Foundation Day & 17th National Management Day		New Delhi	21 February 2023
Gamification Workshop		Online	March 2023
Pragati		Online	March 2023

To view full calendar please visit www.aima.in

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