

**61<sup>st</sup>**  
**ANNUAL REPORT**  
**2019 - 2020**

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**WINNING IN THE  
DIGITAL AGE**



# CONTENTS

President's Message.....	4
Executive Board.....	7
Council of Management.....	9
Flagship Events.....	11
Global.....	21
Knowledge Transfer.....	41
Testing & Assessment Services.....	71
Education Services.....	77
AIMA Network.....	85
Key Events.....	99
Auditor's Report and Accounts.....	109



Sanjay Kirloskar  
President, AIMA  
2019-2020



# President's Message

Dear Members,

It is a pleasure to present AIMA's annual report for the year 2019-20 to you.

It has been a roller coaster year for AIMA and I have been privileged to lead the organisation through an extraordinary period of challenges and innovations. I am pleased to report that AIMA has coped well with adversities created by a declining economy coupled with the lockdown due the Coronavirus situation.

The pandemic that has the entire globe in its grip nowadays, hit the world at an unprecedented scale with no parallel in living memory, and completely changed the way we live and work. Thinking quickly on its feet, the AIMA team immediately embarked on a journey of digital transformation and launched several new online programmes and services, while transforming existing ones into their virtual avatars.

Going digital has been the outstanding feature of AIMA's progress this year.

In a significant first, AIMA introduced 'Internet Based Remote Proctored Tests' for its flagship Management Aptitude Test (MAT). Taking MAT online was a critical move for AIMA. Now, students can take MAT from their homes, and are remotely proctored using AI and human proctors. In addition, customised e-interviews and e-counselling were conducted for several leading institutions with more on the anvil.

Another key online initiative has been the new AIMA LeaderSpeak programme, which has proved extremely popular with both the speakers and members. Close to 30 sessions have been held with top government and business leaders and global experts including Mr Nitin Gadkari, Sri Sri Ravishankar ji, Mr Amitabh Kant, Mr Anil Sahasrabudhe, Mr Shashi Tharoor, Mr Krishnamurthy Subramanian, Mr Suresh Prabhu, Mr Sanjeev Sanyal, Mr K Radhakrishnan, Mr Claude Smadja, Mr Sunil Kant Munjal, Mr Sanjiv Mehta, Mr Mohandas Pai, Mr Harsh Pati Singhania, Gen V P Malik, amongst many others. Participation and viewership at some of these sessions ran into several thousands.

Management development programmes were also taken online which expanded AIMA's reach. AIMA converted its popular Goa Retreats into a new avatar – the 'BusinessUnusual' series of online programmes, with a focus to help enterprises deal with the challenges created by the pandemic. These programmes were a resounding success, with a participation of close to 200 delegates. A new programme titled e-Masterclass has been announced, and will commence later this year.

AIMA also introduced Virtual Internships for management students

through AIMA's BizLab - a virtual lab for management students. The programme provides students, an opportunity to learn and implement management strategies from the safety of their homes. All of AIMA's on-the-ground Business Simulation Programmes and Competitions were successfully revamped, and rolled out in the digital mode.

The increased adoption of virtual platforms melted international boundaries, leading to increased collaboration with overseas partners.

As a new initiative, AIMA and University of California Berkeley held the first edition of the Berkeley Innovation Forum in India, as a platform to engage and develop strategies and solutions, to restore economic growth in India post-COVID-19. The 3 day programme was kicked off with a keynote address by Mr Amitabh Kant and Mr Sunil Kant Munjal, followed by discussions between corporate leaders, government officials and the UC Berkeley think-tank.

In addition, AIMA tied up with University of California Santa Cruz, to offer a joint Advanced Certificate in Management and Innovation from January 2021. A joint certification will be provided by AIMA and UC Santa Cruz at the completion of this programme, and an option of an Immersion Programme will also be offered to students, enabling them to spend two weeks in the UC Santa Clara campus in the US.

Further in the area of education, AIMA built on its existing blended learning programmes. AIMA launched an executive PGDM this year. AIMA will soon be implementing a learning management platform to make its education activities more accessible and user-friendly. AIMA's 25th Convocation was also held online where the Chief Guest, Mr Ramesh Pokhriyal 'Nishank' along with Prof Anil Dattatraya Sahasrabudhe virtually presented the honours to the 2020 batch of scholars.

As a new initiative, AIMA formed a Vice Chancellors' Council as a think tank for suggesting improvements and innovations in higher education. Many VCs, Deans, Directors and Senior Academicians have already joined this Council, which aims to build world class online Management Education and facilitate the transition of Indian universities to world class institutions.

AIMA is also embarking on joint research with National Institute of Educational Planning and Administration, a leading organisation established by the Ministry of Education.

AIMA's Young Leaders Council too has been very active online, and held several virtual sessions for its members across the various chapters in the country. The Council also created Special Interest Groups and a Mentor-Mentee Forum, to augment learning and best practice sharing among its young leaders. Both the initiatives have been very well received by the Members.

The online shift has also increased AIMA's support for LMA events, as it has been able to provide many eminent speakers to LMAs through

video links. When things were better, several Office Bearers and Council Members visited some of the LMAs and participated in their programmes; and the tradition continued in the virtual space post the lockdown.

The pivot to digital, made it easier to conduct online elections for AIMA Council for the year. While the online election was already in the pipeline before Covid, the broader digitalisation of AIMA made online elections a natural fit.

As an apt culmination to the Presidential year, the 25th Convocation and the 47th National Management Convention are being held virtually for the first time due to the current restrictions. The flexibility of the virtual mode has allowed this year's NMC to attract leading speakers from India and across the world, and we expect more than 5,000 people to join us. The NMC, chaired by Mr Munjal, will witness leaders like Mr Nitin Gadkari, Mr Piyush Goyal, Mr NR Narayana Murthy along with several other Indian and global thought leaders address the 2-day virtual programme. AIMA's journey of digital transformation will continue in the days ahead.

However, before the lockdown was imposed, it was business as usual at AIMA. The 64th Foundation Day & the 14th National Management Day was successfully held on 21 February 2020. On the occasion, the Chief Guest, Mr Piyush Goyal presented Mr S Ramadorai with the AIMA Life Time Achievement Award, and Mr RS Sodhi with the AIMA Public Service Excellence Award. Mr Harish Bhat received the AIMA Dr Ram Tarneja Award for Best Article in Indian Management while the AIMA Dr JS Juneja Award for Creativity and Innovation in MSME was presented to Microlit.

On the international front, AIMA organised the 4th edition of its US-India Conference at Berkeley, which was addressed by Indian and international thought leaders and academicians. Some of the speakers who addressed the Conference included Mr Conrad Sangma, Chief Minister of Meghalaya; Mr Sunil Kant Munjal; Mr Sanjay Panda, then Consul General of India, San Francisco; Ms Carol Christ, Chancellor, University of California; Mr Paul Saffo from Stanford University; Mr TV Mohandas Pai; Mr Henry Chesbrough from Haas School of Business; Mr Richard Lyons, Former Dean, Haas School of Business amongst others.

This was closely followed by a CEOs' Delegation Visit to Silicon Valley to expose India's leadership to emerging technologies and applications. The high profile delegation, led by Mr Sunil Kant Munjal and myself visited some of Silicon Valley's most innovative companies such as Intel, PayPal, Varian Medical Systems, Salesforce, Embraer, Carbon 3D, NIO and Twitter.

A long and important member of the Asian Association of Management Organisations (AAMO), AIMA received its rotational presidency last year, with Mr Rajive Kaul at the helm. The AAMO Secretariat will now be handled by AIMA for the next three years. The

AAMO Asian Leadership Award for 2020 was presented to Mr D Shivakumar at the AAMO Awards Night in Kathmandu held earlier this year.

AIMA continued its association with Horasis: The Global Visions Community. AIMA co-organised the Horasis Asia Meeting in Vietnam and the 12th Horasis India Meeting, which had to be held virtually. AIMA contributed to both the discussions with a high profile delegation of speakers, where the India Meeting witnessed a record number of AIMA speakers.

Before the lockdown, AIMA continued to reach out to the management community of students and professionals through its regular service offerings and programmes. The 2nd AI & Big Data Retreat and the 10th Senior Leadership Retreat were successfully held at Goa chaired by Mr TV Mohandas Pai and Mr Sunil Kant Munjal respectively.

AIMA, in partnership with Ministry of Electronics and Information Technology, Ministry of Finance and the World Bank, organised the 5th Global Procurement Summit, where Mr Suresh Prabhu delivered the special address. Other key events such as the 8th Innovation Practitioners Summit, HRM Conclave, 9th MSME Summit, Regional Management Conclave, Shaping Young Minds Programmes, witnessed active participation.

Despite the enormous challenges caused by Covid disruptions, AIMA accomplished a lot during this very difficult year.

AIMA managed cost cuts and cash flows through operational efficiencies and did not lay off people or cut salaries. Despite the disruption in the January-March quarter, AIMA ended the year with a surplus of Rs 25.28 crores as against the budgeted surplus of Rs 24.21 crores, thus exceeding the budget by Rs 1.07 crores. The surplus, after taking extraordinary L&DO expenses of Rs 1.64 crore, stood at Rs 23.64 crores.

AIMA has made important strides during the past year and I am confident that with your support, it will continue to explore new opportunities to help Indian management become more efficient and competitive.

I would like to take this opportunity to thank all Past Presidents, Council Members, our DG and Office Bearers, and LMA's for their contribution to AIMA and assure our New President, Council Members and Officer Bearers of my full support for the future.

I am delighted to hand over the baton to Mr Harsh Pati Singhania, who I am sure will steer AIMA to greater heights and further achievements.

Thank you  
Sanjay Kirloskar

## AIMA Executive Board 2019-2020



**PRESIDENT**  
Sanjay C Kirloskar

Mr Sanjay C Kirloskar is Chairman and Managing Director of Kirloskar Brothers Limited. Established in 1888 and incorporated in 1920, Kirloskar Brothers Ltd is one of India's oldest manufacturing companies with eight factories in India, with manufacturing facilities in Netherlands, South Africa, Thailand, UK and USA. Mr Kirloskar is the President of the All India Management Association and Vice President of the Governing Council of the Central Manufacturing Technology Institute. He also serves as a Director on Kirloskar Ebara Pumps Ltd, SPP Pumps Ltd (UK), Kirloskar Brothers International BV (Netherlands), Kulkarni Power Tools Ltd, and DCM Shriram Industries Ltd. He holds a Bachelor of Science degree in Mechanical Engineering from the Illinois Institute of Technology in Chicago, USA.



**SENIOR VICE PRESIDENT**  
Harsh Pati Singhania

Mr Harsh Pati Singhania is the Vice Chairman & Managing Director of JK Paper Ltd and Director, JK Organisation, one of India's largest industrial groups. Group's businesses include Paper & Boards, Cement, Automobile Tyres, VBelts, Oil Seals, Hybrid Seeds, Dairy products, Defence, Aerospace & Security etc. Served as President, FICCI, International Chamber of Commerce (India), Indian Paper Manufacturers Association, Young Presidents Organisation-Delhi, and as a Member of various Trade and CEO Forums. Currently on the Board of International Chamber of Commerce, Paris, JK Fenner (India) Ltd, Pulp & Paper Research Institute, International Management Institute, JK Lakshmipat University, Pushpawati Singhania Research Institute, India-Myanmar Joint Trade and Investment Forum, ASEAN- India Business Council etc.



**VICE PRESIDENT**  
CK Ranganathan

Mr CK Ranganathan set up 'Chik India' after a short stint in the family business. The Company began its journey as Chik India and was renamed CavinKare Pvt. Ltd in 1998 with a starting investment of Rs. 15,000. The Company manufactures and markets many products under the brand of Chik, Spinz, Fairever, Meera, Nyle, Raaga Professional, Karthika, Indica, Saafoo, Bacto V, Cavin's Ruchi, Chinnis, Maa, and Garden both in domestic and international markets. The Company has pioneered the concept of 'Unisex Salons' in India with popular organised beauty salon brands – Green Trends and Limelite under its salon division. Mr Ranganathan is the President of TIE – Chennai Chapter for the years 2019-21. He is the Deputy Chairman of CII Southern Region for the year 2020/21.



**TREASURER**  
Nikhil Sawhney

Mr Nikhil Sawhney is the Vice Chairman and Managing Director of Triveni Turbine and a Director with Triveni Engineering. The Companies occupy leadership positions in their respective businesses of sugar manufacturing, distillation of alcohol, renewable energy generation, industrial turbines and gears, and water and wastewater treatment solutions, spanning 16 manufacturing locations in India. Nikhil is a member of the Board of Governors of IIM Calcutta and has helped found the CII-Triveni Water Institute. He is an active trustee of the Tirath Ram Shah Charitable Hospital and the Emmanuel College India Trust as well as a Fellow of the Ananta Aspen Center. Nikhil is a part of several CEO Forums constituted by GOI and is also Co-Chair of the Track II India-Israel Forum. He is currently the Chairman of the Northern Region for CII.



**IMMEDIATE PAST PRESIDENT**  
Harshavardhan Neotia

Mr Harshavardhan Neotia is the Chairman of Ambuja Neotia Group. Operating through several companies, the Ambuja Neotia Group covers the entire spectrum of the Real Estate industry including Housing, Hospitality, Health Care and Education. Mr Neotia was conferred with 'Padma Shri' by the Hon'ble President of India in 1999 for his outstanding initiative in social housing. He was also honoured with YPO Legacy of Honour Award in 2005. He is Past President FICCI. Mr Neotia did his schooling in La Martiniere for Boys, Kolkata and obtained B.Com (Hons) from St Xavier's College, Kolkata. He completed the Owner President Management Programme (OPM) from the Harvard Business School, USA. He was recently conferred with the D.Litt (Honoris Causa) by the Vidyasagar University, West Bengal. He serves as the Honorary Consul of Israel in West Bengal for the past 25 years.



**DIRECTOR GENERAL**  
Rekha Sethi

Ms Rekha Sethi is the Director General of All India Management Association. Since she took charge in June 2008, she has established AIMA as the preferred platform for discussions on management and deepened AIMA's relationship with the Government of India and India Inc. Ms Sethi is also on the Boards of leading Indian companies as an Independent Director including Sun Pharmaceutical Industries Ltd, Sun Pharma Laboratories Ltd, CESC, Spencers Retail and Hero Steels Ltd. She represents AIMA on the All India Board of Management Studies, constituted by AICTE; and on the Governing Council of National Productivity Council. She is also a member of the Advisory Board of the Switzerland based St Gallen Foundation think tank, Leaders of Tomorrow – Knowledge Pool. She has earlier worked for CII and C-DoT.

# Council of Management 2019-2020

## PRESIDENT

- Mr Sanjay Kirloskar

## SENIOR VICE PRESIDENT

- Mr Harsh Pati Singhania

## VICE PRESIDENT

- Mr C K Ranganathan

## TREASURER

- Mr Nikhil Sawhney

## IMMEDIATE PAST PRESIDENT

- Mr Harshavardhan Neotia

## PAST PRESIDENTS

- Mr Atmaram Saraogi
- Mr P Unnikrishnan
- Mr Nirbhay Jain
- Prof S L Rao
- Dr Jamshed J Irani
- Dr J S Juneja
- Mr Ramesh Gelli
- Mr K L Chugh
- Mr K B Dadiseth
- Mr K Jairaj
- Mr J P Chowdhary
- Mr Krishan Kalra
- Dr Kewal Krishan Nohria
- Mr T T Thomas
- Mr Rajive Kaul
- Dr Uddesh Kohli
- Mr R Gopalakrishnan
- Mr Sunil Kumar Alagh
- Mr Sudhir Jalan
- Mr Kewal Handa
- Mr Srinivasan K Swamy
- Mr Sanjiv Goenka
- Mr Gautam Thapar
- Mr Rajiv Vastupal
- Mr D Shivakumar
- Ms Preetha Reddy
- Mr H M Nerurkar
- Mr Firdose Vandrevala
- Mr Sunil Kant Munjal
- Mr T V Mohandas Pai

## CO-OPTED MEMBERS

- Mr P Dwarakanath
- Mr P Balaji
- Mr Sanjiv Mehta
- Mr Richard Rekhy
- Mr Vineet Agarwal

## SPECIAL INVITEES

- Mr Akhil Bansal
- Mr Inderdeep Singh
- Mr Sanjay Budhia
- Mr Vijay K Thadani
- Mr Ajey Mehta

## DISTINGUISHED INVITEES

- Mr Rajiv Bajaj
- Mr T V Narendran
- Mr Chandra Shekhar Ghosh
- Mr R Mukundan
- Mr C P Gurnani
- Mr Pramod Bhasin
- Mr Subodh Bhargava
- Mr Sanjeev Bikhchandani
- Mr Ved Prakash
- Mr Arun M Kumar
- Mr Shyamal Mukherjee
- Mr Ravi Uppal
- Mr Deepak Premnarayan
- Prof Rajan Saxena
- Dr Ganesh Natarajan
- Prof Errol D' Souza
- Prof G Raghuram
- Dr Anju Seth
- Dr Debashis Chatterjee
- Prof S Balasubramanian
- Mr Ranjan Kumar Mohapatra
- Mr Shiv Siddhant Kaul
- Mr Vikram Golcha
- Mr P S Puri

## REPRESENTATIVES OF INSTITUTIONAL MEMBERS

- Dr Bhimaraya Metri
- Dr Monica Khanna
- Mr Suresh Dutt Tripathi
- Rear Admiral Sandeep Beecha
- Ms Vinita Bajoria
- Mr Shrinivas Dempo
- Dr Saugata Mitra
- Mr Sunil Bhaskaran

## REPRESENTATIVES OF PROFESSIONAL INDIVIDUAL MEMBERS

### (FELLOW)

- Mr Yogi Sriram

### (MEMBER)

- Mr Mukesh Kumar Jain
- Mr H R T Chari
- Mr K Ananthram
- Lt Col Vias Dev Gulati (Retd)

## REPRESENTATIVES OF LMAs

- |             |                        |            |                        |
|-------------|------------------------|------------|------------------------|
| - Madras    | - Mr A Venkataramani   | - Kerala   | - Mr Jibu Paul         |
| - Ahmedabad | - Mr Rajiv S Mehta     | - Baroda   | - Mr Ashish Parasharya |
| - Indore    | - Mr Akhilesh Rathi    | - Bombay   | - Ms Chhaya Sehgal     |
| - Lucknow   | - Mr Arun Kumar Mathur | - Calicut  | - Mr K A Ajayan        |
|             |                        | - Calcutta | - Mr Amitabha Datta    |

## EX-OFFICIO

- Ms Rekha Sethi

# Past Presidents of AIMA

Dr A L Mudaliar *	1959-60	Mr Ramesh Gelli	1992-93
Mr N Dandekar *	1960-63	Mr K L Chugh	1993-94
Dr K S Basu *	1963-67	Mr Rajendra Singh *	1994-95
Sir James Lindsay *	1967-69	Mr K B Dadiseth	1995-96
Dr Charat Ram *	1969-70	Mr K Jairaj	1996-97
Mr M K Raju *	1970-72	Mr J P Chowdhary	1997-98
Dr Ram Tarneja *	1972-73	Mr Krishan Kalra	1998-99
Mr H Mangaldas *	1973-74	Dr Kewal Krishan Nohria	1999-2000
Mr S C Aggarwal *	1974-75	Mr T T Thomas	2000-2001
Mr K K Unni *	1975-76	Mr Rajive Kaul	2001-2002
Mr P K Sen *	1976-77	Dr Uddesh Kohli	2002-2003
Mr R K Swamy *	1977-78	Mr R Gopalakrishnan	2003-2004
Mr Prem Pandhi *	1978-79	Mr Sunil Alagh	2004-2005
Dr Minoo D Daver *	1979-80	Mr Sudhir Jalan	2005-2006
Mr Atmaram Saraogi	1980-81	Mr Subir Raha *	2006-2007
Mr P Unnikrishnan	1981-82	Mr Kewal Handa	2007-2008
Prof R D Gupta *	1982-83	Mr Srinivasan K Swamy	2008-2009
Mr Nirbhay Jain	1983-84	Mr Sanjiv Goenka	2009-2010
Mr S P Acharya *	1984-85	Mr Gautam Thapar	2010-2011
Prof S L Rao	1985-86	Mr Rajiv Vastupal	2011-2012
Dr Gurpreet Singh *	1986-87	Mr D Shivakumar	2012-2013
Mr P V R N Iyer *	1987-88	Ms Preetha Reddy	2013-2014
Dr J J Irani	1988-89	Mr H M Nerurkar	2014-2015
Dr R James David *	1989-90	Mr Firdose Vandrevalla	2015-2016
Dr J S Juneja	1990-91	Mr Sunil Kant Munjal	2016-2017
Mr Chinubhai R Shah *	1991-92	Mr T V Mohandas Pai	2017-2018

\* Deceased

# AIMA Committees Chairmen 2019-2020

## NAME OF COMMITTEE

- Finance Committee  
Audit Committee  
Best LMA Award Committee  
MSME Committee  
Indian Management Editorial  
Advisory Board

## CHAIRMAN

- Mr Nikhil Sawhney  
Mr P S Puri  
Mr D Shivakumar  
Dr J S Juneja  
Mr D Shivakumar

## CME Board of Studies

- India Case Research Centre (ICRC)  
International Relations Committee  
Membership Development Committee  
Managing India Awards Committee  
Nominations Committee  
Ethics Committee

## Dr Bhimaraya Metri

- Prof Rajan Saxena  
Mr Sunil Kant Munjal  
Dr Ganesh Natarajan  
Mr Sanjiv Goenka  
Mr Harshavardhan Neotia  
Ms Preetha Reddy

# FLAGSHIP EVENTS



## 46th National Management Convention



(L-R): Rekha Sethi, Director General, All India Management Association; Sanjay Kirloskar, then Senior Vice President, AIMA & Chairman and Managing Director, Kirloskar Brothers Ltd; Harshavardhan Neotia, then President, AIMA & Chairman, Ambuja Neotia Group; Amit Shah, Minister of Home Affairs, Government of India; Sanjiv Goenka, Convention Chairman & Chairman, RP-Sanjiv Goenka Group; Harsh Pati Singhania, then Vice President, AIMA & Vice Chairman & Managing Director, JK Paper Ltd and JS Juneja, Past President, AIMA & Chairman, Global Projects & Services Pvt Ltd releasing the AIMA 46th NMC Souvenir

AIMA held its 46th National Management Convention (NMC) on 17-18 September 2019 on the theme 'Creating an Innovative India'. The event was addressed by iconic leaders, industry experts, policy makers and entrepreneurs.

In his inaugural address, Mr Amit Shah, Minister of Home Affairs, Government of India said “Industrial growth is beneficial for the nation's development and we are constantly working towards providing a conducive environment for businesses. Our government has proved that a government for the poor and farmers can also be a government for industrialists and businessmen”.

Mr Ravi Shankar Prasad, Minister of Law and Justice; Communications; Electronics and IT, Government of India, stressed on India's focus on data protection and IT services. He said, “The data protection law is in process and we aim to make the country a data refinery”.

Mr Babul Supriyo, Minister of State for Environment, Forest and Climate Change, Government of India, delivered the keynote address on the second day of the



Amit Shah, Minister of Home Affairs, Government of India addressing AIMA's 46th National Management Convention

convention. He said, “The \$5 trillion economy may seem like an ambitious goal, but we have a humble government to keep inspiring us.”

In his keynote address, Mr Kumar Mangalam Birla, Chairman, Aditya Birla Group, spoke about shaping the emerging global economic order. Mr Amitabh Kant, CEO, NITI Aayog, said, “If you look at the last five years of India's economic evolution, India has grown at 7.5 per cent. Both Reserve Bank of India and the Government of India have acted on some of the issues of innovation to take India to a high trajectory growth.”

Mr Harshavardhan Neotia, then President, AIMA & Chairman, Ambuja Neotia Group, set the tone for the two-day convention. Mr Sanjiv Goenka, Convention Chairman & Chairman, R P Sanjiv Goenka Group; Mr Sanjay Kirloskar, then Senior Vice President, AIMA & Chairman and Managing Director, Kirloskar Brothers Ltd; Mr Harsh Pati Singhania, then Vice President, AIMA & Vice Chairman & Managing Director, JK Paper Ltd; Ms Rekha Sethi, Director General, AIMA, also addressed the gathering. Dr JS Juneja, Past President, AIMA & Chairman, Global Projects & Services Pvt Ltd was also present on the occasion.



*Kumar Mangalam Birla, Chairman, Aditya Birla Group delivering the keynote address*

Several awards were also presented to dignitaries. Mr T V Mohandas Pai, Past President, AIMA & Chairman, Manipal Global Education Services received the Honorary Life Fellowship of AIMA. The AIMA Kewal Nohria Award for Academic Leadership in Management Education 2019 was presented to Fr E Abraham, Former



*Harshavardhan Neotia, then President, AIMA & Chairman, Ambuja Neotia Group; Nitin Gadkari, Minister of Road Transport & Highways; Micro, Small & Medium Enterprises, Government of India and Sanjiv Goenka, Convention Chairman & Chairman, RP-Sanjiv Goenka Group*



*Ravi Shankar Prasad, Minister of Law and Justice; Communications; Electronics and IT, Government of India*

Director, XLRI Jamshedpur. The AIMA-R K Swamy High-Performance Brand Award 2019 was presented to Titan Company Limited received by Mr Munish Chawla, Regional Business Manager, Jewellery – Titan Company Limited. The NMC Souvenir was also released on the occasion. An LMA CEO workshop was also conducted

during the event and LMA awards were distributed.

Some of the other eminent speakers who addressed the NMC included Mr Sanjeev Sanyal, Principal Economic Advisor in Ministry of Finance, Government of India; Mr Sunil Kant Munjal, Past President AIMA & Chairman, Hero Enterprise; Mr Sudhir Jalan, Past President, AIMA and Chairman, Neo Foods Pvt Ltd; Mr TV Mohandas Pai, Past President, AIMA & Chairman, Manipal Global Education Services; Mr Pranjal Sharma, Author, Kranti Nation: India and the Fourth Industrial Revolution; Mr Amod Malviya, Co-founder, Udaan; Mr Rishabh Kaul, Co-founder, Belong; Mr Sandipan Chattopadhyay, Managing Director & CEO, Xelpmoc Design and Tech Limited; Dr Ganesh Natarajan, Chairman, 5F World, Global Talent Track, Pune City Connect, and SVP India & Founder, CAIA-Center for AI and Advanced Analytics, Kalzoom Advisors; Mr Vikram Singh Mehta, Chairman, Brookings India & Senior Fellow, Brookings Institution; Mr Ajit Ranade, Group Executive President and Chief Economist, Aditya Birla Group; Mr Akhil Bansal, Deputy CEO, KPMG in India; Mr TN Ninan, Chairman, Business Standard Pvt Limited; Ms Shereen Bhan, Managing Editor, CNBC-TV 18; Ms Syna Dehnugara, Chief Brand Officer, LetsVenture; Mr Vineet Agarwal, Managing



*(L-R): Rekha Sethi, Director General, All India Management Association; Sanjay Kirloskar, then Senior Vice President, AIMA & Chairman and Managing Director, Kirloskar Brothers Ltd; Sanjiv Goenka, Convention Chairman & Chairman, RP-Sanjiv Goenka Group; Babul Supriyo, Minister of State for Environment, Forest and Climate Change, Government of India; Amitabh Kant, CEO, NITI Aayog; Harshavardhan Neotia, then President, AIMA & Chairman, Ambuja Neotia Group and Harsh Pati Singhania, then Vice President, AIMA & Vice Chairman & Managing Director, JK Paper Ltd*



*Kumar Mangalam Birla, Chairman, Aditya Birla Group with AIMA office bearers, past presidents & other dignitaries*

Director, Transport Corporation of India Ltd; Mr Abhishek Nath, Managing Director and CEO, Ixora Corporate Services Pvt Ltd; Mr Mohit Gupta, Chief Curator, City Book Leaders; Mr Kartik Sharma, Director, Agnitio; Mr P Balaji, Chief Regulatory and Corporate

Affairs Officer, Vodafone Idea Ltd; Mr Sanjay Gupta, CEO & Editor, Dainik Jagran; Mr Sunil Jain, Managing Editor, The Financial Express; Mr TK Arun, Consulting Editor, The Economic Times and Mr MK Venu, Editor, The Wire.



