

AIMA News

AIMA'S MONTHLY E-MAGAZINE

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

MAY 2021



Dear Readers,

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

The past few weeks have been busy at AIMA as the organisation continued to reach out to aspiring and practicing managers through its various services and programmes, not just in India but overseas as well.

AIMA participated in the Golden Jubilee St Gallen Symposium held last month, on the theme 'Trust Matters'. AIMA is the India partner of the Symposium, and this year marks 20 years of AIMA's partnership and close association with the St Gallen Symposium. To commemorate this occasion, a special 'AIMA India Session' was held for the first time. Addressed by Mr Harsh Pati Singhania, President, AIMA and Mr Peter Voser, Chairman of the St. Gallen Symposium Board of Trustees; the highlight of the session was an in depth conversation with Mr Amitabh Kant, CEO, Niti Aayog on, 'Strengthening Trust in India as a Global Partner'.

While this year, due to the ongoing pandemic, AIMA has not been able to organise its annual CEOs delegation to the Symposium; it put together an impressive list of Indian thought leaders who addressed the global Symposium. In addition to the speakers at the AIMA India Session, Indian speakers who addressed the Symposium included Mr Nandan Nilekani, Co-Founder and Chairman, Infosys Technologies Limited - who addressed a session on 'Digital Governance for Social Innovation'; Mr Ritesh Agarwal, Founder and Group CEO, OYO; Ms Shradha Sharma, Founder, CEO and Chief Editor, YourStory; Ms Roshni Nadar, Executive Director & CEO, HCL Corporation and Chairperson, HCL Technologies and Mr Pranjal Sharma, Economic Analyst, Advisor and Writer & Author-India Automated. More details are carried inside.

AIMA's hugely popular LeaderSpeak Series continued to gain traction with the roll out of two more sessions this month. Mr Arun Maira - Former Member of the Planning Commission and Former India Chairman of Boston Consulting addressed the 42nd LeaderSpeak session on the theme 'Setting Right the Topsy - Turvy Covid World'; while Mr Gurcharan Das - Former CEO of Procter & Gamble India, Author and Management Guru shared some interesting insights on 'Making a Life vs Making a Living' in a separate session. Both programmes were moderated by Mr Harsh Pati Singhania, and witnessed participation in large numbers with viewers joining through Zoom, Facebook, Twitter and YouTube.

In addition, the AIMA Vice Chancellors' Council conducted a discussion forum on the theme 'Indian Institutions: Challenges and Responses of Current Times'. The AIMA Vice Chancellors' Council was constituted as a think tank for suggesting improvements and innovations in higher education. It aims to build world class online Management Education while facilitating the transition of Indian universities to world class institutions.

Brief reports can be found inside along with updates on other AIMA initiatives including a Simulation based e-MDP, AIMA YLC sessions and Training Programmes. During the period AIMA continued to offer its education programmes to aspiring and practicing managers; and its testing and assessment solutions to students and leading organisations & institutions.

This edition of AIMA News also brings you updates from the Local Management Associations and some interesting articles on management.

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

Warm Regards

Rekha Sethi
Director General

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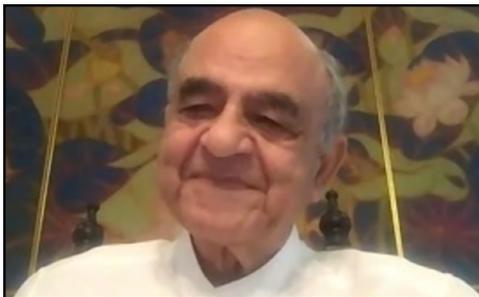


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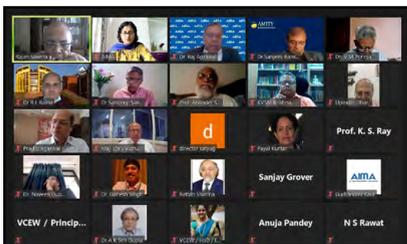
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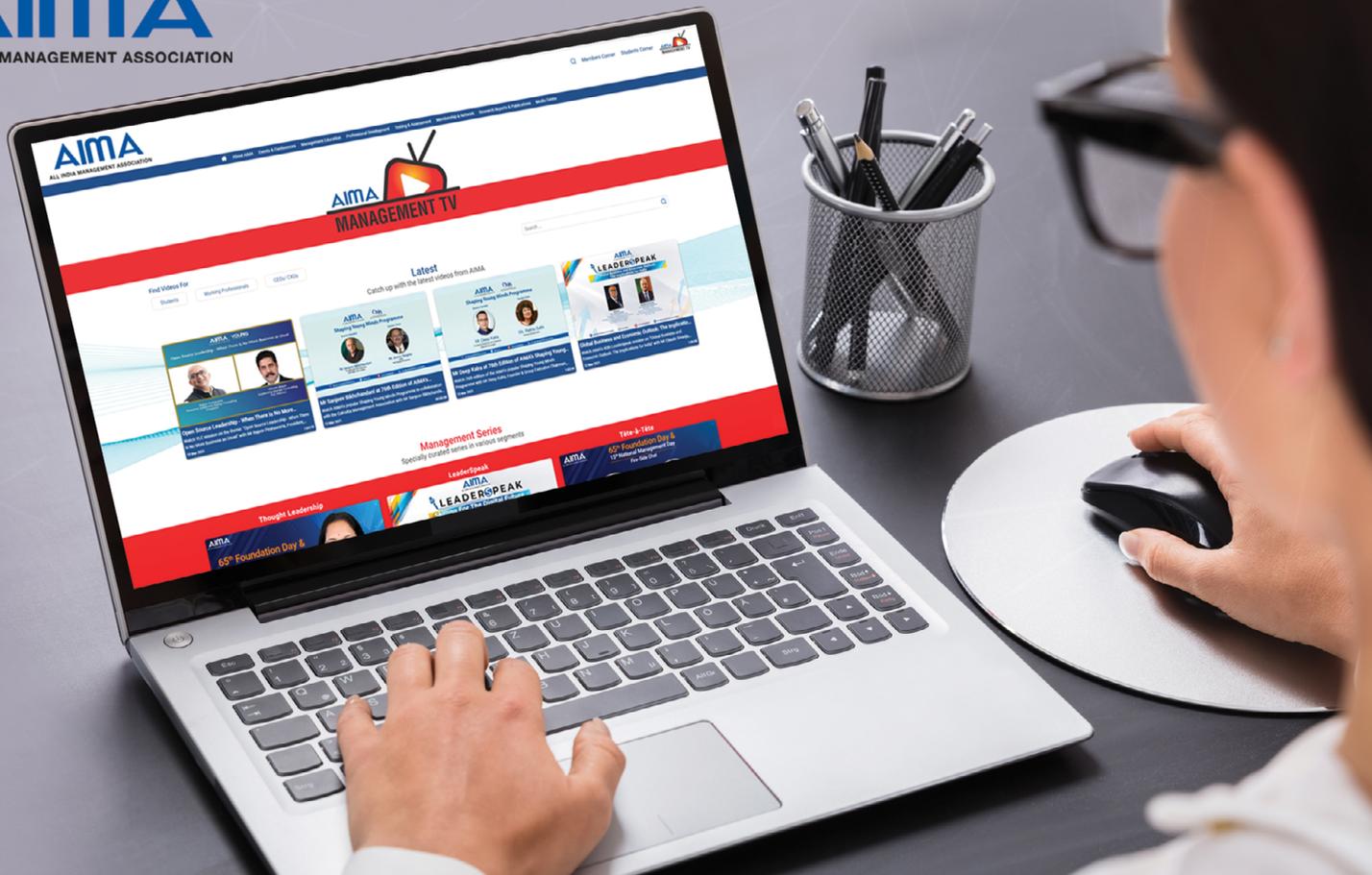
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St Gallen Symposium

A global platform for cross-generational dialogue



A Special 'AIMA India Session on Strengthening Trust in India as a Global Partner' addressed by Harsh Pati Singhania, President, AIMA & Vice Chairman & Managing Director, JK Paper Ltd; Amitabh Kant, CEO, Niti Aayog and Peter Voser, Chairman of the St. Gallen Symposium Board of Trustees

AIMA participated in the Golden Jubilee St Gallen Symposium held from 5th -7th May 2021. The St Gallen Symposium, a prestigious international forum, has the unique distinction of being organised and run entirely by Students of the University - the International Students' Committee (ISC) supported by the St Gallen Foundation.

The Symposium is addressed by some of the top thought leaders from the world over and provides a unique platform for cross-generational dialogue. This year, the 50th Symposium held on the theme 'Trust Matters', was conducted in a hybrid mode with both virtual and in-person sessions.

AIMA is the India partner of the Symposium, and this year marks 20 years of AIMA's partnership and close association with the St Gallen Symposium. To commemorate this occasion, a special 'AIMA India Session' was held for the first time in the history of the Symposium. This special session was addressed by Mr Harsh Pati Singhania, President, AIMA & Vice Chairman & Managing Director, JK Paper Ltd and Mr Peter Voser,

Chairman of the St. Gallen Symposium Board of Trustees; and the highlight was an in depth conversation with Mr Amitabh Kant, CEO, Niti Aayog on, 'Strengthening Trust in India as a Global Partner'.

While this year, due to the ongoing pandemic, AIMA was not able to organise its annual CEOs delegation to Symposium, it put together an impressive list of Indian thought leaders who addressed the global Symposium. In addition to the speakers at the AIMA India Session,



S Jaishankar, Minister of External Affairs, Government of India

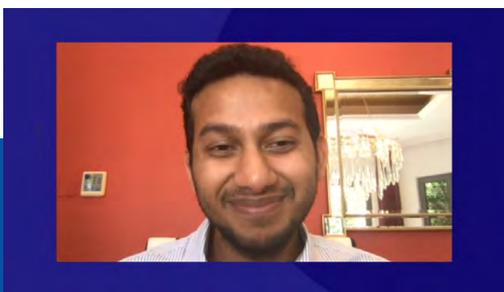


Nandan Nilekani, Co-Founder and Chairman, Infosys Technologies Limited addressing a session on ‘Digital Governance for Social Innovation’ with Audrey Tang, Minister for Digital in Taiwan and Rana Foroohar, Financial Times

Indian speakers who addressed the Symposium included Mr Nandan Nilekani, Co-Founder and Chairman, Infosys Technologies Limited who addressed a session on ‘Digital Governance for Social Innovation’ along with the Taiwan’s Minister for Digital, Mr Audrey Tang; Mr Ritesh Agarwal, Founder and Group CEO, OYO; Ms Shradha Sharma, Founder, CEO and Chief Editor, YourStory; Ms Roshni Nadar, Executive Director & CEO, HCL Corporation and Chairperson, HCL Technologies and Mr Pranjal Sharma, Economic Analyst, Advisor and Writer & Author-India Automated.

A special highlight of this year’s Symposium was the session with India’s External Affairs Minister Mr Subrahmanyam Jaishankar, who spoke on ‘A Post Covid World’ and shared the Indian viewpoint on the pandemic and the consequences for international relations.

The St Gallen Symposium is an annual conference, aimed at fostering intergenerational and intercultural dialogue between the decision makers of today and tomorrow. Every year in May, hundreds of top decision-makers from the fields of business, politics and academia, together with young leaders of tomorrow; engage in cross – generational dialogues at the Symposium.



Ritesh Agarwal, Founder and Group CEO, OYO



Roshni Nadar, Executive Director & CEO, HCL Corporation and Chairperson, HCL Technologies



This year's jubilee event featured more than 150 speakers and participants from 80 countries, and was held digitally and in-person across 11 locations on all continents.

Shradha Sharma, Founder, CEO and Chief Editor, YourStory and Pranjal Sharma, Economic Analyst, Advisor and Writer & Author-India Automated

Training Programme

AIMA conducted a one-day virtual training programme on Harnessing Effective People Skills on 29th April 2021. The objective of the programme was to provide an in-depth perspective on people skills by first assessing your personality, strengths and weakness and how you perceive people who work with you. Another training programme was conducted on 'Resilience and Stress Management' on 21st May 2021. The Stress Management and Resilience Training was designed to help identify, reduce and manage the risk of workplace stress and improve employee resilience and wellbeing. The session was very well received by the participants.

One day virtual training programme on the new wage regime exploring 'The Code on Wages, 2019' was held

on 24th May 2021. The objective of the programme was to review, examine, analyse and discuss the major changes brought about by 'The Code on Wages, 2019' in the laws relating to payment of wages/remuneration and bonus, their implications, and the nuances of the new 'wage regime'. The webinar has attended by the senior employees of the different industries and it was very appreciated by all the participants.

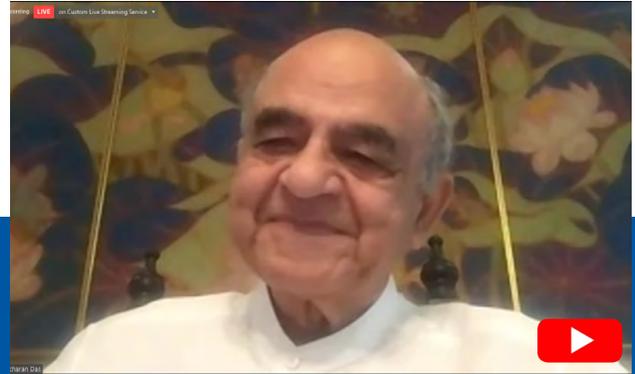
A special session was conducted on 29th May 2021 for CWC learners with Mr Vikram Khurana, Head – Analytics, Gaana & Ex Head - Analytics and Business Intelligence, Delhivery. He shared how Data Analytics is used in industry for decision making.

