

AIMA News

AIMA'S MONTHLY E-MAGAZINE

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

AUGUST 2017



Dear Readers,

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

AIMA has always been at the forefront in spreading management thought and building capability in aspiring and practicing managers through its various services and programmes, not just India but also overseas.

The 2nd edition of the US-India Conference chaired by Mr Sunil Kant Munjal was organised jointly with UC Berkeley at Haas School of Business, UC Berkeley, California. The conference brought together educationists, thought leaders and experts from the corporate and academic world to discuss new areas of collaboration between US and India. Some of the eminent speakers included Dr Shashi Tharoor, Mr Venkatesan Ashok, Ms Carol Christ, Mr Vinod Khosla, Mr Dow Wilson, Mr Sanjay Poonen, Mr TV Mohandas Pai, Dr Arvind Lal, Mr Pramod Bhasin to name a few.

In addition, AIMA organised pre-conference visits to iconic Silicon Valley companies. The CEO delegation led by Mr Sunil Kant Munjal visited Facebook, Tesla, Google, IBM and nVIDIA and interacted with senior officials of the organisations. You'll find more details inside.

A pioneer in the field of education, a large number of students and working professionals/academia have benefitted of AIMA's management education programmes and courses over the years. AIMA recently awarded management qualifications to 1,145 students at its 22nd Convocation including 16 PhD scholars. Mr Sunil Kant Munjal, the Chief Guest on the occasion presented credentials to the students along with Dr Rajan Saxena.

The previous month also saw AIMA conduct the 60th edition of its Shaping Young Minds Programme, at Kochi, in collaboration with Kerala Management Association. This popular programme was addressed by eminent speakers from diverse fields and was well received. Over 800 students and management professionals attended the programme.

AIMA - India Case Research Center (AIMA-ICRC) is being established to develop, publish and distribute India-focused research cases for global consumption. The first workshop on Case Writing in collaboration with the Case Centre, UK was organised recently.

During the month the 43rd National Competition for Young Managers was successfully concluded with close to 100 teams from different parts of the nation participating. AIMA continued to offer its customisable admission and recruitment testing services to several institutions and organisations. In addition AIMA's workshops, training programmes and interactive sessions were also conducted successfully during the period. Details reports are carried inside.

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

The end of this month will see AIMA's customary change of guard at the Diamond Jubilee National Management Convention at New Delhi on 27th-28th September 2017 which will be addressed by industry thought leaders and policy makers. We hope you would be able to join us there and further details can be obtained from our website at www.aima.in

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

Warm Regards,

Rekha Sethi
Director General

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48 AIMA EVENTS CALENDAR

Diamond Jubilee National Management Convention

Folding the Future In: Reimagining India

27-28 September, 2017 : Hotel Le-Meridien, New Delhi

National Management Convention

The National Management Convention is the flagship annual event of AIMA. This mega annual event aims to focus on the challenges faced by the Corporates in India, their implications on the business scenario and it also deliberates on key strategies for successful business performance. The Convention addresses a topical theme of national importance and is addressed by eminent speakers, including Ministers, CEOs and Thought Leaders from different spheres of life, who share their views with participants through interactive sessions. The Convention traditionally attracts almost 800 delegates from Industry, Government, Media and Academia.

Confirmed Speakers

Nitin Gadkari

Minister for Road Transport & Highways and Shipping
Government of India

Babul Supriyo

Minister of State for Heavy Industries and Public Enterprises, Government of India

Sunil Kant Munjal

President, AIMA and
Chairman, The Hero Enterprise

T V Mohandas Pai

Sr. Vice President, AIMA and
Chairperson, Manipal Global Education

Rakeysh Omprakash Mehra

Film Director, Producer Screenwriter

Chris Parsons

Chairman- India Practice, Herbert Smith Freehills

Jayant Prasad Paleti

Co-Founder, Darwinbox

Ravi Shankar Prasad

Minister of Law & Justice and Electronics and Information Technology, Government of India

Kamal Nath

Member of Parliament (Lok Sabha) and Former Union Minister for Commerce and Urban Development

Sudhir Jalan

Co-Chairman, Diamond Jubilee NMC and
Chairman, Neo Foods Pvt Ltd

Sanjay Kirloskar

Chairman and Managing Director
Kirloskar Brothers Ltd

Raamdeo Agrawal

Jt. Managing Director
Motilal Oswal Financial Services Ltd

Akhil Bansal

Deputy CEO, KPMG in India

Kiran Menon

Co-Founder & CEO, Tydy

Prakash Javadekar

Minister for Human Resource Development
Government of India

Baba Ramdev

Yoga Guru and Founder, The Patanjali Group of Institutions

Rajat Sharma

Chairman and Editor-in-Chief, India TV

Lord Karan Bilimoria CBE DL

Chairman, Cobra Beer Partnership

Arnab Goswami

Co-Founder & Managing Director, Republic TV

Shereen Bhan

Managing Editor, CNBC-TV18

Pranav Pai

Founding Partner and Chief Investment Officer
3one4 Capital

Rishabh Kaul

Co-Founder and Head of Demand Marketing, Belong

Registration details

Delegate fee per participant

Category	1 – 2 Delegates	3 – 4 Delegates	5 & more Delegates
AIMA & LMA Members	Rs.8,000	Rs.7,000	Rs.6,000
Non- Members	Rs.9,000	Rs.8,000	Rs.7,000
Academicians	Rs.5,000	Rs.4,500	Rs.4,000

* GST @18% extra on Delegate fee

AIMA GSTIN No.: 07AAATA1644A1ZH

AIMA PAN No.: AAATA 1644 A

- The Registration fee includes Kit, Lunches, Tea/Coffee and Reading Material
- DD / Cheque towards delegate fee should be drawn in favor of **All India Management Association, payable at New Delhi.**
- Delegate fee is non-refundable. Changes in nominations are acceptable.

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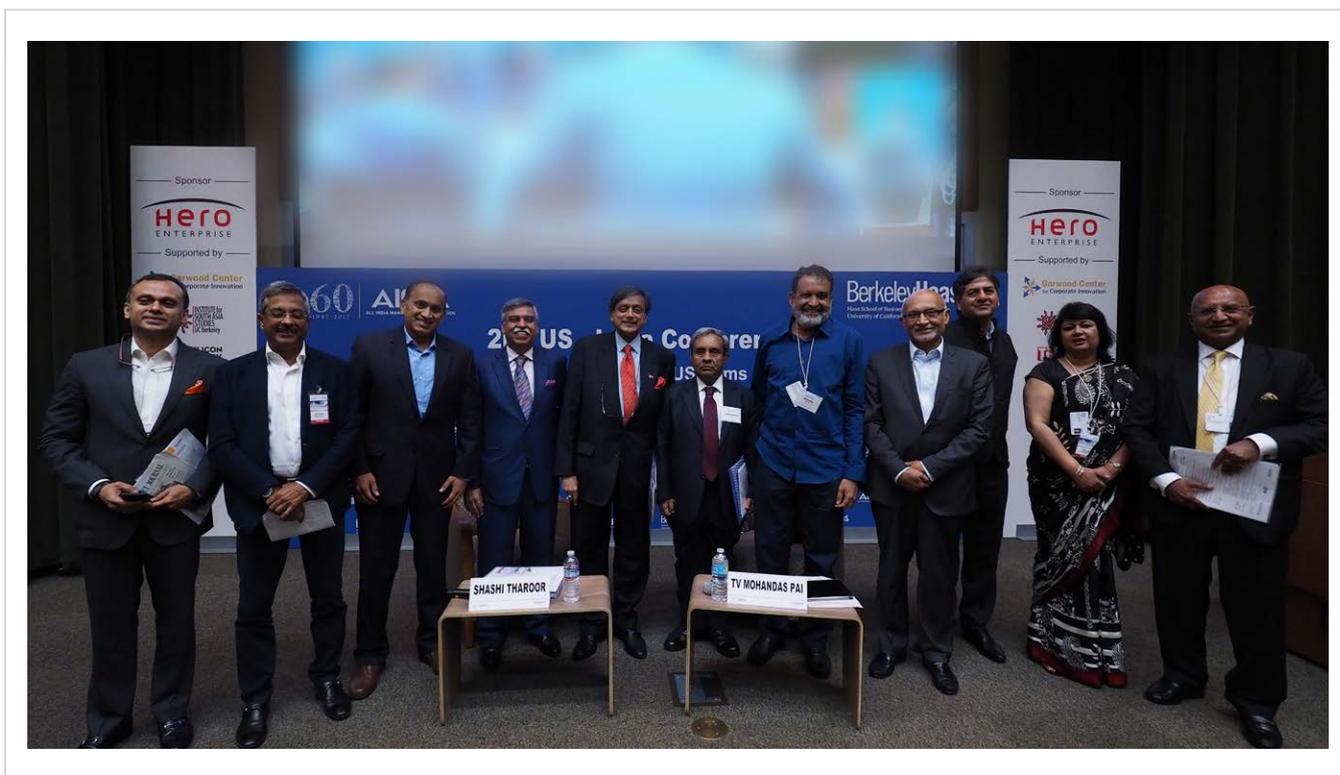
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US India Conference



(L-R) Shrinivas V Dempo, Chairman, Dempo Group of Companies; Pramod Bhasin, Chairman, Clix Capital, and Founder, Genpact Ltd; Sanjay Poonen, Chief Operating Officer - Customer Operations, VMware; Sunil Kant Munjal, Conference Chairman and President, AIMA and Chairman, The Hero Enterprise; Shashi Tharoor, Member of Parliament (Lok Sabha) and Chairman, Parliamentary Standing Committee on External Affairs, India; Venkatesan Ashok, Consul General of India, San Francisco; TV Mohandas Pai, Senior Vice President, AIMA and Chairman, Manipal Global Education Services; Arun M Kumar, Former Assistant Secretary of Commerce for Global Markets and Chairman and CEO, KPMG India; Vikram Chandra, Consulting Editor, NDTV; Rekha Sethi, Director General, AIMA and Arvind Lal, Chairman and Managing Director, Dr Lal PathLabs

The 2nd edition of the US-India Conference was organised jointly with UC Berkeley on 8th September 2017 at Haas School of Business, UC Berkeley. The theme for the conference was 'Unlocking Growth Opportunities for US firms in the Subcontinent' and was supported by The Consulate General of India, San Francisco and TiE, Silicon Valley.