*Nitin Gadkari, Minister of Road Transport & Highways; Micro, Small & Medium Enterprises, Government of India*



*TV Mohandas Pai, Past President, AIMA & Chairman, Manipal Global Education Services receiving the Life Fellowship of AIMA from Ravi Shankar Prasad, Minister of Law and Justice; Communications; Electronics and IT, Government of India*



(L-R): Sunil Jain, Managing Editor, The Financial Express; Sanjay Gupta, CEO & Editor, Dainik Jagran; Sunil Kant Munjal, Past President AIMA & Chairman, Hero Enterprise; T K Arun, Consulting Editor, The Economic Times and M K Venu, Editor, The Wire



(L-R): Ajit Ranade, Group Executive President and Chief Economist, Aditya Birla Group; Vikram Singh Mehta, Chairman, Brookings India & Senior Fellow, Brookings Institution; Sudhir Jalan, Chairman, Neo Foods Pvt Ltd; TN Ninan, Chairman, Business Standard Pvt Limited and Akhil Bansal, Deputy CEO, KPMG in India



SK Swamy, Chairman & Managing Director, RK Swamy BBDO Pvt Ltd presenting the AIMA - RK Swamy High Performance Brand Award 2019 to Titan Company Limited received by Munish Chawla, Regional Business Manager, Jewellery – Titan Company Limited



(L-R): Sunil Kant Munjal, Past President AIMA & Chairman, Hero Enterprise; Sanjeev Sanyal, Principal Economic Advisor in Ministry of Finance, Government of India and Shereen Bhan, Managing Editor, CNBC-TV 18



Fr E Abraham, Former Director, XLRI Jamshedpur with AIMA - Kewal Nohria Award for Academic Leadership in Management Education 2019



(L-R): P Balaji, Chief Regulatory and Corporate Affairs Officer, Vodafone Idea Ltd; TV Mohandas Pai, Past President, AIMA & Chairman, Manipal Global Education Services and Sanjay Kirloskar, then Senior Vice President, AIMA & Chairman and Managing Director, Kirloskar Brothers Ltd



Sanjiv Goenka; Sanjay Kirloskar; Kumar Mangalam Birla; Harshavardhan Neotia and Harsh Pati Singhania

(L-R): Amod Malviya, Co-founder, Udaan; Ganesh Natarajan, Chairman, 5F World, Global Talent Track, Pune City Connect, and SVP India & Founder, CAIA-Center for AI and Advanced Analytics, Kalzoom Advisors; Pranjal Sharma, Author, Kranti Nation: India and the Fourth Industrial Revolution; Sandipan Chattopadhyay, Managing Director & CEO, Xelpmoc Design and Tech Limited and Rishabh Kaul, Co-founder, Belong

(L-R): Abhishek Nath, Managing Director and CEO, Ixora Corporate Services Pvt Ltd; Syna Dehnugara, Chief Brand Officer, LetsVenture; Mohit Gupta, Chief Curator, City Book Leaders; Vineet Agarwal, Managing Director, Transport Corporation of India Ltd and Kartik Sharma, Director, Agnitio



## 64th Foundation Day & 14th National Management Day



(L-R): Rekha Sethi, Director General, All India Management Association; Sanjay Kirloskar, President, AIMA & Chairman & Managing Director, Kirloskar Brothers Ltd; Piyush Goyal, Minister of Railways and Commerce & Industry, Government of India; and Harsh Pati Singhania, Sr Vice President, AIMA & Vice Chairman & Managing Director, JK Paper Ltd releasing AIMA's 64th Foundation Day and 14th National Management Day souvenir

AIMA held its 64th Foundation Day & 14th National Management Day on the theme 'Winning in the Digital Age' on 21st February 2020. Mr Piyush Goyal, Minister of Railways and Commerce & Industry, Government of India delivered the keynote address and said, "The industry and professional organisations have a role in nation building. If AIMA and other industry organisations join their efforts, India's business ecosystem can be transformed". "We can make India a superpower or the world's greatest economy it once was in this generation and leave a great country for the next generation," he added.

Mr Sanjay Kirloskar, President, AIMA & Chairman & Managing Director, Kirloskar Brothers Ltd welcomed the guests and said, "Indian management was facing twin challenges of technological disruption and economic slowdown. AIMA was there to help Indian enterprises



Piyush Goyal, Minister of Railways and Commerce & Industry, Government of India

deal with these challenges through new management ideas and practices". AIMA Senior Vice President, Mr Harsh Pati Singhania appreciated the awardees for setting great examples of ethical success. He shared that AIMA was committed to nation building and it was helping Indian management adjust to the dramatic changes in business environment. Ms Rekha Sethi, Director General, AIMA, also addressed the gathering and delivered the welcome remarks.

On the occasion, Mr S Ramadorai, Chairman, Governing Board of the Tata Institute of Social Sciences, received the AIMA Life Time Achievement in Management Award. The AIMA Public Service Excellence Award was presented to Mr RS Sodhi, Managing Director, Gujarat Co-operative Milk Marketing Federation Ltd. Mr Harish Bhat, Brand Custodian, Tata Sons, received the AIMA Dr Ram Tarneja Award for Best Article in Indian Management. The Dr JS Juneja Award for Creativity and Innovation in MSME was presented to Microlit. The award was received by Mr Atul Jain, Director, R&D, Microlit and Mr Aadhar Jain, Head-Product Development, Microlit.

The book 'Innovation: Key to Success for Enterprises'



*Piyush Goyal presenting the AIMA Public Service Excellence Award to RS Sodhi, Managing Director, Gujarat Co-operative Milk Marketing Federation Ltd*

was launched on the occasion. Dr JS Juneja, Chairman, AIMA MSME Committee & Chairman, Global Projects & Services Pvt Ltd introduced the book to the audience.

The Foundation Day souvenir was also released by guests of honour. About 300 business leaders, management experts, academicians and students joined the occasion.



*Piyush Goyal presenting the AIMA Life Time Achievement in Management Award to S Ramadorai, Chairman, Governing Board of the Tata Institute of Social Sciences as Sanjay Kirloskar, and Mala Ramadorai look on*



◀ Release of the book 'Innovation: Key to Success for Enterprises'. (L-R): Sanjay Kirloskar; JS Juneja, Chairman, AIMA MSME Committee & Chairman, Global Projects & Services Pvt Ltd, Piyush Goyal and Harsh Pati Singhania



Awardees & delegates at AIMA's 64th Foundation Day & 14th National Management Day



Sanjay Kirloskar, President, AIMA & Chairman & Managing Director, Kirloskar Brothers Ltd



Harish Bhat, Brand Custodian, Tata Sons recipient of the AIMA - Dr Ram Tarneja Award for Best Article in Indian Management



Atul Jain, Director, R&D and Aadhar Jain, Head, Product Development from Microlit, recipients of the AIMA - Dr JS Juneja Award for Creativity and Innovation in MSME

GLOBAL



## 4th US-India Conference



(L-R): Solomon Darwin, Executive Director, Garwood Center for Corporate Innovation, Haas School of Business, University of California, Berkeley; Rekha Sethi, Director General, All India Management Association; Sanjay Kirloskar, President, AIMA & Chairman and Managing Director, Kirloskar Brothers Ltd; Carol Christ, Chancellor, University of California, Berkeley; Sunil Kant Munjal, Conference Chairman & Chairman, Hero Enterprise; Conrad Sangma, Chief Minister, Government of Meghalaya, India; Sanjay Panda, then Consul General of India, San Francisco and Munis D Faruqui, Director, Institute for South Asia Studies, Sarah Kailath Chair of India Studies, University of California, Berkeley

AIMA organised the 4th US-India Conference on 27 September 2019 at Haas School of Business, UC Berkeley in San Francisco, California. Top executives and government & academic leaders from both the countries explored areas for greater collaboration. Delivering the keynote address, Mr Conrad Sangma, Chief Minister, Government of Meghalaya invited American companies to invest in the state. He told the audience about the ongoing transformation of the state's agrarian economy into a tech-driven services economy.

Mr Sanjay Kirloskar, President, AIMA and Chairman and Managing Director, Kirloskar Brothers, stressed on the need to create new rules of international ties and renew trust in institutions. Mr Sunil Kant Munjal, Conference Chairman and Chairman, Hero Enterprise, drew attention



Sunil Kant Munjal, Conference Chairman & Chairman, Hero Enterprise and Paul Saffo, Technology Forecaster and Consulting Associate Professor, Stanford University

to the ongoing efforts to sign a free trade agreement between the two countries. Mr Sanjay Panda, then Consul General of India, San Francisco, gave a special address and highlighted India's efforts to become a \$5 trillion economy in the next five years. Ms Carol Christ, Chancellor, University of California, Berkeley delivered the welcome address which was followed by introductory remarks by Ms Rekha Sethi, Director General, AIMA. Dr Munis D Faruqui, Director, Institute for South Asia Studies, Sarah Kailath Chair of India Studies, University of California, Berkeley, presented the vote of thanks and Prof Solomon Darwin, Executive Director, Garwood Center for Corporate Innovation, Haas School of Business, University of California, Berkeley, presented the concluding remarks.

Mr Sunil Kant Munjal in conversation with Prof Paul Saffo, Technology Forecaster and Consulting Associate Professor, Stanford University, discussed how the shift to



*Henry Chesbrough, Faculty Director, Garwood Center for Corporate Innovation, Haas School of Business, University of California, Berkeley and Richard Lyons, Former Dean, Haas School of Business and William and Janet Cronk Chair in Innovative Leadership, University of California, Berkeley*



*(L-R): Ganesh Iyer, Edgar F Kaiser Professor of Business Administration, Haas School of Business, University of California, Berkeley; Sanjay Kirloskar, President, AIMA & Chairman and Managing Director, Kirloskar Brothers Ltd; Mukesh Aghi, President and CEO, US-India Strategic Partnership Forum (USISPF); R Mukundan, Managing Director and CEO, Tata Chemicals Ltd and Sandeep Kishore, CEO & MD, Zensar Technologies & Management Board Member, RPG Enterprises*

exponential technologies will unnerve incumbents and create vast new opportunities.

Some of the other eminent speakers who addressed the daylong conference included Mr TV Mohandas Pai, Chairman, Manipal Global Education Services; Prof Henry Chesbrough, Faculty Director, Garwood Center for Corporate Innovation, Haas School of Business, University of California, Berkeley; Mr Richard Lyons, Former Dean, Haas School of Business, and William and Janet Cronk Chair in Innovative Leadership, University of California, Berkeley; Mr R Mukundan, Managing Director and CEO, Tata Chemicals Ltd; Mr Sandeep Kishore, CEO & MD, Zensar Technologies & Management Board Member, RPG Enterprises; Prof Ganesh Iyer, Edgar F Kaiser, Professor of Business Administration, Haas School of Business, University of California, Berkeley; Mr Mukesh Aghi, President and CEO, US-India Strategic Partnership Forum (USISPF); Mr Ganesh V Iyer,



*Carol Christ, Chancellor, University of California, Berkeley*



*(L-R): Ashu Garg, General Partner, Foundation Capital; Vineet Gulati, Founder & CEO, Payssurance; Vas Bhandarkar, CEO & Co-founder, ScoreData Corporation; Catherine Wolfram, Associate Dean for Academic Affairs & Cora Jane Flood Professor of Business, Administration, Haas School of Business, University of California, Berkeley; Atiq Raza, Chairman & CEO, Virsec Systems Inc.; Kaval Kaur, CFO and Co-founder, AlertEnterprise Inc. and Ashwani Rishi, Executive Vice President, Virtusa Corp*



*(L-R): Stratos Nguyen Davlos, CTO & Sr Vice President, Innoplexus AG; Charlie Isaacs, CTO - Customer Connection, Salesforce; TV Mohandas Pai, Chairman, Manipal Global Education Services; Ganesh V Iyer, Managing Director, NIO USA and Global CIO, NIO; Thomas Y Lee, Director of Data Science, Fisher Center for Business Analytics, Haas School of Business, University of California, Berkeley; Soma Velayutham, Head of Industry Business Development and AI Deep Learning, NVIDIA and Sanjay Kirloskar, President, AIMA & Chairman and Managing Director, Kirloskar Brothers Ltd*

Managing Director, NIO USA and Global CIO, NIO; Prof Thomas Y Lee, Director of Data Science, Fisher Center for Business Analytics, Haas School of Business, University of California, Berkeley; Mr Stratos Nguyen Davlos, CTO & Sr Vice President, Innoplexus AG; Mr Soma Velayutham, Head of Industry Business Development and AI Deep Learning, NVIDIA; Mr Charlie Isaacs, CTO - Customer Connection, Salesforce; Mr Vas Bhandarkar, CEO & Cofounder, ScoreData Corporation; Mr Atiq Raza, Chairman & CEO, Virsec Systems Inc; Ms Kaval Kaur, CFO and Co-founder, AlertEnterprise Inc; Mr Ashu Garg, General Partner, Foundation Capital; Mr Vineet Gulati, Founder & CEO, Payssurance; Mr Ashwani Rishi, Executive Vice President, Virtusa Corp and Prof Catherine Wolfram, Associate Dean for Academic Affairs and Cora Jane Flood Professor of Business Administration, Berkeley Haas, Haas School of Business, University of California, Berkeley.

The conference drew nearly 200 delegates including Indian CEOs, entrepreneurs and technologists from Silicon Valley, and students and faculty of Haas School of Business, UC Berkeley.



*Sanjay Kirloskar, President, AIMA & Chairman and Managing Director, Kirloskar Brothers Ltd*



*Sanjay Panda, then Consul General of India, San Francisco*



(L-R): Sanjay Kirloskar, President, AIMA & Chairman and Managing Director, Kirloskar Brothers Ltd; Solomon Darwin, Executive Director, Garwood Center for Corporate Innovation, Haas School of Business, University of California, Berkeley; Conrad Sangma, Chief Minister, Government of Meghalaya, India; Sunil Kant Munjal, Conference Chairman & Chairman, Hero Enterprise and Rekha Sethi, Director General, All India Management Association



Paul Saffo, Technology Forecaster and Consulting Associate Professor, Stanford University



R Mukundan, Managing Director and CEO, Tata Chemicals Ltd addressing



Sunil Kant Munjal, Conference Chairman & Chairman, Hero Enterprise



TV Mohandas Pai, Chairman, Manipal Global Education Services

## CEOs Delegation to the Silicon Valley



*CEOs delegation at Twitter*

AIMA organised a CEOs Delegation visit to iconic Silicon Valley companies from the 30 September to 3 October 2019. The delegation included stalwarts from various companies and industries and was led by Mr Sunil Kant Munjal, Chairman, AIMA International and Chairman, Hero Enterprise and Mr Sanjay Kirloskar, President, AIMA and Chairman and Managing Director, Kirloskar Brothers Ltd. The delegation included Mr TV Mohandas Pai, Chairman, Manipal Global Education Services; Mr R Mukundan, Managing Director and CEO, Tata Chemicals Limited; Mr Vineet Agarwal, Managing Director, Transport Corporation of India Ltd; Prof Solomon Darwin, Executive Director, Garwood Center for Corporate Innovation Haas School of Business, University of California, Berkeley; Ms Rekha Sethi, Director General, All India Management Association; Mr Shiv Siddhant Kaul, Managing Director, Nicco Engineering Services Ltd; Mr Pranav Pai, Founding Partner and Chief Investment Officer, 3one4 Capital and



*Sunil Kant Munjal, Chairman, AIMA International and Chairman, Hero Enterprise with Allen Blue, Co-Founder of LinkedIn*

Mr Siddarth Pai, Founding Partner and Chief Financial Officer, 3one4 Capital.

The visits were conducted at Silicon Valley's most innovative companies such as LinkedIn, IDEO Group, Twitter, Salesforce, Embraer, Varian Medical Systems, Carbon 3D, Square, NIO US, Intel, Roambee and PayPal.

*AIMA CEOs delegation at NIO*



*Peter Schwartz, Senior VP Strategic Planning, Salesforce with Sanjay Kirloskar, President, AIMA and Chairman and Managing Director, Kirloskar Brothers Ltd*



*TV Mohandas Pai with Dow Wilson, President, CEO, Varian Medical Systems*



*CEOs delegation at LinkedIn*



CEOs delegation at Carbon 3D



Sanjay Kirloskar, President, AIMA and Chairman & Managing Director, Kirloskar Brothers Ltd at Square



CEOs delegation at Intel



CEOs delegation at Roambee

### Companies Visited

Carbon



IDEO



PayPal



varian



# Asian Association of Management Organisations



*AAMO 2nd Council Meeting 2019 and 8th Annual General Meeting in Sydney*

## 2nd Council Meeting of 2019 and 8th Annual General Meeting

AIMA participated in the Asian Association of Management Organisation's (AAMO) 2nd Council Meeting of 2019 and 8th Annual General Meeting held on 23-25 October 2019 in Sydney, Australia. AAMO representatives, including those from Macau, India, Australia, Malaysia, Philippines, Nepal and others, gathered to discuss the current and future plans of the organisation.

India (AIMA) took over the Presidency of AAMO from Malaysia at this meeting and nominated Mr Rajive Kaul, Past President, AIMA &

Chairman, NICCO Group as President. The AAMO Secretariat which rotates with the Presidency will now be handled by AIMA for the next three years.



*Handover of AAMO Presidency to AIMA*

*Signing of MoU between Management Association of Nepal and Institute of Managers and Leaders, Australia*



## 1st Council Meeting 2020 & Extraordinary General Meeting

AIMA also participated in the AAMO 1st Council Meeting 2020 & Extraordinary General Meeting held on 19 March 2020 via Zoom. AAMO representatives including those from Australia, Hong Kong, India, Macau, Malaysia, Nepal, Pakistan, Philippines and Sri Lanka joined to discuss the current and future plans of the organisation.

At the meetings, member countries charted out avenues for closer collaboration between the NMOs to create more platforms for sharing best management practices. As part of this initiative, Hong Kong Management

Association organised an online Seminar 'In the Shadow of COVID-19: Insights on the Impacts and Opportunities for Change' on 27 May 2020 with AAMO as a Supporting Organisation.

AAMO is a partnership of NMOs in the Asian Pacific region whose purpose is to share and actively leverage resources to enhance the achievement of their respective missions. The current 11 countries of AAMO include Australia, Hong Kong, India, Macau, Malaysia, Nepal, New Zealand, Pakistan, Philippines, Sri Lanka and Korea.



*AAMO 1st Council Meeting 2020 & Extraordinary General Meeting in progress*



*Prime Minister of Nepal K P Sharma Oli (fifth from left) recipient of AAMO Visionary Leader & Nation Builder Award and AAMO Asian Leadership Awardees D Shivakumar, Group Executive President, Aditya Birla Management Corp Pvt Ltd (fourth from left) and Chandra Prasad Dhakal, Co-Founder and Chairman, IME Group, Kathmandu (third from right) with Rajive Kaul, President, AAMO, Past President, AIMA & Chairman, NICCO Group (third from left) and Government of Nepal & MAN dignitaries*

## AAMO Awards Night 2020

The AAMO Awards Night, hosted by Management Association of Nepal, was held on 7 February 2020 at Kathmandu Nepal. Mr Rajive Kaul, President, AAMO, Past President, AIMA & Chairman, NICCO Group delivered the welcome address and presented the AAMO Visionary Leader & Nation Builder Award to the Chief Guest on the occasion, the Prime Minister of Nepal, Mr K P Sharma Oli.

The AAMO Asian Leadership Award for 2020 was presented to Mr D Shivakumar, Group Executive President, Aditya Birla Management Corp Pvt Ltd – nominated by AIMA and to Mr Chandra Prasad Dhakal, Co-Founder and Chairman, IME Group, Kathmandu – nominated by Management Association of Nepal by the Prime Minister of Nepal.

AAMO instituted the AAMO Asian Leadership Award in 2019 to honour and recognise business leaders from the Asia Pacific region,

who demonstrate outstanding and visionary leadership. Each year AAMO member nations nominate one industry leader from their respective countries to receive this Award.



*D Shivakumar, Group Executive President, Aditya Birla Management Corp Pvt Ltd receiving the AAMO Asian Leadership Award 2020 from K P Sharma Oli, Prime Minister of Nepal as Rajive Kaul looks on*

# Horasis



*Vuong Dinh Hue, Deputy Prime Minister of Vietnam with the AIMA delegation and other speakers*

## Horasis Asia Meeting 2019

AIMA was one of the co-organisers of the Horasis Asia Meeting 2019, held on 24 & 25 November 2019 at Binh Duong New City, Vietnam. The meeting brought together over 400 of the foremost business and political leaders from across Asia and the world.

AIMA President, Mr Sanjay Kirloskar, Chairman and Managing Director, Kirloskar Brothers Ltd was a Co-Chair of the Asia Meeting. The Horasis Asia meeting was also attended by the AIMA Director General, Ms Rekha Sethi. Mr Sanjay Kirloskar addressed a session on 'Asia in Transition' along with speakers from China, Malaysia, Vietnam and Singapore, and deliberated on how Asia companies can accelerate sustainable growth and take advantage of the opportunities emerging from a rampant change in an era of disruption.

Ms Rekha Sethi participated in a panel discussion on

'Addressing Asia's Gender Gap' and shared her views on encouraging women leadership in business, government and civil society and tapping Asia's female talent more effectively.

Some of the other Indian thought leaders and speakers at the Horasis Asia Meeting included Mr Pranjal Sharma, Contributing Editor, BusinessWorld; Mr Richard Rekhy, Member of the Board, KPMG, UAE; Mr Suman Bose, Principal and Co-founder, GoFar Advisory and Investments, Singapore to name a few.

The Horasis Asia Meeting aims to be Asia's foremost annual gathering of the region's most senior leaders from business and government. This annual event is an ideal platform to explore and advance regional cooperation, impact investing and sustainable growth.



*Sanjay Kirloskar, President, AIMA and Chairman & Managing Director, Kirloskar Brothers Ltd with other speakers at the session on 'Asia in Transition'*

*(L-R): Pranjal Sharma, Contributing Editor, BusinessWorld; Sanjay Kirloskar, Chairman, Kirloskar Brothers Ltd; Rekha Sethi, Director General, AIMA; Suman Bose, Principal and Co-founder, GoFar Advisory and Investments, Singapore and Richard Rekhy, Member of the Board, KPMG, UAE*



*Rekha Sethi, Director General, AIMA with other speakers of the session on 'Addressing Asia's Gender Gap'.*

## Horasis India Meeting



*Sanjay Kirloskar, President, AIMA and Chairman, Kirloskar Brothers Ltd*



*Harsh Pati Singhania, Sr Vice President, AIMA and Vice Chairman, and Managing Director, JK Paper*



*CK Ranganathan, Vice President, AIMA and Founder & Chairman, Cavinkare*

AIMA was one of the co-organisers of the 12th Horasis India Meeting held virtually for the first time on 22 June 2020. With a gathering of over 400 senior thought leaders from across the globe as speakers, the Horasis India Meeting took an in-depth look at both the short-term and longer-term impact on the Indian economy. AIMA contributed to the discussions with a high profile delegation of speakers.

Addressing a Plenary Session on 'Deepening India's Transformation', Mr Sanjay Kirloskar, President, AIMA and Chairman, Kirloskar Brothers shared with the audience that India has a massive opportunity in this pandemic and needs to focus on strategies to recommence on its journey of transformation. "Investors want to see more stability in the long term. Currently, people are investing in India, and that is a positive signal" he opined.

Mr Harsh Pati Singhania, Sr Vice President, AIMA and

Vice Chairman, and Managing Director, JK Paper spoke about how the reverse migration has affected the economy in especially the manufacturing sector, but the sector needs to re-think and evaluate ideas where technology like artificial intelligence, data analytics play an important role.

“ A gathering of senior thought leaders from across the globe ”



*Preetha Reddy, Vice Chairperson, Apollo Hospitals*

Mr CK Ranganathan, Vice President, AIMA and Founder & Chairman, Cavinkare, while speaking at a discussion on 'Industry Delivering Solutions Locally and Globally' said, "The FMCG sector is coming back to normal and should return to an earlier situation similar to what it was in January 2020, by the beginning of the third quarter."

Some of the other speakers from AIMA included Mr Sunil Kant Munjal, Chairman, Hero Enterprise; Mr TV Mohandas Pai, Chairman, Manipal Global Education; Ms Preetha Reddy, Vice Chairperson, Apollo Hospitals; Mr Harshavardhan Neotia, Chairman, Ambuja Neotia Group; Mr Rajive Kaul, Chairman, NICCO Group; Mr Kewal Handa, Chairman, Union Bank of India; Mr Hemant Kanoria, Chairman, Srei Infrastructure Finance Limited;



*Rajive Kaul, Chairman, NICCO Group*



*TV Mohandas Pai, Chairman, Manipal Global Education*



*Harshavardhan Neotia, Chairman, Ambuja Neotia Group*



*Sunil Kant Munjal, Chairman, Hero Enterprise addressing a plenary session*





*Kewal Handa, Chairman, Union Bank of India*



*Akhil Bansal, Deputy Chief Executive Officer, KPMG India*



*Pranjal Sharma, Contributing Editor, BusinessWorld*



*Darshan Rathod, Co-founder, Acumen M&A Advisors LLP*



*Vijay Thadani, Vice Chairman and Managing Director, NIIT*



*R Mukundan, Managing Director, Tata Chemicals*



*Kartik Sharma, National Events Chair, YLC*

Mr Pramod Bhasin, Founder, and Chairman, ClixCapital; Dr Ganesh Natrajan, Chairman, 5F World; Mr Richard Rekhy, Member of the Board, KPMG, UAE; Mr Vijay Thadani, Vice Chairman and Managing Director, NIIT; Mr Akhil Bansal, Deputy Chief Executive Officer, KPMG India; Mr R Mukundan, Managing Director, Tata Chemicals; Mr Suman Bose, Principal and Co-founder, GoFar Advisory and Investments; Mr Vineet Agarwal, Managing Director, TCI Group; Mr Pranjal Sharma, Contributing Editor, Business World and Mr Kartik Sharma, Director, Agnitio.

The confirmed cases from Covid-19 continue to rise in India and elsewhere, creating dire economic and political challenges. At this critical moment, the Horasis India Meeting took an in depth look at the short and longer-term impact on the Indian economy. This year's virtual meeting attracted more than 420 speakers who were joined by 1,500 additional participants from around the world.

Introduced 12 years ago, the Horasis India Meeting has become the foremost annual meeting of Indian business leaders and their global counterparts. It provides a platform for both business and government to discuss a wide range of issues related to the Indian economy.