AIMA LeaderSpeak Session

A series of sessions organised with thought leaders and experts



Arun Maira, Former Member of the Planning Commission and Former India Chairman, Boston Consulting



Gurcharan Das, Former CEO, Procter & Gamble India and Author & Management Guru

The Forty Second LeaderSpeak session was held on 11th May 2021 with Mr Arun Maira – Former Member of the Planning Commission and Former India Chairman of Boston Consulting on the theme Setting Right the Topsy - Turvy Covid World. Mr Arun Maira discussed his new book 'A Billion Fireflies: Critical Conversations in a post-Covid World'. The session was moderated by Mr Harsh Pati Singhania, President AIMA and Vice Chairman & Managing Director, JK Paper Ltd. Ms Rekha

Sethi, Director General, AIMA, introduced the speaker and the session. Mr Maira shared insights from several insightful dialogues between business leaders and other stakeholders on the future of India and the world. The session focused on how the Covid-19 pandemic has revealed the fragility of economic systems and the precariousness of the incomes and lives of people all over the world. The session was well received on various platforms of AIMA.



Harsh Pati Singhania, President AIMA and Vice Chairman & Managing Director, JK Paper Ltd



Rekha Sethi, Director General, AIMA

Another LeaderSpeak session was held with Mr Gurcharan Das – Former CEO of Procter & Gamble India, Author and Management Guru on 02nd June 2021. Mr Harsh Pati Singhania, President AIMA and Vice Chairman & Managing Director, JK Paper Ltd moderated the session. The session shared emphasised on how life is what happens to you when you are busy making other plans. Overwhelmed by their needs most people are not able to spare time and energy to reflect upon the difference between Making a Life Vs Making a

Living, resulting in being professionally successful but personally empty. We are all busy climbing the ladder of professional growth, the work-life balance today is a key issue. Mr Das felt taking your hobby seriously definitely helps an individual to make a life over making a living. Ultimately it is about living life, one must not carry the burden of the world on one’s mind. The session received an overwhelming response on various platforms of AIMA.

AIMA - UNESCO MGIEP - International Day of Kindness



Making International Day of Kindness a reality

We're collecting 1 million acts of kindness to celebrate actions of empathy, compassion, and kindness

Share with us simple act of kindness performed by you, your family, company or friends.

Share your story



Day of Kindness, on 13th November 2021 a reality. We invite you to be part of this unique initiative. You may like to share your own story, any acts of kindness through the CSR initiatives of your organisation, encourage your employees, friends, family, any one for that matter, to share their respective stories. The act of kindness should be pertaining to the period 2019-2021. More than one story

may also be shared by filling separate forms.

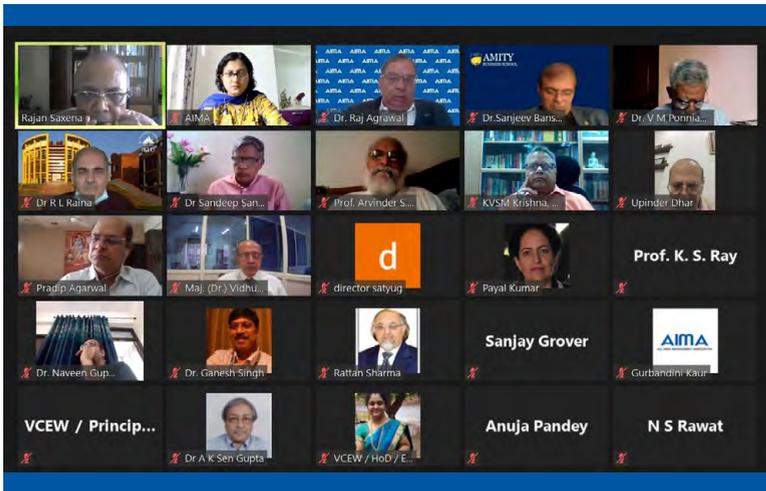
The story may please be shared in about 500 words through the web form link

<https://aima.in/MGIEP-kindness-form>

For any assistance you may write to asehgal@aima.in

All India Management Association is collaborating with the UNESCO Mahatma Gandhi Institute of Education for Peace and Sustainable Development (MGIEP), for the Kindness Matters Global Campaign. The objective is to collect stories of kindness – at least one million - so that these stories could be put together and presented to the United Nations, to help make the first International

Vice-Chancellors Council



AIMA Vice-Chancellors Council conducted a discussion forum on the theme - 'Indian Institutions: Challenges and Responses of Current Times' on 19th May 2021. VCC members, invited representatives of HEIs and Universities deliberated upon how in the midst of chaos, HEIs are holding their ground and are continue fulfilling their missions of education and learning for the greater good of society. Members also discussed and shared how they handled and took various steps in managing issues of highly negative atmospheres with people having a troubled mindset, pandemic trauma and suffering from Covid.

Vice Chancellors Council discussion forum on 'Indian Institutions: Challenges and Responses of Current Times'

Young Leaders Council



Kartik Sharma, Director Agnitio & YLC Events Chair



Shanti Mohan, Co-Founder & CEO @ LetsVenture

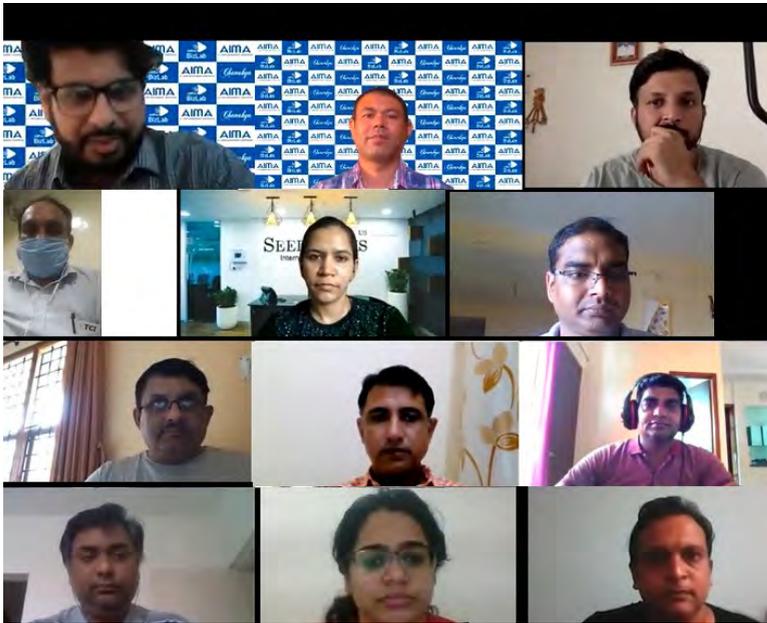


Hari Balasubramanian, Angel Investor & Mentor

AIMA Young leaders Council organised a session with Ms Shanti Mohan, Co-Founder & CEO, LetsVenture & Mr Hari Balasubramanian, Angel Investor & Mentor on the theme 'How to Get Started as an Angel Investor' on 7th May 2021. The session was moderated by Mr Kartik Sharma, Director Agnitio & YLC Events Chair. The session focused on Private and Public markets, various types of

Angel investors, Different stages of a startup raising funds, risk and reward linked to each. With seasoned investors on the panel, the webinar encompassed a 360-degree view including AIF alternative investment funds, Syndicate investors, Tax and Legal Compliances. The audience had an insightful walk through the Angel investing process.

E-Management Development Programme



Participants at eMDP Programme

AIMA has launched a new series of Management Development Programme called ‘Simulation-Based Business Acumen Workshop’. The first online workshop

in the series was held in the month of February 2021 and after receiving appreciation from all the participants and corporates it is being now conducted every month. The next edition was recently held on 28th – 29th May 2021. The workshop mainly focuses on recreating a real-life business environment in a virtual game. It provides a risk-free, learning environment where innovation and creativity can be applied in a real-world setting to build competencies and strengthen critical thinking skills.

Organisations like Gujarat Sidhee Cement Limited, QuEST Global Services Pte. Ltd., Nifco India Pvt. Ltd., NLC India Ltd., Tata Steel Long Products Limited, BSCPL Infrastructure Limited, College of Engineering Pune, Indian Oil Corporation Limited, XIME, Bangalore, TCI Group, Tata Motors and Shipping Corporation of India has participated in these MDPs so far.

AIMA

ALL INDIA MANAGEMENT ASSOCIATION

PRAGATI

CELEBRATING ACHIEVEMENTS OF WOMEN

8th July (2:00 PM – 6:30 PM)

9th July (10:00 AM – 2:30 PM)

ONLINE

Choose to Challenge: Scale Heights

About the Conference

Drawn from UN International Women's Day Social Media Campaign Theme 2021 - "Choose to Challenge", Pragati 2021 aims to be a congregation of the young women professionals to challenge themselves, to develop and rise. The two day program aims to share Best Practices in the New Workplace in the spirit of competition and also host a National All-women Quiz.

The conference is designed as a Mentoring Program with an attempt at 'Polishing the Diamonds' and "Tapping the Strength within".

Panel Discussion followed by Competitions

Session 1 - Inspiration : Learnings through Experiences

Session 2 - Empower Yourself : Be Your Best Version

Special session on 'Financial Planning for New Age Women' and 'Impact of AI and Automation on Careers'

Competitions

- Women's Quiz
- Best Practices Competition

Participation Fee

Program	1 Team /Case/Delegate	2 - 3 Teams /Cases/Delegates	4+ Teams /Cases/Delegates
Best Practices Competition (Per Case)	INR 15000	INR 12500	INR 10000
Women's Quiz (Per Team)	INR 10000	INR 9000	INR 8000
Conference Only (Per Delegate)	INR 2500	INR 2000	INR 1500

GST will be additional

- Multiple nominations are welcome from one entity
- 10% discount for AIMA Member companies / institutes
- 10% discount for companies nominating teams for both the competitions
- Online registration is also available, please visit www.aima.in

Conclave Chairperson

Ms Veena Swarup Former Director – HR, Engineers India Ltd

Co-Sponsor



Conquering Newer Horizons

For more details and registration, please contact

Poonam Rawat, Manager – CMD

M: +91 9818381229, E: prawat@aima.in

ALL INDIA MANAGEMENT ASSOCIATION, Management House, 14 Institutional Area, Lodhi Road, New Delhi-110003

Dinner at Rainiers

It was a classy joint. I had often walked past it but never dared to enter. Indians visiting America on per diem allowances fixed by the Reserve Bank couldn't really afford to cross the hallowed portals of places like the Rainiers at the Sheraton Centre in New York.

Even when they are being entertained by their friends settled there, it's usually McDonalds & Pizza Hut. Those wise NRIs - however rich - do not want to waste their hard earned money on country yokels from back home. To show them some fast food outlets is enough. It's of course another thing when they visit here. You dare not take them to anything less than five-star deluxe hotels.

In any case, they probably do not visit the better places on their own too. Either it's their own complexes or desire to spend money on more durable pleasures like cars, houses and jewellery. Then there is the much needed boost to the Indian economy for which they must save every penny.

On this particular occasion I landed up there because of sheer bravado. This was in the late seventies. I had invited a Swedish client to dinner and made the mistake of asking him to suggest the restaurant. I should have known - you don't eat at such places with your own money. Here we were, my client, his Indian wife and an outwardly gregarious me being ushered in by a very elegantly dressed maître-de.

Naturally the table would take some time and so we could enjoy a drink at the bar. Frankly we did enjoy our drinks - at least my guests did - and not withstanding my fear of having less green backs than the bill amount, I also thought the scotch was genuine. It is only overseas that you realise about the ingenuity of the bootlegger back home who never gives you the real stuff. The sparkling crystal, the silver nut bowls and complimentary canapés were all exquisite; the service courteous and attentive. All around we could see beautiful people; the glitterati of New York.

Couple of drinks later, another beautiful apparition came and escorted us to our table. The napery, china, crystal and cutlery were all elegant. The moment we were seated, came the wine steward with an elaborate menu. My heart sank on seeing the prices and I silently prayed for better sense to my guest ordering a relatively inexpensive California wine.

Then followed the ordering of food; hors-de vours, soup, entrée and dessert. Everything was served with aplomb; wine tasting and pouring thereafter was a ceremony in itself. The waiters were all solicitous - they walked, rather sailed, on rubber-soled shoes and there was one always at your elbow when you wanted something.

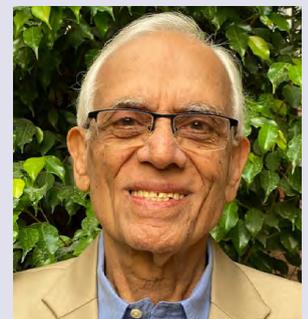
Food was good and the wine reasonable; it flowed endlessly - when the dessert arrived we were pretty well satiated. The Irish coffee was even better; made on the table, complete with the burning snake like orange peel and whisky poured over it almost like a sorcerer's act. By the end of it all we were feeling good and I was ready to give a generous - at least by my standards - tip.