The speakers included Dr Shashi Tharoor, Member of Parliament and Chairman of

the Parliamentary Standing Committee on External Affairs; Mr Venkatesan Ashok, Consul General of India in San Francisco; Mr Vinod Khosla, Founder, Khosla Ventures; Mr Sunil Kant Munjal, President, AIMA and Chairman, The Hero Enterprise; Mr TV Mohandas Pai, Sr Vice President, AIMA and Chairman, Manipal Global Education Services Pvt Ltd; Mr Pramod Bhasin, Chairman, Clix Capital, and Founder, Genpact Ltd; Mr Richard Lyons, Dean, Haas School of Business, UC Berkeley; Mr Sanjay

Poonen, Chief Operating Officer – Customer Relations, VmWare; Mr Anand Chandrasekaran, Director, Facebook; Ms Carol Christ, Chancellor, UC Berkeley; Mr Arun Kumar, Former Assistant Secretary of Commerce for Global Markets and Chairman and CEO, KPMG in India; Dr Arvind Lal, Chairman and Managing Director, Dr Lal PathLabs; Mr Sreenivas Dempo, Chairman, Dempo Group of Companies; Dr Jim Spohrer, Director - Cognitive Open Technology, IBM; Mr PK Agarwal, CEO, Northeastern University (SV) and Former CTO, California State; Mr Dow Wilson, President and CEO, Varian Medical Systems; Prof Solomon Darwin, Executive Director, Haas School of Business, UC, Berkeley; Prof Ganesh Iyer, Professor of Business Administration, Haas School of Business, UC Berkeley and Mr Vikram Chandra, Consulting Editor, NDTV.

The Conference deliberated on the importance



TV Mohandas Pai, Senior Vice President, AIMA and Chairman, Manipal Global Education Services presenting a memento to Shashi Tharoor, Member of Parliament (Lok Sabha) and Chairman, Parliamentary Standing Committee on External Affairs, India



(L - R) Vinod Khosla, Founder, Khosla Ventures and Sunil Kant Munjal, Conference Chairman and President, AIMA and Chairman, The Hero Enterprise



Richard Lyons, Dean, Haas School of Business, UC Berkeley and Henry Chesbrough Adjunct Professor Faculty Director, Garwood Center for Corporate Innovation, Haas School of Business

Chairman, Mr Sunil Kant Munjal said, that with a phenomenal growth rate over the past couple of decades; a young and entrepreneurial population; and right director and policy, India is poised to be the star of the future world set up, he recalled the past few days, which the Indian delegation has spent visiting the iconic companies in the Silicon Valley, as truly enriching for everyone.

of India as the fastest growing large economy in the world and how US and India could work on the opportunities it presents. Conference

Dr Shashi Tharoor in his charismatic style talked of the soft power that US exercised over the world and how India is similar. He emphasised on the co-existence of soft and hard power but also observed that extending soft power makes the usage of hard power less critical. Mr Vinod



(L-R) Shrinivas V Dempo, Chairman, Dempo Group of Companies; TV Mohandas Pai, Senior Vice President, AIMA and Chairman, Manipal Global Education Services; Arun M Kumar, Former Assistant Secretary of Commerce for Global Markets and Chairman and CEO, KPMG India and Pramod Bhasin, Chairman, Clix Capital and Founder, Genpact Ltd



(L-R) PK Agarwal, CEO and Regional Dean, Northeastern University (SV) and Former CTO, California State; Anand Chandrasekaran, Director; Facebook; Vikram Chandra, Consulting Editor, NDTV; Jim Spohrer, Director - Cognitive Open Technology, IBM and Solomon Darwin, Executive Director, Centre for Corporate Innovation, Haas School of Business, University of California, Berkeley



Carol Christ, Chancellor, University of California, Berkeley addressing

Khosla, the celebrated tech entrepreneur in the Silicon Valley observed that Innovation prospers outside the domain of established organisations and also that education for children in the present day should be flexible to enable them to absorb and reskill themselves for ever-changing challenges. The conference was very well received with over 200 participants.



(L-R) Ganesh Iyer, Professor of Business Administration, Haas School of Business, UC Berkeley; Dow Wilson, President and CEO, Varian Medical Systems and Arvind Lal, Chairman and Managing Director, Dr Lal PathLabs

AIMA CEOs Delegation to the Silicon Valley



AIMA CEO delegation at Facebook headquarters

As part of its Diamond Jubilee celebrations, AIMA also organised pre-conference visits to iconic Silicon Valley companies from September 5-7 for a CEO delegation. The delegation led by Mr Sunil Kant Munjal, President, AIMA and Chairman, The Hero Enterprise, included Mr TV Mohandas Pai, Sr Vice President, AIMA and Chairman, Manipal Global Education Services Pvt. Ltd; Mr Pramod Bhasin, Chairman, Clix Capital and Founder, Genpact Ltd; Dr Arvind Lal, Chairman and Managing Director, Dr Lal PathLabs; Mr Sreenivas Dempo, Chairman, Dempo Group of Companies; Mr Vikram Chandra, Consulting Editor, NDTV; Kusum Pai, Founder, KSA Social, India; Mr Pranav Pai, Founding Partner and Chief Investment Officer, 3one4 Capital; Mr Siddarth

Pai, Founding Partner and Chief Financial Officer, 3one4

The visits included Silicon Valley’s most valuable and innovative companies such as Facebook, Tesla, Google X, NVIDIA Corporation, IBM, Apollo Fusion, Plug and Play Tech Center.

A roundtable was organised with UC Berkeley on Co-opetition which had case studies on how Co-opetition has benefitted large corporations in their endeavour for higher growth. It was conducted by Prof Solomon Darwin, ED, Center for Corporate Innovation, Haas School of Business, University of California, Berkeley.



AIMA CEO delegation visit to the Tesla factory



AIMA CEO delegation at Google office in front of the self-driving car



Plug and Play Tech Center



Session at IBM



Session at NVIDIA Corporation



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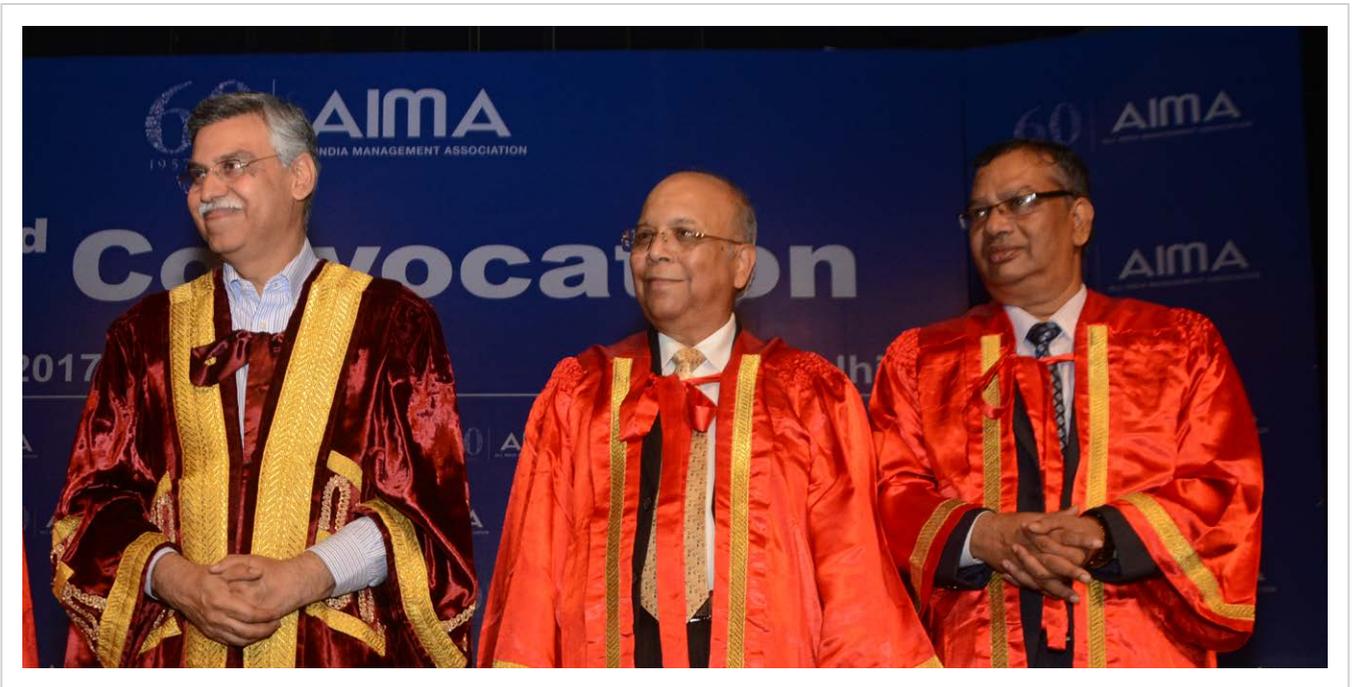
- Networking opportunities with Indian and global corporate majors
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22nd Convocation



Mr Sunil Kant Munjal, President, AIMA and Chairman, The Hero Enterprise; Mr Rajan Saxena, Chairman, Board of Studies, AIMA and Vice-Chancellor, SVKM's NMIMS University and Dr Raj Agarwal, Director, AIMA-CME

AIMA presented management qualifications to 1,145 students at its 22nd Convocation on 18th August 2017. Mr Sunil Kant Munjal, President, AIMA and Chairman, The Hero Enterprise, the Chief Guest on the occasion presented credentials to the students. Of the qualifying students, 16 were awarded PhD in Business Administration (degree granted by Aligarh Muslim University), 608 received Postgraduate Diploma in Management, 17 received Postgraduate Diploma in IT Management and 504 received their respective Advanced Diploma in Management and Certificate in Management.