# Berkeley Innovation Forum



*Sunil Kant Munjal, Chairman, AIMA International and Chairman, Hero Enterprise*



*Amitabh Kant, CEO, NITI Aayog*



*Nandan Nilekani, Non-Executive Chairman, Infosys Ltd*

AIMA partnered with Center for Growth Markets, UC Berkeley to organise the inaugural edition of Berkeley Innovation Forum in India on the theme 'Rebuilding India Post Covid19' on 5, 6 and 7 August 2020; chaired by Mr Amitabh Kant, CEO, NITI Aayog and co-chaired by Mr Sunil Kant Munjal, Chairman, AIMA International and Chairman, Hero Enterprise. Prof Solomon Darwin, Executive Director, Center for Growth Markets, UC Berkeley was the programme convener. This semi-annual Forum aims to serve as an interactive leadership platform to brainstorm key issues and develop actionable roadmap to restore economic growth in India post-COVID-19.

Day one began with a welcome address by Ms Ann E Harrison, Dean of the Haas School of Business, UC Berkeley, followed by the keynote addresses by Mr Amitabh Kant and Mr Sunil Kant Munjal. The discussions on this day focused on the roadmap to establish India as a manufacturing hub for a diversified global supply chain.

On day two, Ms Catherine Wolfram, Associate Dean for Academic Affairs and Chair of Faculty, Haas School of

Business, UC Berkeley welcomed the participants and Ms Rekha Sethi, Director General, AIMA set the context for discussions for the day which focused on using digital technologies for education and skill development. Mr Nandan Nilekani, Non-Executive Chairman, Infosys Ltd delivered the keynote address which was followed by



*Sanjay Kirloskar, President, AIMA and Chairman & Managing Director, Kirloskar Brothers Ltd*

discussions on building digital infrastructure to foster digital education and skill development. Mr Sanjay Kirloskar, President, AIMA and Chairman & Managing Director, Kirloskar Brothers Ltd along with Dr Ganesh Iyer, Faculty Director, Center for Growth Markets, at Berkeley Haas welcomed the participants and set the context for the discussions for day three, which focused on creating digital ecosystems for healthcare and financial inclusion, critical for mitigating the impact of covid pandemic.

Some of the other prominent business leaders who participated at the forum included Mr Nikhil Meswani, Executive Director, Reliance Industries; Mr TV Mohandas Pai, Chairman, Manipal Global Education; Ms Preetha Reddy, Vice Chairperson, Apollo Hospitals; Mr Pankaj Munjal, Chairman, Hero Cycles; Mr Satish Reddy, Chairman, Dr Reddy's Laboratories; Ms Arundhati Bhattacharya, Chairperson & CEO, Salesforce India; Mr Dilip Asbe, Managing Director & CEO, National Payments Corporation of India; Mr R Mukundan, Managing Director and CEO, Tata Chemicals; Mr Anant Maheshwari, President, Microsoft India; Mr CP Gurnani, CEO and Managing Director, Tech Mahindra; Mr Ravi Kirpalani, Managing Director & CEO, Thyssenkrupp India; Mr Rajeev Mittal, Managing Director-India and SAARC, Autodesk; Ms Sindhu Gangadharan, SVP and Managing Director, SAP Labs India; Mr Alok Ohrie, President & MD, Dell Technologies India; Ms Nivruti Rai, Country Head, Intel India; Mr Pradeep Nair, Managing Director, VMware India; Mr Dhiraj Relli, CEO & Managing Director, HDFC Securities Ltd; Mr Sanjeev Singh, SVP & Business Head for India – SRE and Products Segment, Wipro Ltd; Mr Prateek Pashine, President Enterprise Business, Reliance Jio amongst others.

The discussions at the forum set the stage to identify opportunities for developing a collaborative roadmap in partnership with UC Berkeley, that will be presented to the group at its next meeting in February 2021.



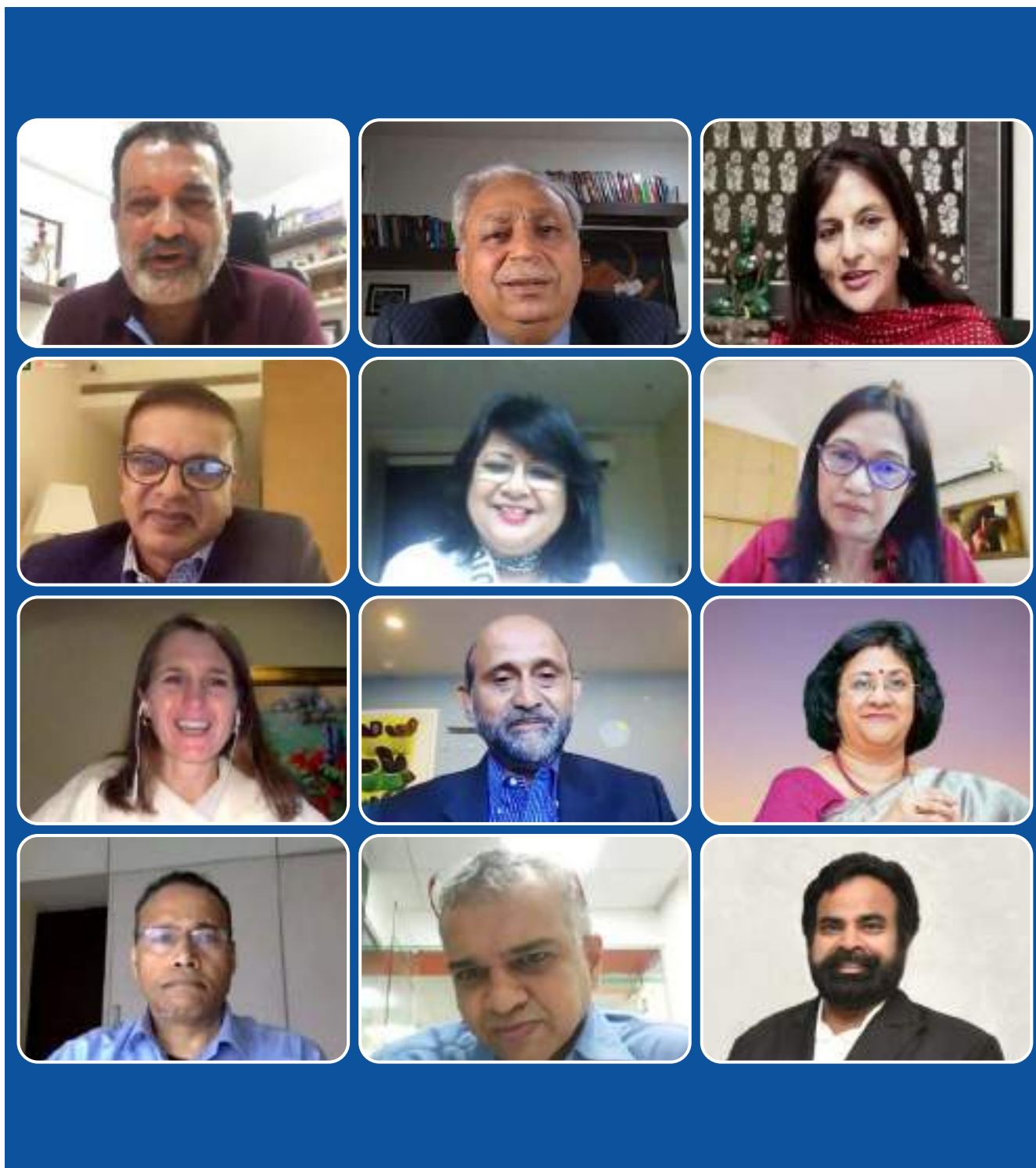
*Nikhil Meswani, Executive Director, Reliance Industries*



*Ann E Harrison, Dean of the Haas School of Business, UC Berkeley*



*Anant Maheshwari, President, Microsoft India*



(L-R from top): TV Mohandas Pai, Chairman, Manipal Global Education; CP Gurnani, CEO and Managing Director, Tech Mahindra; Preetha Reddy, Vice Chairperson, Apollo Hospitals; Satish Reddy, Chairman, Dr. Reddy's Laboratories; Rekha Sethi, Director General, AIMA; Nivruti Rai, Country Head, Intel India; Catherine Wolfram, Associate Dean for Academic Affairs and Chair of Faculty, Haas School of Business, UC Berkeley; Ganesh Iyer, Faculty Director, Center for Growth Markets, Berkeley Haas; Arundhati Bhattacharya, Chairperson & CEO, Salesforce India; R Mukundan, Managing Director and CEO, Tata Chemicals; Dilip Asbe, Managing Director & CEO, National Payments Corporation of India and Solomon Darwin, Executive Director, Center for Growth Markets, UC Berkeley

# KNOWLEDGE TRANSFER



## 10th Senior Leadership Retreat



*Speakers & delegates of the 10th Senior Leadership Retreat*

AIMA organised its 10th edition of Senior Leadership Retreat on the theme 'Innovation Strategy: Getting Results' from 13–15 December 2019 at Goa. The Retreat was organised under the Chairmanship of Mr Sunil Kant Munjal, Past President, AIMA & Chairman, Hero Enterprise. The Retreat aimed to identify some of the emerging issues faced by senior leadership in the current volatile scenario and provided insights into innovative approaches and strategies that would deliver real value.

Some of the speakers included Mr Suresh Prabhu, India's Sherpa to the G20 & Former Union Minister of Commerce & Industry; Mr Sanjay Kirloskar, President AIMA and Chairman and Managing Director, Kirloskar Brothers Ltd; Mr Harsh Pati Singhania, Senior Vice President, AIMA and Vice Chairman & Managing Director, JK Paper Ltd; Mr TV Mohandas Pai, Past President, AIMA and Chairman, Manipal Global Education Services; Mr D Shivakumar, Past President, AIMA and Group Executive President, Corporate Strategy & Business Development, Aditya Birla Group; Mr Akhil Bansal, Deputy CEO, KPMG in India; Ms Ritu Beri, International Fashion Designer & Founder, The Luxury League; Ms Rashmi Bansal, Writer,

Entrepreneur and Motivational Speaker; Mr Shrinivas Dempo, Chairman, Dempo Group of Companies, Mr Richard Rekhy, Board Member, KPMG in Dubai; Mr Kartik Sharma, Director, Agnitio and Dr Ganesh Natarajan, Chairman, 5F World & Founder, Center for AI & Advanced Analytics. The Retreat was attended by 24 delegates from various sectors.



*Suresh Prabhu, India's Sherpa to the G20 & Former Union Minister of Commerce & Industry*



(L-R): Akhil Bansal, Deputy CEO, KPMG in India; Harsh Pati Singhania, Senior Vice President, AIMA and Vice Chairman & Managing Director, JK Paper Ltd; Shrinivas Dempo, Chairman, Dempo Group of Companies and Ganesh Natarajan, Chairman, 5F World & Founder, Center for AI & Advanced Analytics



Sanjay Kirloskar, President, AIMA, Chairman and Managing Director, Kirloskar Brothers Ltd



TV Mohandas Pai, Chairman, Manipal Global Education Services and Sunil Kant Munjal, Chairman, Hero Enterprise



Ritu Beri, International fashion designer & Founder, The Luxury League and D Shivakumar, Group Executive President, Corporate Strategy & Business Development, Aditya Birla Group



Richard Rekhy, Board Member, KPMG in Dubai and Suresh Prabhu, India's Sherpa to the G20 & Former Union Minister of Commerce & Industry with participants

## 2nd AI & Big Data Retreat



*Participants of the 2nd AI & Big Data Retreat*

AIMA organised its second AI & Big Data Retreat with the theme 'AI in an Enterprise: Automating Business' held from 14-16 February 2020 at Goa. The Retreat was chaired by Mr TV Mohandas Pai, Chairman, Manipal Global Education and Mr Umakant Soni, Co-founder, AI foundry and Advisor & Founding Partner, pi Ventures was the Programme Director.

Some of the other eminent speakers who addressed the participants included Mr Pulak Ghosh, IIMB Chair of Excellence & Professor, Decision Sciences & Center of Public Policy, IIM, Bangalore; Mr Arnab Kumar, Programme Director, NITI Aayog; Mr Devendra Chawla, CEO and Managing Director, Spencer's Retail Limited; Mr Arjun Jain, Co-founder, Priorfree AI; Adjunct Professor, CDS Dept, IISc and AI Foundry; Mr Rohit Rathi, Co-founder, Karmalife; Mr Gaurav Aggrawal, Research Scientist, Google Research & Former Head of Data Science & AI – Ola; Mr Vijay Chandru, Co-Founder, Strand Life Sciences and Mr Utkarsh B, Technology Advisor to CEO & Distinguished Architect, Flipkart. The format of the Retreat included interactive sessions, case

studies, talks by inspirational leaders and more. How AI can help enterprises achieve greater efficiency in operations, accelerate product and business model innovation and help enterprises select or develop appropriate AI solutions, were the topics covered in the two day programme.



*Umakant Soni, Co-founder, AI foundry and Advisor & Founding Partner, pi Ventures addressing*

## 8th Innovation Practitioner's Summit



(L-R): Shantanu Saha, Founder & CEO, The Recruiters and Ex – HR Head, Author; Divya Penumetsa, Head - Product and Technology Innovation, PricewaterhouseCoopers; Rama Shankar Pandey, Managing Director, Hella India Lighting Ltd; Monisha Chowla, Director & Founder, Ikigai Communications; Puneet Agarwal, Vice Chairman, MIET Group of Institutions and Samir Ahluwalia, Co-Founder, Content Advisory Group

To encourage, recognise and award the best innovation practices across disciplines, AIMA organised the 8th edition of its Innovation Practitioner's Summit on 4 December 2019 in New Delhi. The summit was based on a Case Study Contest on breakthrough Innovations in categories of Manufacturing/Logistic & Supply Chain, Sustainability & Corporate Social Responsibility, Product Development, Learning and Development (L&D) and Digital Transformation. The winners in each category were chosen from shortlisted case studies by a neutral Jury panel, comprising of industry veterans and topic experts, with PwC as the Knowledge partner. The top winner from each category showcased their award winning case studies at the summit.

The summit also attracted eminent industry leaders who shared their views and insights on the leading innovation trends and challenges. Some of the key speakers included Mr Anurag Dua, Partner, PwC India; Ms Monisha Chowla, Director & Founder, Ikigai Communications;

Mr Rama Shankar Pandey, Managing Director, Hella India Lighting Ltd; Mr Puneet Agarwal, Vice Chairman, MIET Group of Institutions; Ms Divya Penumetsa, Head, Product and Technology Innovation, PricewaterhouseCoopers; Mr Samir Ahluwalia, Co-Founder, Content Advisory Group and Mr Shantanu Saha, Founder & CEO, The Recruiters and Ex HR Head, Author.



Case studies and insights  
on breakthrough innovation  
strategies and trends



## Global Procurement Summit



*Rekha Sethi, Director General, AIMA presenting a memento to Suresh Prabhu, India's Sherpa at G20 as Pranjal Sharma, Economic Analyst, Advisor & Author looks on*

AIMA in partnership with Ministry of Electronics and Information Technology, Ministry of Finance, Government of India and the World Bank organised the 5th Global Procurement Summit on 10 - 11 February 2020 at New Delhi. The theme of the summit was 'Procurement in 21st Century'.

Mr Suresh Prabhu, India's Sherpa at G20 delivered the special address and Dr TV Somanathan, Secretary (Expenditure), Ministry of Finance delivered the inaugural address.

Some of the other eminent speakers included Mr Nikhil Sawhney, Treasurer, AIMA and Vice Chairman & MD, Triveni Turbine Ltd; Mr Junaid Kamal Ahmad, Country Director India, World Bank; Mr Kumar V Pratap, Joint Secretary, Department of Economic Affairs, Ministry of Finance; Ms Manmeet Nanda, Joint Secretary, Department for Promotion of Industry and Internal Trade, Ministry of Commerce & Industry; Mr Talleen Kumar, CEO, Government e-Marketplace; Mr Maurice Diamond,

PPP Expert, IPATS, London; Mr Shish Haider Chowdhury, Director Coordination and Training, CPTU, IMED, Ministry of Planning, Government of Bangladesh; Mr Xiaoping Li, Senior Procurement Specialist, World Bank, Washington; Mr Michael Graeme Osborne, Senior Procurement Specialist, The World Bank, Washington; Mr Sandeep Verma, Principal Secretary, Government of Rajasthan; Mr Sanjay Aggarwal, Director, Department of Expenditure, Ministry of Finance; Mr Vinay Vijay Singh, World Bank Lead Partner, KPMG India; Mr Maurice E Diamond, Fellow, Chartered Institute of Public Finance and Accountancy; Mr RK Pandey, Member, National Highway Authority of India; Mr Ashutosh Vajpeyi, Joint

“ Procurement in the  
21st Century ”



(L-R): Nikhil Sawhney, Treasurer, AIMA and Vice Chairman & MD, Triveni Turbine Ltd; TV Somnathan, Secretary (Expenditure), Department of Expenditure, Ministry of Finance; Junaid Kamal Ahmad, Country Director-India, World Bank and Raj Agrawal, Director, AIMA

Secretary Economic Affairs, Government of Rajasthan; Ms Anubha Prasad, National Coordinator, United Nations Environment Programme; Mr Chenjerani Simon B Chirwa, Lead Procurement Specialist, Governance Global Practice, The World Bank; Ms Manmeet Kaur Nanda, Joint Secretary, Department for Promotion of Industry and Internal Trade, Ministry of Commerce and Industry;

Dr Neeta Verma, Director General, National Informatics Centre, Ministry of Electronics and Information Technology; Mr PVV Satyanarayana, General Manager, Centre for Railway Information Systems; Mr Ishtiaq Siddique, Senior Procurement Specialist, The World Bank amongst others. The summit was well attended by more than 200 delegates from various countries.



(L-R): Manmeet Nanda, Joint Secretary, Department for Promotion of Industry and Internal Trade, MoCI; Srikanta K Panigrahi, Director General, Indian Institute of Sustainable Development; Anubha Prasad, National Coordinator, United Nations Environment Programme and Ishtiaq Siddique, Senior Procurement Specialist, The World Bank

## HRM Conclave



*(L-R): S Y Siddiqui, Executive Advisor-Maruti Suzuki India; P Dwarakanath, Chairman, GSK Consumer Healthcare Ltd and Suresh Dutt Tripathi, Vice President HR, Tata Steel*

AIMA organised an HRM conclave on the theme 'HR Strategy on Talent, Technology & Transformation' on 12 February 2020 at New Delhi. Mr SY Siddiqui, Executive Advisor, Maruti Suzuki India was the Conclave Chairman. Mr P Dwarakanath, Chairman, GSK Consumer Healthcare Ltd delivered the keynote address and the concluding remarks were given by Mr Suresh Dutt Tripathi, Vice President HR, Tata Steel.

Some of the other eminent speakers included Mr Ashok Taneja, MD & CEO, Shriram Pistons & Rings; Ms Amrita Sharan, Director HR, Air India; Mr Arun Malhotra, Former MD, Nissan Motors India; Mr Sameer Wadhawan, Sr Vice President and Head of Human Resources, Samsung Electronics India Limited; Mr Sudhakar Ambati, Head Human Capital & CSR, Dabur India Ltd; Mr Richard Lobo, Executive Vice President & Head HR, Infosys; Mr Sanjay Bose, Executive Vice President HR and L&D, ITC Limited Hotels Division; Mr Sabih Kidwai, Director Learning Solutions, Schneider Electric; Mr Rajiv Kapoor, Executive Director & CEO, Group HRM, UNO Minda Group;

Mr Mussarat Hussain, Head, Leadership & Functional School, Maruti Suzuki; Mr Abhay Kapoor, Sr HR Leader, Amazon; Mr Sushil Baveja, Executive Director HR, DCM Shriram Group; Mr Prem Singh, President, Group HR, JK Organisation; Mr SK Bose, Executive Director HR, Indian Oil Corporation Ltd; Mr Pankaj Bansal, CEO, People Strong and Mr Jaikrishna B, President Group HR, Corporate Communications & New Business Development, Amara Raja Group amongst others. The programme was well received with an audience of over 200 participants.

“ HR Strategy on  
Talent, Technology &  
Transformation ”

## 9th MSME Convention



(L-R): S B Sarmah, President, Guwahati Management Association; Sanjay Kirloskar, President, AIMA & Chairman and Managing Director, Kirloskar Brothers Ltd; Krishna Kumar Dwivedi, IAS, Commissioner & Secretary, Department of Industries & Commerce, Public Enterprises, Act East Policy Affairs, Personnel and AR&T, Government of Assam; J S Juneja, Chairman, AIMA MSME Committee & Chairman, Global Projects Pvt Ltd and Rekha Sethi, Director General, AIMA

AIMA in collaboration with Ministry of MSME, Guwahati Management Association and Federation of Industry & Commerce of North Eastern Region and India SME Forum organised the 9th AIMA North East MSME Convention on 5-6 December 2019 at Guwahati.

The Convention was steered by Dr JS Juneja, Chairman, AIMA MSME Committee & Chairman, Global Projects Pvt Ltd and inaugurated by Dr Krishna Kumar Dwivedi, IAS, Commissioner & Secretary, Department of Industries & Commerce, Public Enterprises, Act East Policy Affairs, Personnel and AR&T, Government of Assam. Mr Sanjay Kirloskar, President, AIMA & Chairman and Managing Director, Kirloskar Brothers Ltd delivered the welcome address and Dr JS Juneja, Chairman, AIMA MSME Committee & Chairman, Global Projects Pvt Ltd presented the convention overview. Introductory remarks were given by Ms Rekha Sethi, Director General, AIMA.

Some of the other eminent speakers included Mr SB Sarmah, President, Guwahati Management Association;

Mr Kartik Sharma, Director, Agnitio; Ms Indu Singh, General Secretary, North East Women Entrepreneurs Association; Mr John Borgoyary, Regional Head, UNDP, North East India; Mr Chinmoy Sharma, Managing Director, North East Green Tech Pvt. Ltd; Dr Avinash Choudhary, Zonal General Manager, NSIC Ltd; Mr Vinod Vyas, Deputy General Manager, NSIC Ltd; Mr Lemli Loy, General Manager, North Eastern Development Finance Corporation Ltd; Mr Jayant Kr Samal, Deputy General Manager, NABARD; Mr Vanlalruata Fanai, Deputy General Manager, Exim Bank; Mr Ratnesh Jha, Management Specialist; Mr Shantikam Hazarika, former Founder Director, Assam Institute of Management; Mr S Deka, Asst Director, MSME Development Institute; Dr Krishan Kumar, Scientist & Sr Technical Expert, North East Centre for Technology Application and Reach; Mr Girindra Brahma, Asst. General Manager, SIDBI; Mr Pabitra Buragohain, President, Federation of Industry & Commerce of North Eastern Region amongst others. The two-day Convention was well received and attended by around 300 delegates.

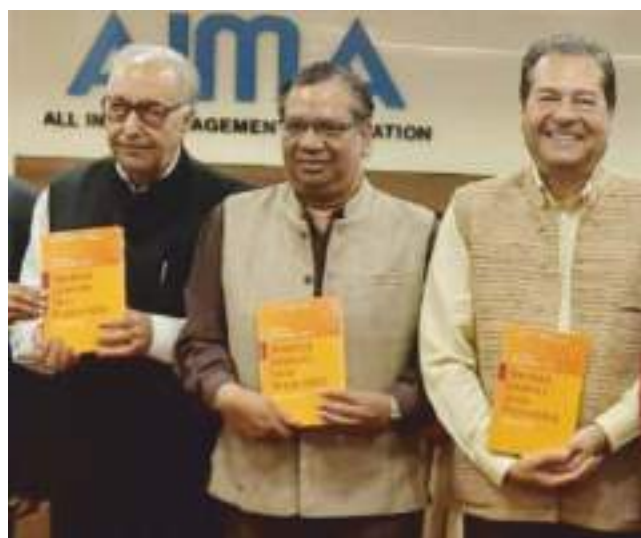
## Book Launch



(L-R): Tulsi Jayakumar, Faculty, S P Jain Institute of Management Research; P Dwarakanath, Chairman, GSK Consumer Healthcare Ltd; R Gopalakrishnan, Corporate Advisor, The Mindworks, Former Director of Tata Sons, Past President, AIMA; Pallavi Mody and Sushmita Srivastava, Faculty Members, S P Jain Institute of Management Research

The book 'Mandated Corporate Social Responsibility (CSR): Evidence from India' was released at AIMA on 23 November 2019. Dr Nayan Mitra, co-editor of the book; Dr Bhaskar Chatterjee, pioneer of CSR knowledge and practice in India; Dr Raj Agrawal, Director, CME, AIMA; Dr Ganesh Singh, Professor, CME, AIMA and the authors,

Dr Sumona Ghosh, Ms Anushree Poddar, Dr Manoj Dash, Dr Tanuja Sharma and Prof Jones Mathew were present on the occasion. The foreword of the book is written by Ms Rekha Sethi, Director General, AIMA. This book is part of Springer's CSR, Sustainability, Ethics and Governance series, with series editors Samuel Oldowu and Rene Schmidpeter.



Launch of the book 'Mandated Corporate Social Responsibility (CSR): Evidence from India'

AIMA organised a session and book launch on Shapers of Business Institutions on 4 March 2020 with Mr R Gopalakrishnan, Corporate Advisor, The Mindworks, Former Director of Tata Sons and Past President, AIMA. The session was chaired by Mr P Dwarakanath, Chairman, GSK Consumer Healthcare Ltd. The session was based on the books authored by Mr R Gopalakrishnan along co-authors Prof Pallavi Mody, Prof Tulsi Jayakumar and Prof Sushmita Srivastava. The first three books in this series included How Anil Naik Built L&T's Remarkable Growth Trajectory; How TCS Built an Industry for India and How Kiran Mazumdar Shaw Fermented Biocon. The session was very well received.

## Management Fest 2020



*Panel Discussion at Management Fest 2020*

AIMA launched a new initiative titled 'Management Fest' across Indian cities with the purpose to identify India's most knowledgeable future managers. The first fest was held on 3-4 March 2020 at MIET Business School where around 300 students from 10 different colleges across Meerut and nearby region participated. Several activities were conducted during the event ranging from Management Quiz competition to Business Simulation competition. Poster making competition and case study competition were also organised in the fest.

Mr Ajay Poonia conducted the quiz competition and covered various areas of management including HR, Marketing, General Management and current affairs. Business Simulation competition participants were tested on their business acumen and management decisions skills using AIMA BizLab. Institute of Hotel Management, Meerut was declared as Champion Institute of AIMA Management Fest 2020.



*Winning teams of the Management Fest*

## Business Simulation Programmes



*National Champions team of Student Management Games 2019*

### 23rd National Student Management Games

The 23rd Student Management Games (SMG) popularly known as 'Chanakya' is a National Competition for B-schools, organised by All India Management Association. AIMA has been conducting this competition for the last 22 years in the country. SMG for the year 2019 successfully concluded on 30 November 2019 at Coimbatore. The 23rd SMG 2019 competition was held in the Northern, Western and Southern Region.

'Chanakya' is a computer-based simulated game that sensitises and strengthens business acumen in students where participants are handed over a hypothetical company to run. A team of 4 students form a company and run it in a virtual environment created by 'Chanakya'. This year more than 155 teams participated in the competition. Amrita School of Business, Coimbatore emerged as the national champions; Xavier Institute of Management and Entrepreneurship, Bangalore and GH Raisonni Institute of Management, Jalgaon followed as the first and second Runnersup in SMG 2019.