It was with some trepidation that I asked for the check. It was placed before me with a flourish on a beautiful silver salver. Right on top was a printed slip "May we suggest, in order to appreciate the service, you tip a minimum of 15 per cent for the waiter and another 5 per cent for the captain". For almost a minute I sat dumbfounded.

I recovered from the shock to ask my friend's wife in Hindi as to what should I do. She shrugged resignedly and suggested I do the bidding. With a feeling of utter disgust, I placed my three days' allowance on the salver. I wanted to pick up the slip as a souvenir but was not allowed "That's for us, sir" said the waiter. With the same finesse and without batting an eyelid the waiter took the tray and promptly brought back the receipt and the change.

This time I was in for another shock. The blank receipt duly stamped and initialed did not show any amount. When I pointed out, the waiter informed me with an obliging smile that it was my prerogative to fill up the same.

A real American way of mutual back-scratching and exploiting their fat expense accounts!



*by Krishan Kalra
Past President, AIMA*



INTERNET MARKETING

AIMA

ALL INDIA MANAGEMENT ASSOCIATION

PGCM IN DIGITAL MARKETING & STRATEGY

Approved by AICTE*

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

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

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

*in ODL mode

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5 Myths About Flexible Work

by Manar Morales and Ivan Misner | June 03, 2021



moodboard/Getty Images

Summary.

When it comes to flexibility, executives are often worried that they'll open Pandora's box and set a dangerous precedent if they allow some employees to work flexibly. They worry that if they let a few employees work from home, then the office will always be empty and no one will be working. But this sort of attitude will be harder for organizations to justify after we've all collectively experienced such a critical test case during the Covid-19 pandemic. Organizations that correctly design and implement their flexibility policy will not "lose" anything. On the contrary, they have much to gain. Perhaps a silver lining of the pandemic will be that corporate leaders have overcome their fears of offering flexibility to their workforce, and will now understand how flexibility can benefit their recruitment and retention efforts — not to mention productivity and profitability.

"Flexibility might be great in theory, but it just doesn't work for us."

We have literally heard this statement hundreds of times over the years. It doesn't matter what industry we're talking about — whether it's tech, government, finance, healthcare, or small business, we've heard it. There's always someone who works

from the premise that "there's no way flexible work policies can work in our organization."

In reality, flexible work policies can work in any industry. The last twelve months of the pandemic have proven this. In fact, a recent Harvard Business School Online study showed that most professionals have excelled in their jobs while working from home,

and 81% either don't want to go back to the office or would choose a hybrid schedule post-pandemic. It's important to recognize, however, that flexibility doesn't always look the same — one size definitely does not fit all.

The Myth of the Five C's

You may be wondering, "If you can recruit the best candidates, increase your retention rates, improve your profits, and advance innovation by incorporating a relatively simple and inexpensive initiative, then why haven't more organizations developed flex policies?" This question will be even harder for organizations to ignore after we've experienced such a critical test case during the Covid-19 pandemic.

We believe fear has created stumbling blocks for many organizations when it comes to flexibility. Companies either become frozen by fear or they become focused by fear. It is focus that can help companies pivot during challenging times. In the years that we've been working with companies on flexibility, we've heard countless excuses and myths for why they have not implemented a flex policy. In fact, the Diversity & Flexibility Alliance has boiled these myths down to the fear of losing the 5 C's:

1. Loss of control
2. Loss of culture
3. Loss of collaboration
4. Loss of contribution
5. Loss of connection

Addressing the Fears

Myth #1: Loss of Control

Executives are often worried that they'll open Pandora's box and set a dangerous precedent if

they allow some employees to work flexibly. They worry that if they let a few employees work from home, then the office will always be empty and no one will be working. The answer to this is structure and clarity. We can virtually guarantee that any organization that correctly designs and implements their flexibility policy will not lose anything.

To maintain control and smooth operation of your organization, it's imperative that you set standards and clearly communicate them. Organizations should provide clear guidelines on the types of flexibility offered (for example, remote work, reduced hours, asynchronous schedules, job sharing and/or compressed work weeks) and create a centralized approval process for flexibility to ensure that the system is equitable. It is also helpful to have a calendar system for tracking when and where each team member is working. You must also commit to training everyone on these standards — from those working a flexible schedule, to those supervising them, to all other coworkers. Education and training will help your team avoid "flex stigma," where employees are disadvantaged or viewed as less committed due to their flexibility. Training can also help organizations to ensure that successful systems and structures that support flexibility are maintained.

Myth #2: Loss of Culture

While you may not see every employee every day, and you may not be able to have lunch with people every day, culture does not have to suffer with a flexible work initiative. However, it is essential that teams meet either in person or via video conference on a regular basis. At the Alliance, we recommend that companies and firms first define what culture means to their individual organization and then

determine how they might maintain this culture in a hybrid or virtual environment.

Many organizations with whom we've worked reported that they found creative ways to maintain culture during months of remote working during the pandemic. Many Alliance members organized social functions like virtual exercise classes, cooking classes, happy hours, and team-building exercises to maintain community. Additionally, it's important to take advantage of the days when everyone is physically present to develop relationships, participate in events, and spend one-to-one time with colleagues.

Myth # 3: Loss of Collaboration

As long as teams that are working a flexible schedule commit to regular meetings and consistent communication, then collaboration will not be compromised. It's important for all team members to maintain contact (even if it's online), keep tabs on all projects, and be responsive to emails and phone calls. We always recommend that remote teams also meet in person occasionally to maintain personal contact and relationships. For collaboration to be successful, remote employees must not be held to a higher standard than those working in the office. Additionally, technology should be used to enhance collaboration. For example, when companies are bringing teams together for brainstorming sessions, virtual breakout rooms can facilitate small group collaboration and help to ensure that all voices are heard. Some organizational leaders have also incorporated regular virtual office hours for unscheduled feedback and informal collaboration.

Myth #4: Loss of Contribution

We have often heard leaders say: "If employees are not physically at their desks in the office, then how

will we know that they're actually working?" But with endless distractions available on computers these days (from online shopping, to Instagram, to Facebook, etc.) you really don't know what your employees are doing at their desks, even if they are in the office. In fact, they could be searching for a new job (that offers flexibility!) right before your eyes. It's important to clearly communicate what is expected of each individual and trust that they will complete the job within the expected timeframe. All employees should be evaluated on the quality of their work and their ability to meet clearly defined performance objectives, rather than on time spent in the office.

Myth #5: Loss of Connection

Technology now enables people to connect at any time of the day in almost any location. Meetings can be held through a myriad of video conferencing applications. Additionally, calendar-sharing apps can help to coordinate team schedules and assist with knowing the availability of team members. Even networking events can now be done virtually. For example, one of our team members created a system for scheduling informal virtual coffee chats between partners and associates to maintain opportunities for networking and mentoring during the pandemic.

It's important to know what your employees and stakeholders prefer in terms of in-person, hybrid, or virtual-only connection. In a recent survey conducted by BNI of over 2,300 people from around the world, the networking organization asked the participants if they would like their meetings to be: 1) in-person only, 2) online only, or 3) a blend of online and in-person meetings. One third of the participants surveyed said that they wanted to go back completely to in-person meetings. However,

16% wanted to stick with online meetings only, and almost 51% of the survey respondents were in favor of a blend of meeting both in-person and online. This is a substantial transition from the organizational practice prior to the pandemic, with a full two-thirds of the organization saying that they would prefer some aspect of online meetings to be the norm in the future.

A recent 2021 KPMG CEO Outlook Pulse Survey found that almost half of the CEOs of major corporations around the world do not expect to see a return to “normal” this year. Perhaps a silver lining of the pandemic will be that corporate leaders have overcome their fears of the 5C’s and will now understand how flexibility can benefit their recruitment and retention efforts — not to mention productivity and profitability.

About Author:

Manar Morales serves as President & CEO of the Diversity & Flexibility Alliance, a think tank that collaborates with organizations to develop non-stigmatized flexible work policies that promote inclusive work cultures and help to advance more women into leadership positions. The Alliance provides practical research-based solutions, training workshops, and strategic advisory services that increase organizational effectiveness through diversity and flexibility.

Ivan Misner is the Founder & Chief Visionary Officer of BNI, a business networking organization. Founded in 1985, the organization now has more than 10,000 chapters. Called “The Father of Modern Networking” by CNN, Dr. Misner is a best-selling author who has written 21 business books on the art of networking.

Disclaimer:

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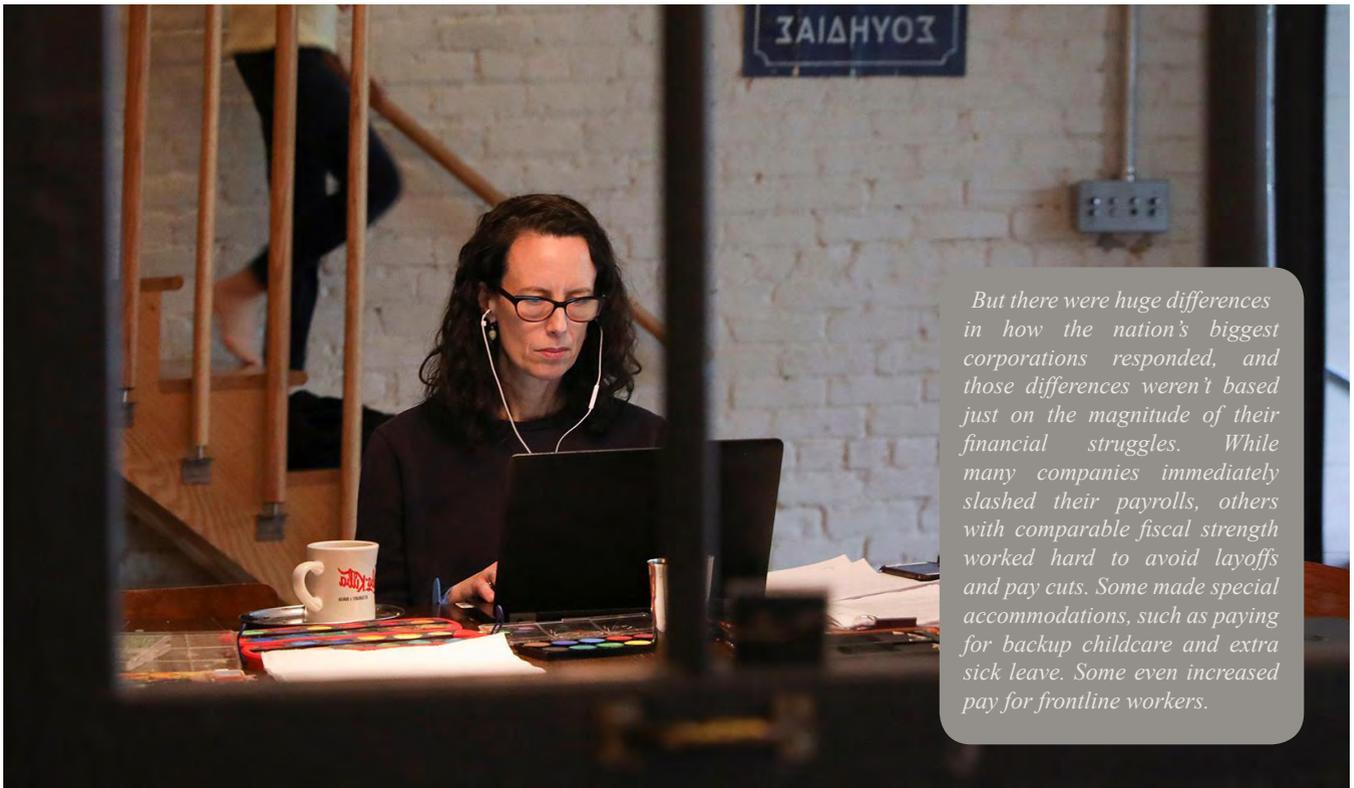
Prabir Kumar Dash, Assistant Director-Membership

All India Management Association, Management House, 14 Institutional Area, Lodhi Road, New Delhi - 110003
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Why Some Companies Stood by Workers When COVID-19 Battered Business

A new study finds that corporate decisions to either protect workers or lay them off had a lot to do with ... compassion.

April 19, 2021 | by Edmund L. Andrews



But there were huge differences in how the nation's biggest corporations responded, and those differences weren't based just on the magnitude of their financial struggles. While many companies immediately slashed their payrolls, others with comparable fiscal strength worked hard to avoid layoffs and pay cuts. Some made special accommodations, such as paying for backup childcare and extra sick leave. Some even increased pay for frontline workers.

Firms known for treating their employees well tended to continue those policies despite the COVID-19 downturn. | Reuters/Caitlin Ochs

A new study of America's biggest employers during the first three months of the COVID-19 crisis, coauthored by Rebecca Lester at Stanford Graduate School of Business, finds that a company's financial strength was only part of its calculation.

Not surprisingly, companies that were hit hard by the pandemic downturn were much more likely to lay off employees, even if those companies had been in strong financial shape beforehand. But hard-hit companies that benefited from strong cash reserves

were only half as likely as their financially weaker counterparts to impose layoffs.

“If companies had cash reserves, they seemed willing to use some of them to help their employees,” Lester says.

At least as important, however, was whether a company had previously made a strong commitment to treat its workers well. In fact, companies with strong finances but weak commitments to workers were more likely to lay off employees than were companies with similarly strong finances and strong commitments to its workforce.