AIMA also presented its prestigious Professional Diploma in Public Procurement (PDPP), which is



Mr Sunil Kant Munjal, President, AIMA and Chairman, The Hero Enterprise addressing



AIMA students at the 22nd AIMA Convocation

conducted in partnership with the World Bank, to 32 students.

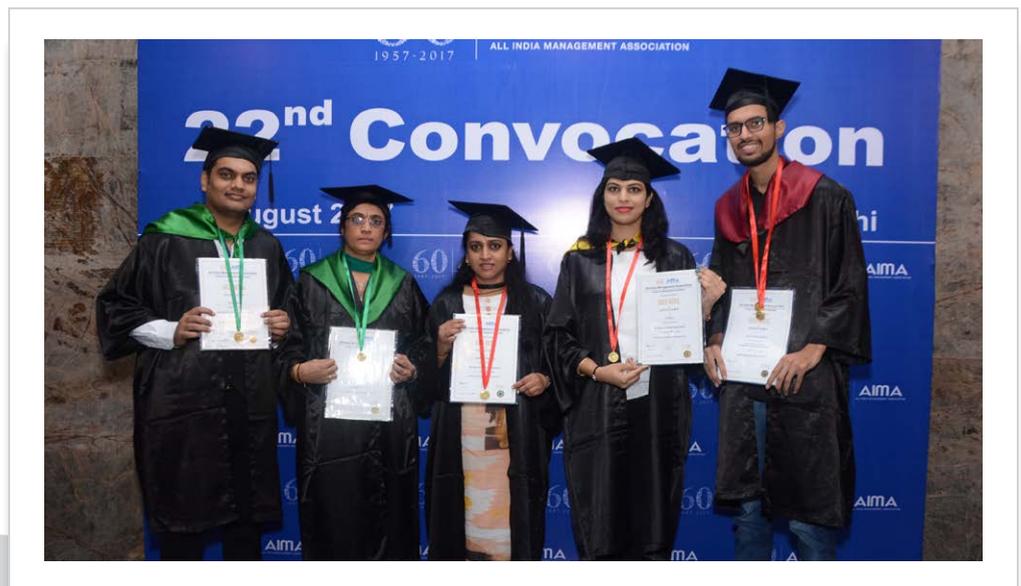
Speaking on the occasion, Mr Munjal said that the young managers had to be ready for competition from not only the rivals from all over the world but also from artificial intelligence. "We are not far from singularity and there is a lot of confusion about what it would mean for jobs. Also, technology has given access to Indian market to all and one has to compete with the world even if one does not import or export at all", he added.

Mr Rajan Saxena, Chairman, Board of Studies, AIMA, told the PhD

graduates that they had a special responsibility of advancing the management thought. Referring to the newly-founded India Case Research Centre (ICRC) by AIMA as a pioneering research initiative in the country, he said "The centre will develop and publish India specific cases in the global context". Mr Saxena pointed out that ICRC is also building the capacity for case writing

in the country and it had recently conducted a workshop to develop case writing skills under the guidance of Dr Muller, an award-winning case author from Europe.

The convocation included presentation of gold medals to the toppers of each course.



Gold medalists of the batch of 2016

Shaping Young Minds Programme



Dr Shikha Nehru Sharma, Managing Director, Nutri Health



Chef Sanjeev Kapoor, Celebrity Chef

AIMA organised the 60th Shaping Young Minds Programme on 23rd September 2017 at Kochi in collaboration with Kerala Management Association. This programme provides a platform for young professionals and management students to interact with achievers from various fields. The programme aims at helping the participants synchronise personal and career goals through exposure to the experience and wisdom of successful people.

The programme was addressed by Gen V P Malik, Former Chief of Indian Army; Ambassador Gurjit Singh, Former Indian Ambassador to Germany, Indonesia & Ethiopia; Dr Shikha Nehru Sharma, Managing Director, Nutri Health and Chef Sanjeev Kapoor, Celebrity Chef. The programme was well received with an audience of over 800 participants.



Ambassador Gurjit Singh, Former Indian Ambassador to Germany, Indonesia & Ethiopia



Gen V P Malik, Former Chief of Indian Army

43rd National Competition for Young Managers



2017 NCYM Winning Team

The 43rd National Competition for Young Managers was held on the theme ‘The New World Order – Asian Economies in Leadership Roles: Can India Emerge as a Superpower?’ The Regional Rounds were on 13-14 July in Kolkata, 20-21 July in Chennai, 3-4 August in Mumbai and 10-11 August in Delhi. The Grand Finale was held on 18 August 2017 at New Delhi.

Bosch Ltd emerged as the National Champions, BHEL, Haridwar were the 1st Runners-up and Bosch Automotive Electronics India Ltd were the 2nd Runners-up. The Best Young Manager was

given to Ms Sneha Paul of Bosch Automotive Electronics India Ltd.

This year jury members at the finale were Mr Rama Shankar Pandey, CEO & MD Hella India Lighting; Ms Anuja Bansal, Secretary General and National Director, SOS Children’s Villages India - SOS Children’s Villages India; Prof Renu Luthra, Vice Chancellor, Galgotias University; Mr Mussarat Hussain, General Manager, Education and Training, Maruti Suzuki India Limited. Around 100 teams participated in the competition.

1st Capability Building Workshop on Case Writing



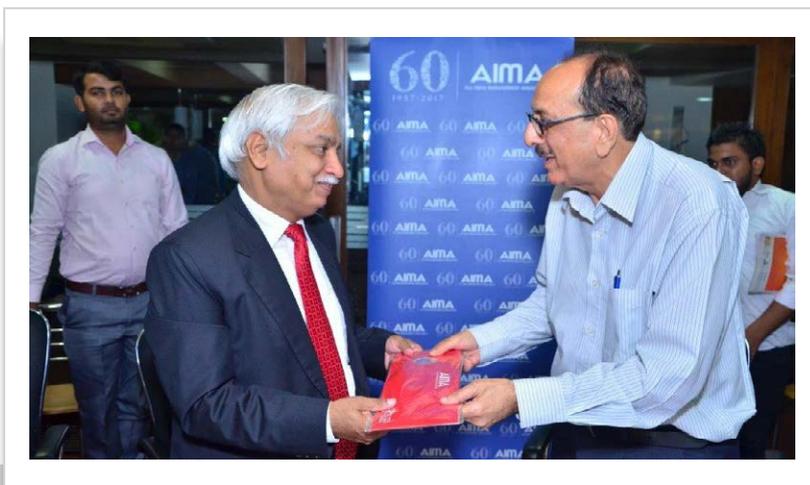
Participants of the 1st Capability Building Workshop on Case Writing

AIMA - India Case Research Center (AIMA-ICRC) has been established to develop, publish and distribute India –focused research cases for global consumption. To achieve these objectives,

the first workshop on Case Writing in collaboration with the Case Centre, UK was successfully organised during 9-11th August 2017 in New Delhi. Dr Urs Muller, Head of the Practice Group –Consumer Goods and Retail, European School of Management and Technology(ESMT), Germany was the Programme Director .

The three-day workshop provided rigorous training and in-depth insights about the case writing techniques with requisite knowledge and skill set of participants to write teaching, managerial and research cases. The workshop was attended by 17 scholars.

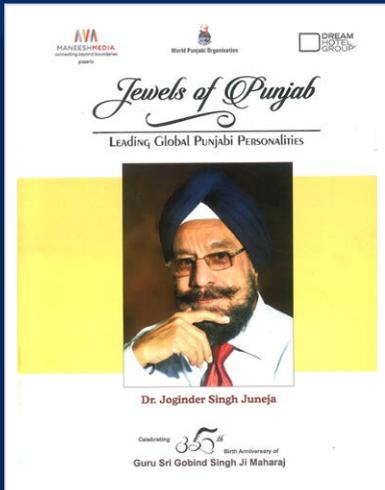
Interactive Session



Dr Sunil Abrol, President, Institute of Consultancy and Productivity Research presenting a memento to Dr Rakesh Mohan Joshi, Professor & Chairperson, International Collaborations & Research, Indian Institute of Foreign Trade

AIMA organised an Interactive Session on ‘Emerging Challenges in Global Economy and India’ with Dr Rakesh Mohan Joshi, Professor & Chairperson, International Collaborations & Research, Indian Institute of Foreign Trade on 31st August 2017. Dr Sunil Abrol, President, Institute of Consultancy and Productivity Research chaired the session. The session was well received by the participants.

Congratulations!



Dr JS Juneja, Past President, AIMA & Chairman Global Projects & Services (P) Ltd

Dr JS Juneja, Past President, AIMA & Chairman Global Projects & Services (P) Ltd. has recently been featured in Former Prime Minister of India, Dr. Manmohan Singh’s, coffee-table book titled ‘Jewels of Punjab - Leading Global Punjabi Personalities’.

The book features the life journey of 100 eminent personalities from Punjab who are highly influential in their respective fields. The Jewels were invited and honoured for celebrating the spirit of Punjab on the eve of the 71st Independence Day of India coinciding with the celebration of 350th Birth Anniversary of Guru Gobind Singhji at a special function organised on 14th August at New Delhi. The event was presided over by Dr. Manmohan Singh and Air Chief Marshal B.S. Dhanoa was the Guest of Honour.