### Corporate Management Olympiad

AIMA organised its 2nd Corporate Management Olympiad on 15-16 November 2019 at New Delhi. The goal of the Corporate Olympiad was to create a platform for managers to exchange thoughts, ideas and skills in a spirit of healthy competition, where individuals and corporates are recognised and feted for their competencies and achievements and encouraged to compete for corporate glory.

180 teams of several corporates competed over various rounds of Case Study, Business Modelling, Quiz and Business Simulation Competitions. Companies like Ashok Leyland, Pernod Ricard, Tata Steel, HPCL, NTPC, Maruti, SAIL, GAIL, SBI, POSOCO, EIL, ONGC, PowerGrid, NSPCL, VECV, IOCL and many others participated in the Olympiad. Team NTPC emerged as the champions. Ms Disha Sharma of Volvo Eicher and Mr Anmol Garg of Maruti Suzuki India won the Ms and Mr Olympiad titles respectively and won Hero Scooters for



*Mr & Ms Olympiad of the 2nd Corporate Management Olympiad*

their efforts. The programme was very well received by the participants.

### 3rd Young Managers Simulation Championship

AIMA Young Managers Simulation Championship (YMS) is specially designed for managers under 35 years of age. Young Manager Simulation Championship provides an excellent opportunity for today's generation to familiarise themselves with business management concepts and manage business in a simulated environment. The participants acquaint themselves with the challenges faced by the top leaders, decision makers, and administrators as functional heads and encounter these by forming business plans and making strategic decisions.

The 3rd edition of YMS successfully concluded on 24 January 2020 at New Delhi. Mr CK Tiwari, Executive Director and Head, IIPM was the Chief Guest for the Valedictory Session. Amidst the finalists from all over India, HPCL emerged as the Champion, SAIL-Rourkela as 1st Runners up Maruti Suzuki as 2nd Runners up. The Champion team will get a wild entry in the National Management Games 2020 finale. The Champion and the first Runners up teams will now represent India at the Asian Management Games.

### National Management Games 2020

The NMG-2020 saw a participation of 120+ teams across the country. This year all regional rounds, including the grande finale were conducted online. Western regional round was held between 20-23 July; Eastern regional round on 27-30 July; Southern regional round on 3-6 August and Northern round on 18-26 August 2020. The online National Finale was held on 1 September 2020.

### AIMA BizLab - AI based Learning Ecosystem for Management Institutes

In view of the current situation of COVID 19, AIMA has come up with a concept of Virtual Internship of management students through AIMA BizLab. The main objective is to provide a practical experience of management to the students from the safety of their homes. 200 + students have applied and benefited from this unique initiative.

### Business Simulation Programme – Corporate

AIMA has been a pioneer in conducting Business Management Simulation Programmes for training and evaluation for various business houses. 80+ such programmes were conducted for various companies for more than 5000 managers across various levels. Some of the business houses that conducted the programme this year were Maruti Suzuki, Andritz Hydro Pvt Ltd, Luminous, EIL, NTPC, ONGC, NHPC, HPCL, IOCL, BPCL, SAIL, LMA, Ashok Leyland, Vedanta, NALCO, CESC, Hero MotoCorp, Tata Steel etc.



*HPCL - Winning team of Young Managers Simulation Championship*

# Management Quiz & Competitions



*Winning teams of National Competition for Managers 2019*

## National Competition for Young Managers 2020

The 46th National Competition for Young Managers was organised on the theme 'Transformational Leadership: Winning Strategies in Uncertain Times'. The regional rounds were held online. The virtual Grand Finale is scheduled on 4 September 2020.

## National Competition for Managers 2019

AIMA conducted its 4th National Competition for Managers (NCM) on the theme 'Managing Change: Achieving Excellence'. The event was held at two regional locations, Delhi and Mumbai, followed by a Grand Finale in Delhi on 26 February 2020. A record 60+ teams participated in NCM this year.

The Grand Finale was judged by Mr Rajeev Bhadauria, Senior Industry Expert, Mercer; Mr Puneet Agarwal, Vice-Chairman, MIET and Ms Nina Chatrath, Founder, Enhance Consulting. Cholamandalam Investment and Finance Co Ltd emerged as the Champions team; KHS Group and Tata Steel were 1st and 2nd Runners up team in the



*(L-R): NCM Jury members Puneet Agarwal, Vice-Chairman, MIET; Rajeev Bhadauria, Senior Industry Expert, Mercer and Nina Chatrath, Founder, Enhance Consulting*

Private Sector category. In the PSU category, Gas Authority of India Ltd team was declared as the Champion and Bharat Petroleum Corporation Ltd bagged both First and 2nd Runners up positions.

## Shaping Young Minds Programme



(L-R) Row 1: Firdose Vandrevala, Former Executive Vice Chairman, Essar Steel India Ltd & Past President, AIMA; K Radhakrishnan, Former Chairman, Indian Space Research Organisation (ISRO); R Gopalakrishnan, Corporate Advisor, The Mindworks, Former Director, Tata Sons, Past President, AIMA; Prabhu Chawla, Editorial Director, The New Indian Express Group; N Santosh Hegde, Former Lokayukta of Karnataka State & Former Judge Supreme Court and CK Kumaravel, CEO and Co-Founder, Naturals Salons & Spa. (L-R) Row 2: RR Nimbhorkar PVSM, UYSM, AVSM, SM\*\*, VSM, Former Officer of the Indian Army, Master General Ordnance; M Chandradathan, Scientific Advisor to Chief Minister, Government of Kerala Distinguished Scientist & Former Director, ISRO; Gurjit Singh, Former Indian Ambassador Germany, Indonesia & Ethiopia Centres; Deepak Vohra, Special Advisor, Prime Ministers of Lesotho and Guinea-Bissau & Ladakh Autonomous Hill Development Council, Kargil and Leh and Richard Rekhy, Board Member, KPMG in Dubai

For the last 15 years, AIMA has been running a unique programme for young people called the Shaping Young Minds Programme (SYMP). SYMP provides a platform for young professionals and management students to interact with iconic leaders from various fields. The leaders talk about their lives, their successes and their failures. It helps young people synchronise personal and career goals through exposure to the experience and wisdom of successful people. The Shaping Young Minds Programme has been organised by AIMA in over 30 cities, touching more than 70,000 young students and professionals in 76 editions, since inception.

Over the past few years, AIMA had taken this initiative to the smaller cities who need exposure to such programmes. Due to the Coronavirus situation, this year only 3 editions of the SYMP could be held. These were conducted in collaboration with Local Management Associations at Thrissur, Rajkot and Viacom on 27 November 2019, 22 January 2020 and 8 February 2020 respectively. Some of the speakers included Dr K Radhakrishnan, Former Chairman, Indian Space

Research Organisation (ISRO); Mr CK Kumaravel, CEO and Co-Founder, Naturals Salons & Spa; Lt Gen RR Nimbhorkar PVSM, UYSM, AVSM, SM\*\*, VSM, Former Officer of the Indian Army, Master General Ordnance; Ambassador Dr Deepak Vohra, Special Advisor, Prime Ministers of Lesotho and Guinea-Bissau & Ladakh Autonomous Hill Development Council, Kargil and Leh; Mr Firdose Vandrevala, Former Executive Vice Chairman, Essar Steel India Ltd & Past President, AIMA; Mr Prabhu Chawla, Editorial Director, The New Indian Express Group; Mr R Gopalakrishnan, Corporate Advisor, The Mindworks, Former Director, Tata Sons, Past President, AIMA; Ambassador Gurjit Singh, Former Indian Ambassador Germany, Indonesia & Ethiopia; Justice N Santosh Hegde, Former Lokayukta of Karnataka State & Former Judge Supreme Court; Er M Chandradathan, Scientific Advisor to Chief Minister, Government of Kerala Distinguished Scientist & Former Director, ISRO Centres and Mr Richard Rekhy, Board Member, KPMG in Dubai. The programmes were well received with over 700 students in each, and a record of 1800 participants at Thrissur.

## Interactive Sessions



*Manoj Kohli, Country Head - Soft Bank India addressing on the theme 'Building a World Class Corporation in Disruptive Age'*



*Jasrita Dhir, Head Brand Marketing and CSR, Fortis Healthcare and Prof Anupam Sibal, Group Medical Director and Senior Pediatrician, Apollo Hospitals Group*

AIMA organised an interactive session on 'The Need for Change Leadership vs Change Management in Business' with Mr Stanley Beckett, Co-Founder of ChangeCreator® South Africa on 11 October 2019. Ms Monisha Chowla, Co-Founder, Ikigai Communication chaired the session.

An interactive session on 'Finding the Leader Within' with Prof Anupam Sibal, MD, FIMSA, FIAP, FRCP (Glasg), FRCP (Lon), FRCPCH, FAAP, Group Medical Director and Senior Pediatrician, Apollo Hospitals Group was held on 6 December 2019. Ms Jasrita Dhir, Head Brand Marketing and CSR, Fortis Healthcare and YLC member chaired the session.

AIMA organised a session on 'Building a World Class Corporation in Disruptive Age' with Mr Manoj Kohli, Country Head - Soft Bank India on 30 January 2020. Mr Sumit Chaudhuri, Life Member of AIMA & Chairperson and Managing Director, Third Millennium Business Resource Associates Private Limited chaired.

A team from College of Defence Management, Secunderabad, headed by Brig Ratan Kumar, Head of Faculty and Col Vivek Puri, SM, Lead Directing Staff

visited AIMA on 12 December 2019 and interacted with AIMA officials.

An online session on 'Coronavirus: Situation Today and the Way Forward' was held on 20 April 2020 with Prof Arvind Kumar, Co-Founder and Managing Trustee, Lung Care Foundation and Chairman, Centre for Chest Surgery & Director, Institute of Robotic Surgery, Sir Ganga Ram Hospital. Mr Rajiv Khurana, Co-Founder Trustee, the Lung Care Foundation, CEO and Founder, The Personnel Lab chaired the session.



*Brig Ratan Kumar, Head of Faculty, College of Defence Management and Sanjay Grover, Director, LMA Relations & Membership and Young Leaders Council*

## AIMA LeaderSpeak Series



*Nitin Gadkari, Minister for Road Transport & Highways of India and Minister of Micro, Small and Medium Enterprises, Government of India*



*Gurudev Sri Sri Ravi Shankar Ji*



*Amitabh Kant, CEO, NITI Aayog, Government of India*

Adapting quickly to the changed working scenario caused by the pandemic, AIMA launched a new online series titled LeaderSpeak in the early days of the lockdown. The LeaderSpeak Series is a series of webinars with thought leaders including industry captains, global and Indian thought leaders, spiritual gurus, senior government functionaries including ministers and bureaucrats.

AIMA launched the series on 14 April 2020 with a session on 'Covid19: A Game Changer' addressed by Mr Sanjay Kirloskar, President, AIMA and Chairman & Managing Director, Kirloskar Brothers Ltd; Mr CK Ranganathan, Vice President, AIMA and Chairman & Managing Director, Cavinkare Pvt Ltd; Mr Harsh Pati Singhania, Senior Vice President, AIMA and Vice Chairman & Managing Director, JK Paper Ltd and Mr Sunil Kant Munjal, Chairman, Hero Enterprise.

The second session on 'Economic Impact of the Corona Virus: CEO View' was organised on 21 April 2020. Mr Sanjay Kirloskar, President, AIMA moderated the

session. The speakers included Mr Harsh Pati Singhania, Sr Vice President, AIMA and Vice Chairman & Managing Director, JK Paper Ltd and Mr Mohandas Pai, Past President, AIMA and Chairman, Manipal Global Education Services Pvt Ltd.



*Sanjay Kirloskar, President, AIMA and Chairman & Managing Director, Kirloskar Brothers Ltd*

On 22 April 2020, the third session was conducted on 'Managing a Post Covid World' with Mr Suresh Prabhu, India's Sherpa to the G20 and Member of Parliament, Rajya Sabha.

Mr D Shivakumar, Group Executive President, Aditya Birla Management Corporation Pvt Ltd addressed a session on 27 April 2020 on 'Reinventing organisation for automated business'. The fifth session in the series

Another session was held on 'Disruption proofing supply chains' on 29 April 2020 with Mr Devender Chawla - CEO, Spencer Retails and Mr Vineet Agarwal, Managing Director, TCIL chaired the session. On 30 April 2020 a session on 'Beyond COVID: Relief to Recovery to Resilience' was held with Dr Ganesh Natarajan, Chairman - 5F World and Mr Dev Bhattacharya, Sr Exec President & Head of new ventures, Aditya Birla Group.



*Sunil Kant Munjal, Past President, AIMA and Chairman, Hero Enterprise*



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



*CK Ranganathan, Vice President, AIMA and Chairman & Managing Director, CavinKare Pvt Ltd*



*Shashi Tharoor, Indian politician, Writer and Member of Parliament, Lok Sabha*



*NK Singh, prominent Indian economist, academician, policy adviser and Chairman, 15th Finance Commission, Government of India*



*Krishnamurthy Subramanian, Chief Economic Advisor, Department of Economic Affairs, Ministry of Finance, Government of India*

was conducted on 28 April 2020 on 'Changing Business Strategy to tackle post-COVID blues' with Mr Pramod Bhasin, Chairman, Clix Capital Services and Mr Manoj Kohli, Country Head, Soft Bank India. Mr Pranjal Sharma, an Author, Economic Analyst and Columnist moderated the session.

A session on 'How India will drive global leadership in Technology – The Road Ahead' was organised on 1 May 2020. Mr CP Gurnani, CEO & Managing Director, Tech Mahindra and Mr Saket Modi, Co-Founder & CEO, Lucideus were the speakers of the session and Mr Kartik Sharma, Director, Agnitio was the Session Chair.

Mr Amitabh Kant, CEO, NITI Aayog, Government of India addressed a session on 5 May 2020 on 'Rethinking Policies: A Blue Print for a Post Covid India'.

A session on 'Post Covid 19: Challenges for Management Education' was organised on 6 May 2020. Prof Anil D Sahasrabudhe, Chairman AICTE was the speaker of the session and Mr Mohandas Pai was the session moderator.

The twelfth LeaderSpeak session was held on 'Indian Economy amidst COVID-19' on 13 May 2020 with Dr Krishnamurthy Subramanian, Chief Economic Advisor, Department of Economic Affairs, Ministry of Finance, Government of India. The session was chaired by Mr Harsh Pati Singhania.

The thirteenth LeaderSpeak session was held on 17 May 2020 with Mr Nitin Gadkari, Minister for Road Transport



*TV Mohandas Pai, Past President, AIMA and Chairman, Manipal Global Education Services Pvt Ltd*



*Anil D Sahasrabudhe, Chairman, AICTE*



*Suresh Prabhu, India's Sherpa to the G20 and Member of Parliament, Rajya Sabha*



*Sanjeev Sanyal, Principal Economic Advisor, Ministry of Finance, Government of India*



*Sanjiv Mehta, Chairman and Managing Director, Hindustan Unilever Limited*



*D Shivakumar, Group Executive President, Aditya Birla Management Corporation Pvt Ltd and Past President, AIMA*

Mr Deep Kalra, Founder & Group Executive Chairman, Make My Trip and Mr Patu Keswani, Chairman & Managing Director, Lemon Tree Hotels were the speakers of the eleventh LeaderSpeak Session held on 11 May 2020 on 'Come back strategies for Travel, hospitality and startups Post Covid'. Mr Vikram Chandra, Founder, Editorji Technologies was the session moderator.

& Highways of India and Minister of Micro, Small and Medium Enterprises, Government of India.

A session on 'Re-thinking the Start-up economy in a Post COVID World' was organised with Mr Sanjeev Bhikchandani, Founder and Vice Chairman, Info Edge India Ltd and Mr Dinesh Aggarwal, Founder & CEO,



Row 1 (L-R): Pramod Bhasin, Chairman, Clix Capital Services; Claude Smadja, President, Smadja & Smadja Strategic Advisory and Former Managing Director, World Economic Forum; Sanjeev Bhikchandani, Founder and Vice Chairman, Info Edge India Ltd and C P Gurnani, CEO & Managing Director, Tech Mahindra. Row 2 (L-R): RS Sodhi, Managing Director, Gujarat Co-operative Milk Marketing Federation Limited; Shyam Saran, Former Foreign Secretary & Former Chairman, National Security Advisory Board; Keki Mistry, Vice-Chairman and CEO, Housing Development Finance Corporation (HDFC) and General JJ Singh, Former Chief of the Army and Governor of Arunachal Pradesh

IndiaMART on 19 May 2020 and Mr Vikram Chandra was the session moderator.

The fifteenth session on 'Re-building Spirits to rebuild the economy' with Gurudev Sri Sri Ravi Shankar Ji in conversation with a panel of CEOs was conducted on 20 May 2020. Mr Sunil Kant Munjal was the session moderator.

Another LeaderSpeak session with Mr Sanjiv Mehta, Chairman and Managing Director, Hindustan Unilever Limited was organised on 28 May 2020. The topic of the session was 'Reorganising Business During Current Crisis' and Mr Pranjal Sharma was the session moderator.

The seventeenth LeaderSpeak session was organised on the theme 'Atmanirbhar Bharat: Self-reliance as a Growth Strategy' with Mr Sanjeev Sanyal, Principal Economic Advisor, Ministry of Finance, Government of India on 5 June 2020.

Dr Shashi Tharoor, Indian politician, Writer and Member of Parliament, Lok Sabha spoke on 10 June 2020 on the theme 'Viral Geopolitics - India's Options in the Post COVID World Order'.

The nineteenth LeaderSpeak session was held on 18 June 2020 on the theme 'Global Impact of Covid 19' with Mr Claude Smadja, President, Smadja & Smadja Strategic Advisory and Former Managing Director, World Economic Forum.

Another edition of LeaderSpeak session was conducted with Gen V P Malik, Former Chief of Indian Army on 2 July 2020 on the theme 'The China syndrome: The future of India's security'.

On 9 July 2020, a session on 'India into the New Space Age: Opportunities and Challenges' was held with Dr K Radhakrishnan, Former Chairman, Space Commission, Secretary, Department of Space & Chairman ISRO. 'Impact of the Pandemic on the Geopolitical Terrain &

Locating India's Place in the Emerging World Order' was the theme of the session held on 16 July 2020 with Mr Shyam Saran, Former Foreign Secretary & Former Chairman of the National Security Advisory Board.

On 24 July 2020 a session was held on 'The Race Between Indian and Chinese Corporates in International Markets: Will The Tortoise Beat the Hare' with Dr Harry G Broadman, Partner and Managing Director, Chair, Emerging Markets Practice, Berkeley Research Group LLC. The session focused on how India and China have now been competing for more than one and half decades. While India has all the ingredients to compete with China but at the same time, it has plenty of work to do to sustain growth. Innovation, investments, exports are the key determinants.

Mr NK Singh, Chairman of the 15th Finance Commission, Government of India was the speaker of the programme conducted on 27 July 2020 on the theme 'The Impact of Covid on the Indian Economy'. The session focused on how India is a country full of complexities. Keeping in

mind the current situation the sectors which need significant attention are health sector and defence services.

The twenty fifth LeaderSpeak Session was held on 10 August 2020 with Dr RA Mashelkar, Eminent Scientist, Former Director General, Council of Scientific and Industrial Research. The session, on the theme 'Building Atma Nirbhar Bharat with Atmavishwas', focused on how the Covid situation has changed the world, there is a growing desire amongst nations to achieve self-reliance. The Indian Government is also working on building a Atma Nirbhar Bharat, which is not about isolation but about building capacities to become a part of the global value chain. Mr Aditya Ghosh, Board Member, Fabindia Overseas Pvt Ltd was the speaker of twenty sixth LeaderSpeak Series conducted on 14 August 2020. The theme of the session was 'Doing Well and Doing Good'.

On 25 August 2020, the twenty seventh AIMA LeaderSpeak Session was organised with Mr R S Sodhi, Managing Director, Gujarat Co-operative Milk Marketing



Row 1 (L-R): Vikram Chandra, Founder, Editorji Technologies; VP Malik, Former Chief of Indian Army; K Radhakrishnan, Former Chairman, Space Commission, Secretary, Department of Space & Chairman ISRO and Aditya Ghosh, Board Member, Fabindia Overseas Pvt Ltd. Row 2 (L-R): Manoj Kohli, Country Head, Soft Bank India; Ramesh A Mashelkar, Former Director General, Council of Scientific and Industrial Research (CSIR); Rekha Sethi, Director General, AIMA and Harry G Broadman, Partner and Managing Director, Chair, Emerging Markets Practice, Berkeley Research Group LLC

Federation Limited. The theme of the session was 'Making India a Food Provider of the World' and Mr Sanjay Kirloskar, President AIMA and Chairman & Managing Director, Kirloskar Brothers Limited was the session moderator.

Other LeaderSpeak sessions scheduled at the time of going to print, include a session with General JJ Singh, Former Chief of the Army and Governor of Arunachal Pradesh on 1 September 2020 on the theme 'Trouble at the Borders: Can India win a two-frontier war?'; and on 7 September 2020 with Mr Manish Sabharwal, Chairman and Co-founder, Teamlease Services on the theme 'Covid Policy Window- Challenges & Opportunities'. A session with Mr Keki Mistry, Vice-Chairman and CEO, Housing Development Finance Corporation (HDFC) is also planned.

All the sessions were very well received with participants joining through Zoom, Facebook and YouTube.

“ A series of sessions organised with Indian & global thought leaders and experts ”



(L-R from top): Deep Kalra, Founder & Group Executive Chairman, MakeMyTrip; Devender Chawla, CEO, Spencer Retails; Manish Sabharwal, Chairman and Co-founder, Teamlease Services; Patu Keswani, Chairman & Managing Director, Lemon Tree Hotels; Ganesh Natarajan, Chairman - 5F World; Vineet Agarwal, Managing Director, TCIL; Pranjal Sharma, Author, Economic Analyst and Columnist; Dinesh Aggarwal, Founder & CEO, IndiaMART; Kartik Sharma, Director, Agnitio and Saket Modi, Co-Founder & CEO, Lucideus

## BusinessUnusual Series



Row 1 (L-R): TV Mohandas Pai, Past President, AIMA and Chairman, Manipal Global Education Services; D Shivakumar, Past President, AIMA and Group Executive President, Corporate Strategy and Business, Aditya Birla Group and Sunil Kant Munjal, Past President, AIMA and Chairman, Hero Enterprise. Row 2 (L-R): CK Ranganathan, Vice President, AIMA and Chairman & Managing Director, CavinKare Pvt Ltd; Deep Kalra, Founder & Group Executive Chairman, MakeMyTrip; Pramod Bhasin, Founder, Genpact and Chairman, Clix Capital and CP Gurnani, CEO and Managing Director, Tech Mahindra. Row 3 (L-R): Suresh Narayanan, Chairman & Managing Director, Nestle India Ltd; Manoj Kohli, Country Head, SoftBank India and Solomon Darwin, Executive Director, Garwood Center Corporate Innovation, Haas School of Business, UC Berkeley

To help the industry to quickly get back on its feet after a near complete disruption of economic activity, AIMA launched a new series of programmes titled AIMA BusinessUnusual Series.

The AIMA BusinessUnusual Series is a set of one-day online programmes, aimed at preparing enterprises to get back to business quickly in the post lockdown phase. The Series focused on providing guidance from experts to help enterprises realign their business models as per the new normal.

These programmes, were held every Saturday of June and July, on topical subject areas including Innovation, Strategy, Social and Digital, Business Automation, Supply Chains, HR and Consumption and Brands.

The first online programme under this series was conducted on the theme 'Innovating to Survive- Adapting to the Post-COVID World' on 6 June 2020. Mr TV Mohandas Pai, Past President, AIMA and Chairman, Manipal Global Education Services stated that the lockdowns and health scare have accelerated the arrival

of the innovation economy and anybody who stands still now will be run over. The programme included a talk on digital model innovation by Prof Solomon Darwin, Executive Director, Garwood Center Corporate Innovation from Haas School of Business, UC Berkeley. Mr CP Gurnani, CEO and Managing Director, Tech Mahindra shared his secrets of disruption-proofing operations with business process innovations. Demand is a huge challenge right now and Mr D Shivakumar, Past President, AIMA and Group Executive President - Corporate Strategy and Business at Aditya Birla Group shared his insights on how to create new products and pricing models to bring customers back. Ms Rekha Sethi, Director General, AIMA welcomed the participants and highlighted the need of such programmes to help enterprises get back to business quickly in the post lockdown phase.

The programme concluded with a fire side chat about innovations to revive crowd and travel based businesses with Mr Deep Kalra, Founder & Group Executive Chairman, MakeMyTrip moderated by Mr Pranjal

Sharma, Economic Analyst, Advisor & Writer and Author - India Automated. The programme was attended by 26 senior participants from diverse industry segments from across country.

AIMA organised its second programme under its BusinessUnusual Series on 13 June 2020 on the theme 'Building Business Resilience: Managing the New Normal'. The programme focused on finding ways to inject resilience in strategy, business models and operations without losing competitiveness to help make businesses agile and adaptable in the post Covid world. The speakers who addressed the delegates included Mr Sunil Kant Munjal, Chairman, Hero Enterprise; Mr Pramod Bhasin, Founder, Genpact and Chairman, Clix Capital; Mr Manoj Kohli, Country Head, Soft Bank India; Dr Ganesh Natarajan, Chairman, 5F World and Mr Saurabh Mukherjee, Founder, Chief Investment Officer, Marcellus Investment Managers.

The third programme under the series was on the theme of 'Digital Supremacy: Capitalising on shift to online' and



Row 1 (L-R): RS Sodhi, Managing Director, GCMMF Ltd (AMUL); Saugata Gupta, Managing Director and CEO, Marico Ltd; SY Siddiqui, Chairman-AIMA Committee on HR & Executive Advisor, Maruti Suzuki India Ltd and Mr Santosh Desai, Managing Director and CEO, Futurebrands Ltd. Row 2 (L-R): Devendra Chawla, CEO & MD, Spencer's Retail Ltd; Sharad Sharma, Co-Founder, iSPIRT Foundation and Ranjan Mohapatra, Director (HR), Indian Oil Corporation Limited



was held on 20 June 2020. The discussions at the programme focused on Digital & Social Marketing strategies as well as tactics for a world that has gone digital. The speakers at the programme included Mr D Shivakumar, Group Executive President, Corporate Strategy and Business, Aditya Birla Group; Ms Manashi Kumar, Chief of Strategy & People Officer, BARC India; Mr Mohit Kapoor, Vice President, Group Alliances & Mentor, JioGenNext, Reliance Jio; Mr Prasun Basu, President – South Asia, Nielsen and Ms Anusha Shetty, Chairperson and CEO, Grey Group, India.

On 27 June 2020, the fourth programme on 'Automation for Business Continuity and Growth' was organised. Mr TV Mohandas Pai, Chairman, Manipal Global Education Services; Mr Umakant Soni, Co-founder, AI foundry and Advisor & Founding Partner, pi Ventures; Mr Sharad Sharma, Co-Founder, iSPIRT Foundation; Dr Ganesh Natarajan, Chairman, 5F World and Mr Pulkit Gaur, Founder & CTO, Gridbots Technologies were the speakers at the programme. The programme provided the participants with an opportunity to interact with leading experts on digital automation and to discuss how automation can be used to ensure business continuity and accelerate growth.

'Shock Proofing Supply Chains' was the theme of the next BusinessUnusual series held on 4 July 2020. The speakers for the programme included Mr CK Ranganathan, Vice President, AIMA and Chairman & Managing Director, CavinKare Pvt Ltd; Mr RS Sodhi, Managing Director, GCMMF Ltd (AMUL); Mr OP Manchanda, CEO, Dr Lalpath Labs; Mr Vineet Agarwal, Managing Director, Transport Corporation of India Ltd and Mr Hanish Yadav, Associate Partner, McKinsey & Company.