Put another way, says Lester, American companies differ widely in their governance, in how much it costs them to retrain and rehire workers, and in how much they genuinely care about “stakeholder values” — in this case, the protection of employees. When the pandemic caused the worst downturn since the Great Depression, those differences had a significant impact on how companies responded.

“There’s been a big movement toward stakeholder values, and what we see playing out here is that it truly matters for some companies,” says Lester. “Some firms have made real commitments to treat their workers well. They aren’t just making statements because it seems to feel good.”

Fiscal Strength and Worker Welfare

The findings were based on an analysis of 354 of the nation’s biggest employers from March through May of 2020.

Lester, working with Ethan Rouen at Harvard Business School and Braden Williams at the University of Texas, collected and analyzed daily announcements, press releases, and news articles about how these companies were responding as the pandemic was

unfolding last spring. The researchers relied on data from Just Capital open in new window, a nonprofit that meticulously tracks companies on such issues.

Forbes magazine uses Just Capital’s rankings to compile its annual list of “The Most Just Companies in America,” and Goldman Sachs uses the group’s rankings to select companies for its exchange-traded fund of companies with strong commitments to environmental, social, and governance issues.

“There’s been a big movement toward stakeholder values, and what we see playing out here is that it truly matters for some companies.”

Rebecca Lester

Lester and her colleagues looked at how each of the 354 companies responded to the pandemic, focusing on how the companies implemented two labor practices: increased pay and/or workforce expansion for companies with frontline workers, and workforce reductions via furloughs and layoffs for companies facing an extreme decline in customer demand.

About 28% of the companies quickly announced layoffs and furloughs, while 25% actually announced pay increases for workers.

The researchers sorted the companies first by their financial flexibility. The main indicator was a company’s net cash on hand before the pandemic, but they also looked at factors such as pre-pandemic profitability and sales growth.

Not surprisingly, the researchers found that companies with above-average amounts of cash were 16% less likely to furlough or lay off workers

than were companies with weaker cash positions. That makes sense: Companies in dire straits have less ability to keep paying workers.

But the researchers found that financial factors were only part of the story.

The next step was to sort companies by their governance scores, their cost structure, and how well they had treated workers in the past. Companies with strong finances but below-average scores on friendliness to workers were 29 percentage points more likely to reduce their workforces than were companies with similar financial strength but above-average scores on treating workers well.

Unresolved Questions

Lester cautions that the study doesn't resolve the question of which companies made the right decisions for shareholders. It's possible, she says, that seemingly strong companies had already needed to eliminate jobs and simply used the pandemic as an easy way to justify an unpopular decision.

It's also possible, however, that treating workers well during the pandemic is good for shareholders and employees alike.

"I'm hopeful that these types of firms will be able to reward not only their employees, but also their shareholders," Lester says. "I think companies can perform well while also doing well for society."

Disclaimer:

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Bharuch District Management Association

MoU

BDMA entered in a MoU on 12th May with Narmada College of Management and Narmada College of Science and Commerce located at Zadeshwar, Bharuch. The establishment of professional association shall go in a long way to develop Industry-Academia relations and utilising physical as well as ideological resources of both the parties in benefit of students, industry, academia and community.



Representatives of BDMA, NCM & NCSC exchanging the MoU



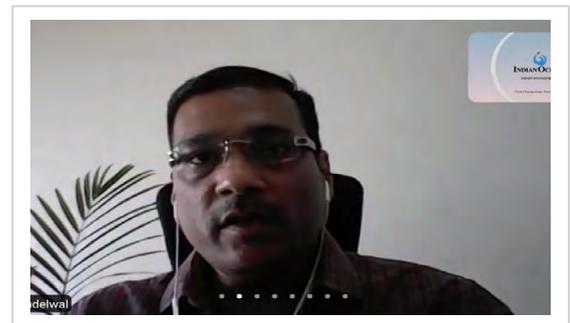
Mr. Pradeep Kumar Jain addressing the session

CEO Think Tank Forum

BDMA organised the CEO Think Tank Forum a webinar on 15th May to discuss about 'Lessons for operation leadership during Pandemic'. Mr. Pradeep Kumar Jain, President – Operations, P I Industries Ltd discussed and highlighted various points on how one can develop leadership skills to make the most out of the current pandemic situation. The session was attended by around 35 site heads, CEOs and Unit heads from the surrounding industries.

Finance and Taxation Forum

Finance and Taxation Forum organised a webinar on 22nd May on 'Global Investing : A Route to Building Sustainable Wealth' with Mr. Manish Khandelwal, Chartered Accountant, Cost Accountant and Company Secretary. The webinar touched upon the various aspects like What is Global Investing?; Why Global Investing: Mega Trends; RBI Rules for Global Investment; Tax Implications; Investment opportunities etc. The session received excellent feedback and was attended by nearly 50 participants.



Mr. Manish Khandelwal addressing the session

HR Forum Meet

BDMA organised its 53rd HR Forum Meet on 22nd May on the topic 'Mental Health during COVID Pandemic: Prevention and Intervention'. The session was addressed by Dr. Sajid Day, DCCP, Ph.D., Consulting psychologist and Founder of Mansa Child Development and Counseling Center, Bharuch. He discussed about importance of good mental health during



Dr. Sajid Day sharing his thoughts on 'Mental Health'

COVID pandemic and gave various tips to avoid depression and stay motivated during the tough times. The session was attended by around 55 participants and received excellent feedback.

EHS Forum

EHS Forum organised a webinar on 24th May on the topic 'Prevention of Fire and Emergency Preparedness at Hospitals and Nursing Homes amidst COVID-19 Pandemic'. The speakers were Mr. Abhay Purandare, Fire and Life Safety Expert and Mr. Gaurav Srivastava, Associate Professor, IIT Gandhinagar and Dr. D K Shami, Former DGFS, Fire Advisor-Ministry of Home Affairs and the guests of honour were Dr. Chetan N Patel, Ex- Chairman, IMA HQ Disaster Management Cell and VP, Gujarat Medical Council. The session was attended by nearly 90 professionals and received excellent feedback from all the attendees.



Top (L-R) Guests of Honour Dr. Chetan N Patel & Dr. D K Shami gracing the event; Guest Speakers Mr. Gaurav Srivastava & Mr. Abhay Purandare addressing the session

CSR Forum

BDMA organised 7th CSR Forum on 25th May on the topic 'Development opportunities in Vagra Taluka'. The webinar was addressed by Mr. Ranjit Makwana, Mamlatdar and Executive Magistrate, Vagra Taluka as the guest speaker. The session was very interactive and became a platform for interaction between industry and government with various discussions of developing the area as residential as well industrial. Over 40 CSR professionals participated in the event.



Mr. Ranjit Makwana addressing the 7th CSR forum

Women's Forum

Women's Forum organised the 4th webinar of 'Talent Unlimited - Power of Passion' of series on 28th May in association with some other women and youth organisations of the District like Rotary, Rotaract, InnerWheel, Interact and Rotex. The interactive session was held with Ms. Kavya Limaye, a very young and talented singer and artist from Gujarat. Ms. Kavya shared about her journey to singing inspired by her parents and her experience participating in a national show 'The voice of India' etc. The journey was a treat to listen for all 35 attendees.



Ms. Kavya Limaye sharing her journey in the webinar

MSME Forum

MSME Forum organised its 2nd meet on 31st May on the topic 'DSIR accreditation of R&D facility by Government of India and related benefits' and addressed by Dr. Suvigya Mathur, Director, Rajgopal R&D Consultancy Pvt Ltd. The session highlighted on importance of DSIR accreditation for industrial research and development, its procedure, benefits etc. It was attended by around 60 participants and well appreciated by everyone.

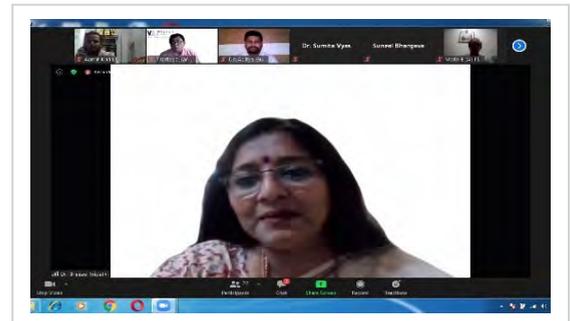


Dr. Suvigya Mathur addressing the webinar

Bhopal Management Association

Leader Speak Series

Bhopal Management Association organised its Leader Speak Series on 18th April on the topic 'Situational Leadership and Multi Skills in Present Business Scenario' with speaker Dr. Breeze Triptahi, Chairperson, Rakshita Welfare Society through Zoom. Mr. Pradeep Karambelkar, Co-Chairman presided over the programme and the moderator was Dr. Aditya Gupta, Member BMA and Placement Officer, IIFM, Bhopal. It was very well appreciated by the participants.



Dr. Breeze Triptahi addressing the Leader Speak Series



Mr. Pradeep Karambelkar, Chairman, BMA

Election – 2021-2023

BMA election was held successfully on 24th April at Bhopal. Mr. Shrikant Phatak was the Election Officer and Mr. Pradeep Karambelkar elected as Chairman of BMA. Members welcomed the New EC members of BMA.

National Seminar

Bhopal Management Association and LNCT, Bhopal successfully organised a seminar on 11th May on 'Leadership and Talent Management in the Era of Automation and Digitization' through Zoom. Prof. Sunil Kumar, VC, RGPV University was the Chief Guest and the Guest of Honours were Prof. R.J. Rao, VC, Barkatullah University, Bhopal and Mr. Pradeep Karambelkar, Chairman, BMA. Blessings by Mr. J.N. Chouksey, Chairman,



Prof. Sunil Kumar addressing the seminar

LNCT University and the welcome address was given by Prof. N.K Thapak, VC, LNCT University, Bhopal. The vote of thanks was given by Prof. Arvind Singh, Director FMC-LNCT, Bhopal. Mr. Rajeev Agrawal, Industrialist and President, AAIM was the speaker in Technical session and the session chairs were Dr. Kamran Sultan and Mr. Suneel Bhargava, EC Member, BMA. In the Valedictory session, Prof. Himanshu Rai, Director, IIM Indore was the Chief Guest and Prof. Anil Kothari, Scientific Advisor-MP Council of Science and Technology and Mr. HG Garg, Former Inspector General-BSF were the Guest of Honours. About 2500 professionals, students from 19 different States of India and other countries attended the programme. The vote of thanks was given by Mr. Ajay Kumar Verma, Hon. Secretary, BMA.

AGM

BMA organised its 16th AGM on 22nd May through Zoom under the Chairmanship of Mr. Pradeep Karambelkar with new vision, objectives and new ideas to work for betterment of the society in the coming year. The Annual Report for 2020-21 presented by Mr. Ajay Kumar Verma, Hon. Secretary and accounts for 2020-21 presented by Mr. Manoj Jha, Treasurer, BMA which was unanimously approved by General Members. At the end, the vote of thanks was given by Mr. R.G. Dwivedi, Co-Chairman, BMA. More than 60 members attended the AGM.



Mr. Pradeep Karambelkar addressing

Meeting

Bhopal Management Association organised a speaker meeting on 22nd May on the topic 'Leading Businesses in a Fluid World' with Chief Guest and key note speaker Dr. Bhimaraya Metri, Director, IIM Nagpur. The programme was moderated by Dr. Aditya Gupta, EC Member and the vote of thanks was given by Dr. Deepak Motwani, EC Member, BMA. About 100 participants attended the meeting.

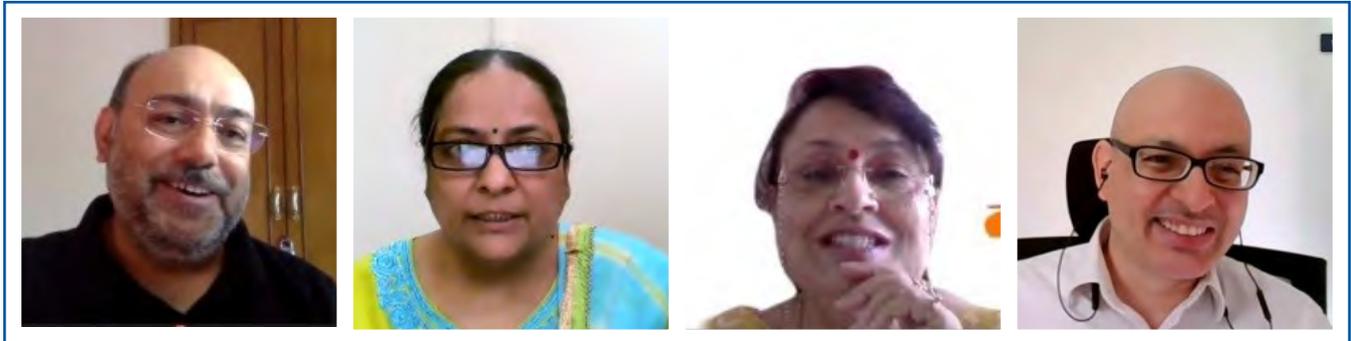


Dr. Bhimaraya Metri addressing the meeting

Bombay Management Association

Leaders Speak Session

Bombay Management Association conducted a Leaders speak session on 8th May by Mr Mohit Kapoor on 'Open Innovation and Strategic Leadership'. Mr Kapoor spoke about a business management model for innovation that promotes collaboration with people and organisations outside the company. He elucidated on the imperatives and successful implementation in today's context. 105 participants benefited from the programme.