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How to Rediscover Your Inspiration at Work

By Kristi Hedges



When we're inspired, our work hums. We have a sense of purpose, buoyed by the feeling that our talents are being put to good use. We're doing what we should be doing. And then, just like that, inspiration evaporates. Perhaps a negative comment from your boss deflated you or you're not excited

about a particular assignment. Inspiration can be frustratingly fleeting and difficult to recover when lost. Even if you're lucky enough to have a job you love, it's common to go through lengthy periods where you need to dig deep to feel excited about your work.

I've coached many executives in the thick of this morass and they often struggle to understand the cause: is it the company? Or a particular set of circumstances? Or is it them?

Psychologists Todd Thrash and Andrew Elliot have been studying inspiration for decades. They've identified three elements that occur when we're inspired: we see new possibilities, we're receptive to an outside influence, and we feel energized and motivated. Fortunately, inspiration is not a static state of mind but a process that we can cultivate. While we can't force ourselves to be inspired, we can create an environment that's conducive to inspiration. Here's what I've seen work for my clients.

Don't wait for positivity to strike. When you aren't feeling inspired, it's normal to feel stuck. But inaction is your enemy in this effort. Inspiration doesn't just happen while we're at our desks returning emails. Don't wait for a flash of insight to strike before making any changes. The field of cognitive behavioral therapy shows that our behavior affects how we think and feel. When we do different things, we feel different feelings.

Waiting to act reinforces stasis. Instead, understand that any move you make will open up new possibilities and reveal emotions that you can't yet see. And remember that you often have more control over your work environment than you typically think.

Develop an inspiration routine. When you've excelled in your field, it's natural to move out of learning mode. But researchers have found that when people believe that they're experts they become more close minded, a concept termed earned dogmatism. We're most likely to get, and stay inspired, when we have fresh experiences and information that can trigger

insights.

There are lots of ways to gather these – take a class, read a book, attend professional gatherings, travel. It's best to pick one that works for you and then structure your time to integrate these actions into your routine. You might commit to traveling once every six months or take a few hours every Friday morning to read articles and books or set a goal to meet three new people in your field each quarter. Bill Gates was known for having a twice yearly think week, spending full weeks away from his office, reading and mapping new ideas. For most professionals, this isn't possible but devoting even a couple hours a week to perspective-expanding activities will help you stay engaged and interested.

Find new friends. The people we spend time with affect our energy and our mood. They also tend to reinforce our beliefs. We can easily get into a situation where we speak to the same people about similar topics, week in, week out.

Get out and meet new people. Make a concerted effort to find thought partners and guides who are doing different things from you. Role models are inspirational because they allow us to learn vicariously through their experiences. They stimulate new ideas, and provide a glimpse into the future.

Having role models who are a few years or levels ahead of you can help you rethink your own situation and what's possible for yourself. Make a list of people who have qualities that you admire. Aim for a few qualities rather than perfection. You don't need to establish a formal relationship with your role model. It's fine to observe and learn from them from afar. They don't even need to know that they're serving that function.

Narrow your choices. Sometimes we lack motivation, because we're not sure what to do – stay in a job,

leave for a different one, try out a new career, move departments, ask for a promotion. Too many options are paralyzing, as psychology professor Barry Schwartz discusses in *The Paradox of Choice*. Too often, we feel overwhelmed and do nothing.

We can boost our motivation by narrowing down our options, making it easier to act on them. We like to know we have a plan and are working toward it. If you feel stuck, try writing down all of your options and selecting the three you're most excited about in order. Then allocate time to work toward your top choices.

These aren't just actions to take when you're in a slump. It's important to keep them up even when you're feeling inspired so you can stay that way.

Inspiration doesn't have to feel elusive. It's in your capacity to increase your opportunities for new insights and ideas. As Jack London said: "Don't loaf and invite inspiration; light out after it with a club, and if you don't get it you will nonetheless get something that looks remarkably like it."

About Author:

*Kristi Hedges is a senior leadership coach who specializes in executive communications and the author of *The Inspiration Code: How the Best Leaders Energize People Every Day* and *The Power of Presence: Unlock Your Potential to Influence and Engage Others*. She's the president of The Hedges Company and a faculty member in Georgetown University's Institute for Transformational Leadership.*

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Sheryl Sandberg: Develop Your Voice, Not Your Brand

Facebook's COO on how to pursue a meaningful and successful career

by Shana Lynch



Today Sheryl Sandberg is known as a leading Silicon Valley executive and a champion of working women. But when she arrived in California in 2001, after a five-year stint at the U.S. Treasury, she wasn't exactly welcomed with open arms

"All the exciting stuff was happening out here, so I wanted to work in Silicon Valley," recalls Sandberg. "Lots of people said 'I would never hire anyone like you' to my face. The first tech bubble had just burst. It was actually hard to get a job."

But Sandberg did get a job — and an impressive one. She served as Google's vice president of global online sales and operations until 2008, when Facebook founder Mark Zuckerberg convinced her to join the social networking site as its COO.

In 2013, Sandberg became a best-selling author with the publication of *Lean In: Women, Work, and the Will to Lead*. Since then, its readers have founded 33,000 Lean In peer support circles in 150 countries.

Sandberg's life seemed charmed until May 2015, when her husband and the father of her two children, Dave Goldberg, died suddenly. "When Dave died, I didn't think I was capable of anything. I could barely go to work and not cry. I was parenting two grieving children," she says.

Sandberg channeled her own grief into a second book, *Option B: Facing Adversity, Building Resilience, and Finding Joy*. Co-authored with Wharton School professor Adam Grant, it, too, has found a global readership and, with the support of the Sheryl Sandberg & Dave Goldberg Family Foundation, has already attracted a community of 350,000 people.

On May 25, Sandberg described her journey and the lessons she has learned along the way to Stanford Graduate School of Business students at the final View From The Top event of the 2016-17 academic year.

Dream Long, Plan Short

Don't try to map out your entire career from the get-go, advises Sandberg. If she had done so, she would have missed the opportunities at Google and Facebook altogether. After all, when she graduated from Harvard, the internet didn't exist.

"If you try to plan out your career, it's going to be boring. You're going to miss all the good stuff, because all the good stuff hasn't been invented yet," says Sandberg. "You want to have a really long-run dream and you want to have a short-run plan. And that short-run plan, it's not about what you accomplish, especially in the early days. It's about what you help other people accomplish and about what you learn. You invest in yourself. You invest in the success of your teams."

Find Your Rocket Ship

Don't just look for a job, says Sandberg. Look for an organization with a mission that matters to you. "When I finally got a job at Google, it felt like the wrong job," she recalls. "I had a spreadsheet [of job criteria], and the problem with the Google job was that other than loving the company, it met none of the criteria."

Then Sandberg showed her spreadsheet to Google CEO Eric Schmidt. "Eric put his hand on my little spreadsheet," she recalls, "and said, 'You love the mission. This is a rocket ship. When you get offered

If you try to plan out your career, it's going to be boring. You're going to miss all the good stuff, because all the good stuff hasn't been invented yet.

Sheryl Sandberg

a seat on the rocket ship, you don't ask what seat.' And the job I took at Google and the job I took at Facebook were more junior than every other job offer I had. But they turned out to be much bigger opportunities."

Get Your Hands Dirty

Once you have a job, counsels Sandberg, work hard. "All the stuff out there on grit and determination and working on things that are challenging is all true," she says. "There's no substitute for hard work. I have a poster in my office that I got from [Starbucks founder] Howard Schultz of two dirty hands. It says the future belongs to those of us still willing to get our hands dirty. Do something you care about and get your hands dirty doing it. You'll be able to do anything, I promise."

The proper goal of hard work is not personal gain, but organizational contribution, adds Sandberg. "I don't see that many people coming into the workplace asking what they can do for the company," she says. "Ask what you can do. I promise you will get mentors. You will get sponsors. You will get results. You will get promotions. You will get opportunities by contributing."



Be a Voice, Not a Brand

The idea of developing your personal brand is a bad one, according to Sandberg. “People aren’t brands,” she says. “That’s what products need. They need to be packaged cleanly, neatly, concretely. People aren’t like that.”

“Who am I?” asks Sandberg. “I am the COO of Facebook, a company I deeply believe in. I’m an author. I’m a mom. I’m a widow. At some level, I’m still deeply heartbroken. I am a friend and I am a sister. I am a lot of very messy, complicated things. I don’t have a brand, but I have a voice.”

Focus on developing your voice, she says. Figuring out what’s important to you and being willing to use your voice for that purpose is incredibly valuable. “If you are doing it to develop your personal brand, it’s empty and self-serving and not about what you’re talking about,” she says. “If you’re doing it because there is something you want to see changed in the world, that’s where it will have value and depth and integrity.”

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Professional Certificate Programme in Digital Marketing & Analytics

A Joint Skilled Based Certificate Programme from AIMA and Digital Vidya



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- Develop skills to drive innovation in Digital Marketing.
- To share the benefits and used of Search Engine Optimization and its significance.
- Use of Google Analytics and other tools.
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Joint Certification

Professional Certificate in Digital Marketing and Analytics

Course Outline

- Email Marketing
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing
- Web Analytics
- Content Marketing
- Mobile Marketing

Program Fee

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

Class Schedule

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

For more details, please contact:

Rahul Bhatia, Program Manager
All India Management Association

Management House, 14, Institutional Area, Lodhi Road, New Delhi-110003, Tel.: 011-24608510 Extn. 722

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Ahmedabad Management Association

The activities of the month began with an evening lecture addressed by Mr. Arun Chitlangia, Trainer & Motivational Speaker on 'The Power of Focus'.

In addition Mr. Samir J. Shah, Partner, JBS Group of Companies addressed on 'Trade Facilitation Agreement - Changing Customs & Related Processes to Increase India's Share in World Trade'. Mr. Neeraj Ramnani, Founder, Growth Foundation addressed on 'How to Start a Startup'. Ms. Sagarika Shah, Co-founder, Thought Counsel, Psychologist and Relationship Therapist addressed on 'Infidelity: The Third Dimension of Relationship'.