The sixth programme on 'HR Leadership: Transforming Work, Workplace and Workforce' was held on 11 July 2020. The programme was organised under the

chairmanship of Mr Rajiv Dubey, Principal Advisor, Mahindra & Mahindra and was supported by AIMA Core Committee on HR led by Mr SY Siddiqui, Executive Advisor, Maruti Suzuki India as its chairman. The programme had keynote sessions and panel discussions featuring an array of outstanding HR and business leaders who shared their views and thoughts on how HR leadership is responding to the crisis created by the pandemic and what needs to be done to prepare organisations for the post-covid future. Some of the key speakers included Mr Suresh Narayan, Chairman and Managing Director, Nestle India; Mr Manish Sabharwal, Chairman and Co-founder, Team Lease; Mr Ranjan Mohapatra, Director HR, Indian Oil Corporation Ltd and HR heads from companies like Mahindra and Mahindra, Dr Reddy's Labs, ICICI Pru Life Insurance, Axis Bank, Tech Mahindra, ITC Hotels, Amazon India, Microsoft India, JK Group, Deloitte etc.

The seventh and the final programme in the current BusinessUnusual Series focused on the consumption trends and branding issues amid a worsening Covid crisis and continuing economic uncertainty. The programme on the theme 'The Big Shift: How Covid would change Consumption and Branding' was chaired and curated by Mr Devendra Chawla, CEO and Managing Director, Spencer's Retail. The programme provided a great opportunity to learn about consumer trends and brand strategies from the best in business which included Mr Saugata Gupta, Managing Director and CEO, Marico Ltd; Mr Santosh Desai, Managing Director and CEO, Future Brands Ltd; Mr Tarun Katial, CEO, ZEE5 India; Mr Devendra Chawla, CEO & MD, Spencer's Retail and Mr D Shivakumar, Group Executive President - Corporate Strategy and Business, Aditya Birla Group.

Each of these programmes were attended by around 40 senior participants from diverse industry segments from across the country.



(L-R from top): Rajeev Dubey, Principal Advisor, Mahindra & Mahindra Ltd; Tarun Katial, CEO, ZEE5 India; Ira Gupta HR Head, Microsoft India; Hanish Yadav, Associate Partner, McKinsey & Company; Mohit Kapoor, Vice President, Group Alliances & Mentor, JioGenNext, Reliance Jio; Saurabh Mukherjee, Founder, Chief Investment Officer, Marcellus Investment Managers; Manashi Kumar, Chief of Strategy & People Officer, BARC India and Prasun Basu, President, South Asia, Nielsen

## e-Dialogue on Business & HR Challenges Amid Coronavirus Pandemic

AIMA organised an e-Dialogue on 'Business & HR Challenges Amid Coronavirus Pandemic' on 23 April 2020 through Zoom. The programme was organised under the aegis of AIMA Core Committee on HR and the speakers for the session included Mr SY Siddiqui, Chairman-AIMA Committee on HR & Executive Advisor, Maruti Suzuki India Ltd; Mr P Dwarakanath, Chairman, GSK Consumer Healthcare Ltd; Ms Shalini Sarin, Independent Director, Board Member, Mentor & Strategic Advisor and Mr Sudhakar Ambati, Head-Human Capital & CSR, Dabur India Ltd.

The session was aimed at understanding the impact that Covid lockdown has had on businesses and thereby the HR function, and how the sectors are trying to cope with short to medium-term challenges in the areas of safety, continuity, right sizing, adoption of digital and the leadership challenge to HR. It focussed on the importance of taking up the business role that HR needs to adopt in these trying times to surmount the challenges and emerge stronger post the crisis. The session was very well received and was attended by over 200 participants over Zoom.



*(From Top): SY Siddiqui, Chairman-AIMA Committee on HR & Executive Advisor, Maruti Suzuki India Ltd; P Dwarakanath, Chairman, GSK Consumer Healthcare Ltd; Shalini Sarin, Independent Director, Board Member, Mentor & Strategic Advisor and Sudhakar Ambati, Head-Human Capital & CSR, Dabur India Ltd*

## CEOs Round Table



Row 1 (L-R): Sanjay Kirloskar, President, AIMA and Chairman & Managing Director, Kirloskar Brothers Limited; Rajiv Kumar, Joint Secretary, MeitY, Government of India; Ganesh Natarajan, Chairman, 5F World; Vijay K Thadani, Vice Chairman & Managing Director, NIIT Ltd; Ajey Mehta, Vice President – APAC & India Region, HMD Global, Row 2 (L-R): Anu Madgavkar, Lead Partner, McKinsey Global Institute; Ajai Garg, Director, MeitY, Government of India; Deepak Garg, Founder & CEO, RIVIGO; Partha DeSarkar, Executive Director & Global CEO, Hinduja Global Solutions Ltd; Rajesh Nambiar, Chairman & President, CIENA India

AIMA organised an online Digital CEOs Round Table on 29 May 2020 on the theme 'The Trillion Dollar Digital India - making it happen!'. The Round Table was chaired by Dr Ganesh Natarajan, Chairman - 5F World. Mr Sanjay Kirloskar, President, AIMA and Chairman & Managing Director, Kirloskar Brothers Limited delivered the introductory remarks of the session. The session explored the importance of digital to ensure business continuity with a shift of physical economy to digital economy. The potential of India's digital economy relies on the speed, reliability and affordability of data connectivity. There is a need to modernise education, research and infrastructure services and work on the ease of doing business.

The other keynote speakers included Mr Rajiv Kumar, Joint Secretary, MeitY, Government of India; Ms Anu Madgavkar, Lead Partner, McKinsey Global Institute (MGI); Mr Deepak Garg, Founder & CEO, RIVIGO; Dr Ajai Garg, Director, MeitY, Government of India; Mr Rajesh Nambiar Chairman & President, CIENA India; Mr Partha De Sarkar, Executive Director & Global CEO, Hinduja Global Solutions Ltd; Mr Ajey Mehta, Vice President – APAC & India Region, HMD Global and Mr Vijay K Thadani, Vice Chairman & Managing Director, NIIT Ltd. The session was very well received by the participants.

## Online Marketing Development Programme



*Online Marketing Development Programme participants and speakers*

AIMA conducted an online Marketing Development Programme (MDP) on 25 April 2020 for senior executives of NICCO Parks to equip them with the necessary knowhow and strategies for online and social media marketing. NICCO Park, the most popular amusement park in Kolkata, is exploring ways to leverage

technology to create a more exciting experience for its customers, while creating new revenue streams by redefining brand communication and customer engagement.

The programme was conducted over Zoom and addressed by subject matter experts from the field of Social and Digital marketing which included Ms

Anusha Shetty, Chairperson and Group CEO, Grey Group, India; Mr Vishal Jacob, Principal Consultant, GroupM; Mr Sahil Sachdeva, Partner & Head of Digital, m/SIX; Mr Karthik Krishna Yadav, SFMC Solution Engineer, Salesforce and Ms Anisha Singh Motwani, CEO & Founder, Q.E.D.

## National Virtual Conference for MSMEs

AIMA along with the Ministry of MSME, Government of India organised a Virtual Conference on Awareness of Intellectual Property Rights for MSMEs on the theme 'Boosting IP Culture in MSMEs' on 16-17 July. The Conference focused on basic understanding of intellectual property rights, importance of IPR for MSMEs, registration for Different kinds of IPRs, commercialising IP and enforcement of IPRs. The keynote speaker was Mr R Panneer Selvam, Principal Director, Ministry of MSME, Government of India. The Conference was well received and attended by 400 participants.



*R Panneer Selvam, Principal Director, Ministry of MSME, Government of India*



*JS Juneja, Chairman, AIMA MSME Committee & Chairman, Global Projects & Services Pvt Ltd*

## COVID 19: Challenges for MSMEs

AIMA organised a webinar on 'COVID 19: Challenges for MSMEs' on 25 April 2020 to discuss the current issues concerning the Indian MSME sector, and come out with effective solutions for the sustainable growth of this sector.

Mr Ram Mohan Mishra, IAS, Special Secretary & Development Commissioner, Ministry of MSME, Government of India, was the Keynote Speaker. He addressed the concerns of the MSME participants and apprised them about the support measures taken by the Government for the MSME sector such as guarantee free and collateral free loans, moratorium on loan payments, revision of definition of MSMEs, interest subsidy, promotion of e-market linkage, making mandatory for Government of India Departments and Central Public sector enterprises to clear receivables payable to MSMEs within the next 45 days, relaxation of compliances of income tax deadlines amongst others.

The other eminent speakers included Dr JS Juneja, Chairman, Global Projects Pvt Ltd & Chairman, AIMA SME Committee; Ms Mehnaz Safavian, Lead Financial Sector Specialist, World Bank; Mr Rahul Priyadarshi, General Manager, SIDBI Ltd; Dr Manoranjan Sharma, Chief Economist, Infomerics Ratings and Dr Raj Agrawal, Director, AIMA, who focused on assessing the financial impact of the Covid 19 pandemic on the MSME sector and suggesting measures to ease the liquidity crisis. The webinar was well received and attended by over 600 participants across various online platforms.

“ Assessing the impact  
of Covid 19 on the  
MSME sector ”



*Ram Mohan Mishra, IAS, Special Secretary & Development Commissioner, Ministry of MSME, Government of India*



*J S Juneja, Chairman, Global Projects Pvt. Ltd & Chairman, AIMA SME Committee*



*Mehnaz Safavian, Lead Financial Sector Specialist, World Bank*



*Manoranjan Sharma, Chief Economist, Infomerics Ratings*



*Syed Afsar, Director, Business Development, AIMA*

# TESTING & ASSESSMENT SERVICES



## Testing & Assessment Services



### Management Aptitude Test (MAT)

The Management Aptitude Test (MAT) continues to be the flagship service of AIMA Centre for Management Services (CMS). During the academic cycle 2019-20, MAT was administered in September 2019, December 2019, February 2020 and May 2020. Over 600 B-schools considered MAT score as one of the admission parameters. The test continues to be administered both as paper based (PBT) as well as computer based (CBT) in order to cater to the diverse cross section of the society. May 2020 MAT has been conducted as Remotely Proctored Internet Based Test (IBT) from 25 May 2020 to 10 July 2020 in multiple days and sessions.

### Customised Testing Services

CMS has diversified its testing service offerings to other organisations to meet the requirements of both recruitment as well as admission. The expertise in the testing stands diversified into various disciplines. The illustrative list is given in the table ahead.



*Sanjeev Phatak, Director, Centre for Management Services, AIMA*

DISCIPLINE	LEVEL
Engineering (All streams such as Civil, Computers, Electronics, Mechanical, Instrumentation, Naval Architecture etc)	ITI Certificate / Diploma / University Degree
Fashion Design, Film and Acting, Footwear Design	10+2 / Degree / PG Degree
General Administration / Office Management	10+2 / Diploma / Degree / PG Degree
Law	Degree / PG Degree
Management (All streams such as Finance, HR, Marketing etc)	Diploma / Degree / PG Degree
Medicine	Degree /Diploma
Para Medical (Multiple areas)	Diploma / Degree
Finance/Commerce	10+2 / Degree / PG Degree

The testing service activities are focused to customise the deliverables from 'Design & Release of Advertisement' to 'Submission of Final Merit List'. Some of the interim activities are:

Application Processing	Content Development	Administration of Test	Skill Assessments
Website Design for Online Registration	Development of Question Bank	Activation of Test Centres Across India	Skill Tests (Typing, Stenography etc)
Free Payment Gateway Integration	Translation (Indian, Foreign Languages)	Admit Cards Generation Online, Offline	Group Discussions
Offline Applications Processing	Printing of Question Papers	Conduct of Test	Interviews
Scrutiny and Applicant Database Consolidation	Subjective content Evaluation	Result Processing and Generation of MIS	Final Results

AIMA has administered more than 65 projects during the period of report, for which over 350 question papers were developed both in English and bilingual (English-Hindi) formats.

### Credentials and Recognitions

Testing and Assessment Services are certified as per ISO 27001:2013 Information Security Standards; having validity up to 2021. Information Security Management system is applied to the management of testing, assessments and allied services for admissions, selection, recruitment and promotions within the client organisations, duly supported by HR, Training, Admin, Legal, IT and Business Development.

Testing and Assessment Services are now upgraded and

certified as per ISO 9001 2015 Quality Standards, having validity up to 2021.

### ISO 9001:2015 QUALITY CERTIFIED



### ISO 27001:2013 CERTIFIED



## Spectrum of Services to Client Verticals

### B Schools, Universities

MAT  
UGAT  
RMAT  
AMT  
Admission Tests  
Recruitment Tests

### Ministries

Recruitment Tests  
Skill Assessments  
Content Development

### Corporates

Recruitment Tests  
Content Development  
Skill Assessments  
AMT

### PSU's

Recruitment Tests  
Content Development  
Skill Assessments  
AMT



Partial list of organisations/institutions under various ministries, that availed AIMA testing services

### Recruitment Test

- Central Public Sector Enterprises under Ministry of Social Justice & Empowerment
- Commission under the Consumer Protection Act of 1986
- Company under the administrative control of Department of Economic Affairs, Ministry of Finance
- PSUs under Ministry of Defence
- PSUs under Ministry of Railways
- Judicial Bodies
- Law enforcement agency under the jurisdiction of the Ministry of Home Affairs (MHA)
- Institution under Ministry of Information and Broadcasting
- Company under Department of Atomic Energy
- Institution of National Importance (Engineering)
- Joint venture Company of Reliance Infrastructure Limited and NTPC Limited

### Admission Test

- Institution under Department of Labour and Skills, Government of Kerala
- Government State University, J&K
- Institution under Ministry of Information and Broadcasting
- Institution of National Importance, Ministry of Commerce and Industry
- Deemed University under Ministry of Textiles
- Institution established under Department of Industries & Commerce, Government of Punjab

## Internet based Remote Proctored Tests



**Now take MAT from home!**

AIMA has introduced the option 'Remote Proctoring Internet Based Test' (IBT) mode for Management Aptitude Test (MAT), keeping in mind the physical distancing requirement post Covid 19. Candidates can now also appear for the test from their homes, through a computer with webcam and internet connectivity conforming to the technical specifications. This 'Anytime- Anywhere' option is a veritable blessing to the students and B-Schools too, as their potential candidates would not get deprived of appearing for a qualifying test.

Unlike in the traditional modes where the candidates are being proctored in the controlled environment of a test room, in this new mode of testing the candidates would be proctored remotely using Artificial Intelligence (AI) based tools and human proctors. The reliability of these tools are tested and proven across by successful conduct of many such high stakes tests. AIMA is putting in all the required efforts to ensure successful execution of the test by deploying robust systems and practices. Moreover, a series of mock tests will be scheduled at a nominal extra fee so that the candidates have the opportunity to

familiarise themselves with this new mode of testing before appearing for the actual test. As a step forward, Remote Proctoring mode will also be extended to many of AIMA's other offerings including exams for its blended learning programmes, events, recruitment tests etc. keeping in mind the physical distancing requirement post Covid 19.

“ Remotely proctored  
assessments using  
Artificial Intelligence and  
human proctors ”

## Online Interviews and e-Counselling



As an effort towards facilitating candidates at a time when physical distancing is advised, AIMA has introduced Virtual / Online Interviews and e-Counselling. These are conducted in a hybrid model which involves development of customised online software / utility to meet specific requirements; and use of licensed version of standard digital platform for digital meetings.

The online interview is being conducted using the following modules/interfaces:

**Scheduling & Candidate Interface:** Issue of online interview call letter, uploading of portfolio/reports by candidates

**Interview Panel Interface:** Online award of marks by interview panel members.

### **Candidate Authentication**

**Online Interview through Digital Platform:** Interview panel members' live interaction with authenticated candidate.

### **Results**

The e-Counselling system is an online web-based system, which can be accessed from anywhere over the internet. The system provides an interface for candidate's online registration with uploading of requisite documents, online payments of fees, document verification by client organisation, payment verification, seat allotment, approval of seat allotment and finally generation of seat allotment letter, strictly based on merit sequence, and requisite report generation, following all the policy guidelines prescribed by client organisations.

The system shows available seat status in real time to bring utmost transparency in the allotment process. The system also has the provision of receipt of online payments with the ability to communicate with candidates through mails and SMS.

The online interviews and e-counselling solutions offered by AIMA have been accepted by several National Institutes for their admission process.

# EDUCATION



## Centre for Management Education



AIMA Centre for Management Education (CME) continued to deliver high-quality distance management education in blended learning mode through e-learning, personal contact classes and workshops. AIMA CME further expanded its agenda and reach during the year. It added new educational programmes, increased technology adoption and also aligned with new regulatory norms.

### Programmes offered during 2019-20 academic year

AIMA offered Post Graduate Diploma programmes during the year including its flagship Post Graduate Diploma in Management (PGDM); Post Graduate Diploma in Information Technology Management (PGDITM); Post Graduate Diploma in Management (Executive); Post Graduate Certificate in Management (PGCM) in Digital Marketing and Strategy, Business Analytics and others; Professional Diplomas PDM in the major functional areas of management including Marketing, Finance, HRM, International Business and Operations Management; Advanced Certificate in Management; Professional Diploma in Public Procurement (PDPP); Certificate Programme on Contractual Dispute Resolution; Advanced Certificates in

HRM, Finance, Marketing, International Business; Professional Diploma in Digital Marketing; Professional Diploma in Business Analytics; Financial Modelling programme and the PhD in Business Administration programme offered in collaboration with Aligarh Muslim University.

### Faculty Development Programmes and Training Workshops

AIMA organised FDPs and Workshops on a wide range of topics. Some of the prominent topics included Online Teaching, Teaching with Multimedia Cases, New techniques in Research Methods and Data Analytical Tools, Academic Writing, Curriculum Development on Digital Marketing, Financial Modeling and Valuation,

Doctoral Education, Curriculum Development in Cyber Security and Ethical Hacking, Procurement, General Financial Rules and Government e-Marketplace, Business Intelligence, Competency Mapping.

### In Company Programmes

AIMA conducted a number of in-company programmes on various themes. Some of these noteworthy in-company programmes were conducted with Landmark Group- 11 months Professional Diploma in Retail Sales; Dixcy Textiles - 11 months Professional Diploma in Sales and Marketing; National Fertilizers Limited on the topic 'Fundamental Duties for NFL employees and CISF personnel'; NHPC on the topic 'Performance Management System'.

### AIMA - India Case Research Centre

AIMA ICRC signed MOU with few more IIMs, MDIs, and some top tier B-school for collaboration of case development and compiling repository of India centric cases. ICRC-AICTE organised two face to face workshops on case teaching and writing in Kolkata and Mumbai before Covid 19 outbreak and three online work shops after. During this process, about 400 plus faculty



*'Building the Foundations of Evidence Based Management: Workshop for Doctoral Educators' with Prof Phanish Puranam, Roland Berger Chaired Professor of Strategy and Organisation Design at INSEAD, Singapore*

were trained. ICRC added a new section of Industry best practice cases in its case catalogue. Seven cases in this category have been added which cover cases from Coca-Cola, Hero Group, TCI, Titan, Apollo Hospitals, Tata Steels. ICRC is in the process of adapting some chapters from the book 'The Making of HERO' and supplementing them with detailed teaching notes. AICTE and ICRC are devising methods of incorporating these cases in B-school teaching across India. ICRC also plans to launch a certificate course in Case Method Teaching and



*AIMA-AICTE 3rd Case Teaching and Writing Workshop at Kolkata*



*Training on Leading Self at Mahabalipuram*

Development. This course will be delivered online and will have active interactions with industry leaders.

### Research Project

As part of research initiatives, AIMA is collaborating with National Institute of Educational Planning and Administration, a leading think tank organisation established by the Ministry of Education, to come up with joint research publications in the form of an edited book and follow up workshop leading to policy briefs on the theme of 'Industry-Academia Linkages'. Dr Ganesh Singh from AIMA CME and Dr Payal Kumar from BML Munjal University successfully completed a collaborative research project sponsored by BMU Munjal University and AIMA. The outcome of the research is being published by Emerald Publishing Ltd in the form of a book.

### New Initiatives

AIMA in collaboration with University of California, Santa Cruz (UCSC) a leading university having its extension centre in Silicon Valley, has introduced an 8 months

Executive Programme in Management and Innovation. A joint certification will be provided by AIMA and UC Santa Cruz at the completion of this programme.

AIMA has also announced the launch of its Vice Chancellors Council, a platform for senior management educationists and corporate thought leaders to work together towards the transformation of management education in the nation. Many VCs, Deans, Directors and Senior Academicians have already joined this Council which aims to build a world class online Management Education and facilitate the transition of Indian universities to world class institutions.

### Consultancy Project

AIMA has completed two studies for Government of India. One for Department of Scientific & Industrial Research, Ministry of Science & Technology on 'Role of Branding in enhancing competitive growth for MSME Sector, and the other for Department of Consumer Affairs, Ministry of Consumer Affairs, Food & Public Distribution on 'Misleading Advertisements: Challenges in Resolution and Role of Enforcement Agencies'.

## 25<sup>th</sup> AIMA Convocation



*AIMA's 25th Convocation was held virtually for the first time on a specially curated digital platform*

AIMA held its 25th Convocation on 20 August 2020 online for the first time. Education Minister, Dr Ramesh Pokhriyal Nishank addressed the Convocation and congratulated AIMA students for receiving their various management degrees, diplomas and certificates. At the convocation, 17 candidates were felicitated for being awarded PhD Degree in Business Administration, run by AIMA in partnership with Aligarh Muslim University. AIMA's flagship Post-Graduate Diploma in Management was presented to 603 students. The Post-Graduate Diploma in IT Management was given to 13 students and 925 students were awarded certificates and diplomas for completing various short and specialised management courses.

Dr Ramesh Pokhriyal Nishank told the students that India's \$5 trillion economy would come through them. He added that when India achieves the \$5 trillion economy target, 1.5-2 lakh new managers would be needed in the country. The Minister said that the New Education Policy (NEP) was the foundation stone of a

new golden India. "The NEP is India centric and technology centric," he said. He appreciated AIMA's initiative in promoting online education and testing, and asked the organisation to promote the objectives of the NEP.



*Ramesh Pokhriyal Nishank, Minister of Education, Ministry of Education, Government of India*

AIMA President Mr Sanjay Kirloskar hailed the Minister of Education for introducing a visionary education policy. “I congratulate the government for providing a state-of-the-art framework for modernising education in India,” he said.

AICTE Chairman, Dr Anil Sahasrabudhe delivered the keynote address of the convocation. He appreciated AIMA for holding the country's first entirely online convocation.

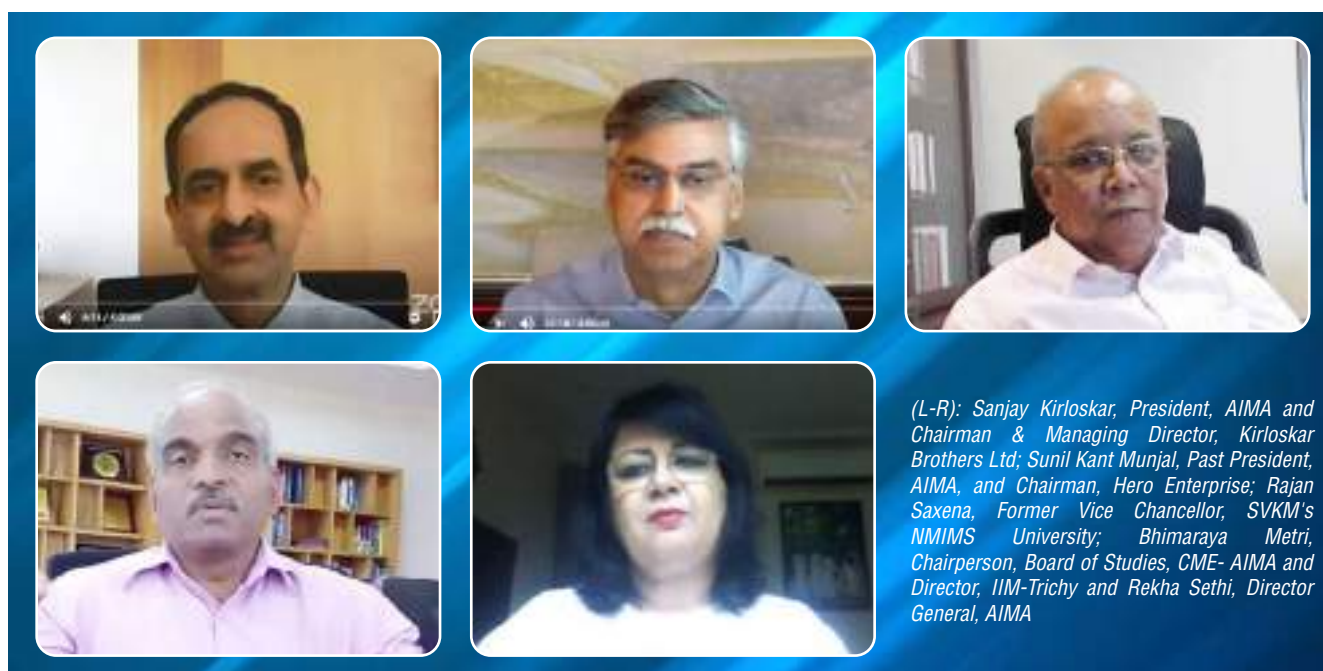


Earlier Mr C K Ranganathan, Vice President, AIMA and Chairman & Managing Director, CavinKare Pvt Ltd introduced Dr Anil D Sahasrabudhe, Chairman, AICTE. AIMA Director General, Ms Rekha Sethi expressed confidence in the capacity of AIMA graduates to do well in a tough economy. Dr Bhimaraya Metri, Chairman, Board of Studies, AIMA and Board Member, IIM Trichy, presented a report of education and research activities of AIMA during the year.

Closing the convocation, Mr Singhania appreciated the participation of the Education Minister and the AICTE Chairman and thanked them for sharing their vision for Indian education's future. More than 3000 students, academics and delegates attended the virtual convocation through video conferencing and social media channels.



## Virtual Conference of Vice Chancellors, Provost, Director, Deans and Senior Academicians



AIMA organised a Virtual Conference of Vice Chancellors, Provost, Director, Deans and Senior Academicians on 10 June 2020. The theme of the conference was 'The Emerging Online Education, Post Covid 19'. Mr Sanjay Kirloskar, President, AIMA and Chairman & Managing Director, Kirloskar Brothers Ltd welcomed the audience and the keynote address was delivered by Mr Sunil Kant Munjal, Past President, AIMA, and Chairman, Hero Enterprise. Mr Rajan Saxena, Former Vice Chancellor, SVKM's NMIMS University set the context of the conference and the introductory remarks were delivered by Ms Rekha Sethi, Director General, AIMA.