(L - R) Mr. Mohit Kapoor, Vice President – Advertising & Innovations I Mentor, JioGenNext, Jio; Dr. Kavita Laghate, President Elect -BMA & Director of Jamnalal Bajaj Institute of Management Studies; Ms. Chhaya Sehgal, Immediate Past President-BMA and Mr. Shripad Ranade, Executive Committee Member - BMA

Webinar

BMA conducted Mother’s Day special webinar on the edition of Friday Fundamentals on the topic ‘Myth, Motherhood, Modernity & Management’ by Ms. Eika Chaturvedi Banerjee, Founder and CEO-Eikam, Wisdom Coach, Oxford Chevening Fellow. It included discussion around the concept of motherhood across different eras and different civilisations, moving to exploring gender roles, and their relationships to nurture and relationship dynamics. Around 56 participants enjoyed the interaction with the speaker.



Ms. Eika Chaturvedi Banerjee, Founder & CEO-Eikam

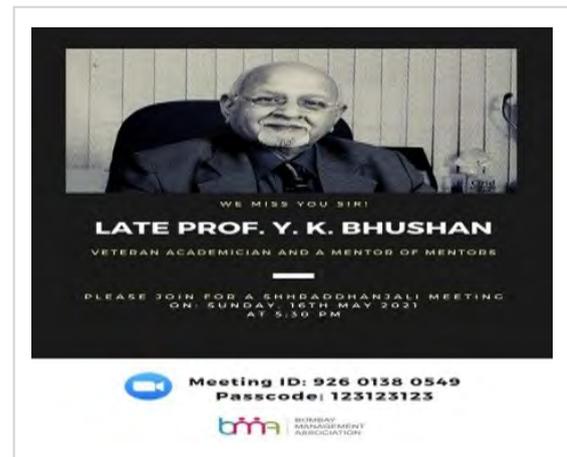


Dr. R Krishna Murthy addressing

BMA conducted Friday Fundamentals on 21st May on the topic ‘The Code of Wages and how it impacts you?’ by Dr. R Krishna Murthy, who heads S R Mohan Das & Associates as an Advocate in Bombay High Court and Director of Industrial Relations Institute of India. Around 98 professionals attended the session.

Prayer Meeting

BMA held a prayer meeting on 16th May to pay tribute to Late Prof. Y.K. Bhushan. 47 participants attended the prayer meeting.



Prayer Meeting for Late. Prof Y.K. Bhushan



Prof RSS Mani, BMA President 2020-21

Annual General Meeting

The 67th AGM of BMA was very well attended by 47 people on 29th May. Prof Mani, the outgoing President shared the highlights of the year gone and presented the key points along with the Hon Secretary, Mr. Mehul Kawadia and Hon Treasurer, Mr KA Narayan. It was held digitally with the presence of 18 Past Presidents of BMA, who expressed their appreciation of the wonderful work done by Prof Mani and his team for the year. A plaque was presented to Prof Mani to recognise his solid contribution to BMA in this very difficult year due to pandemic.

Prof Mani handed over the BMA lapel pin symbolically to the incoming President, Dr. Kavita Laghate. The formal vote of thanks was proposed by Mr. Rajesh Sharma, the new Vice President for 2021-2022.

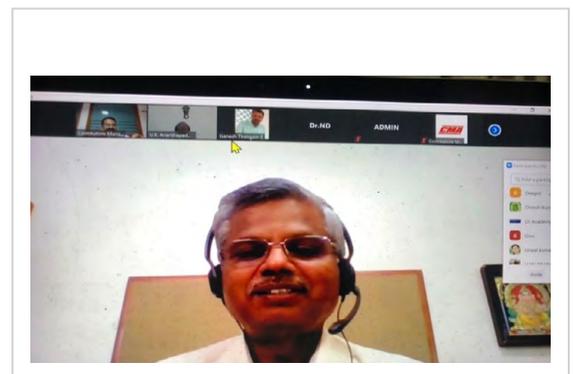


(L - R) Dr. Kavita Laghate, Hon. President 2021-22; Mr. Mehul Kuwadia, Hon. Secretary 2020-21; Mr. K.A.Narayan, Hon. Treasurer 2020-21 and Mr. Rajesh Sharma, Hon. Vice President 2021-22

Coimbatore Management Association

Monday Musings

Coimbatore Management Association organised a talk on 3rd May on 'Operational excellence' in the Monday Musings session by Dr. O.A. Balasubramaniam, Past President, CMA and Vice-President, Roots group of companies. He started his presentation with the statement that "Yesterday's skills are not enough to survive in today's Digital world". The speaker talked about the four Industrial revolutions, mentioning Industry 4.0 which is about cyber physical systems and various smart technologies, their benefits and usage in the current

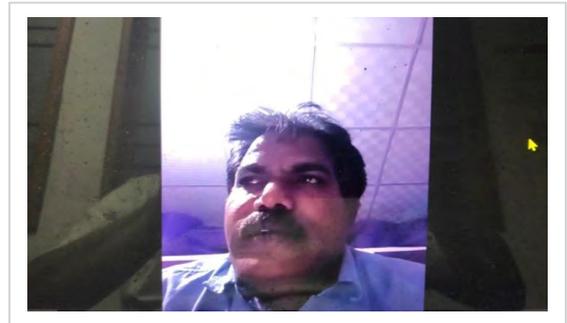


Talk by Dr. O.A. Balasubramaniam

and future situations that included Artificial Intelligence, Robotics process automation, 3D printing (Additive Manufacturing) and Business Intelligence. Mr. U.K. Ananthapadmanabhan, CMA, Past President gave the welcome address and Dr. Nithyanandan Devaraaj, Secretary, CMA proposed the vote of thanks. The session was

moderated by Dr. Prashant R. Nair, Joint Secretary, CMA and attended by Mr. Jayakumar Ramdass, President, CMA; Dr. N. Raveendran, Treasurer, CMA; office bearers, Past Presidents and MC members.

CMA organised a talk on 10th May by Dr. N. Easwaran, Vice-Principal, KG College of Arts and Sciences, Coimbatore. The speaker talked about the impact of industries by rupee value change mentioning the categories of Industries which would be benefitted during rupee value appreciation and depreciation. Dr. V. Suresh Kumar, CMA Student Chapter Coordinator, Saraswathi Thiagaraja College, Pollachi gave the welcome address and Mr. Sreeraman Nandhi of DJ academy for Managerial Excellence, Coimbatore proposed the vote of thanks. The session was moderated by Dr. Prashant R. Nair, Joint Secretary, CMA and Associate Professor, Amrita Vishwa Vidyapeetham, Coimbatore campus.



Talk by Dr. Easwaran



Talk by Mr. Shyam Prasad Rajasekaran

CMA organised a session on 17th May on 'Leveraging Technology Across food chain' by Mr. Shyam Prasad Rajasekaran, Entrepreneur instrumental in launching a few social enterprises. The speaker shared his experience about launching his startup Vegroute a delivery platform that connects farmers with the direct consumers. Ms. R. Sona, CMA student branch counselor, GRG School of Management, Coimbatore gave the welcome address and Mr. Sreeraman Nandhi, CMA student branch counselor of DJ academy for Managerial Excellence, Coimbatore proposed the vote of

thanks. The session was moderated by Dr. Prashant R. Nair, Joint Secretary, CMA.

Coimbatore Management Association invited Dr. Nanda Kumar T.R, a cardiologist, to deliver an address on 24th May during the Monday Musings session. Dr. Nanda Kumar spoke about the importance of taking care of the community as a whole in order to get through this tough times and to avoid one more pandemic in the future. He highlighted the importance of vaccination and also suggested physical fitness combined with appropriate dietary habits should be given utmost importance for protection from any infection. The session was attended by CMA members, faculty from institutes and students. All the



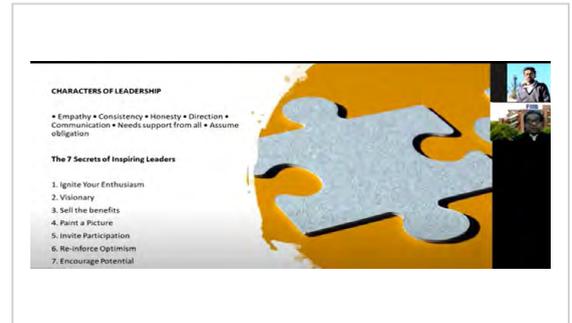
Talk by Dr. Nanda Kumar

CMA Office Bearers – President, Secretary and Vice Presidents and few past CMA Office Bearers were present throughout the session. Dr. N. Raveendran, Treasurer gave the welcome address and Mrs. Sujatha S., Senior Executive officer, CMA proposed the vote of thanks. Dr. Prashant R. Nair, Joint Secretary, CMA moderated the session.

Delhi Management Association

Webinar

Delhi Management Association conducted a webinar on 19th May on 'Transformational Leadership' by Dr S P Verma, PhD, MBA, MA, LLB, DGE&T, Government of India Certified Assessor and Professor, Head-Centre for Executive Education, FIIB. Dr Verma shared that transformational leaders stimulate and inspire their followers to achieve extraordinary outcomes and, in the process, develop their followers' own leadership capacity. He highlighted on the process of transformational leadership, four components also known as the 'four I's': Idealised Influence – Leader serves as an ideal role model for followers and is admired for this; Inspirational Motivation - Transformational leaders have the ability to inspire and motivate followers; Individualised Consideration – Transformational leaders demonstrate genuine concern for the needs and feelings of followers which brings out the best efforts from each individual; Intellectual Stimulation –Transformational leaders challenge followers to be innovative and creative and the various steps, competencies and effect of transformational leadership on organisation. The webinar was highly appreciated by the participants.



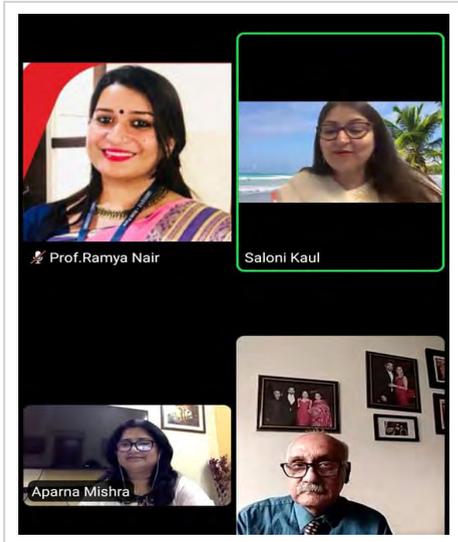
Presentation by Dr S P Verma on 'Transformational Leadership'

Faridabad Management Association

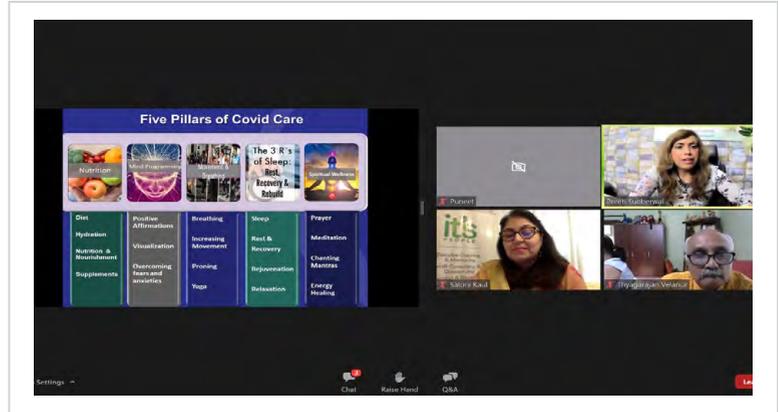
Faridabad Management Association in collaboration with It's People organised a 2nd virtual event on 15th May on 'Celebrating Women Achievers' with speaker Ms. Aparna Mishra, Founder – Women Shine. The session was chaired by Ms. Saloni Kaul, Secretary, FMA and also Founder and CEO It's People, Udaan- Its time to Fly and Director, Publishing House England Ltd. Ms. Aparna Mishra spoke about her journey as a Business Coach for Small and Micro Women Entrepreneurs. She spoke about Women Shine, an E-magazine that salutes all women across the globe for the amazing work done by women entrepreneurs. Finally, the concluding remarks were given by Mr. V. Thyagarajan, Executive Director, FMA. It was well attended by industry as well as academia.



Webinar on 'Celebrating Women Achievers'



Speaker and participants during the session



Speaker- Ms Preeti Subberwal addressing the participants

FMA conducted a webinar on 28th May on 'Holistic Approach to Combat Corona'. Ms. Saloni Kaul, Secretary, FMA and also Founder & CEO It's People, Udaan- Its time to Fly and Director, Publishing House England Ltd delivered the welcome address and also chaired the session. The speaker for the session was Ms. Preeti Subberwal, Holistic Wellness Coach and Author@Hay House. She spoke about how to operate from a recovery mind set, keeping a positive approach, take complete care of yourself by taking proper diet, recover through holistic practices and yoga applications and finally bouncing back from Covid-19. It was well appreciated by the participants from industry, academia and consultants. The vote of thanks was delivered by Mr. V. Thyagarajan, Executive Director, FMA.