On 12th August a Speakers' Forum was coordinated by Mr. Suresh Mashruwala on 'Being polite costs nothing, but it is priceless' and Prof. Ashish Mehta, Indus University addressed on 'Digital Marketing'.

THE GREAT INDIA QUIZ - Season Two was conducted by Mr. Sanjay Chakraborty, Marketing Communication Advisor, EssKsee Consultancy on 15th August. A total 100 teams participated.

On 19th August a seminar on 'Handling Present Day Security Challenges' was chaired by Mr. A.K. Singh, IPS, Commissioner of Police, Ahmedabad. Mr. Singh addressed on 'Security Issues in Urban Environment'. 'Technology in aid of Security' delivered by Mr. Smit Bhatia, Head, Automation, Adani Ports & SEZ Ltd., Mundra; 'Handling Cyber Security' delivered by Mr. Sanjay Srivastava, IPS, Addl. DGP; 'Role of Private Security in Asset Protection' delivered by Mr. Narasimha Komar, IPS, IGP; and 'New Approaches to Industrial and Housing Security' delivered by Mr. K. Nityanandam, IPS (Retd.). Dr. Mustafa Saasa, Chairman, Raj Group of Companies, UAE addressed on 'Business Legacy and Business Mindset'.

Shri Ramanbhai Patel 13th Memorial Lecture was delivered by Dr. A. Santhosh Mathew, Chairperson, National Council for Teacher Education on 'The Crisis in Teacher Education in India Today' on 23rd August. Dr. Mathew also presented 'Shri Ramanbhai Patel-AMA Shreshtha Shikshak Award 2016' to Mrs. Poornimaben Menon, Anand Vidya Vihar, Vadodara; Mr. Pravinbhai Makwana, Anganka Primary School, Bhavnagar and Mr. Hiteshkumar H. Brahmhatt, Vala Primary School, Kheda, Nadiad.

In addition Ms. Yogita Ahuja, Trainer and Founder, I Nurture Me addressed on 'Building High Performing Teams'. Dr. Nayana Shah, Manthan Human Development Centre addressed on 'Choosing Careers Scientifically'. All the lectures were greatly appreciated by members. As many as 65 training and management development programmes were organised during August.



Mr. Arun Chitlangia, Trainer & Motivational Speaker



Mr. A.K. Singh, IPS, Commissioner of Police

Allahabad Management Association

Allahabad Management organised a health workshop on 'Dental Care in Adults' on 18th August. The speaker was Dr. Ashutosh Chaudary, MDS Planet Dental Clinic, Allahabad. The doctor emphasised that regular cleaning of the teeth prevents many dental disorders which otherwise may create problems in an old age. About 60 members of AMA association benefitted from the deliberations and a Q&A session was the highlight of the evening. Prof KK Bhutani, Director UPTEC and Past President, AMA presented a memento to the speaker. The programme was conducted by Mr. Ravi Prakash, Secretary AMA.



Prof. K K Bhutani Past President-AMA presenting a bouquet to Dr. Ashtosh Chaudhry.

Baroda Management Association

Workshop

Baroda Management Association organised a Management Development Programme on the GST Act on 12th August. The speakers included CA Mr Nirav Shah; Advocate Mr Nayan Sheth; Mr Sanjay Saraswat, IRS Officer & Superintendent of GST and Advocate Yogen Mahadevia. The workshop was well received from the participants. 132 participants attended the work shop.

Conference

Round Table Conference on Corporate Social Responsibility was organised on 22nd August. The theme for the conference was 'Challenges to Opportunities?'. Mr. Mitesh Shah, Managing Director of Steelco Gujarat Ltd was the chief guest of the conference. Other speakers included Mr. Gaurish Vaishnav, President, BMA; CA Mr Bimal R. Bhatt; Mr. Atul Shroff, MD, Transpek Industries; Ms. Avi Sabavala, Immediate Past President, BMA; Dr. Prof. Satish Deodhar, IIM-Ahmedabad; Mr. Prasad Pradhan, Director, Sustainable Business & Communications, Unilever-South Asia; Mr. Chinmay Sengupta, COO, ICICI Foundation, Mumbai amongst others. The Conference was well appreciated by the delegates.



IRS Officer, Mr Sanjay Saraswat, addressing



Mr. Mitesh Shah, Managing Director, Steelco Gujarat Ltd addressing

Evening Talk

A Friday event talk on ‘Big Data Goldmine of Information’ was organised on 4th August. Dr. Sameer Rohadia was the speaker for the session. The session focused on What is Big Data?; Evolution of Big Data and Path of Analytics etc.

Another Friday Evening Talk was held on the topic 11th August on ‘Tridosh-Vaat-Pitt-Cough’. Dr. Rajendra Hathi was the speakers for the session which was well received by the participants.

BMA organised another Friday Evening Talk on ‘Fashionista – Reflecting Personality’ on 18th August. The speaker for the session was Ms. Palak Patel Trivedi.



(L-R) Mr. Niraj Kumar Lal, Head-CSR, Arvind Ltd; Prof. Dr. Rajasi Clerk, Department of Social Science, Gujarat University; Prof. Dr. Bhavna Mehta, FSW, M.S. University and Mr Chinmay Sengupta, COO, ICICI Foundation



Dr. Sameer Rohadia addressing the FET



Dr. Rajendra Hathi addressing the FET

Bhopal Management Association

Workshop

The Bhopal Management Association successfully organised a Workshop on Inner Strength on 11th August. Mr Dhiran Datta, Chief Executive, Dixcy Textiles Pvt. Ltd., was the Guest Speaker. He shared practical tips with students to develop their inner strength and understand the importance of their skills. About 50 MBA students, faculty and prominent members of BMA Prof. Rajpal Singh, Mr P.P Khare, Mr Vishwas Ghusha, Mr Moti Singh, Adv. G.K Chhibbar, Mr N.K Chhibbar, Mr Ajay Kumar Verma, Mr A.K Sahu and Mr. Aamir Khan attended the programme.



Participants with Mr Dhiran Datta

CII-MP National CSR Conclave

Members of The Bhopal Management Association attended CII-MP National CSR Conclave on 23rd August. The following were the guest speakers Mr Vamsee Jasti, Programme Head Reliance Foundation; Mr Hari Mohan Gupta, Chairman, Jagran Social Welfare Society; Mr P Kulkarni, General Manager, J K Tyre & Industries Limited; Mr R K Mrvastava, Principal Advisor, State Planning Commission, Government of Madhya Pradesh; Dr Rakesh Malhotra, Head of State Office, United Nations Development Programme (UNDP), Madhya Pradesh; Ms Sheetal Vyas, Manager-CSR, VE Commercials Ltd; Mr Akhilesh Yadav, Regional Manager - Social Investment, ITC Limited and Mr Diwakar Shukla, Head - Centre of Excellence for CSR, Jagran Lakecity University, Bhopal. The programme was well received.



Panelists at the session

Bharuch District Management Association

Seminar

Goods and Service Tax being the revolutionary change in India's Economic System, BDMA organised a one day Seminar on GST. It was organised on 5th August where renowned CA's were invited to discuss the arena post GST implementation. The seminar was attended by more than 100 participants from various industries and individual firms. Faculty members also addressed queries of the participants during the Q/A session.



Inauguration of GST Seminar

MDPs

Every industry wants to manage their resources effectively and efficiently to lessen the maintenance cost and increase the profit margin. Keeping this in view BDMA organised a training programme on 'Effective Store and Materials Management'. Dr. Ajay Desai an international trainer took the session and explained the different ways to manage the store and materials.

To educate members, BDMA organised a one day programme on Advanced Excel. Mr. Kumar Kalyani was the faculty for the session.



Mr. Kumar Kalyani taking the session on Advanced Excel



Dr. Ajay Desai at the session on Store and Materials Management

Women’s Forum

BDMA organised its 4th Women’s Forum on 22nd August. Ms. Chaitali Thakore, Assistant Vice President, Yes Bank was the speaker for the forum. She spoke on the topic ‘Watch your Money Grow - The Power of Compounding’. She explained the smarter ways in which we can grow our money. Women from various industries attended the forum.



Ms. Archana Patel presenting a memento to the speaker Ms. Chaitali Thakore



Mr. Parag Sheth welcoming Mr. Sunil Acharya

HR Forum

BDMA organised its 8th HR Forum Meet on 23rd August. Mr. Sunil Acharya, Management Consultant and Corporate Trainer, 7HR Services was the speakers for the forum. Mr. Sunil Acharya shared his views on ‘Factors Affecting Employee Relations’. HR professionals across Bharuch district attended this forum.



Ms. Isha Popat explaining different types of burns during the First Aid Training

Certificate Programme on First-Aid

Certificate programme on First Aid was organised at BDMA on 31st August. This programme was organised exclusively for women. Accident is an unplanned, undesired does event that may cause injury, illness or loss of life. Unplanned and undesired do not mean unable to prevent. The purpose of First Aid training is to provide basic first aid to the victim and preventing the condition from becoming bad to worse.

Bhubaneswar Management Association

Bhubaneswar Metropolis Management Association (BMMA) organised a seminar on ‘Chilika Lake Management & Development - Marine Life & Tourism’ on 29th August. The key Speaker was Dr. Ajit Patnaik, IFS, PCCF (Retd.) Former CEO, Chilika Development Authority & Principal Chief Conservator of Forests, Govt. of Odisha. It was presided by Mr Syed Maqbool Ali, Working President. Prof. Dr. Gopal Nayak, Exec. VP (Org) introduced the speaker & Prof. Dr. MN Tripathi, Exec. VP (Trng) delivered the vote of thanks. The seminar was attended by past presidents, senior bureaucrats, technocrats, management students & academia.



Dr. Ajit Patnaik, IFS, PCCF (Retd.) Former CEO, Chilika Development Authority & Principal Chief Conservator of Forests, Govt. of Odisha addressing

Bombay Management Association

Workshop

A 2 day workshop by Dr. Devyani Rozario on ‘People Leadership’ the second module of Smart Manager Series was held on 3rd & 4th August. Colonel A. R. Khadar, Executive Director was the guest speaker. The programme was well received.