Some of the other eminent speakers included Mr Kamlesh Misra, Vice Chancellor, Rishihood University; Mr Raghav Gupta, Managing Director, Coursera, India and APAC; Dr Bhimaraya Metri, Chairperson, Board of Studies, CME- AIMA and Director, IIM-Trichy; Mr C Raj Kumar, Vice Chancellor, OP Jindal Global University; Mr Vinnie Jauhari, Director Education Advocacy, Microsoft India; Mr Ashish Bhardwaj, Senior

Vice President & Head Market Development at Graduate Management Admission Council (GMAC™); Mr KK Aggarwal, Chairperson, National Board of Accreditation; Mr SC Sharma, Director, National Assessment and Accreditation Council (NAAC) and Mr Manikrao M Salunkhe, President, Association of Indian Universities, Vice Chancellor, Bharati Vidyapeeth. Mr Sanjeev Phatak, Director – CMS, AIMA; Mr Neeraj Kapoor, Director, CMD, AIMA and Mr Raj Agrawal, Director, CME, AIMA shared the transformation of online learning experience in AIMA.

To build a network of University leaders in online education the formation of AIMA's Vice Chancellors Council was also announced. The vision of the Council is to build a world class online Management Education and facilitate the transition of Indian universities to world class institutions. The council would also organise an Education Leaders Conference every year, to discuss new developments in world economy, industry, technology, and management education.

## Online Workshops and Webinars

Despite the restrictions put in place after the outbreak of the global pandemic, AIMA continued to reach out to the management and academic fraternity by increasing the reach and scope of its online webinars and workshops after the outbreak. Several webinars were held on Machine Learning, Business Analytics, Hypothesis Testing, and on Digital Marketing for Brand building, Lead Generation and Transformation of Business during Covid.

AIMA-India Case Research Centre conducted various online Case Teaching & Case Writing workshops and Faculty Development Programmes on several topics including Online Case Teaching, New Perspective in Case Writing & Teaching, Developing Multimedia Case Studies, Teaching-Learning Process of Case Studies in an Online Classroom Environment, amongst others.

Some of these were conducted in collaboration with leading organisations and institutes like AICTE, MDI Murshidabad, IBS Mumbai amongst others. All the workshops and sessions were attended in large number by participants from academia and industry.

In addition, AIMA organised several webinars in the area of Procurement and Contract Management. Some of the topics covered included Provisions for making Emergency Procurement and General Financial Rules 2017 & Government e Marketplace. The other workshops were also held on the topics Contract Management during Emergency Situation; Government e Marketplace and Role of Procurement in covering Covid-19 epidemic. AIMA organised a webinar on Government e Marketplace for the officers of Dedicated Freight Corridor Corporation of India Limited (DFCCIL).

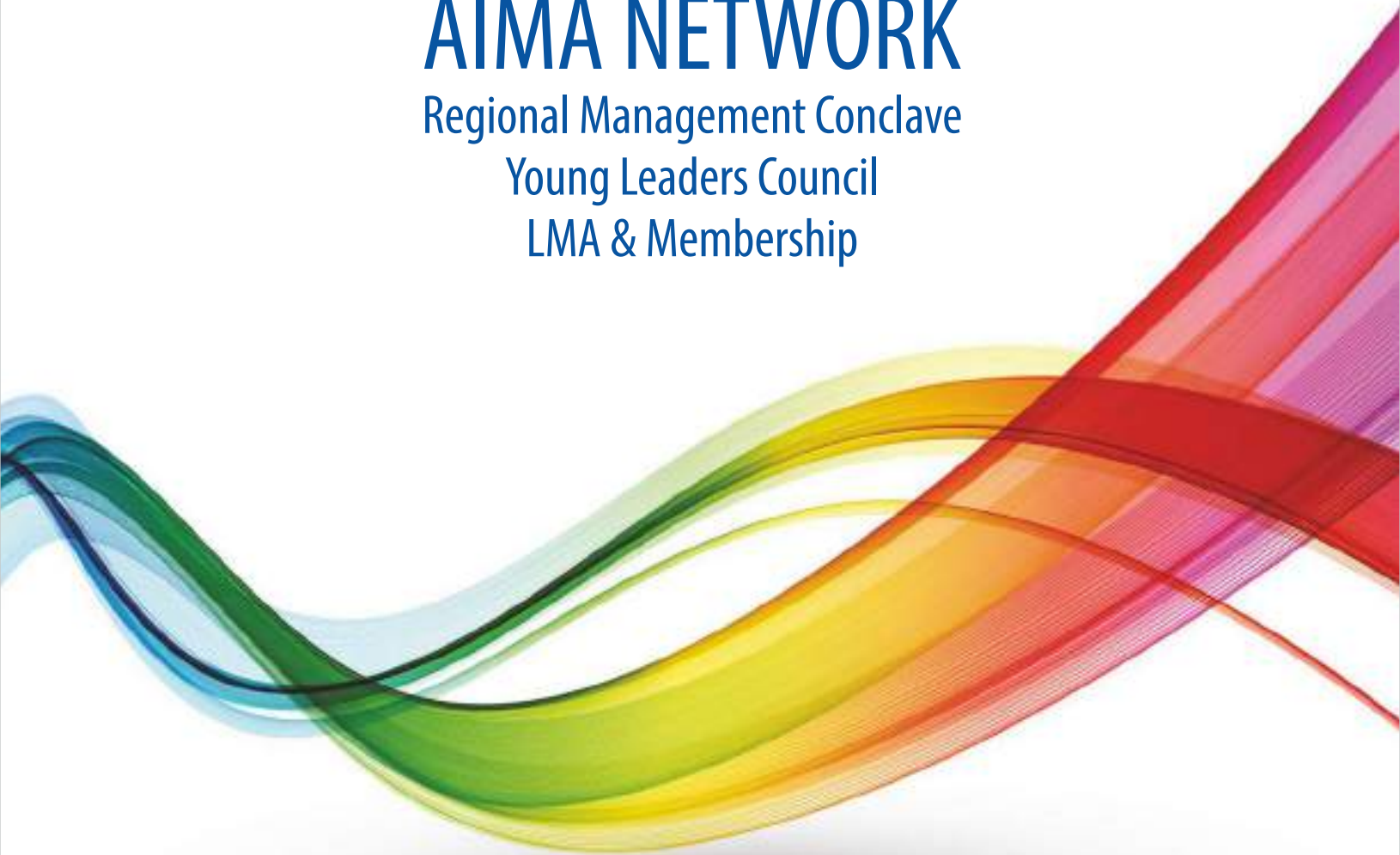


# AIMA NETWORK

Regional Management Conclave

Young Leaders Council

LMA & Membership



## Regional Management Conclave



(L-R): Sanjay Kirloskar, President, AIMA & Chairman and Managing Director, Kirloskar Brothers Limited; Rekha Sethi, Director General, AIMA; Chhaya Sehgal, then President, Bombay Management Association and Firdose Vandrevalla, Former Executive Vice Chairman, Essar Steel India Ltd & Past President, AIMA



Sanjay Kirloskar, President, AIMA & Chairman and Managing Director, Kirloskar Brothers Limited addressing

AIMA jointly with Bombay Management Association organised the 5th Regional Management Conclave on the theme 'Winning in the Digital Age' on 8 November 2019 at Mumbai. A special session on the theme was addressed by Mr Sanjay Kirloskar, President, AIMA & Chairman and Managing Director, Kirloskar Brothers Limited; Mr Firdose Vandrevalla, Former Executive Vice Chairman, Essar Steel India Ltd & Past President, AIMA and Ms Rekha Sethi, Director General, AIMA. Mr Pramod Bhasin, Founder Genpact Ltd & Chairman, Clix Capital delivered the keynote address in the inaugural session. Ms Prashanthi Reddy, President-Strategic Initiatives, YES Bank was the Chairperson of the conclave and Ms Chhaya Sehgal, then President, Bombay Management Association delivered the welcome address.

Some of the other eminent speakers included Mr Harshit Vyas, Chief Business Officer - India, OYO Hotels & Homes; Dr Ganesh Natarajan, Chairman, 5F World Private Limited; Dr Murtaza Khorakiwala, Managing Director, Wockhardt Limited; Mr Mohit Kapoor, Vice President Group Alliances & Advertising, Reliance Jio; Mr



(L-R): Murtaza Khorakiwala, Immediate Past President, BMA & Managing Director, Wockhardt Limited; Pramod Bhasin, Founder Genpact Ltd & Chairman, Clix Capital; Chhaya Sehgal, then President, BMA; RSS Mani, then Vice President, Bombay Management Association; Debraj Dam, VAD Supertron Electronics Limited & Executive Committee Member, BMA and Sanjay Grover, Director, LMA Relations & Membership and Young Leaders Council, AIMA

R Radhakrishnan, Executive Director, Information Systems (Functional), Hindustan Petroleum Corporation Limited; Mr Shailesh Haribhakti, Chairman DH Consultants Private Ltd & Chairman, Blue Star Ltd and other senior representatives from State Bank of India, YES Bank, Deloitte Touche Tohmatsu India LLP, Schbang, MouthShut.com, LeadCap Ventures and L&T Financial

Services. The sessions focused on Data or Bust: Building Power of Prediction; Digital Marketing: Shaping Consumer Experience; Creating Digital Businesses: Disrupting Industries and Going Phygital: Competing in the Age of Convergence. The conclave saw a participation of over 300 which included CEOs, management professionals and students.



(L-R): Harshit Vyas, Chief Business Officer – India, OYO Hotels & Homes; Ganesh Natarajan, Chairman, 5F World Private Limited; Vidyadhar Anand Prabhudesai, Co- Founder & Board Member, LeadCap Ventures and Arjun Chatterjee, CEO and Director, Runtime Solutions Private Limited

## Young Leaders Council



*YLC Members at AIMA's 46th National Management Convention*

AIMA Young Leaders Council (YLC) is progressing well in terms of membership and network growth with above 450 members. YLC has been growing its reach from metros to smaller cities with 9 chapters in Delhi NCR, Bengaluru, Mumbai, Hyderabad, Gujarat, Indore, Chennai, Calicut, and Eastern Region.

### New Initiatives

#### YLC Special Interest Groups

AIMA Young Leaders Council has created Special Interest Groups (SIG) in 5 diverse areas; Human Resource Management, Tech start ups, Marketing & Communication, Art & Culture, Social Business. Each group will be steered nationally by a Group Chair / Co-Chair.

#### YLC Mentor-Mentee Forum

A Mentor-Mentee Forum has also been launched to map YLC Members to Mentors with the aim of opening up new channels of learning and best practice sharing. Members

will be able to choose their Mentors for any advice and expertise.

### Sessions

YLC Bengaluru Chapter organised an interactive session



*(L-R): Kumardeep Banerjee, YLC Member; Gopalakrishnan S, Joint Secretary, MeitY and Pranjal Sharma, Economic Analyst and Writer*

on 'Future is not what it used be' on 28 September 2019 with Ms Gargi Dasgupta, Director for IBM Research in India and CTO for IBM in India & South Asia and Mr Anurag Ramdasan, Head Investments 3one4 Capital.

An interactive session on 'The need for Change Leadership Vs Change Management in Business' with Mr Stanley Beckett, Co-Founder of ChangeCreator® South Africa was held on 11 October 2019. The session was chaired by Ms Monisha Chowla, Cofounder, Ikigai Communications.

A YLC session was organised at AIMA's Regional Management Conclave on 8 November 2019 in Mumbai with Mr Harshit Vyas, Mr Arjun Chatterjee and Mr Vidyadhar Prabhudesai along with session chair Dr Ganesh Natarajan, Chairman, 5F World.

On 15 November 2019, YLC Delhi Chapter organised a session with Prof MM Pant and Mr Karthik Sharma, Director Agnitio, on topic 'Reimagining Work in the Age of Artificial Intelligence'. Another session on 'Urban Farming – From Farm to the Table with Edible Routes' on 30 November 2019 with Ms Nabanita 'Julie' Bajaj from Edible Routes and chaired by YLC National Events Chair, Mr Karthik Sharma.



*Karthik Sharma, YLC Member and Director, Agnitio presenting a memento to Prof MM Pant, Pro Vice-Chancellor, Indira Gandhi National Open University (IGNOU)*

A session on 'Finding the Leader Within' was held on 6 December 2019 with Professor Anupam Sibal, MD, FIMSA, FIAP, FRCP (Glasg), FRCP (Lon), FRCPCH, FAAP, Group Medical Director and Senior Pediatrician, Apollo Hospitals Group. The session was chaired by Ms Jasrita Dhir, Head - Brand, Marketing & CSR at Fortis Healthcare.



*P Dwarkanath, Chairman, GSK Consumer Healthcare India with Young Leaders Council Members in Indore*

Mr Kartik Sharma spoke on 'Artificial Intelligence' during an interaction with College of Defence Management team on 12 December 2019.

Delhi Chapter organised a session on 'Storytelling : Leadership Communication & Brand Building' on 20 December 2019 with Ms Malvika Chandan.

A Chapter event was held in Bangalore on 1 February 2020 on 'Growth from 1 to 100' with Mr Mithun Sundar, CEO, Lendingkart and ex-Chief Revenue & Strategy Officer at Myntra followed by a stand-up comedy on Entrepreneurship with Mr Anmol Garg Founder, Sales5X | Sales Trainer, Coach & Consultant, Stand Up Comedian.

Young Leaders Council AIMA Gujarat chapter was successfully launched on 12 March 2020 with an interesting session on 'MegaTrends 2020: How Our World is being Shaped' by Ambassador Deepak Vohra, Special Advisor to the Prime Minister, Lesotho and Guinea-Bissau and to Ladakh Autonomous Hill Development Councils, Kargil and Leh and Former Diplomat.



(L-R): Mithun Sundar, CEO- Lendingkart, Anmol Garg, Founder- Sales5X, Bindu Subramaniam, YLC Bengaluru Chapter Chair, Santosh Kumar, YLC National Membership Chair and Srinath Birur, Project Head- SGBS Unnati Foundation



YLC participants at the organic farm with Nabanita 'Julie' Bajaj from Edible Routes



YLC members and guests from Navsari with Ambassador Deepak Vohra, Former Diplomat, Special Advisor, Prime Ministers of Lesotho and Guinea-Bissau & Ladakh Autonomous Hill Development Council, Kargil and Leh



*Kiran Bedi, Lieutenant Governor of Puducherry and Kartik Sharma, National Events Chair, YLC*

## Online Sessions

A session on 'Getting Organisations to Grow During Current Crisis' was held on 10 April 2020 with Ms Malika Malik, Cloud Solution Architect, Microsoft UK; Ms Sushma Mathur, Partner, BMC Advisors and Ms Indu Bhargava, CEO, Education Made Universal.

A session on 'Megatrends: Our world Before and After the Chinese Virus' was held on 17 April 2020 with Ambassador Dr Deepak Vohra, Special Advisor to the Prime Minister, Lesotho and Guinea-Bissau and to Ladakh Autonomous Hill Development Councils, Kargil and Leh and Former Diplomat.

'Sit down Business Comedy' session with Mr Anmol Garg Founder, Sales5X | Sales Trainer & Consultant | Stand Up Comedian! was very well received by participants.

A session on 'Engaging Discussions around Digital Leadership & Innovation in Current Times' was held on 24 April 2020 with Mr Ashish Kashyap, Founder at IND wealth. x-CEO & Founder, ibibo Group and Mr V Ramgopal Rao, Director, IIT, Delhi.

'Where will the Capital Ventures into Post Pandemic?' was discussed on 8 May 2020 with Mr Sameer Brij Verma, MD Nexus Venture Partners and Mr Pranav Pai, Managing Partner 3one4 Capital & Vice Chairman YLC.

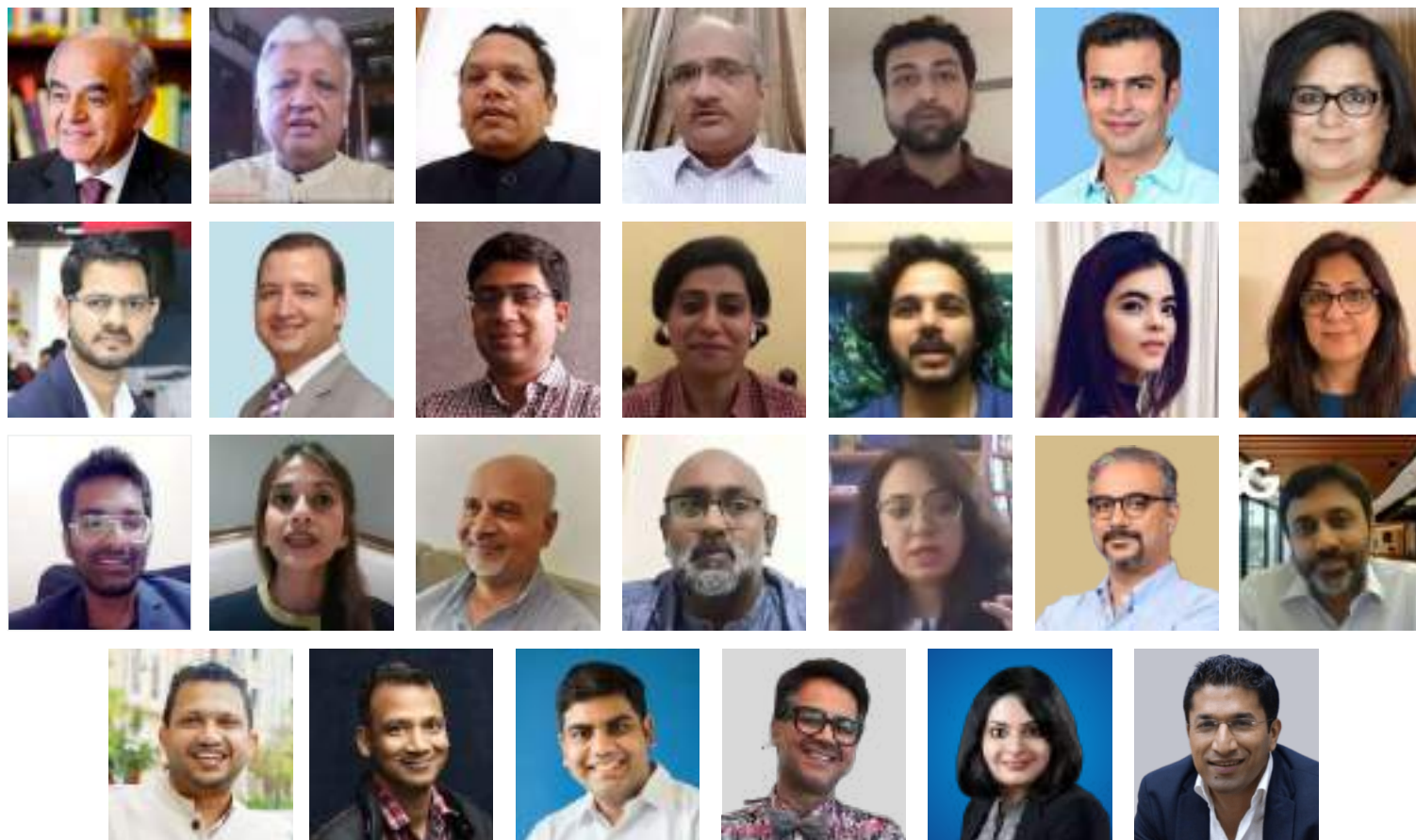
A session on 'Different Strokes of Management-Inspiration from other Worlds!' on 15 May 2020 was addressed by Mr Abhishek Singh, Artist and Ms Anjum Chopra, Commentator and former Indian Cricket Player.

'Covid Impact: Revival Strategies for the post-pandemic phase' session was held on 22 May 2020 with Mr Saurabh Jain, VP, Paytm; Mr Harshit Vyas, Chief Business Officer, OYO Hotels & Homes and Mr Ajay Nahar, Wipro Insights Leader & YLC National Forum Chair.

A session on 'Driving Leadership in Public Service During Unprecedented Times!' with Dr Kiran Bedi was held on 12 June 2020.

'HRM During and Post Covid Scenario' was the theme for the session on 16 June 2020 with Ms Manu Narang Wadhwa, CHRO, Sony Pictures India Pvt Ltd and Ms Rakhee Mali, Director and Head HR, Kearney Ltd.

'Intellectual Property Rights for Industries' was held on 26 June 2020 with Dr RN Narahari- Associated with CNSE, IISc and Mr Rohan K George- Partner at Samvad Partners; while 'Taking the Road less Travelled' was organised on 30 June 2020 with Ms Fatema Agarkar, Educationalist and Dr Vijay Chauthaiwala, In-Charge, Foreign Affairs Department, BJP.



Row 1 (L-R): Gurcharan Das, Author, Management Guru and Public Intellectual; Deepak Vohra, Former Diplomat, Special Advisor, Prime Ministers of Lesotho and Guinea-Bissau & Ladakh Autonomous Hill Development Council, Kargil and Leh; Vijay Chauthaiwala, In-Charge, Foreign Affairs Department, Bharatiya Janata Party; V Ramgopal Rao, Director, Indian Institute of Technology, Delhi; Pranav Pai, Managing Partner 3one4 Capital & Vice Chairman, YLC; Ashish Kashyap, Founder at INDwealth. x-CEO & Founder, ibibo Group and Manu Narang Wadhwa, CHRO, Sony Pictures India Pvt Ltd. Row 2 (L-R): Harshit Vyas, Chief Business Officer, OYO Hotels & Homes; Ajay Nahar, Wipro Insights Leader, Wipro Ltd & YLC National Forum chair; Saurabh Jain, Vice President, Paytm; Anjum Chopra, Commentator and former Indian Cricket Player; Abhishek Singh, Artist; Malika Malik, Cloud Solution Architect, Microsoft UK and Indu Bhargava, CEO, Education Made Universal. Row 3(L-R): Anmol Garg, Founder Sales5X and YLC Member; Fatema Agarkar, Educationalist; RN Narahari, Associated CNSE, IISc; Rohan K George, Partner Samvad Partners; Rakhee Malik, Director and Head HR, Kearney Ltd & YLC Mentor; Sameer Brij Verma, Managing Director Nexus Venture Partners and Abheek Singhi, Senior Partner and Managing Director, The Boston Consulting Group. Row 4 (L-R): Laeeq Ali-Co-founder & Chief Brand Architect, Bloombox Brand Engineers; Anil Srinivas, Chief Digital Officer L'Oréal India; Swagata Sarangi, Co-founder Smytten; Parmesh Shahani, Author Queeristan: LGBTQ inclusion in the Indian Workplace, Vice President at Godrej Industries Ltd; Anubhuti Banerjee, Manager, Analytics & Insights (Marketing), Lead – Wings, Tata Steel LGBTQ+ Network and Nanjappa Somanna, Vice President Head Employee Relations, infosys Ltd and YLC Mentor

A session on 'Road Ahead: Retail & Consumer Market Trends' was held on 10 July 2020 with Mr Abheek Singhi, Senior Partner and MD, The Boston Consulting Group and Mr Laeeq Ali, Co-founder & Chief Brand Architect, Bloombox Brand Engineers.

'Digital Transformation: Challenges & Opportunities' was discussed on 31 July 2020 with Mr Anil Srinivas, Chief Digital Officer L'Oréal India; Mr Swagata Sarangi, Co-founder Smytten Session Chair and Mr Pranav Pai, Founding Partner 3one4 Capital. A session on LGBTQ Inclusion in Indian Workplace was held on 28 August 2020.

A session with Mr Gurcharan Das, Author, Management

Guru and Public Intellectual was on 4 September 2020; while Mr Rajendran Dandapani, Builder of Mobile Apps for Zoho. Teacher of Software Engg at ZohoUniv; Mr Saurabh Saxena, Founder CEO Uable and Ms Latha Nathan, VP, Fidelity Investments & YLC Chennai Chapter Chair held a session on 11 September 2020.

## Newsletter and Podcast

AIMA YLC's monthly newsletters have been reaching members regularly for sharing the latest updates and to encourage information sharing. YLC podcast was also launched, with broadcasts of short interviews with young leaders and achievers from diverse domains.

## LMA & Membership



(L-R): K Antony Sebastian, KMA CEO Forum Chairman; Rekha Sethi, Director General, AIMA; Sanjay Kirloskar, President, AIMA & Chairman and Managing Director, Kirloskar Brothers Ltd and Jibu Paul, KMA President

### AIMA Council Members / Key Speakers address various LMAs

During the year over 50 visits / online sessions were made to LMAs by AIMA Office Bearers, Council Members and Secretariat.

Some of the speakers who addressed the LMAs included Mr Sanjay Kirloskar, President, AIMA & Chairman and Managing Director, Kirloskar Brothers Ltd; Mr Harsh Pati Singhania, Senior Vice President, AIMA & Vice Chairman & Managing Director, JK Paper Ltd; Mr C K Ranganathan, Vice President, AIMA & Chairman & Managing Director, CavinKare Pvt Ltd; Mr Harshavardhan Neotia, Immediate Past President, AIMA & Chairman, Ambuja Neotia Group; Mr Firdose Vandrevalla, Past President, AIMA & former Executive Vice Chairman, Essar Steel India Ltd; Mr R Gopalakrishnan, Past President, AIMA, Corporate Advisor, The Mindworks, & Former Director, Tata Sons; Mr Sunil Kant Munjal, Past President & Chairman, Hero Enterprise; Mr Srinivasan K Swamy, Past President, AIMA & Chairman & Managing Director, R K Swamy BBDO Pvt Ltd; Mr Rajive Kaul, Past President, AIMA, & Chairman, NICCO Engineering Services Limited; Dr JS

Juneja, Past President, AIMA & Chairman, Global Projects & Services Pvt Ltd; Mr Sunil K Alagh, Past President, AIMA & Chairman, SKA Advisors; Mr HM Nerurkar, Past President, AIMA & Chairman, TRL Krosaki Refractories Ltd; Mr Vineet Agarwal, Managing Director,



Nitin Gadkari, Minister for Road Transport & Highways of India, Government of India and Rajat Sharma, Chairman and Editor-in-Chief, India TV inaugurating the IMA's flagship event - the International Management Conclave

Transport Corporation of India Ltd; Mr Richard Rekhy, Board Member, KPMG in Dubai; Mr Ajey Mehta, Country Head India for HMD Mobiles India Pvt Ltd; Mr Vijay K Thadani, Vice Chairman & Managing Director, NIIT Limited & Co-Founder, NIIT University; Mr CP Gurnani, Managing Director & CEO, Tech Mahindra Ltd; Mr Yogi Sriram, Advisor to MD & CEO, Group HR, Larsen & Toubro Limited; Mr Pramod Bhasin, Founder Genpact Ltd & Chairman, Clix Capital; Dr Ganesh Natarajan, Chairman, 5F World Private Limited; Prof S Balasubramanian, Director, GRG Centre for Advanced Studies; Dr Bhimraya Metri, Director, IIM Trichy.

### LMA's of Kerala Meet at Kochi

Mr Sanjay Kirloskar addressed the CEO Conclave 2019 held on 6 December 2019 and interacted with KMA members on the theme 'Economic Slowdown and Navigating it'. Ms Rekha Sethi, Director General, AIMA offered felicitations. All Kerala based LMA's participated and interacted with AIMA President & Director General.

In addition, over 30 visits / online sessions were also conducted for Jaipur, Ludhiana, Navsari, Calicut, Jamshedpur, Kerala, Calcutta, Ghaziabad, Meerut, Bharuch, Indore, Gurgaon, Coimbatore, Bangalore, Bombay, Ahmedabad, Madras, Hyderabad & Rajkot Management Associations.



*Sanjay Kirloskar, President, AIMA & Chairman and Managing Director, Kirloskar Brothers Ltd*

### LMA CEOs Interaction

AIMA organised its LMA CEO interaction on 17 September 2019 at the National Management Convention in New Delhi. 50 CEOs / Secretariat Heads of 40 LMA's participated in the workshop. AIMA President, Mr Sanjay Kirloskar addressed and interacted with the LMA CEOs.