Ghaziabad Management Association

Ghaziabad Management Association in collaboration with IMS Ghaziabad University Campus, Management Department-BBA organised a CEO Talk session on 27th May on the topic 'External Environment and Preparedness for Future'. The speaker of the session was Mr. Lokesh Saxena, Managing Director, DISA India Limited highlighted on the current pandemic situation of the country and showed some statistics on the Covid cases, mortality rate and vaccination drive. He emphasised that some of the skills such as digital skills, agile thinking skills, inter personal and communication skills and global operating skills are must for professionals to learn for continuing to be relevant in industry today. The session was attended by about 280 participants, students of IMS and other student members of GMA.



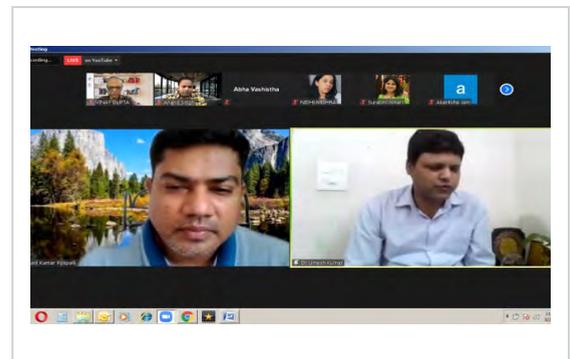
CEO Talk session by Mr. Lokesh Saxena, Managing Director, DISA India Ltd



Dr Anand Prakash Singh addressing the participants

Ghaziabad Management Association in collaboration with IMS Ghaziabad University Campus, School of Biosciences organised a Health Talk session on 30th May on the topic 'Third wave of COVID in India – Need to know about strategies'. The speakers were Dr. Anand Prakash Singh, Post Doctoral Scholar, Medicine – Cardiovascular Disease, University of Albama, USA and Dr. Sunil Kumar Polipalli, Cytogeneticist,

Paediatric Research and Genetic Lab, LNJP Hospital, New Delhi. Both the doctors assured that there is nothing to panic and we should come forward for vaccination above the age of 10 years. Further, despite any medication or post infection, we need to continue following all protocol of safe distancing, hygiene and using mask. The session was attended by about 85 participants.

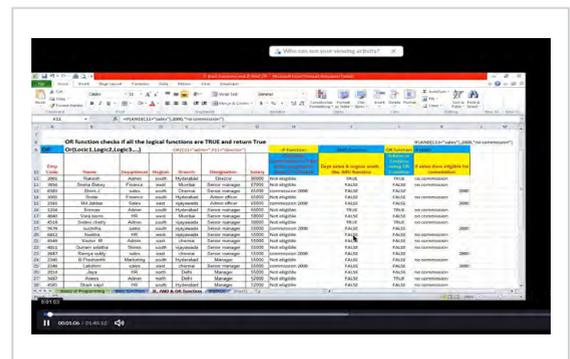


Dr Sunil Kumar Polipalli addressing the participants

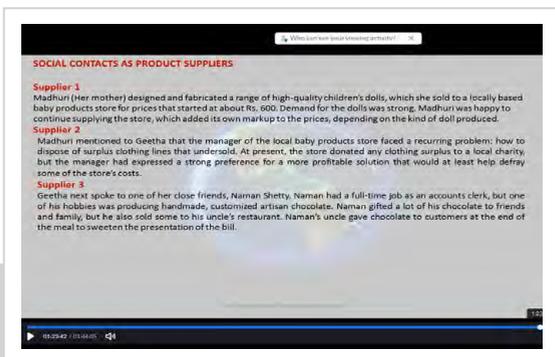
Hyderabad Management Association

Industry Readiness Programme

HMA conducted an Industry Readiness Programme on 15th May on 'Spreadsheet Skills' by Dr Anjan Kumar, Assistant Professor, Department of Business Management, MVSR Engineering College, Nadargul, Hyderabad. He trained students to master the advanced functions of spreadsheet applications, enabling them to produce more sophisticated reports, to perform complex mathematical and statistical calculations.



Presentation by Dr Anjan Kumar



Presentation by Prof Apurva Sanaria – MICA

On 16th March, the speaker Prof Apurva Sanaria – MICA took a session on 'Emerging Trends – Start Ups'. He spoke about co-working spaces, now we have an eco-system so the new entrepreneurs do not have to struggle, besides technology and AI and virtual reality which makes life easy. The session was interactive and well received by the students.

Mr. V Ramchander took a session on 21st May on 'Entrepreneurship and Project Finance'. The speaker defined the meaning of entrepreneurship, why people opt for this, what are the advantages of being an entrepreneur and touched base on the different schemes offered by the Government to MSMEs, what is project and project finance – how do you calculate the project cost and present it to the financiers for sanctioning of loans. The session was well received by the students.



Speaker- Mr. V Ramchander sharing the presentation



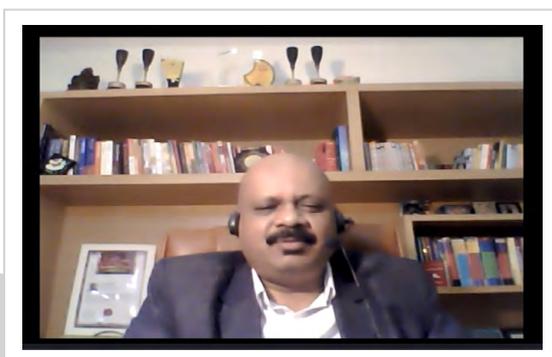
Presentation by Mr. Chirantan Chatterjee

On 22nd May, Mr. Chirantan Chatterjee spoke on 'Digital Transformation'. He touched base on the digital business models and services, digital consumer experience and intelligent process automation. He spoke how data and digital transformation is changing the way customers are engaged – mobiles and social media platforms have been able to garner the interest of the customers and how digital transformation helps businesses understand the customer's needs.

On 23rd May, Mr. A Vinod Kumar took a session on 'Emerging Trends in Marketing' and explained traditional marketing. The last decade has brought a lot of changes and marketing and communication have undergone a sea-change with new products, new customers and new channels getting created overnight besides seamless delivery. The session was very interesting with a complete insight on marketing.



Presentation on 'Emerging Trends in Marketing'



Mr Dhiraj Naidu during the session

Mr. Dhiraj Naidu took a session on 29th May on the topic 'An Insight into FMCG Operations'. He brought a new element to the way a common man looks at the fast-moving consumer goods industry. He stated that to retain market space, one has to tweak the product to cater to the local taste as well as the location and locality, which varies from one place to another even within a city.

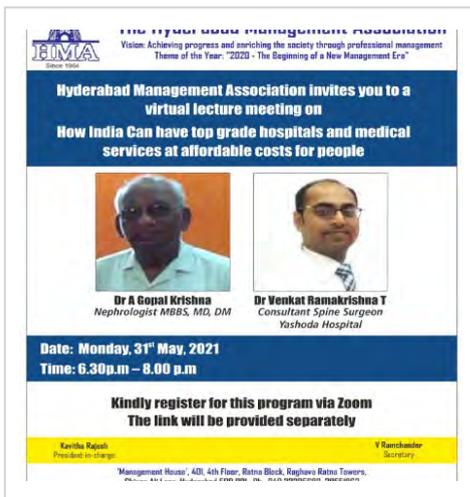
On 30th May, Mr. J Ravi Kumar took a session on 'Challenging the Challenges under Infra' and covered the following topics in the session: Fear vs Risk, Importance of Introspection, Hyderabad metro - a poetry in concrete, an impossible turned possible, How to convert an adversity into opportunity, Unchallenging challenges, and concluded by key takeaways, How to shape up and How to face challenges.



Presentation by Mr. J Ravi Kumar

Lecture Meeting

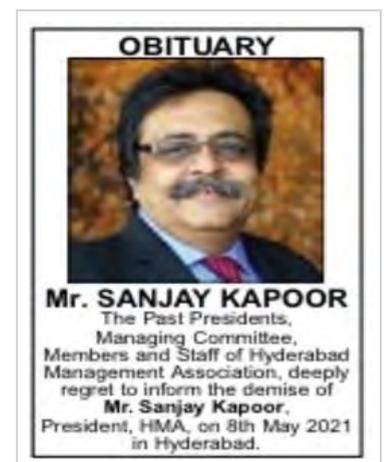
HMA conducted a lecture meeting on 30th May on 'How India can have top grade hospitals and medical resources at affordable costs for people' by Dr Venkat Ramakrishna Tukkapuram and Dr A Gopal Krishna who threw light on why it was difficult to have top grade hospitals at affordable costs in India. They stated that we can have only preventive medication since it was impossible for the governments to do this overnight. 80% of the population had only primary centres and had to cover 100km before they could have tertiary hospital which has high end facilities.



Lecture by Dr Venkat Ramakrishna Tukkapuram and Dr A Gopal Krishna

Condolence Meeting

The Managing Committee of HMA during its meeting held on 12th May expressed their heartfelt condolences on the sudden demise of Mr Sanjay Kapoor, President, HMA 2020-21. The Committee felt that his untimely demise has left a vacuum in HMA. His foresight and vision to take HMA to greater heights was his great forte. Several initiatives were taken up by him during the short span of 9 months which put HMA on a vibrant path. It also included the Code of Conduct and the formation of Ethics Committee to ensure proper conduct by all in HMA. This year the revamp of HMA will always be in the memory of all for many years to come.



Indore Management Association

IMA Learning from Management Games

Indore Management Association organised a session of Learning from Management Games on 2nd May on the topic 'Survival by Teamwork'. The facilitator for the session was Capt. Jaison Thomas, Corporate Trainer and Motivational speaker.



Capt. Jaison Thomas during the session

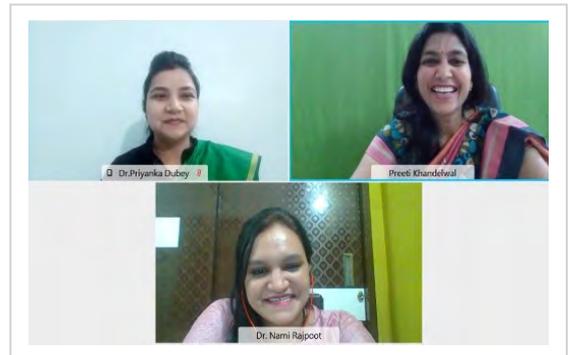


Dr. Nitin Merh during the session

IMA organised a session on 16th May on the topic 'Management Games' with Dr. Nitin Merh, Associate Professor, Business Analytics, Jaipuria Institute of Management, Indore.

Open Forum

IMA organised a webinar on 4th May on the topic 'Wellness Forever - Oral Health & Immunity' with Dr. Nami Rajpoot, Dental Surgeon, Pune and Dr. Priyanka Dubey, Nutritionist, Indore.



Dr. Nami Rajpoot and Dr. Priyanka Dubey during the session

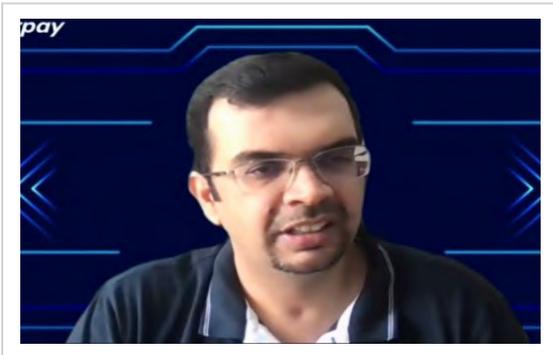


Dr. Mukesh Vyas, Dr. Sandeep Atre & Ms. Poorvi Lukhey during the session

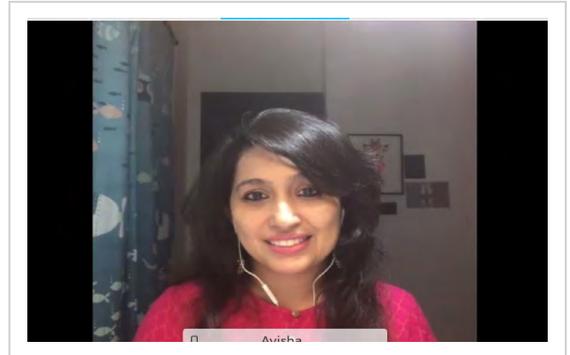
IMA organised an Open Forum webinar on 12th May on the topic 'Work - Home Balance' with Dr. Mukesh Vyas, Business and HR Advisor, Indore; Dr. Sandeep Atre, Counselling Psychologist and Emotional Intelligence Expert, Indore and Ms. Poorvi Lukhey Classical Trained Singer, Bhopal.

Contemporary Learning

Indore Management Association organised a Contemporary Learning webinar on 7th May on the topic 'The Power of Taking Easy' by Mrs. Avisha Awasthi, Empowerment Coach, Indore.