Faculty Dr. Devyani Rozario with the participants



Mr. Bhaskar Joshi addressing the participants

Evening Session

A film based discussion on the subject ‘Design Thinking an Approach to Business Problem’ was held on 11th August. The facilitator for the session was Mr. Bhaskar Joshi, Former President, Bombay Management Association.

Lecture

A lecture on Digital Transformation by Mr. M D Agrawal, President, BMA and Senior Consultant at Tata Consultancy Services was held on 19th August. The talk covered broadly the aspects of Digital Age, Impact of Social Media, Mobile Computing, Business Analytic and Cloud Computing and how to leverage these dynamic technologies through digital mastery.



Mr. M D Agrawal addressing the participants

Joint Programme

A joint programme between Dr. V N Bedekar Institute of Management Studies (VNBRIMS) and Bombay Management Association on the career options for MMS students in the field of HR, Finance and Marketing was held on 19th August. The programme was hosted under aegis of VNBRIMS and led by Dr. Nitin Joshi, Director, VNBRIMS. Mr. M D Agrawal delivered talk on 'Hybrid Skill Opportunity in Digital Age' as part of inaugural session. The speakers for the Panel Discussion on Career opportunities in HR & Skill Set in HR were Ms. Divya Ramakrishnan, Senior Manager, HR, Bayer Group in India and Ms. Monisha Agrawal, Senior Manager, Total Oil India Pvt Ltd, Mumbai. The programme was coordinated by Mr. Bhaskar Joshi, Former President, Bombay Management Association.



Ms. Divya Ramakrishnan & Ms. Monisha Agrawal addressing the participants

Calcutta Management Association

The annual signature event of Calcutta Management Association, 'The Calcutta Management Summit & Sir Jehangir Ghandy Memorial Oration', organised in association with The Telegraph, on 30th August, 2017 was held on the theme Corporate Social Responsibility - A Changing Paradigm.

Delivering his inaugural address, the Chief Guest of the Summit, Mr Harshavardhan Neotia, Chairman, Ambuja Neotia Group and the Vice President of All India Management Association emphasised that CSR is less about making a monetary contribution and more about commitment from the heart - to go beyond CSR. Mr T V Narendran, MD, Tata Steel India and South East Asia delivered the 17th Sir Jehangir Ghandy Memorial Oration.

Other speakers included Mr Sanjay Budhia, MD, Patton Group; Mr Aloke Mookherjea, former Chairman of Flakt India Ltd; Dr Inderjeet Singh of Deloitte; Mr Mukesh Kumar of Institute of Corp Affairs, Delhi; Mr Gautam Banerjee of Business Brio; Ms Nandini Basu of ITC; Ms Neepa Saha Sharma of CESC; Dr Chinmoy Samajdar of SAIL, Durgapur; Mr N P Joshi of UltraTech Cement; Ms C Sridevi of National Insurance; Mr Abhishek Rungta of Indus Net Technologies and Mr Sumit Ray of All India Technologies. The summit was well received by the participants.



Lighting of the Inaugural Lamp



Mr Vineet Goyal, Addl Commissioner of Police, Kolkata addressing on Safe Drive Save Life

Calicut Management Association

Ideathon 2017

CMA has partnered with Ernst & Young (E&Y) for Ideathon 2017 a unique 2-month event to foster the spirit of innovation and love for code development. The event will be organised by KEY Accelerator in collaboration with the Kerala Start Up Mission, Ernst and Young, Calicut Management Association and other important stakeholders of Calicut. The meeting was conducted with participation of all the key stakeholders. Mr K A Ajayan, President and Mr Anil Balan, Secretary, participated in the meeting.



Ideathon 2017 – CMA, E&Y and Stakeholders in a meeting

Coffee Table Discussion

A Coffee Table Discussion on ‘Revisiting the Trade Heritage of Kozhikode’ was held on 22nd August with renowned historian Prof. M. G. S. Narayanan who spoke on the trade heritage of Kozhikode, the city of truth, the home of the famous medieval Calico textiles, the city of hospitality, food and many more. The programme was organised by CMA for businessmen, entrepreneurs, start-ups and students from B Schools who would like to know more about the heritage and history of Kozhikode. Mr. K. A. Ajayan, President - CMA, Capt. Aswini Pratap, Chairman - MNC, Capt. Haridas K K, President – MNC, CMA Past Presidents and CMA members participated in the discussion which was very informative.



Prof. M.G. S Narayanan at Coffee Table Discussion with CMA

Training Programme

Expose Infotech Pvt. Ltd. in association with Calicut Management Association conducted a training programme ‘Never Give Up – Revive’ on 18th August with Mr. Madhu Bhaskaran, HRD Trainer & Motivational Speaker who spoke on ‘Leadership Excellence’; Mr. C. P. Shihabudheen, Motivational Speaker who spoke on How to find happiness in Life and Mr. Praveen Chirayath, Corporate Trainer who spoke on ‘Confidence Conquers the world’. Mr. Anil Balan, Secretary – CMA; Mr. Anilkumar M, Immediate Past President; Mr. Roshan Kynadi – Past President; Mr. Saji Kuriakose, Vice President; Mr. Anandamani K, Managing Committee Member with other CMA members participated. Mr Roshan Kynadi, Past President, addressed the participants.



training programme on ‘Never Give Up – Revive’

Lecture

An in-house lecture on ‘ZERO Waste Kozhikode’ was organised on 28th August with Dr. Reena Anilkumar, Managing Director of Ram Biologicals, Areena Hygiene Solutions Pvt Ltd. and Centre for Research and Development in Health Hygiene and Environment (CRDHHE). Dr. Reena spoke on the key challenges of waste management in Calicut. The session was interactive with discussions around various steps required to make Kozhikode a ZERO Waste City.



In-House Lecture by Dr. Reena Anilkumar



Token of appreciation by Dr. VKS Menon, Founding President - CMA to the Guest Speaker Dr. Saji Gopinath, CEO - KSUM with Mr. K A Ajayan,-President, Mr. Anil Balan - Secretary and Mr. Asif T - Jt. Secretary

Another Lecture Session on ‘Management in the Age of Disruption: The emerging role of Startups’ was held on 28th August with Dr. Saji Gopinath, CEO-Kerala Startup Mission, Govt. of Kerala / Director IIITMK. Dr. Saji Gopinath conveyed that the exponential technologies that usher the dawn of 4th Industrial Revolution, is disrupting conventional businesses ranging from manufacturing to services to biotech in an unprecedented way. CMA members got an opportunity to interact, discuss and understand Start-up ecosystem as well as all the challenges that may arise during the entrepreneurial journey. The Session was well received by all the CMA members and invited guests.

Managing Committee Meeting

The 2nd Managing Committee meeting of Calicut Management Association was held on 31st August with the key objective to deliberate, discuss on the activities planned by the Center of Excellences in Tourism, Entrepreneurship, IT, Training and Student Chapter.

Monthly E- Newsletter

CMA has also started a Monthly E-Newsletter from July Edition and is shared with all the members.

Coimbatore Management Association

CMA in association with PSG Institute of Management organised a seminar on ‘Lean Six Sigma Management System’ on 11th August at PSG Institute of Management with Mr. G.K.K. Singh. Over 40 members attended the seminar.



Mr. G.K.K. Singh addressing members on the topic ‘Lean Six Sigma Management System’.

Delhi Management Association

Medical Health Check Up Camp

A Medical Health Check Up Camp was organised by DMA for the benefit of its members on 18th August. Mr. Rajan Pandhi, Director, DMA welcomed the team of Doctors from Max Healthcare and Wellness Pathcare. During the camp ECG, ECHO, Blood Pressure, Cholesterol and Sugar tests were carried out.

Mr. Surendra Sethi from Wellness Pathcare and Dr. Arun Kumar, Chairman, Dignity Restoration & Grievance Settlement Association addressed the participants and shared that Good health isn’t just about healthy eating and exercise — it also includes having a positive mental health, a healthy self-image, and a healthy lifestyle. DMA is thankful to Max Healthcare, Wellness Pathcare and Dignity Restoration & Grievance Settlement Association for their support in organising the camp. Members attended the camp in large numbers and appreciated the initiative taken by DMA.



L to R: Mr. Surendra Sethi, Dr. Arun Kumar, Dr. Abhinav and Mr. Rajan Pandhi

Interactive Ideas Meet

DMA in collaboration with ICPI and NHRD Network organised an interactive ideas meet on ‘Driving Strategic HR through Talent/ People Analytics: A New Agenda’ on 25th August. The session chairperson Mr. Sumit Chaudhuri, Chairman, Third Millennium Business Resource Associates Pvt. Ltd welcomed the eminent speaker Mr. Sudhir Rao, Sr. Specialist, IBM Talent Watson Solutions.



L-R: Mr. Sumit Chaudhuri, Mr. Rakesh Seth and Mr. Sudhir Rao

LMI Graduation Day

LMI Delhi Chapter in collaboration with DMA organised its Graduation Day Ceremony on 26th August. The participants were awarded certificates on successful completion of Effective Personal Productivity programme by Mr. Ashok Thussu, Executive Director, LMI; Mr. Rahul Jain, Licensee, LMI; Dr. H V Kothari, Licensee, LMI, and Mr. Rohit Nayar, Licensee, LMI. The programme was attended by a large number of professionals from the corporate sector.



Professionals at the graduation ceremony

Faridabad Management Association

Faridabad Management Association in collaboration with DAV Institute of Management organised a Seminar on 'Digitally Transforming Business Practices in Current Business Scenario' on 18th August. The Session was conducted by Mr. Kaviraj Singh, Managing Director, Saralweb. Around 70 Participants attended the seminar.