### AIMA Flagship Events

200 plus delegates from 41 LMA's participated in AIMA's 46th National Management Convention. AIMA's



*CK Ranganathan, Vice President, AIMA & Chairman & Managing Director, CavinKare Pvt Ltd presenting the CMA – Roots Best Management Award to Dr Nalla G Palanisami, Chairman, KMCH*



(L-R): Jibu Paul, President, KMA; Rajive Kaul, Chairman, NICCO Group; Vikram Chandra, Founder, Editorji Technologies; Sunil Kant Munjal, Chairman, Hero Enterprise; Bibu Punnoan, Honorary Secretary, KMA and R Madhav Chandran, Senior Vice President, KMA

Foundation Day, was celebrated on 21 February 2020. LMAs actively participated and also celebrated the occasion at their respective headquarters.

#### Best LMA Award Contest 2018-2019

30 LMAs participated in the Best LMA Award Contest 2018- 2019. The winning LMAs were:

- |                          |   |
|--------------------------|---|
| <b>CATEGORY I</b>        | - Ahmedabad Management Association      |
| <b>CATEGORY II</b>       | - Lucknow Management Association        |
| <b>CATEGORY III</b>      | - Winner-Indore Management Association  |
| - Runner up              | - Baroda Management Association         |
| <b>CATEGORY IV</b>       | - Winner-Calicut Management Association |
| - Runner up              | - Navsari Management Association        |
| <b>Most Improved LMA</b> | - Guwahati Management Association       |

The winning LMAs were felicitated at the National Management Convention in New Delhi. Mr D Shivakumar, Past President, AIMA was the Chairman of the Jury comprising several Past Presidents and Council Members. Deloitte was the Knowledge Partner and evaluated all applications.

#### Financial Support to LMAs

During 2019-2020, AIMA provided financial support to 4 LMAs for strengthening infrastructure – Noida, Meerut, Quilon & Patna.

#### MyLMA Portal

All the participating LMAs used MyLMA portal to participate in Best LMA Award Contest and for nomination to the AIMA Council. LMAs can now upload their speakers' details in the new Speakers Section on MyLMA Portal for the benefit of other LMAs.

#### LMA events on AIMA website

A separate page has been created on AIMA website for LMAs to display and promote their events.



Sanjay Grover, Director, LMA Relations & Membership and Young Leaders Council (YLC) interacting with members of Navsari Management Association



*E Sreedharan inaugurating the Trivandrum Management Association event*



*CK Ranganathan, Vice President, AIMA & Chairman & Managing Director, Cavinkare Pvt Ltd*

### Mentoring of LMAs

As a new initiative, larger LMAs – like Ahmedabad, Madras, Bombay, Indore, Baroda, Hyderabad, Delhi, Lucknow, Kerala, Calcutta - have been requested to mentor smaller aspiring LMAs.

### College of Defence Management delegation visit

AIMA coordinated the visit of officers from College of Defence Management, Secunderabad to 9 LMAs (Indore, Gurgaon, Coimbatore, Bangalore, Bombay, Ahmedabad, Madras, Hyderabad and Calcutta) between 9 – 12 December 2019. This is the fourth consecutive year that these visits have been coordinated by AIMA.

The team headed by Brig Ratan Kumar, Head of Faculty and Col Vivek Puri, SM, Lead Directing Staff visited AIMA on 12 December 2019 and interacted with AIMA officials.

### LMAs Group on Facebook

48 LMAs are actively interacting and sharing information related to activities / events being organised by them on Facebook.

### Membership

AIMA added 51 institutional members and 2250 individual members during the year.

### International Membership

AAMO member National Management Organisation (NMO) promote each other's individual membership at a subsidised fee of USD 35 per year per country. Four AAMO members – India, Australia, Macau & Pakistan are offering International Membership.

### MyAIMA Online Portal

MyAIMA portal offers exclusive features and services for AIMA members. New features added include access to AIMA ICRC - Repository of Cases; downloading of Membership Card and Certificate; fortnightly update mailer and renewal alerts. A total of 13452 member users are currently registered on the portal.

### Online Connect

AIMA continued to reach out to its member and student community through its website and social platforms, including Facebook, Twitter, LinkedIn, YouTube etc. Today, AIMA reaches out to over 1.5 crore users annually.

### AIMA Library Services

AIMA library services are available to all members who can access the virtual library online and also avail several additional services.

## LMAs affiliated to AIMA

## EASTERN REGION

- Bhubaneswar Metropolis Management Association
- Calcutta Management Association
- Cuttack Management Association
- Guwahati Management Association
- Jamshedpur Management Association
- Jharia Coalfield Management Association
- Management Association Rourkela
- Patna Management Association
- Ranchi Management Association
- Silchar Management Association

## NORTHERN REGION

- Allahabad Management Association
- Bathinda Management Association
- Chandigarh Management Association
- Delhi Management Association
- Faizabad Management Association
- Faridabad Management Association
- Ghaziabad Management Association
- Gurgaon Management Association
- Hardwar Management Association
- Jaipur Management Association
- Jalandhar Management Association
- Kanpur Management Association
- Lucknow Management Association
- Ludhiana Management Association
- Management Association Amritsar
- Meerut Management Association
- Noida Management Association
- Panchkula Management Association
- Pathankot Management Association
- Patiala Management Association
- Rohilkhand Management Association
- Yamuna Nagar Jagadhri Management Association

## SOUTHERN REGION

- Alleppey Management Association
- Bangalore Management Association
- Calicut Management Association
- Coimbatore Management Association
- Hyderabad Management Association
- Kerala Management Association
- Madras Management Association
- Madurai Management Association
- Mangalore Management Association
- North Karnataka Management Association
- Pala Management Association
- Palghat Management Association
- Quilon Management Association
- Travancore Management Association
- Thrissur Management Association
- Trivandrum Management Association
- Tumkur Management Association
- Vaikom Management Association
- Visakhapatnam Management Association

## WESTERN REGION

- Ahmedabad Management Association
- Baroda Management Association
- Bharuch District Management Association
- Bhopal Management Association
- Bombay Management Association
- Goa Management Association
- Gwalior Management Association
- Indore Management Association
- Kutch Management Association
- Nagpur Management Association
- Nashik Management Association
- Navsari Management Association
- Rajkot Management Association
- Surat Management Association
- Tarapur Management Association

## Institutional and Individual Member Status

### INSTITUTIONAL MEMBERS

Category	Status as on 31.03.2019 (A)	New Admissions up to 31.03.2020 (B)	Resigned / Deleted (C)	Status as on 31.03.2020 (A+B-C)
CORP/INST.-LIFE TIME	331	10	0	341
CORP/INST.-ANNUAL	224	36	55	205
SME-ANNUAL	41	5	4	42

### INDIVIDUAL MEMBERS

Category	Status as on 31.03.2019 (A)	New Admissions up to 31.03.2020 (B)	Resigned / Deleted (C)	Status as on 31.03.2020 (A+B-C)
HON. FELLOWS	70	0	0	70
PAST PRESIDENTS	30	1	0	31
LIFE FELLOWS/FELLOWS	148	2	0	150
LIFE MEMBERS/MEMBERS	3634	286	212	3708
STUDENTS	1914	1961	1887	1988

## Other Areas



AIMA's journey of digital transformation continued not just in its external or outreach programmes, but was also extended to some of its internal activities.

The elections for AIMA Council were also conducted online. While the online election was already in the pipeline before Covid, the broader digitalisation of AIMA made online elections a natural fit. AIMA had begun the process of digitalisation earlier in the year and the Council Elections for this year were conducted digitally for the first time. All nominations were received online and voting also conducted digitally. This enabled a faster response time with increased accuracy and efficiency.

In addition, AIMA also converted many of its publications into the digital mode to ensure that readers continued to receive the editions despite the lockdown. From May 2020 onwards, AIMA's monthly management journal, Indian Management, brought out in collaboration with Spenta Multimedia, was converted into a digital magazine. This year's Annual Report is being released in an interactive digital format, with embedded videos. The National Management Convention Souvenir is also being created as an interactive e-flipbook, with provision to embed website links and videos. AIMA's monthly newsletter, AIMA News was already being sent as e-magazine since 2012.

# KEY EVENTS



## Key Events

### October 2019 - September 2020

Event	Programme Director/Chairman	Venue	Date
Workshop on Procurement under GFR 2017 & Government e-Marketplace		New Delhi	26-27 September 2019
4th US-India Conference	<b>Sunil Kant Munjal</b> Chairman, Hero Enterprise & Past President, AIMA	UC Berkeley	27 September 2019
CEOs Delegation to Silicon Valley		Silicon Valley	30 September- 03 October 2019
Western Regional Management Conclave		Mumbai	08 November 2019
Building the Foundations of Evidence Based Management : Workshop for Doctoral Educators	<b>Phanish Puranam</b> INSEAD, Singapore	New Delhi	11-13 November 2019
Session on Climate Change	<b>Kirk R Smith</b> Professor of Global Environmental Health, University of California Berkeley	New Delhi	15 November 2019
Corporate Management Olympiad		New Delhi	15-16 November 2019
74th Shaping Young Minds Programme		Thrissur	27 November 2019
23rd Student Management Games (SMG 2019)		Pune Bangalore Jaigaon Chennai Coimbatore Finale	26-27 September 2019 16-17 October 2019 22-23 October 2019 04-05 November 2019 30 November 2019
YLC Session on from Farm to the Table	<b>Kapil Mandawewala</b> Founder & CEO Edible Routes Pvt Ltd	New Delhi	30 November 2019
8th Innovation Practitioners Summit		New Delhi	04 December 2019
9th AIMA MSME Convention	<b>J S Juneja</b> Chairman, AIMA MSME Committee & Chairman, Global Projects & Services Pvt Ltd	Guwahati	05-06 December 2019
AIMA ICRC & AICTE Case Teaching and Writing Workshop		Kolkata	13-14 December 2019
10th Senior Leadership Retreat	<b>Sunil Kant Munjal</b> Chairman, Hero Enterprise & Past President, AIMA	Goa	13-15 December 2019
Leading Self Specialised Residential Training for Professionals at Leadership Roles		Mahabalipuram, Tamil Nadu	18-20 December 2019

## Key Events

### October 2019 - September 2020

Event	Programme Director/Chairman	Venue	Date
YLC Session on 'Storytelling : Leadership Communication & Brand Building'	<b>Malvika Chandan</b> Consulting Partner, The Script	New Delhi	20 December 2019
Workshop on 'Executive Coaching and Mentoring'	<b>Payal Kumar</b> BML Munjal University	New Delhi	16-17 January 2020
3rd Young Managers Simulation Championship (YMS)		Bangalore Mumbai Delhi Finale	20-21 January 2020 22-23 January 2020 24 January 2020
75th Shaping Young Minds Programme		Rajkot	22 January 2020
Training on Presentation Skills		New Delhi	24 January 2020
Workshop on Academic Writing	<b>Pawan Budhwar</b> Aston Business School, UK <b>Payal Kumar</b> BML Munjal University	New Delhi	27-28 January 2020
76th Shaping Young Minds Programme		Vaikom	08 February 2020
Global Procurement Summit		New Delhi	10-11 February 2020
HRM Conclave	<b>SY Siddiqui</b> Executive Advisor Maruti Suzuki India	New Delhi	12 February 2020
2nd AI & Big Data Retreat	<b>TV Mohandas Pai</b> Chairman, Manipal Global Education <b>Umakant Soni</b> Co-founder, AI foundry and Advisor & Founding Partner pi Ventures	Goa	14-16 February 2020
4th National Competition for Managers		Mumbai New Delhi Finale	18 February 2020 20 February 2020 26 February 2020
64th Foundation Day and 14th National Management Day		New Delhi	21 February 2020
9th Training Programme on Behavioural Skills for Executive Assistants / Secretaries		New Delhi	27-28 February 2020
Webinar on Machine Learning		Online	03 April 2020

## Key Events

### October 2019 - September 2020

Event	Programme Director/Chairman	Venue	Date
YLC Session on 'Getting Organizations to Grow During Current Crisis'	<b>Malika Malik</b> Cloud Solution Architect Microsoft UK <b>Sushma Mathur</b> Partner, BMC Advisors <b>Indu Bhargava</b> CEO, EducationMade Universal <b>Kartik Sharma</b> Director, Agnitio & YLC National Event Chair	Online	10 April 2020
Online Workshop on Government e-Marketplace and General Financial Rules 2017		Online	13-14 April 2020
1st LeaderSpeak Session on 'Covid19: A Game Changer'	<b>Sanjay Kirloskar</b> President, AIMA and Chairman & Managing Director, Kirloskar Brothers Ltd <b>CK Ranganathan</b> Vice President, AIMA and Chairman & Managing Director, Cavinkare Pvt Ltd <b>Harsh Pati Singhania</b> Senior Vice President, AIMA and Vice Chairman & Managing Director JK Paper Ltd <b>Sunil Kant Munjal</b> Past President, AIMA and Chairman Hero Enterprise	Online	14 April 2020
YLC Session on 'Megatrends: Our world Before and After the Chinese Virus'	<b>Deepak Vohra</b> Special Advisor to the Prime Minister Lesotho and Guinea-Bissau and to Ladakh Autonomous Hill development Councils, Kargil and Leh and Former Diplomat <b>Anmol Garg</b> Founder, Sales5X, Sales Trainer & Consultant, Stand Up Comedian	Online	17 April 2020
2nd LeaderSpeak Session on 'Economic Impact of the Corona Virus: CEO View'	<b>Harsh Pati Singhania</b> Sr Vice President, AIMA and Vice Chairman & Managing Director JK Paper Ltd <b>TV Mohandas Pai</b> Past President, AIMA and Chairman Manipal Global Education Services Pvt Ltd	Online	21 April 2020
AIMA & Lung Care Foundation session on 'Coronavirus: Situation Today and the Way Forward'		Online	20 April 2020
3rd LeaderSpeak Session on 'Managing a Post Covid World'	<b>Suresh Prabhu</b> India's Sherpa to the G20 Member of Parliament, Rajya Sabha	Online	22 April 2020

## Key Events

### October 2019 - September 2020

Event	Programme Director/Chairman	Venue	Date
e-Dialogue on Business & HR Challenges Amid Coronavirus Pandemic		Online	23 April 2020
YLC Session on 'Engaging Discussions around Digital Leadership & Innovation in Current Times'	<b>Ashish Kashyap</b> Founder, INDwealth x-CEO & Founder, ibibo Group <b>V Ramgopal Rao</b> Director Indian Institute of Technology, Delhi	Online	24 April 2020
Webinar on Covid-19: Challenges for MSMEs	<b>JS Juneja</b> Chairman, AIMA MSME Committee & Chairman, Global Projects & Services Pvt Ltd	Online	25 April 2020
4th LeaderSpeak Session on 'Reinventing organisation for automated business'	<b>D Shivakumar</b> Group Executive President Aditya Birla Management Corporation Pvt Ltd and Past President, AIMA	Online	27 April 2020
5th LeaderSpeak Session on 'Changing Business Strategy to tackle post-COVID blues'	<b>Pramod Bhasin</b> Chairman, Clix Capital Services <b>Manoj Kohli</b> Country Head, Soft Bank India <b>Pranjal Sharma</b> Author, Economic Analyst and Columnist	Online	28 April 2020
6th LeaderSpeak Session on 'Disruption proofing supply chains'	<b>Devender Chawla</b> CEO, Spencer Retails <b>Vineet Agarwal</b> Managing Director, TCIL	Online	29 April 2020
7th LeaderSpeak Session on 'Beyond COVID: Relief to Recovery to Resilience'	<b>Ganesh Natarajan</b> Chairman - 5F World <b>Dev Bhattacharya</b> Sr Exec President & Head of new ventures, Aditya Birla Group <b>Rashmi Ranade</b> Co-Founder, Studio Coppre	Online	30 April 2020
8th LeaderSpeak Session on 'How India will drive global leadership in Technology - The Road Ahead'	<b>C P Gurnani</b> CEO & Managing Director Tech Mahindra <b>Saket Modi</b> Co-Founder & CEO, Lucideus <b>Kartik Sharma</b> Director, Agnitio	Online	01 May 2020
9th LeaderSpeak Session on 'Rethinking Policies: A Blue Print for a Post Covid India'	<b>Amitabh Kant</b> CEO, NITI Aayog Government of India	Online	05 May 2020

## Key Events

### October 2019 - September 2020

Event	Programme Director/Chairman	Venue	Date
10th LeaderSpeak Session on 'Post Covid 19: Challenges for Management Education'	<b>Anil D Sahasrabudhe</b> Chairman, AICTE <b>TV Mohandas Pai</b> Past President, AIMA and Chairman Manipal Global Education Services Pvt Ltd	Online	06 May 2020
YLC Session on 'Where will the Capital Ventures into Post Pandemic?'	<b>Sameer Brij Verma</b> Managing Director Nexus Venture Partners <b>Pranav Pai</b> Managing Partner 3one4Capital & Vice Chairman, YLC	Online	08 May 2020
11th LeaderSpeak Session on 'Come back strategies for Travel, hospitality and startups Post Covid'	<b>Deep Kalra</b> Founder & Group Executive Chairman Make My Trip <b>Patu Keswani</b> Chairman & Managing Director Lemon Tree Hotels <b>Vikram Chandra</b> Founder, Editorji Technologies	Online	11 May 2020
12th LeaderSpeak Session on 'Indian Economy amidst COVID-19'	<b>Krishnamurthy Subramanian</b> Chief Economic Advisor, Department of Economic Affairs, Ministry of Finance, Government of India <b>Harsh Pati Singhania</b> Sr Vice President, AIMA and Vice Chairman & Managing Director JK Paper Ltd	Online	13 May 2020
YLC Session on 'Different Strokes of Management- Inspiration from other worlds!'	<b>Abhishek Singh</b> Artist <b>Anjum Chopra</b> Commentator and former Indian Cricket Player	Online	15 May 2020
AIMA & AICTE Online Workshop 'Post COVID 19: New Perspective in Case Writing & Teaching'		Online	15 May 2020
Training on Virtual Trainer Skills		Online	16 May 2020
13th LeaderSpeak Session	<b>Nitin Gadkari</b> Minister for Road Transport & Highways of India and Shipping Ministry of Micro, Small and Medium Enterprises, Government of India	Online	17 May 2020
14th LeaderSpeak Session on 'Re- thinking the Start-up economy in a post Covid world'	<b>Sanjeev Bikhchandani</b> Founder & Vice Chairman Info Edge India Pvt Ltd <b>Dinesh Agarwal</b> Founder and CEO, IndiaMART <b>Vikram Chandra</b> Founder, Editorji Technologies	Online	19 May 2020

## Key Events

### October 2019 - September 2020

Event	Programme Director/Chairman	Venue	Date
15th LeaderSpeak Session on 'Re-building Spirits to rebuild the economy'	<b>Sri Sri Ravi Shankar ji</b> <b>Sunil Kant Munjal</b> Past President, AIMA and Chairman Hero Enterprise	Online	20 May 2020
Online Training on Employability Skills, Embrace and Ace the Virtual Interview		Online	21 May 2020
YLC Session on 'Covid Impact: Revival Strategies for the post-pandemic phase'	<b>Saurabh Jain</b> Vice President, Paytm <b>Harshit Vyas</b> Chief Business Officer OYO Hotels & Homes <b>Ajay Nahar</b> Wipro Insights Leader, Wipro Ltd & YLC National Forum chair	Online	22 May 2020
Training on HR Analytics		Online	23 May 2020
Workshop on 'Online Case Teaching with Multi Media Tools'		Online	23 May 2020
CEOs Round Table	<b>Ganesh Natarajan</b> Chairman, 5F World	Online	29 May 2020
16th LeaderSpeak Session on 'Re-Organising Business During Current Crisis'	<b>Sanjiv Mehta</b> Chairman and Managing Director Hindustan Unilever Limited <b>Pranjal Sharma</b> Author, Economic Analyst & Columnist	Online	28 May 2020
Online Workshop on Developing Multimedia Cases		Online	28 May 2020
17th LeaderSpeak Session on 'Atmanirbhar Bharat: Self-reliance as a Growth Strategy'	<b>Sanjeev Sanyal</b> Principal Economic Advisor, Ministry of Finance, Government of India	Online	05 June 2020
BusinessUnusual Series Programme on 'Innovating to Survive: Adapting to The Post-Covid World'		Online	6 June 2020
18th LeaderSpeak Session on 'Viral Geopolitics - India's Options in the Post COVID World Order'	<b>Shashi Tharoor</b> Indian politician, Writer and Member of Parliament, Lok Sabha	Online	10 June 2020
Vice Chancellors Virtual Conference		Online	10 June 2020
YLC Session on 'Driving Leadership in Public Service During Unprecedented Times!'	<b>Kiran Bedi</b> Lieutenant Governor of Puducherry	Online	12 June 2020
Workshop on 'Teaching-Learning Process of Case Studies Classroom Environment'		Online	12 June 2020
BusinessUnusual Series Programme on 'Building Business Resilience: Managing the New Normal'		Online	13 June 2020

## Key Events

October 2019 - September 2020

Event	Programme Director/Chairman	Venue	Date
YLC Session on 'HRM During and Post Covid Scenario'	<b>Manu Narang Wadhwa</b> CHRO, Sony Pictures India Pvt Ltd & YLC Mentor <b>Rakhee Malik</b> Director and Head HR Kearney Ltd & YLC Mentor	Online	16 June 2020
19th LeaderSpeak Session on 'Global Impact of Covid 19'	<b>Claude Smadja</b> President, Smadja & Smadja Strategic Advisory and Former Managing Director, World Economic Forum	Online	18 June 2020
AIMA's Business Mentoring Workshop on the Renew Transform your Business Digitally during COVID-19		Online	19 June 2020
BusinessUnusual Series Programme on 'Digital Supremacy: Capitalising on Shift to Online'		Online	20 June 2020
Training on Selling Skills		Online	25-26 June 2020
YLC Session on 'Intellectual Property Rights for Industries'	<b>RN Narahari</b> Associated with CNSE, IISc <b>Rohan K George</b> Partner, Samvad Partners	Online	26 June 2020
Virtual Workshop on Role of Procurement in Covering COVID-19 Epidemic		Online	27 - 28 June 2020
BusinessUnusual Series Programme on 'Automation for Business Continuity & Growth'		Online	27 June 2020
YLC Session on 'Taking the Road less Travelled'	<b>Fatema Agarkar</b> Educationalist <b>Vijay Chauthaiwala</b> In-Charge, Foreign Affairs Department Bharatiya Janata Party	Online	30 June 2020
Online Training on Negotiation Skills		Online	30 June 2020
20th LeaderSpeak Session on 'The China syndrome: The future of India's security'	<b>Gen V P Malik</b> Former Chief of Indian Army	Online	02 July 2020
AIMA & AICTE Online Workshop on Case Teaching & Writing		Online	27 June - 2 July 2020
BusinessUnusual Series Programme on 'Shock Proofing Supply Chains'		Online	04 July 2020
21st LeaderSpeak Session on 'India into the New Space Age: Opportunities and Challenges'	<b>K Radhakrishnan</b> Former Chairman, Space Commission Secretary, Department of Space & Chairman ISRO	Online	09 July 2020

## Key Events

### October 2019 - September 2020

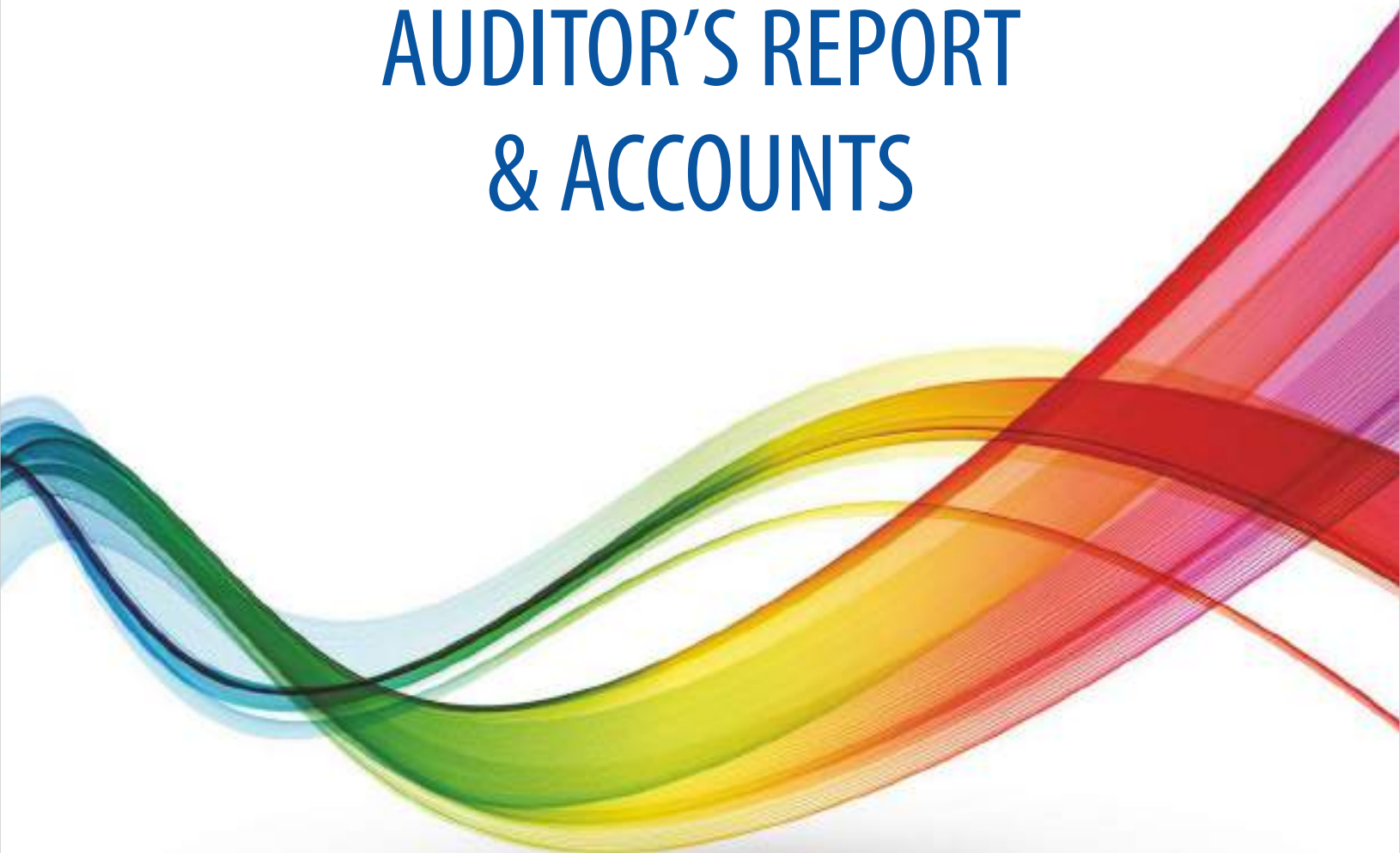
Event	Programme Director/Chairman	Venue	Date
YLC Session on 'Road Ahead: Retail & Consumer Market Trends'	<b>Abheek Singhi</b> Senior Partner and Managing Director The Boston Consulting Group <b>Laeq Ali</b> Co-founder & Chief Brand Architect Bloombox Brand Engineers	Online	10 July 2020
BusinessUnusual Series Programme on 'HR Leadership: Transforming Work, Workplace and Workforce'		Online	11 July 2020
22nd LeaderSpeak Session on 'Impact of the Pandemic on the Geopolitical Terrain & Locating India's Place in the Emerging World Order'	<b>Shyam Saran</b> Former Foreign Secretary of India	Online	16 July 2020
Virtual Conference on 'Boosting IP Culture in MSMEs'	<b>JS Juneja</b> Chairman, AIMA MSME Committee & Chairman, Global Projects & Services Pvt Ltd	Online	16 - 17 July 2020
BusinessUnusual Series Programme on 'The Big Shift: How Covid Would Change Consumption And Branding'		Online	18 July 2020
29th National Management Games (NMG - 2020)		Western Region Online Round Eastern Region Online Round Southern Region Online Northern Region Online Round Grand Finale	20 -23 July 2020 27-30 July 2020 03-06 August 2020 17 -27 August 2020 01 September 2020
23rd LeaderSpeak Session on 'The Race Between Indian and Chinese Corporates in International Markets: Will The Tortoise Beat the Hare'	<b>Harry G Broadman</b> Partner and Managing Director, Chair Emerging Markets Practice, Berkeley Research Group LLC	Online	24 July 2020
24th LeaderSpeak Session on 'The Impact of Covid on the Indian Economy'	<b>N K Singh</b> Indian Economist, Academician Policy Adviser and Chairman 15th Finance Commission Government of India	Online	27 July 2020
YLC Session on 'Digital Transformation: Challenges & Opportunities'	<b>Anil Srinivas</b> Chief Digital Officer L'Oréal India <b>Swagata Sarangi</b> Co-Founder, Smytten	Online	31 July 2020
25th LeaderSpeak Session on 'Building Atma Nirbhar Bharat with Atmavishwas'	<b>R A Mashelkar</b> Former Director General of the Council of Scientific and Industrial Research	Online	10 August 2020