Mr. Atul Mehta during the session

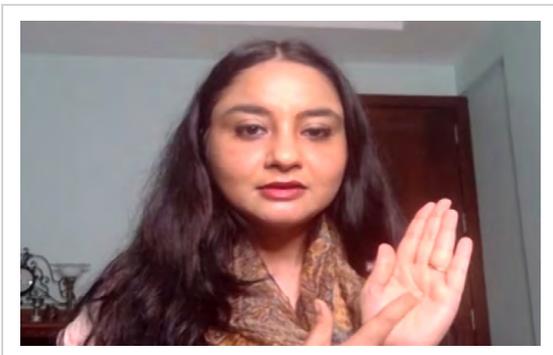


Mrs. Avisha Awasthi during the session

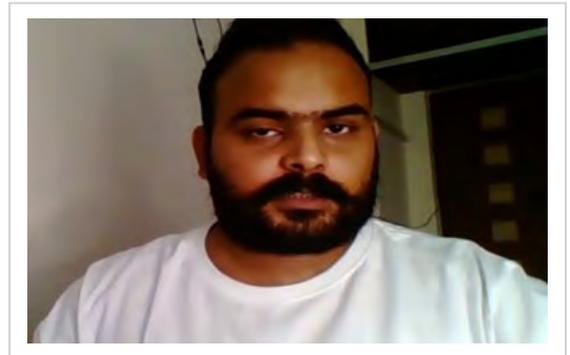
IMA organised a webinar on 23rd May on the topic 'How to Navigate the Start Up at the time of crisis' with Mr. Atul Mehta, Senior Vice President and Head of Sales Razor Pay.

Student Chapter- COE

IMA Student Chapter organised a Centre of Excellence session on 8th May on the topic 'Readiness for Current Market' with Mr. Manan Jain, Lead- HR People Partner and Experience, India - YASH Technologies Pvt. Ltd, Indore.



Ms. Surbhi Manocha Chowdhary addressing the session



Mr. Manan Jain during the session

IMA Student Chapter organised a Centre of Excellence session on 19th May on the topic 'Turn your Fear into Faith' with Ms. Surbhi Manocha Chowdhary, Mrs. Femina Finalist, Corporate Trainer, Columnist and Biker.

IMA Student Chapter organised a Centre of Excellence session on 28th May on the topic 'Back to Basics-Amidst COVID-19'.The facilitator for the session was Ms. Veena Dadwani, Soft Skill and Behavioral Science Trainer, Indore.



Ms. Veena Dadwani addressing the session

IMA Student Chapter launched The Career Guidance - Series to provide career guidance to young aspirants, the first session on 29th May on the topic 'Coffee with Careers, What you always wanted to ask about careers – but never could'. The facilitator for the session was Mr. Akash Sethia, Promoter and Director, CH Edge Makers, Indore.



Mr. Akash Sethia during the session



Mr. Padmanabh Tiwari during the session

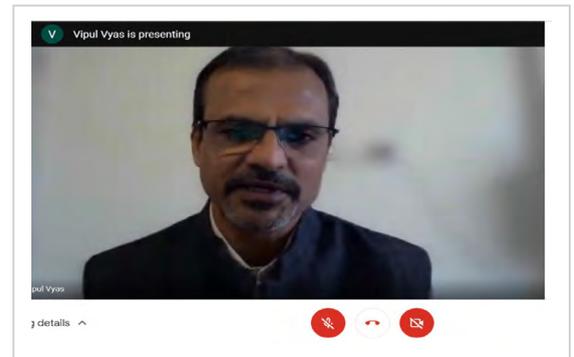
IMA Reader's Clique

IMA organised a Book Review webinar on 9th May on the book 'Soundarya ki Nadi Narmada' The speaker of the session was Mr. Padmanabh Tiwari, Assistant Commissioner, aesthetic Narmada Income Tax Department, Indore.

Exclusive Session

IMA organised Work from Home Series an exclusive session on 14th May on the topic 'Effective Life Management' with Prof. (Dr.) Vipul Vyas, Director, at Mann – The Mind, Mumbai.

IMA organised a session on 20th May on the topic 'Pandemic Parenting and Career Planning' with speakers, Ms. Anindita Garg, Director, Training Mindware Resources, Pune and Mr. Akash Sethia, Promoter and Director CH Edge makers, Indore.

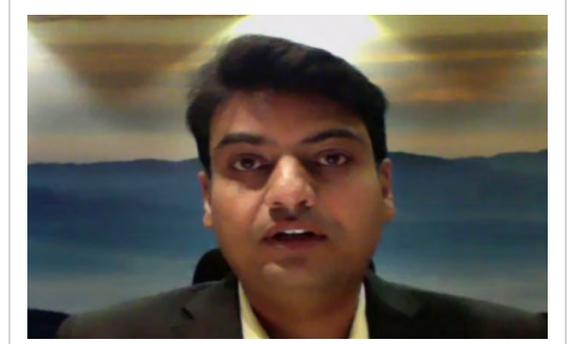


Prof. Dr Vipul Vyas during the session



Mr. Akash Sethia and Ms. Anindita Garg addressing during the session

Indore Management Association organised Work from Home Series an exclusive session on 25th May on the topic 'Breathe Freely Again' in association with Indian Plastics Institute, Mumbai and Amravati Management Association, Amravati. The speaker of the session was Mr. Nishant Gupta, Managing Director, Degree Day Pvt. Ltd, Indore.



Mr. Nishant Gupta addressing during the session



Mr. Krish Ashok during the session

Indore Management Association organised a session on 26th May on the topic 'Let's Understand the Science of Food! Why your grandmother knew better science than Chefs on the Internet' in association with Indore Ladies Circle and the Mumma secret. The speaker of the session was Mr. Krish Ashok, Global Head, Digital Workplace, TCS, Chennai, Author of Masala Lab, Musician and Columnist.

IMA organised another exclusive session on 28th May on the topic 'Health & Hygiene Using Effective COVID Mitigation' in association with Indian Plastics Institute, Mumbai and Amravati Management Association, Amravati. The facilitator for the session was Dr. Aseem Bhatnagar, Retd. Addl. Director DRDO, Head, CEPIN, Retd, INMAS (DRDO), New Delhi and Mr. Rajat Mittal, CBRN Mitigation Facilitator Strategy and Management Consultant, New Delhi.



Dr. Aseem Bhatnagar & Mr. Rajat Mittal during the session

Centre of Excellence

Indore Management Association organised a Centre of Excellence on 22nd May on the topic 'Happiness is Easy-Learning from the Ordinary'. The speaker of the session was Ms. Marlina Ramchandran, Mentoring Coach, Canada. She also served on the advisory board of the Ministry of Skill Development and Entrepreneurship's YUVA Project.



Ms. Marlina Ramchandran during the session



Mr. Nishant Singh during the session

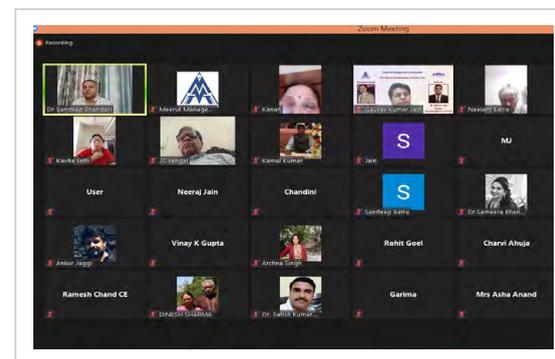
Contemporary Learning IT Forum

IMA organised a Contemporary Learning IT Forum on 15th May on the topic 'Personal Data Protection'. The facilitator for the session was Mr. Nishant Singh, Director, IT, Ministry of External Affairs, New Delhi.

Meerut Management Association

Webinar

A webinar was organised by Meerut Management Association on 2nd May via Zoom on the theme 'The Role of Homeopathy in Covid Time' with speaker Dr. Sandeep Bhandari, renowned Homeopathy practitioner and special invitee of MMA. Mr. Gaurav Jain, President, MMA was the moderator of the webinar. The session was widely appreciated by all the attendees.



Participants during the webinar



Dr. Poonam Devdutt delivering her lecture

MMA organised a webinar on social support during Covid on 7th May with the distinguished speaker Dr. Poonam Devdutt, Former President, MMA via Zoom. Col. Naresh Goyal, Former President, MMA welcomed the speaker. Mr. Ankur Jaggi, Former President, MMA moderated the event and the Q/A session was conducted by Capt. V. K. Gupta, Former President, MMA. The vote of thanks was presented by Mr. Ashok Jain, Former President, MMA.

Online Certificate Distribution Ceremony

MIET Business School in association with MMA organised an online certificate distribution on 20th May through Zoom. The Chief Guest was Ms. Kanika Manish Chopra, Nutrition Expert, President, Ek Boond, New Delhi. Mr. Gaurav Jain, President, MMA and Prof. Dr. S. K. Dube, Academician and case study expert were the guests of honour. In the webinar, students were felicitated for successfully completed their case study projects.



Mr. Gaurav Jain, President, MMA addressing

mi et | MCA WEBINAR ON **SALESFORCE: DATA SECURITY**

By **DHERMENDRA KUMAR**
SALESFORCE TRAINER, MCA,
MIET, Meerut

Date: 21-MAY-2021 (FRIDAY)
Time: 4 PM to 5 PM
Online Session: Day 4
Meet Link: <https://meet.google.com/zbt-becz-rpy>
Audience: Any Graduate student

Speaker- Mr. Dharmendra Kumar

MMA organised a webinar in association with MIET|MCA on 21st May through Google Meet on the theme 'Sales Force: Data Security'. The eminent speaker was Mr. Dhermendra Kumar, Salesforce Trainer, MCA, MIET, Meerut. The moderator of the event was Dr. Dev Arora, Dean, MIET Business School and special invitee MMA. It was widely appreciated by all attendees.

A webinar was organised by Meerut Management Association in association with MIET|MCA on 22nd May via Google Meet on the theme 'Sales Force: CRM Lightning Experience' with speaker Dr. K. P. Mishra, Salesforce Trainer, MCA, MIET, Meerut. The session was moderated by Dr. Dev Arora, Dean, MIET Business School and special invitee MMA. It was widely appreciated by all the participants.

mi et | MCA WEBINAR ON **SALESFORCE: CRM LIGHTENING EXPERIENCE**

By **DR. K P MISHRA**
SALESFORCE TRAINER,
MCA, MIET, Meerut

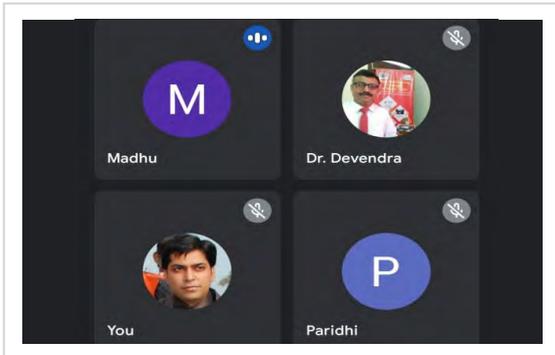
Date: 22-MAY-2021
Time: 09:30 AM to 10:30 AM
Online Session: Day 5
Meet Link: <https://meet.google.com/eij-udzh-uhk>
Audience: Any Graduate student

Speaker- Dr. K. P. Sharma



Speaker Dr. Manoj Patwardhan delivering his lecture

MMA organised a webinar in association with Gwalior Management Association on 22nd May via Zoom on the theme 'Change Management'. The eminent speaker was Dr. Manoj Patwardhan, Professor, Management, ABV-IIITM, Gwalior. Mr. Manish Jain, Sr. Vice President, MMA moderated the event and the Q/A session was conducted by Dr. Dev Arora, special Invitee, MMA. The vote of thanks was presented by Mr. Mohit Verma from GMA.



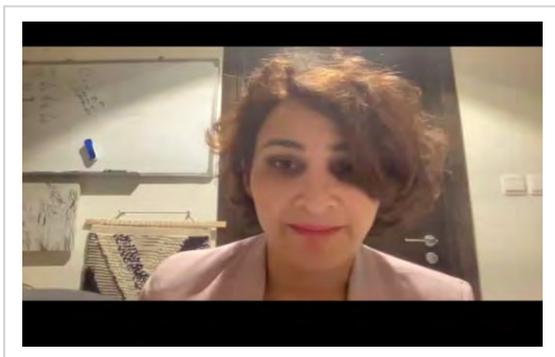
The eminent trainer presenting her presentation

A webinar was organised by MMA in association with MIET, MBA on 25th May via Google Meet on the theme 'SAP Modules' with the eminent trainer, Dr. Priyanka Dalmia, Associate Professor, MIET, Meerut. The event was moderated by Dr. Dev Arora, Dean, MIET Business School and special invitee MMA. MMA members and students attended and appreciated the webinar.



Speaker -Mr. Siddhant Pradhan, Software Engineer, TCS

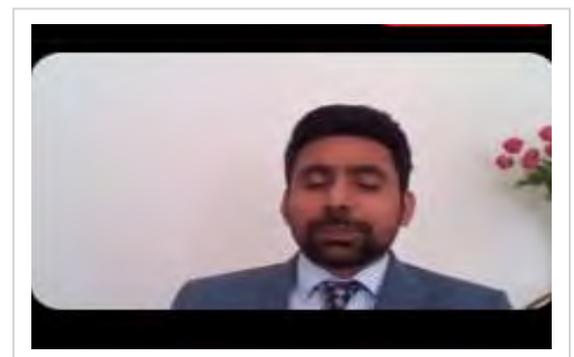
A webinar was organised by MMA in association with MIET and MBA on 28th May via Zoom on the theme 'Cloud Computing'. The eminent speaker was Mr. Siddhant Pradhan, Software Engineer, TCS and the session was moderated by Dr. Dev Arora, Dean, MIET Business School. About 500 members attended the webinar and widely appreciated by all attendees.