(L-R): Dr. Neelam Gulati, Head of the Institute, DAV Institute of Management, Mr, Thyagarajan, Hon. Executive Director, FMA & Head-CRC, Apeejay Stya University, Mr. Kaviraj Singh and Ms. Saloni Kaul, Secretary, FMA & CEO, India Talent Services.

Ghaziabad Management Association

Ghaziabad Management Association organised a lecture cum interactive session on 'Digitally Transforming Business Practices in the Current Scenario' on 25th August. The speaker was Mr. Kaviraj Singh, MD, Saralweb. The presentation centered around Business Process Automation and specifically, how the use of mobile phones and social media affects efficient business operations. The lecture was attended by 32 participants from GMA industry and institutional members.



Interactive session in progress

Goa Management Association

Talk

As a part of GMA Knowledge Series Lecture, Goa Management Association (GMA) organised a talk by Squadron Leader Walter Mascarenhas in association with The International Centre Goa on 31st August. Squadron Leader Walter Mascarenhas is a Management Trainer for Corporates & Academia, Motivational Speaker, Life Coach, Goa. The welcome address was done by Dr. Pradeep B Salgaonkar, Chairman GMA; Mr. Galileo – PRO, ICG, briefed about ICG and its activities. Mr. Rajeev Narvekar, Hon. Secretary, GMA introduced the speaker. The talk was designed to motivate people to live life to the fullest by learning management and life skills from Swimming. The vote of thanks was presented by Dr. Pradeep B Salgaonkar.



Squadron Leader Walter Mascarenhas during his presentation

Management Meet

The Chairman, GMA, Dr. Pradeep B Salgaonkar along with other Executive Committee Members of GMA, had an interactive meeting with members of Thrissur Management Association on 18th August at Goa. Both the LMAs made presentations about the various activities conducted by them and shared ideas and management thoughts and also decided to have continued relationship between both the LMAs in terms of ideas and thoughts and programmes wherever possible. It was also decided to explore possibilities of student exchange programmes between both the LMAs.



Interaction with members of Thrissur Management Association

Hyderabad Management Association

Joint Lecture

The Hyderabad Management Association (HMA) in collaboration with The Federation of Telangana & Andhra Pradesh Chambers of Commerce & Industry (FTAPCCI) jointly conducted a Joint Lecture Meeting titled 'Playing Politics: Management Analysis' by Mr Sharu S Rangnekar, Management Educator, Mumbai on 9th August.



Mr K Harishchandra Prasad, President, HMA and Mr Gowra Srinivas, President, FTAPCCI presenting a memento to Mr Sharu S Rangnekar.

Student Programme

The Hyderabad Management Association conducted a half day Management Student Development Programme and inaugurated the Student Chapter by Mr Ravi Kumar Peesapati, President I/C, HMA on 16th August. On the occasion, Mr Ravi Kumar Peesapati, Vice President, HMA; Mr Vijay Vedantam, Joint Secretary, HMA; Mr Balarama K Varanasi, Managing Committee Member and Mr Sankara V Krishna Prasad, Managing Committee Member addressed the students.

Annual Awards

The Hyderabad Management Association conducted HMA’s 44th Annual Awards Function on 23rd August. The Chief Guest, Mr E S L Narasimhan, Hon’ble Governor of Telangana & Andhra Pradesh presented the coveted awards to the winners in various categories.



Mr E S L Narasimhan, Hon’ble Governor of Telangana & Andhra Pradesh addressing the gathering.



HMA Managing Committee Members and Awards Winners with the Chief Guest

Indore Management Association

Learning from the Life of Legends

IMA organised an evening talk on ‘Learning from Life of Legend - Swami Vivekananda’ on 4th August with Social Intelligence Expert, Dr. Sandeep Atre.



Participants during the workshop



Dr. Sandeep Atre addressing the participants

Training@Doorstep workshop

Indore Management Association organised Training@Doorstep workshop on the topic ‘The Power of Appreciation – Developing Unsung Heroes in Your Organisation’ on 4th August at MAN Trucks India Pvt. Ltd. The trainer for this workshop was Mr. Harshwardhan Phatak.

Centre Of Excellence

IMA organised Centre of Excellence (COE), an evening talk on ‘Had a difficult conversation at Workplace. What Next?’ on 12th August with Mr. Amber S Arondekar, founder and mentor of Powertrain Incorporation.



Mr. Amber S Arondekar addressing the participants



Dr. Sandeep Atre Addressing the audience

Evolution For Excellence

Indore Management Association (IMA) organised its Evolution for Excellence, a one-day workshop for professionals on 12th August. The module for the workshop was ‘Applied neuroscience – Unleashing brain power for you and your people’ and the speaker for the session was Dr. Sandeep Atre.

Mind Your Etiquettes

Indore Management Association organised ‘Mind Your Etiquettes’ programme on the topic ‘Meeting Etiquettes’ on 29th August facilitated by Ms. Deepika Munot, Corporate Trainer.



Ms. Deepika Munot addressing participants

Kerala Management Association

Evening Lecture Meeting

An Evening Lecture Meeting addressed by Mr. Bharat Joshi, British Deputy High Commissioner, India on the topic ‘Impact of BREXIT on India and the World Economy’ was held on 11th August.



Mr. Bharat Joshi addressing KMA Members

Panel Discussion ‘GST TALK’

A ‘GSTTalk’ was organised by The Hindu and The Hindu Business Line in association with the Kerala Management Association on 18th August. The talk followed by discussions focused on tax implications on advertising industry and associated services apart from enlightening on the salient features of the new tax structure. Mr. Pullela Nageswara Rao IRS, Chief Commissioner of Customs, Central Excise and Central Taxes; Mr. K. Harish IRS, Deputy Director (GST Intelligence); Mr. Vivek Krishna Govind, President of KMA; Mr. Nambi Rajan Narayanan, CFO and Company Secretary and Mr. C.S. Suresh, AVP-Commercial, The Hindu Group were the speakers.



Panel of Speakers

Shaping Young Minds Programme

Kerala Management Association along with AIMA, organised ‘Shaping Young Minds Programme’ on 23rd August at Cochin. The day long programme which aims to inspire and motivate the student community saw close to 800 business school students from across Kerala participate in the event.

General V P Malik, Former Chief of Indian Army; Mr. Gurjit Singh, Former Indian Ambassador to Germany; Dr. Shikha Nehru Sharma, Nutritionist & Managing Director, Nutri Health and Mr. Sanjeev Kapoor, Celebrity Chef & TV Show Host were the speakers at the event.



General V P Malik inaugurating the SYMP



Chef Sanjeev Kapoor, Celebrity Chef

The moderators for the four sessions were Mr. A P M Mohammed Hanish IAS, Chairman & Managing Director, Kerala State Civil Suppliers Corporation Ltd; Mr. S.R. Nair, Director, MentorGuru Professional Services Pvt. Ltd; Mr. Jacob Joy, Director, J.J. Confectionery Pvt. Ltd and Mr. M.S.A. Kumar, Former Managing Director, AVT Natural Products Ltd & Chief Catalyst, Catalyst 360. Mr. Vivek Krishna Govind, President KMA gave the welcome address and Mr. Deepak L Aswani concluded the event with a vote of thanks.

Ludhiana Management Association

Lecture cum Presentation

LMA organised a lecture cum presentation on 'Digitally Transforming Business Practices in the Current Scenario' by Mr Kaviraj Singh, MD, TA Netgables Private Limited & Leader SARALWEB Team, Gurgaon on 7th August. The session was attended by 210 industrialists, entrepreneurs, professionals & senior executives.



Mr Kaviraj Singh interacting with members of LMA

Seminar

Women Forum of Ludhiana Management Association organised a Seminar on 'Lead without Title' on 12th August. The seminar was conducted by Ms Varsha Bisaria, Founder & Director, Life Training Institute, New Delhi. It was a highly interactive & motivating session attended by 45 women members of Ludhiana Management Association.



Women Forum on 'Lead without Title'

Workshop

LMA organised a full day workshop on 'Advance Excel & Its Applications in Business' on 23rd August. Mr Amit Sethi, Professor of Management Studies at PCTE, Ludhiana & certified Professional Trainer facilitated the workshop which was attended by 37 participants from different business & industrial organisations.



Session in progress

Diploma in French Language

Ludhiana Management Association started the 2nd batch of Diploma in French Language on 24th August. It is a four months course & Diploma will be awarded based on written test on completion of the programme. There was a tremendous response, 62 professionals representing different business and industrial organisations joined the programme.

Madurai Management Association

Madurai Management Association organised a session on 10th August where the Registrar of Madurai Kamaraj University, Dr. V. Chinniah spoke on 'Higher Education Management'. President Er. M. Shunmugasundaram delivered the welcome address and introduced the Chief Guest. Prof. G. Suresh proposed the vote of thanks and the members, faculty and management students participated.



Session on 'Higher Education Management'



Ms. Neenu Ittyerah addressing the participants

Another session was held on 23rd August with Ms. Neenu Ittyerah, I.R.T.S., Divisional Railway Manager, Madurai Division as the Chief Guest. President Er. M. Shunmugasundaram welcomed the gathering. Ms. Ittyerah spoke about the 'Projects and Facilities in Madurai Division' and also agreed to take necessary action against the suggestions by the Management Association.

Meerut Management Association

Lecture on Different Specialisations of MBA

Meerut Institute of Engineering and Technology, Meerut organised a Lecture on Different Specialisations of MBA, Marketing, HR, Finance and IB on 8th August.

Mr. Rakesh Kohli, Former President Meerut Management Association, Meerut was the chief guest for the Lecture. CA Sunjeev Gupta, President Meerut Management Association, (Retd.) Maj. Gen. J. M. Garga, Director MIET, Mr Kapil Gahlot, Executive Director Meerut Management Association, faculty and students of MIET and members of MMA were also present at the lecture.



Mr. Rakesh Kohli, Former President Meerut Management Association & Chief Guest for the Lecture.

Independence Day Celebration

MMA celebrated Independence Day with Vaani School & Research Centre. The National Flag was hoisted by CA Sunjeev Gupta (President MMA), Mr. N. P. Jain (Chairman Vaani School), Mr. Rajendar Singhal (Treasurer Vaani School) & Mr. Kapil Agarwal (Secretary Vaani School). Various cultural programmes were conducted by the school students. On the occasion, MMA donated a sum of Rs.11000/- to Vaani School & Research Centre.



L-R: Mrs. Anshu Gupta, Principal Vaani School; Mr. N. P. Jain, Chairman Vaani School; Mr. Gaurav Jain, Secretary Meerut Management Association & Mr. Ankur Jaggi, Sr. Vice President Meerut Management Association

Navsari Management Association

Navsari Management Association has initiated a Business Leadership Award to be awarded to business leaders with meaningful success, social involvement and as far as possible business activities benefitting the lives of the people of Navsari. A committee of 5 dignitaries was formed to identify the name of the awardee. Mr. Rishikesh Mafatlal, Chairman of Mafatlal group of companies was the choice for the first Business Leadership Award. The award function was held on 20th August and the award was given by Mr. Kalyan Bannerji, Rotary International President 2011-12 in the presence of Mr Piyushbhai Desai, MLA, Navsari. Several dignitaries and executive members of NMA, business leaders of Navsari were present during the function



Mr Rishikesh Mafatlal accepting Business Leadership Award 2017 from Mr. Kalyan Bannerji in presence of MLA of Navsari and NMA dignitaries

Noida Management Association

An Evening Talk was organised on 26th August on the subject 'GST - Recent Developments'. The speaker of the programme was C.A. Kapil Vaish, a tax consultant and an eminent expert on GST who shared his understanding of the subject to the members of NMA. Mr Gopal Krishna Agarwal, a life member of NMA, and national spokes person of Bhartiya Janta Party was the chief guest on this occasion. The session was presided by Mr S.N. Singh, President, Noida Management Association who welcomed all the members and chief guest on this occasion.



Felicitation of the speaker

Pathankot Management Association

Seminar

Pathankot Management Association organised a seminar on 'Emerging Trends in Engineering & Technology' on 4th August with Er. Kanwar Tushar Punj, Vice President, SSGI. The aim of the seminar was to provide a common platform to academicians and young researchers to exchange their new ideas and explore the various aspects of this emerging technology. He talked about various innovations like Agricultural Robot, E-warfare etc. 60+ faculty members participated in the seminar.

75th Anniversary of Quit India Movement

On the 75th anniversary of the Quit India movement, Pathankot Management Association members took a pledge on 11th August, 2017 to free the country from problems like communalism, casteism, corruption and create a 'New India' by 2022. Secretary PMA, Dr. Sanjay Bahl addressed the students and made them aware them about 'Quit India Movement'. 70+ students and members of PMA participated in the event.

Seminar

Pathankot Management Association organised a seminar on 'Internet of Things IOT Based Intelligent Bin for Smart Cities' on 25th August. Nowadays a variety of tasks are based on IOT. Cities in the world are becoming smarter by implementing the things around using IOT. 70+ students and members of PMA participated in the event. Participants learnt a lot about IOT based smart cities concept.

Quilon Management Association

Quilon Management Association (QMA) jointly with The Institution of Engineers (India), Kollam Local Centre (Chemical Division Board of IEI) arranged a talk on the topic 'Energy conservation and Renewable Energy' on 29th August. Mr R Harikumar, Director ANERT was the Chief Guest and Mr POJ Lebba, Executive Committee Member ANERT and Former



Participants of the session



Members of PMA taking a pledge on 75th Anniversary of Quit India Movement



Student member of PMA explaining about IOT based intelligent bin Smart Cities



Mr R Harikumar addressing on 'Renewable Energy'

Principal TKMCE was Guest of Honour. Mr Rajendra Prasad, President QMA and IEI chaired the session and Mr Frankling Daniel, Secretary General QMA gave the welcome speech. Mr Madhu R, Secretary Public Relation QMA introduced the chief guest and Mr Sasidharan Pillai, Secretary Programme QMA proposed the vote of thanks. Mr KV Aravindakshan, Executive Director, QMA and Mr Reji G Nair, Vice-President QMA presented mementos to Mr P O J Lebba and to Mr Harikumar respectively.



Prof. P.O.J. Lebba, Former Principal TKM College of Engineering and Executive committee member ANERT talking on 'Energy Conservation'

Rajkot Management Association

Rajkot Management Association and American Society for Quality - Ahmedabad LMC jointly organised an international seminar on 'Industry-Institute Partnership for Improving Employability of Students: Collaborate or Collapse'. The speakers included Dr. Dharmesh Raval, Dean - Faculty of Management, RK University; Dr. Himanshu Trivedi, Chair-ASQ; Ms. Stephanie Thompson, Senior Leader, ASQ – USA; Mr Denish Patel; C.A. Kothari and the session was moderated by Mr Parag Jobanputra, Hon. Secretary, RMA.

Rohilkhand Management Association

A Souvenir booklet published by RMA on the occasion of its Diamond Jubilee was released on 5th August during a members meeting. It was liked and appreciated by one and all for its quality and content. Mr. K. K. Damani thanked the editorial board and other contributors for their efforts. A discussion and debate on GST was also held.



(L-R): Mr. Mahesh Agarwal, Mr. R.K. Chaturvedi, Dr. A.K. Rai, Mr. R.K. Agarwal (C.A.), Dr. Vivek Sharma, Mr. Qadir Ahmad, Mr. K.K. Damani, Mr. K.B. Agarwal, Dr. Ritesh Saxena, Mr. Ranjan Kumar.

The Annual General Meeting of Rohilkhand Management Association was held on 19th August. RMA President Mr. K.K. Damani welcomed the members present. Secretary RMA, Mr. Qadir Ahmad presented Annual Report explaining performance of RMA highlighting the activities during 2016-17. Election of the new executive body was held and the new office bearers announced. A talk on 'How to convert difficult-knotty to easy-peasy' was delivered by Professor Dr. N.L. Sharma.



Mr. Qadir Ahmad, Secretary-RMA, Mr. K.K. Damani, President-RMA and Prof. Dr. N.L. Sharma on the dais.

Thrissur Management Association

Guest Lecture

A guest lecture was held on 28th August on the theme 'There is light at the end of the tunnel - is the tunnel too long?'. The Chief Guest was Mr. C.VR. Rajendran, Managing Director & CEO, The Catholic Syrian Bank Ltd.



TMA members with the Chief Guest



Mr. Jyothis Mohan IRS inaugurating TMA Student Chapter Activities

TMA Student Chapter

The inaugural event of TMA Student chapter activities was held on 16th August. Dr. V S Sreelakshmy, IAS Rank Holder addressed TMA Student chapter members on the topic 'Civil service –challenges and the way forward'. Mr. Jyothis Mohan IRS, Dy. Commissioner, Income Tax, and Mumbai addressed students in second half of the session. He shared his study experience with students.

A TMA Student Chapter programme was held on 26th August on the theme 'Kickstarting entrepreneurs: ABC of funding from banks'. The Chief Guest was Mr. V K Adarsh, Author, Columnist & Banker. He narrated various schemes for startup finance, how to get funding etc. His talk was widely appreciated by the students.



Mr. V K Adarsh addressing students

LMA Management Meet

22 members of Thrissur Management Association visited Goa Management Association on 18th August. LMA Management Meet included discussions on various management topics.



Hon. Education Minister of Kerala, Prof. C Raveendranath addressing the gathering

inauguated the seminar. In addition TMA conducted a semi marathon for public. Students from various colleges joined this event.



Thrissur Management Association and Goa Management Association officials at joint LMA Meet

Joint Programme

TMA and Salim Ali Foundation (SAF) conducted a semi marathon and seminar on the topic 'Sustainable Development' on 5th August. Hon. Minister of Education, Prof. C Ravendranath

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AIMA Events Calendar

Event	Conference Director	Venue	Date
44th National Management Convention		New Delhi	27-28 September 2017
21st Student Management Games		Chandigarh Coimbatore Assam New Delhi Grand Final	04-06 October 2017 12-14 October 2017 22-24 November 2017 27-29 November 2017 30 November 2017
6th Young Leaders Retreat	Sanjeev Bikhchandani Founder and Executive Vice Chairman, Naukri.com & Vineet Agarwal Managing Director, Transport Corporation of India Ltd	Goa	26-28 October 2017
Shaping Young Minds Programme		Coimbatore	27 October 2017
National Competition for Young India		Kolkata Bangalore Mumbai New Delhi Grand Finale	03 November, 2017 04 November, 2017 10-11 November 2017 17-18 November, 2017 24 November 2017
Shaping Young Minds Programme		Bhopal	11 November 2017



Event	Conference Director	Venue	Date
National Management Quiz		Kolkata	25 November 2017
		Bangalore	01 December 2017
		Mumbai	02 December 2017
		New Delhi	09 December 2017
		Grand final	09 December
15th HRM Summit	TV Mohandas Pai, Sr Vice President, AIMA and Chairman, Manipal Global Education Services Pvt. Ltd	New Delhi	06 December 2017
3rd Digital & Social Marketing Retreat	D Shivakumar, Chairman & CEO – India Region, PepsiCo India Holdings Pvt Ltd & Umang Bedi, Managing Director, India & South Asia, Facebook	Goa	15-17 December 2017
Shaping Young Minds Programme		Navsari	20 January 2018
National Competition for Managers		New Delhi	February 2018
Shaping Young Minds Programme		Patna	17 February 2018
Foundation Day & National Mnagement Day		New Delhi	21 February 2018
National Leadership Conclave		New Delhi	14 -15 March 2018
Pragati- A Women Quiz		New Delhi	March 2018

To view full calendar please visit www.aima.in

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