Speaker Ms. Eman Hamshari addressing the members

MMA organised a webinar in association with MIET and MBA on 29th May via Zoom on the theme 'Design Thinking' with the distinguished speaker Ms. Eman Hamshari, Head of Innovation and Change, Dubai. The event was moderated by Dr. Dev Arora, Dean, MIET Business School. About 500 members attended the webinar and the same was widely appreciated by all attendees.

A webinar was organised by Meerut Management Association in association with MIET and MBA on 30th May through Zoom on the theme 'Cyber Security'. The speaker was Mr. Muhammad Faisal, Computer Security and Forensic, Cambridge, UK and moderated by Dr. Dev Arora, Dean, MIET Business School and special invitee MMA. About 500 members attended the webinar and the same was widely appreciated by all attendees.



Mr. Muhammad Faisal delivering his lecture

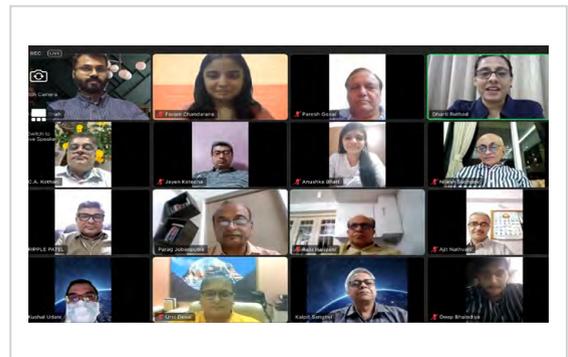
A webinar was organised by MMA in association with MIET and MBA on 31st May via Zoom on the theme 'Marketing in Startup' with speaker Ms. Unnati Bagga, Organic Growth Specialist, India. Dr. Dev Arora, Dean, MIET Business School was the moderator of the webinar. MMA members, students and guests exchanged questions and additional inputs as a part of knowledge sharing session. About 500 members attended the webinar and the same was widely appreciated by all attendees.



Ms. Unnati Bagga delivering her lecture

Rajkot Management Association

The virtual closing ceremony of Super 50, the holistic inside out practical learning programme for youth, was held on 20th May by Rajkot Management Association. The highlights of the ceremony included an address by Mr Chetan Kothari, Chairman, RMA; Mr Parag Jobanputra, President, RMA, followed by the keynote address by two prominent guest speakers Mr. Chetan Ganatra, CEO, Rajkot Development Urban Authority and Mrs Seema Arora, Psychologist, Sunshine Group of Institutions graced the virtual meet. The key note speakers gave an inspiring talk to the participants of the Super 50 programme, and graced the virtual meet. The mentors addressed the audience with their experience and remarks of being part of the programme. All the participants of Super 50 were honoured and motivated with the E- certificates during the ceremony. The closing ceremony concluded with the vote of thanks by the Secretary, Mr Paresh Gosai.



Participants during "Super 50 Closing Ceremony"

Thrissur Management Association

Joint Programme with Bankers' Club Thrissur

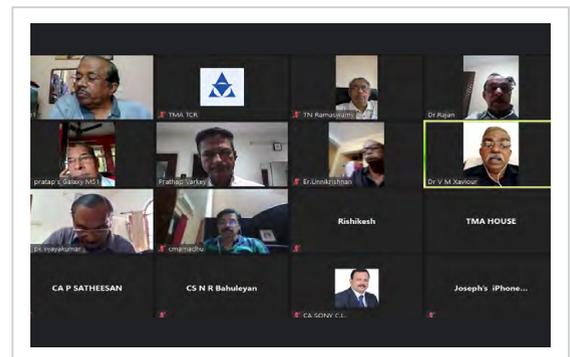
TMA organised a webinar in association with Bankers' Club Thrissur on 12th May on the topic 'Health and Happiness'. The speakers of the session were Dr. (Major) Rajesh Nambissan and Mr. Sreedharan Namboodiri, Art of Living Faculty. Er. Vinod Manjila, Sr. Vice President welcomed all members and Dr. V M Xaviour, TMA President delivered Presidential address. Mr. Anoop T N, President, Bankers Club Thrissur formally introduced the guest speakers. The vote of thanks was proposed by Hon. Secretary, Mr. Pratap Varkey. Around 100 members attended the session and very well appreciated by the participants.



(L - R) Dr. V M Xaviour President, TMA; Mr Sreedharan Namboodiri, Art of Living Faculty and Dr. (Major) Rajesh Nambissan interacting with TMA Members

Condolence Meeting

TMA conducted a condolence meeting on 20th May for CA. Sukumara Menon V, senior member of TMA. CA. Sukumara Menon V, has been a very active member of TMA for the last twenty five years. He was also the recipient of TMA Life Time Achievement Award. Members of TMA Managing Committee spoke of the valuable services and contributions made by him in the activities of TMA. Around 40 members attended the meeting.



Condolence meeting to pay homage to Late CA Sukumara Menon V, Life Member, TMA



Mr. Nixon Joseph, President & COO, SBI Foundation addressing TMA Members

Webinar

A webinar on the topic 'Relevance of Corporate Social Responsibility' was held on 21st May and chief guest of the programme was Mr. Nixon Joseph, President and COO, SBI Foundation. Around 110 delegates including Corporate, TMA members and students attended the session. The event was very well received by the participants.

Presentation of 11th TMA-Hykon Business Plan Contest

Final Round Presentation of 11th TMA-Hykon Business plan contest was held on 22nd May through Zoom. Mr. T N Ramaswamy, TMA MC Member; Er. Anand Menon, TMA Past President and Er. M R Gopalakrishnan, TMA Past President were the panel of judges. The Hon. Secretary, Mr. Pratap Varkey welcomed all the participants and Dr. V M Xaviour delivered the Presidential address. Er. Vinod Manjila, Sr. Vice President formally introduced the Jury Members. The Inaugural address was delivered by Er. Christo George, CMD, Hykon and Past President of TMA. CA. M Manoj Kumar M, Programme Chairman briefed about 11th Hykon BPC and Vice President, Mr. K Paul Thomas proposed the vote of thanks. Brand Analyst, Business Plan from Naipunnya Business School won

the first prize and team Atmen and Adrone 360 both from Sahrdaya Institute of Management Studies won the second and third prize.



Inaugural address by Er. Christo George CMD Hykon and Past President of TMA



Mr. T N Ramaswamy, TMA MC Member, Er. Anand Menon, TMA Past President and Er. M R Gopalakrishnan, TMA Past President Jury of the contest interacting with participants

TMA organised an International webinar on 27th May on 'Education - The Indian Way or Western Way?' The speaker of the session was Dr. Sajimon Antony, General Secretary, Fokana which was followed by Q/A session. Around 100 members attended the session.

Inauguration of TMA- KAU MBA (ABM) Student Chapter

Inauguration of TMA- KAU MBA, ABM Student Chapter was held on 30th May through Zoom. CA T S Anantharaman, Past President, TMA and former Chairman, CSB Bank inaugurated the chapter



Webinar by Dr. Sajimon Antony, General Secretary, FOKANA

activities. KAU-ABM Director Dr. E G Ranjith Kumar welcomed all the participants and Dr. V M Xaviour, President of TMA delivered the Presidential address. Hon. Secretary of TMA, Mr. Pratap Varkey introduced the Chief Guest and CA. Manoj Kumar proposed the vote of thanks.

A webinar was also organised during the programme on the topic 'Indian Economy - Opportunities Post COVID'. The guest speaker of the session was CATS Anantharaman, Past President, TMA and Former Chairman, CSB Bank. CA T S Anantharaman said that Indian economy is set to start recovering and advised



CA. T S Anantharaman, Past President, TMA & Former Chairman, CSB Bank addressing

students to adapt to the changing environment through hard work and learning, unlearning and relearning. The meeting was attended by 103 members including students and TMA members and ended with an interesting session of Q/A.

Trivandrum Management Association

Webinar

Trivandrum Management Association organised a webinar on 20th May on the topic 'Ten Pillars of Success in Professional and Personal Life' by Mr. Nilanjan Mukherjee, Author and Deputy General Manager – HR, Relaxo Group through Zoom. The programme was well received and attended by members and students.

TRIVANDRUM MANAGEMENT ASSOCIATION
(Affiliated to All India Management Association, New Delhi)

WEBINAR SERIES

Talk on
Ten Pillars of Success in Professional & Personal Life

20.05.2021 (Thursday)
6.30 pm to 7.30 pm (IST)

With Regards

Nilanjan Mukherjee
(Author : You Will Succeed)
Deputy General Manager - HR
Relaxo Group

Rajesh Jha
President, TMA
MD & CEO, Adani Vichayan Port Pvt Ltd

C.K. Jayachandran
Chairman - Freeing Lecture Program, TMA
Consultant, Oculis Power Inc, USA

Sunil Kumar.
Secretary, TMA
General Manager - KIP

Virtual Platform :

www.tmaonline.com
RSVP : tmatvinkerala@gmail.com / 9475-274796, +91 7907932518

Webinar on 'Ten Pillars of Success in Professional and Personal Life'

TRIVANDRUM MANAGEMENT ASSOCIATION
(Affiliated to All India Management Association, New Delhi)

WEBINAR SERIES

Talk on
Opportunities and Challenges in a MedTech Startup

29.05.2021 (Saturday)
6.30 pm to 7.30 pm (IST)

With Regards

S. Balam
Chief Executive Officer
SCTIMST - TIMed

Rajesh Jha
President, TMA
MD & CEO, Adani Vichayan Port Pvt Ltd

C.K. Jayachandran
Chairman - Evening Lecture Program, TMA
Consultant, Oculis Power Inc, USA

Sunil Kumar. A
Secretary, TMA
ACM, Adani Vichayan Port Pvt Ltd

Virtual Platform :

www.tmaonline.com
RSVP : tmatvinkerala@gmail.com / 9475-274796, +91 7907932518

Webinar on 'Opportunities and Challenges in a MedTech Startup'

Enlite Series for B-School Students

Trivandrum Management Association organised a student chapter enlite series for B-School students on 22nd May on 'Career Decisions and Mindfulness' by Ms. Shaarika Menon, Founder and CEO, Mindport and Princeps Academia through Zoom. The programme was well received and attended by the HoD, faculty and students of TMA Student Chapter.

TRIVANDRUM MANAGEMENT ASSOCIATION
(Affiliated to All India Management Association, New Delhi)

Enlite Series for B-School Students

Talk on
"CAREER DECISIONS & MINDFULNESS"

Guest Speaker
Ms. Shaarika Menon
Founder & CEO
Mindport and Princeps Academia

Virtual Platform :

22nd May 2021 (Saturday)
6.30 pm to 7.30 pm

With Regards

Rajesh Jha
President, TMA
MD & CEO, Adani Vichayan Port Pvt Ltd

Ms. Shaarika Menon
Founder & CEO, Mindport & Princeps Academia

Sunil Kumar. A
Secretary, TMA
General Manager - KIP

www.tmaonline.com
RSVP : tmatvinkerala@gmail.com / +91 7907932518
TMA Student Chapter

Talk on 'Career Decisions and Mindfulness'

Vaikom Management Association

VMA organised a session of talk on 30th May on 'Interpersonal Skills' with Mr. Nilanjan Mukherjee, noted Trainer and Senior HR professional through online. The speaker explained the various aspects related to the topic through examples from real experience. In addition to the members of VMA, a few guests also joined the programme. The feedback of the programme was excellent.



Talk on 'Interpersonal Skills' by Mr. Nilanjan Mukherjee



ADVANCED CERTIFICATE PROGRAMME IN BUSINESS CONSULTING

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

Eligibility

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

Duration

The duration of the programme is 6 months.

Programme Fees

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

For further details, please contact: **Kiran Rawat**

ALL INDIA MANAGEMENT ASSOCIATION-CENTRE FOR MANAGEMENT EDUCATION

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Tel : 011-47673000/011, 49868399 Extn. 741, Email: kiran@aima.in, Website: aima.in

AIMA Events Calendar

Event	Programme Chairman /Director	Venue	Date
Online Training On Mentoring for New Mentors		Online	25 June 2021
30th National Management Games		West Round East Round South Round North Round Grand Finale	22-24 June 2021 06-08 July 2021 20-22 July 2021 27 July-05 2021 06 August 2021
New Age Leadership Workshop		Online	03 July 2021
Pragati – Celebrating Achievement of Women		Online	08-09 July 2021
8th Business Responsibility Summit and Project Excellence Contest and Awards		Online	05 - 06 August 2021
3rd BusinessUnusual Series Programme on Business Strategy		Online	14 August 2021
3rd BusinessUnusual Series Programme on HR Leadership and Strategies		Online	21 August 2021
National Shaping Young Minds Programme		Online	25 August 2021
National Competition of Young Managers		East Round South Round West Round North Round Grand Finale	25 August 2021 02 September 2021 07-08 September 2021 14-15 September 2021 17 September 2021

Event	Programme Chairman /Director	Venue	Date
3rd BusinessUnusual Series programme on Social & Digital Marketing		Online	28 August 2021
Healthcare Management Case Study Contest, Awards and Summit		Online	02 - 03 September 2021
Managing India Awards		Online	22 September 2021
48th National Management Convention		Online	22-23 September 2021
PSU Summit		Online	21-22 October 2021

To view full calendar please visit www.aima.in

For any feedback, suggestions or advertising queries please write to, aimanews@aima.in

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