## Key Events

### October 2019 - September 2020

Event	Programme Director/Chairman	Venue	Date
26th LeaderSpeak Session on 'Doing Well and Doing Good'	<b>Aditya Ghosh</b> Aditya Ghosh, Board Member Fabindia Overseas Pvt Ltd	Online	14 August 2020
AIMA & BML Munjal University webinar on 'The New Perspectives in Teaching & Writing: Covid 19 Implications'		Online	16 August 2020
46th National Competition for Young Managers		Eastern Region Online Round South Region Online Round North Region Online Round West Region Online Round Grand Finale	17 -18 August 2020 20 -21 August 2020 24 -25 August 2020 27-28 August 2020 04 September 2020
25th AIMA Convocation		Online	20 August 2020
27th LeaderSpeak Series on 'Making India a Food Provider of the World'	<b>R S Sodhi</b> Managing Director Gujarat Co-operative Milk Marketing Federation Ltd	Online	25 August 2020
YLC Session on 'LGBTQ inclusion in Indian workplace'	<b>Parmesh Shahani</b> Author & Vice President Godrej Industries Ltd <b>Anubhuti Banerjee</b> Manager, Analytics & Insights (Marketing)and Lead – Wings Tata Steel LGBTQ+ Network <b>Nanjappa Somanna</b> Vice President Head Employee Relations, Infosys Ltd and YLC Mentor	Online	28 August 2020
28th LeaderSpeak Series on 'Trouble at the Borders: Can India win a two-frontier war?'	<b>General J J Singh</b> Former Chief of the Army and Governor of Arunachal Pradesh	Online	01 September 2020
YLC Session on 'How to make a better India'	<b>Gurcharan Das</b> Author, Management Guru and Public Intellectual	Online	04 September 2020
MasterClass Series - Risk Management		Online	05 September 2020
29th LeaderSpeak Series on 'Covid Policy Window- Challenges & Opportunities'	<b>Manish Sabharwal</b> Chairman and Co-founder Teamlease Services	Online	07 September 2020
YLC Session on 'Building Futuristic Products'	<b>Rajendran Dandapani</b> Builder Mobile Apps, Zoho Teacher Software Engg, ZohoUniv	Online	11 September 2020
47th National Management Convention	<b>Sunil Kant Munjal</b> Chairman, Hero Enterprise		21-22 September 2020

# AUDITOR'S REPORT & ACCOUNTS



# Auditor's Report

The Members  
All India Management Association  
New Delhi

We have audited the attached Balance Sheet of All India Management Association as at 31st March, 2020 and the Income and Expenditure Account for the year ended on that date annexed thereto. These financial statements are the responsibility of All India Management Association and our responsibility is to express an opinion on these financial statements based on our audit.

We have conducted our audit in accordance with auditing standards generally accepted in India. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material mis-statement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion. We report that;

- (a) We have obtained all the information and explanation which to the best of our knowledge and belief were necessary for the purpose of our audit;
- (b) In our opinion, proper books of accounts have been kept by the Society so far appears from our examination of the books;
- (c) The Balance Sheet and Income and Expenditure Account dealt with by this report are in agreement with the books of accounts;
- (d) In our opinion and to the best of our information and according to the explanations given to us, the said accounts read together with the Accounting Policies and Notes as mentioned in Note 23 thereon give a true and fair view;
  - (i) in the case of the Balance Sheet, of the State of affairs of the Society as at 31st March 2020; and
  - (ii) in the case of the Income and Expenditure Account, of the excess of income over expenditure for the year ended on that date.

**For APT & Co. LLP**  
Chartered Accountants  
FRN: 014621C/N500088

**Date : August 5, 2020**  
**Place : New Delhi**

**Avinash Gupta**  
Partner  
Membership No. 513349

# Balance Sheet As At March 31, 2020

Rupees

	Particulars	Note No.	As At 31.03.2020	As At 31.03.2019
<b>I</b>	<b>Corpus &amp; Liabilities</b>			
1	Corpus	1	1,20,00,59,239	1,19,25,87,124
2	Reserve & Surplus			
	Earmarked Funds	2	51,51,47,923	50,57,35,479
	General Reserve	3	2,55,24,11,990	2,33,19,45,228
3	Non-Current Liabilities			
	Security Deposits	4	1,61,77,000	1,59,22,000
	Other Long-Term Liabilities	5	28,54,169	15,88,070
	Long-Term Provisions	6	9,96,66,262	8,87,78,788
4	Current Liabilities			
	Trade Payables	7	2,34,96,022	1,62,36,713
	Other Current Liabilities	8	3,65,01,930	4,23,16,890
	<b>Total</b>		<b>4,44,63,14,535</b>	<b>4,19,51,10,292</b>
<b>II</b>	<b>Assets</b>			
1	Non-Current Assets			
	(a) Fixed Assets	9		
	i. Tangible Assets		1,05,66,37,882	1,06,85,50,065
	ii. Intangible Assets		3,08,772	4,03,565
	iii. Software Development Work in Progress		3,77,500	-
	iv. Capital Work-in-Progress		60,80,441	60,80,441
	(b) Non Current Investments	10	1,64,69,20,197	1,49,73,01,911
	(c) Long-Term Loans & Advances	11	22,77,37,355	18,67,68,879
2	Current Assets			
	(a) Current Investments	10	62,19,00,929	71,05,37,734
	(b) Inventories	12	22,01,403	31,36,296
	(c) Trade Receivables	13	7,43,56,680	4,77,05,288
	(d) Cash & Cash Equivalents	14	4,29,21,464	6,94,03,136
	(e) Short-Term Loans & Advances	15	2,84,59,798	3,74,85,763
	(f) Other Current Assets	16	73,84,12,114	56,77,37,214
	<b>Total</b>		<b>4,44,63,14,535</b>	<b>4,19,51,10,292</b>

Accounting Policies &amp; Notes.

23

Notes 1 to 23 referred above, form an integral part of the accounts.

As per our report of even date attached.

**For APT & Co. LLP**  
Chartered Accountants  
FRN 014621C/N500088

**Sanjay Kirloskar**  
President

**Nikhil Sawhney**  
Treasurer

**Avinash Gupta**  
Partner  
Membership No. 513349

**Rekha Sethi**  
Director General

**Pankaj Rajvanshi**  
Chief Financial Officer

Date : July 27, 2020

Place: New Delhi

# Income & Expenditure Account for the year ended March 31, 2020

Rupees

	Particulars	Note No.	Year ended 31.03.2020	Year ended 31.03.2019
I	Revenue from Operations	17	48,13,91,429	49,80,49,139
II	Other Income	18	23,73,22,168	21,01,25,157
III	<b>Total Revenue (I+II)</b>		<b>71,87,13,597</b>	<b>70,81,74,296</b>
IV	Expenses			
	(a) Employee Benefit Expenses	19	21,54,24,694	19,50,40,618
	(b) Depreciation & Amortisation	20	1,88,64,132	1,96,61,808
	(c) Operational Expenses	21	14,73,37,173	17,71,31,438
	(d) Other Administrative Expenses	22	10,06,78,213	11,51,92,804
	<b>Total Expenses</b>		<b>48,23,04,212</b>	<b>50,70,26,668</b>
V	Surplus before Appropriation		23,64,09,385	20,11,47,628
	<b>Transferred to:</b>			
	Building Fund		1,10,90,000	1,22,01,000
	Life Membership Fund		43,13,123	83,33,600
	Benevolent & Social Causes		23,64,000	50,54,000
	General Reserve		21,86,42,262	17,55,59,028

Accounting Policies & Notes. 23  
Notes 1 to 23 referred above, form an integral part of the accounts.  
As per our report of even date attached.

**For APT & Co. LLP**  
Chartered Accountants  
FRN 014621C/N500088

**Sanjay Kirloskar**  
President

**Nikhil Sawhney**  
Treasurer

**Avinash Gupta**  
Partner  
Membership No. 513349

**Rekha Sethi**  
Director General

**Pankaj Rajvanshi**  
Chief Financial Officer

**Date : July 27, 2020**  
**Place: New Delhi**

# Notes to Accounts Forming Part of Balance Sheet

## Note No. 1

Rupees

Particulars	As At 01.04.2019	Addition (Including appropriation & Interest)	Utilised	As At 31.03.2020
<b>Corpus</b>				
<b>General Corpus</b>	<b>1,17,82,20,724</b>	<b>71,00,735</b>	-	<b>1,18,53,21,459</b>
	<i>1,17,01,81,398</i>	<i>80,39,326</i>	-	<i>1,17,82,20,724</i>
<b>LMA Support</b>	<b>50,57,080</b>	<b>3,88,238</b>	<b>3,40,000</b>	<b>51,05,318</b>
	<i>51,80,202</i>	<i>3,73,521</i>	<i>4,96,643</i>	<i>50,57,080</i>
<b>Awards</b>	<b>93,09,320</b>	<b>5,51,298</b>	<b>2,28,155</b>	<b>96,32,463</b>
	<i>89,99,328</i>	<i>5,30,404</i>	<i>2,20,412</i>	<i>93,09,320</i>
<b>Total</b>	<b>1,19,25,87,124</b>	<b>80,40,271</b>	<b>5,68,155</b>	<b>1,20,00,59,239</b>
<i>Previous Year</i>	<i>1,18,43,60,928</i>	<i>89,43,251</i>	<i>7,17,055</i>	<i>1,19,25,87,124</i>

Figures in italics are of previous year

## Note No. 2

Rupees

Particulars	As At 31.03.2020	As At 31.03.2019
<b>Earmarked Funds</b>		
As per the last Balance Sheet	<b>50,57,35,479</b>	49,47,34,852
Additions during the Year	<b>1,77,67,123</b>	2,55,88,600
Utilised during the year	<b>83,54,679</b>	1,45,87,973
<b>Total</b>	<b>51,51,47,923</b>	50,57,35,479

## Note No. 3

Rupees

Particulars	As At 31.03.2020	As At 31.03.2019
<b>General Reserve</b>		
As per the last Balance Sheet	<b>2,33,19,45,228</b>	2,15,00,87,122
Less: Transfer to General Corpus - Invested in Fixed Assets	<b>49,36,459</b>	59,90,595
Add : Transfer to Land & Building Fund	<b>67,60,959</b>	1,22,89,673
Add : Transferred from Income & Expenditure Account	<b>21,86,42,262</b>	17,55,59,028
<b>Total</b>	<b>2,55,24,11,990</b>	2,33,19,45,228

# Notes to Accounts Forming Part of Balance Sheet

Rupees

Note No.	Particulars	As At 31.03.2020	As At 31.03.2019
<b>4</b>	<b>Security Deposits:</b>		
	Securities Deposit Payable	<b>1,61,77,000</b>	1,59,22,000
	<b>Total</b>	<b>1,61,77,000</b>	1,59,22,000
<b>5</b>	<b>Other Long Term Liabilities:</b>		
	Trade Payables:		
	(i) Nodal Centres	<b>19,86,822</b>	10,95,912
	(ii) Expenses Payable	<b>8,67,347</b>	4,92,158
	<b>Total</b>	<b>28,54,169</b>	15,88,070
<b>6</b>	<b>Long-term Provisions:</b>		
	(i) Provision for Gratuity	<b>5,91,16,654</b>	5,38,77,295
	(ii) Provision for Leave Encashment	<b>4,05,49,608</b>	3,49,01,493
	<b>Total</b>	<b>9,96,66,262</b>	8,87,78,788
<b>7</b>	<b>Trade Payables:</b>		
	(i) Sundry Creditors	<b>85,45,599</b>	71,64,098
	(ii) Management Institutes	<b>45,01,991</b>	28,11,578
	(iii) Nodal Centres	<b>94,80,887</b>	42,85,260
	(iv) Faculties	<b>9,67,545</b>	19,75,777
	<b>Total</b>	<b>2,34,96,022</b>	1,62,36,713
<b>8</b>	<b>Other Current Liabilities:</b>		
	Income received in Advance	<b>1,58,24,491</b>	1,70,95,679
	Share Payable	<b>28,29,305</b>	26,82,814
	Stale Cheques	<b>5,64,522</b>	7,21,227
	Other Payables:		
	Statutory Dues	<b>92,77,119</b>	1,08,64,237
	AIMA Alumni Association	<b>1,71,200</b>	2,05,200
	Fees Refundable/Adjustable	<b>30.74.565</b>	4,44,441
	Salary Payable	<b>4,36,425</b>	4,03,052
	Expenses Payable	<b>43,24,303</b>	99,00,240
	<b>Total</b>	<b>3,65,01,930</b>	4,23,16,890

# Notes to Accounts Forming Part of Balance Sheet

Note No. 9

Fixed Assets:

Rupees

Particulars	Depreciation/ Amortisation Rates	Gross Block				Depreciation			WDV		
		01.04.2019 As on P.Y.	Additions	Deletion	31.03.2020 As on C.Y.	31.03.2019 Upto P.Y.	Deletion	Current Year	31.03.2020 Upto C.Y.	31.03.2020 As on C.Y.	31.03.2019 As on P.Y.
Tangible Assets:											
Land	0%	91,48,97,596	-	-	91,48,97,596	-	-	-	-	91,48,97,596	91,48,97,596
Lease Hold Land *		20,093	-	-	20,093	20,092	-	-	20,092	1	1
Building	10%	13,58,34,171	21,46,732	-	13,79,80,903	2,60,10,824	-	1,10,89,675	3,71,00,499	10,08,80,404	10,98,23,347
Plant & Machinery:											
(i) Elevator	15%	58,10,069	16,86,177	8,05,500	66,90,746	18,55,729	7,92,735	7,17,699	17,80,693	49,10,053	39,54,340
(ii) Central A.C.Plant & Air-Conditioners	15%	1,54,50,626	2,07,031	-	1,56,57,657	29,82,940	-	19,01,209	48,84,149	1,07,73,508	1,24,67,686
(iii) Generating Sets	15%	34,09,317	-	-	34,09,317	5,83,182	-	4,23,921	10,07,103	24,02,214	28,26,135
Furniture & Fittings	10%	2,35,87,710	1,82,248	-	2,37,69,958	1,05,66,968	-	13,11,191	1,18,78,159	1,18,91,799	1,30,20,742
Office Equipment	15%	1,24,60,188	1,65,407	-	1,26,25,595	66,19,611	-	9,00,904	75,20,515	51,05,080	58,40,577
Computer	40%	1,58,33,824	22,14,501	10,17,000	1,70,31,325	1,35,86,773	10,16,905	17,08,716	1,42,78,584	27,52,741	22,47,051
Others:											
Library Books & Films	25%	69,50,600	1,58,864	2,000	71,07,464	64,44,198	-	1,60,041	66,04,239	5,03,225	5,06,402
Fire Fighting System	15%	42,54,068	-	-	42,54,068	19,74,045	-	3,42,002	23,16,047	19,38,021	22,80,023
Vehicles	15%	16,71,830	-	-	16,71,830	9,85,665	-	1,02,925	10,88,590	5,83,240	6,86,165
Total		1,14,01,80,092	67,60,960	18,24,500	1,14,51,16,552	7,16,30,027	18,09,640	1,86,58,283	8,84,78,670	1,05,66,37,882	1,06,85,50,065
Previous Year		1,13,41,89,498	1,22,89,674	62,99,080	1,14,01,80,092	5,83,42,380	61,05,116	1,93,92,763	7,16,30,027	1,06,85,50,065	1,07,58,47,118
Intangible Assets:											
Computer Software	40%	59,37,917	-	-	59,37,917	56,35,969	-	1,20,780	57,56,749	1,81,168	3,01,948
Licenses & Franchise	40%	18,06,032	1,11,055	-	19,17,087	17,04,415	-	85,068	17,89,483	1,27,604	1,01,617
Total		77,43,949	1,11,055	-	78,55,004	73,40,384	-	2,05,848	75,46,232	3,08,772	4,03,565
Previous Year		77,43,949	-	-	77,43,949	70,71,339	-	2,69,045	73,40,384	4,03,565	6,72,610
Software Development Work in Progress:											
Software		-	3,77,500	-	3,77,500	-	-	-	-	3,77,500	-
Total		-	3,77,500	-	3,77,500	-	-	-	-	3,77,500	-
Previous Year		-	-	-	-	-	-	-	-	-	-
Capital Work In Progress:											
Wall		60,80,441	-	-	60,80,441	-	-	-	-	60,80,441	60,80,441
Total		60,80,441	-	-	60,80,441	-	-	-	-	60,80,441	60,80,441
Previous Year		60,80,441	-	-	60,80,441	-	-	-	-	60,80,441	60,80,441
Grand Total		1,15,40,04,482	72,49,515	18,24,500	1,15,94,29,497	7,89,70,411	18,09,640	1,88,64,131	9,60,24,902	1,06,34,04,595	1,07,50,34,071
Grand Total of Previous Year		1,14,80,13,888	1,22,89,674	62,99,080	1,15,40,04,482	6,54,13,719	61,05,116	1,96,61,808	7,89,70,411	1,07,50,34,071	1,08,26,00,169

\* The above Lease Hold Land pertains to AIMA Lodhi Road Office.

## Notes to Accounts Forming Part of Balance Sheet

Rupees

Note No.	Particulars	As At 31.03.2020	As At 31.03.2019
<b>10</b>	<b>Investments:</b>		
	<b>(i) Non-Current:</b>		
	Fixed Deposits with Scheduled Banks	<b>89,69,20,197</b>	74,73,01,911
	Investment in Government or Trust Securities	<b>75,00,00,000</b>	75,00,00,000
	<b>(ii) Current:</b>		
	Fixed Deposits with Scheduled Banks	<b>62,19,00,929</b>	71,05,37,734
	<b>Total</b>	<b>2,26,88,21,126</b>	2,20,78,39,645
<b>11</b>	<b>Long Term Loans &amp; Advances:</b>		
	<b>Security Deposits</b>		
	Unsecured, Considered Good:		
	(i) Securities with Public Bodies	<b>26,78,996</b>	22,17,096
	<b>Other Advances</b>		
	Unsecured, Considered Good:		
	(i) Tax Deducted at Source	<b>12,91,69,170</b>	10,17,60,185
	(ii) C.E.S.T.A.T.	-	22,58,306
	(iii) South Delhi Municipal Corporation	<b>44,69,370</b>	44,69,370
	(iv) AIMA Employees Gratuity Trust	<b>5,42,10,082</b>	4,84,28,575
	(v) LIC-Group Leaves Encashment Scheme	<b>3,72,09,737</b>	2,76,35,347
	<b>Total</b>	<b>22,77,37,355</b>	18,67,68,879
<b>12</b>	<b>Inventories:</b>		
	Books & Study Material	<b>16,82,116</b>	26,63,935
	Mementoes	<b>2,99,427</b>	2,30,248
	AIMA Ties	<b>12,409</b>	37,134
	Corporate Brochure	<b>71,386</b>	77,396
	Stationery	<b>1,27,939</b>	1,17,883
	Others	<b>8,126</b>	9,700
	<b>Total</b>	<b>22,01,403</b>	31,36,296

## Notes to Accounts Forming Part of Balance Sheet

Rupees

Note No.	Particulars		As At 31.03.2020		As At 31.03.2019
<b>13</b>	<b>Trade Receivables:</b>				
	<b>(a) Considered good</b>				
	Within Six Months- Secured				
	(i) Nodal Centres		-		200
	Within Six Months- Unsecured				
	(i) Receivable		2,15,82,974		2,54,47,234
	(ii) Dues from Management Institutes		3,21,24,641		1,53,63,520
	(iii) Other Dues		28,80,769		12,63,967
	More than Six Months- Unsecured				
	(i) Receivable		36,72,028		24,60,800
	(ii) Dues from Management Institutes		1,40,96,268		31,69,567
	<b>(b) Considered doubtful</b>				
	Other Receivable	-	-	3,09,11,854	
	Less : Bad Debts Written Off	-	-	(3,09,11,854)	-
	<b>Total</b>		<b>7,43,56,680</b>		<b>4,77,05,288</b>
<b>14</b>	<b>Cash &amp; Cash Equivalents:</b>				
	Balances with Banks--Saving Account		3,51,92,122		4,84,72,804
	Balance with Banks--Current Account		-		43,747
	Balances with Bank--Auto FDR		76,05,000		2,07,50,000
	Cash in hand		9,550		10,974
	Postage		1,14,792		1,25,611
	<b>Total</b>		<b>4,29,21,464</b>		<b>6,94,03,136</b>
<b>15</b>	<b>Short-term Loans &amp; Advances:</b>				
	Unsecured, Considered good:				
	(i) Salary Advances		78,311		2,26,239
	(ii) Examination/MAT Test Advances		13,48,209		66,47,247
	(iii) Tax Deducted At Source		1,91,18,357		2,23,22,741
	(iv) TDS on GST		4,08,364		2,14,603
	(v) Earnest Money		15,78,500		9,33,500
	(vi) Advances for Supplies & Services		51,84,990		71,17,544
	(vii) Advance paid to Faculty		7,43,067		23,889
	<b>Total</b>		<b>2,84,59,798</b>		<b>3,74,85,763</b>
<b>16</b>	<b>Other Current Assets:</b>				
	Interest Income Accrued but not Due		73,52,43,445		56,39,38,113
	Prepaid Expenses		31,68,669		37,99,101
	<b>Total</b>		<b>73,84,12,114</b>		<b>56,77,37,214</b>

## Notes to Accounts Forming Part of Balance Sheet

Rupees

Note No.	Particulars	Year ended 31.03.2020	Year ended 31.03.2019
<b>17</b>	<b>Revenue From Operations:</b>		
	Subscription from Members	<b>1,53,25,894</b>	2,24,38,368
	Course & Examination Fees	<b>14,50,05,664</b>	15,63,02,159
	Management Services	<b>25,77,02,652</b>	24,49,22,775
	Management Development Programmes	<b>5,82,64,564</b>	6,85,93,663
	Young Leaders Council	<b>9,12,500</b>	4,39,915
	Sale of Prospectus & Other Publications	<b>5,86,336</b>	6,33,913
	Royalty on Publication	<b>7,11,113</b>	6,64,881
	Grant from Government of India	<b>17,71,950</b>	25,00,000
	Miscellaneous Receipts	<b>11,10,756</b>	15,53,465
	<b>Total</b>	<b>48,13,91,429</b>	49,80,49,139
<b>18</b>	<b>Other Income:</b>		
	Interest Income		
	- From Bank Deposits	<b>16,15,69,408</b>	14,60,64,706
	- From Government Securities	<b>7,18,91,471</b>	5,90,75,811
	- Others : Saving Bank Accounts	<b>36,08,416</b>	48,02,963
	Miscellaneous Receipts-CSS	<b>2,52,873</b>	1,81,677
	<b>Total</b>	<b>23,73,22,168</b>	21,01,25,157

## Notes to Accounts Forming Part of Balance Sheet

Rupees

Note No.	Particulars	Year ended 31.03.2020	Year ended 31.03.2019
<b>19</b>	<b>Employee Benefit Expenses:</b>		
	Salary, Wages & Bonus	<b>18,53,05,989</b>	16,77,34,802
	Provident Fund	<b>90,69,060</b>	77,54,255
	Gratuity & Leave Expenses	<b>1,49,55,081</b>	1,29,21,646
	Pension Schemes	<b>16,90,334</b>	16,85,577
	Employee Medical Insurance	<b>17,58,205</b>	20,12,673
	Staff Welfare	<b>26,46,025</b>	29,31,665
	<b>Total</b>	<b>21,54,24,694</b>	19,50,40,618
<b>20</b>	<b>Depreciation &amp; Amortisation:</b>		
	Depreciation & Amortisation	<b>1,88,64,132</b>	1,96,61,808
	<b>Total</b>	<b>1,88,64,132</b>	1,96,61,808
<b>21</b>	<b>Operational Expenses:</b>		
	Membership Services	<b>73,92,021</b>	73,07,248
	Course & Examination	<b>4,85,08,291</b>	6,81,06,282
	Management Services	<b>6,23,17,146</b>	6,48,44,040
	Management Development Programmes	<b>2,85,03,395</b>	3,66,26,178
	Young Leaders Council	<b>6,16,320</b>	2,47,690
	<b>Total</b>	<b>14,73,37,173</b>	17,71,31,438

## Notes to Accounts Forming Part of Balance Sheet

Rupees

Note No.	Particulars	Year ended 31.03.2020	Year ended 31.03.2019
<b>22</b>	<b>Other Administrative Expenses:</b>		
	Training & Recruitment	4,63,875	3,68,540
	Communication	68,78,271	77,50,748
	Rent, Rates & Taxes	11,13,728	18,57,564
	Travelling & Conveyance	1,55,97,402	1,81,44,088
	Repairs & Maintenance	1,69,33,790	1,57,10,232
	Legal & Professional Charges	92,71,080	77,21,972
	Electricity & Water	58,88,845	66,53,947
	Printing & Stationery	24,06,757	21,78,690
	Bank Charges/Interest	20,68,381	23,07,750
	Safety & Security	41,59,134	40,69,792
	Subscriptions & Membership Charges	5,20,060	6,29,704
	LMA Relations & Support	8,04,883	10,19,727
	Vehicle Running & Maintenance	1,47,649	2,76,077
	Insurance	5,89,384	3,41,704
	Entertainment	65,338	83,940
	Miscellaneous	12,01,198	5,84,552
	Books & Periodicals	86,930	91,572
	Advertising & Promotion	52,27,843	35,11,169
	Bad Debts Written Off	-	3,02,29,855
	Loss on Sale/depletion of Fixed Assets	-	1,71,055
	GST Input Not Claimable, Paid & Written Off	1,06,97,539	1,12,67,235
	Service Tax	-	1,22,891
	L & D O Charges	1,64,56,126	-
	Auditors' Remuneration	1,00,000	1,00,000
	<b>Total</b>	<b>10,06,78,213</b>	<b>11,51,92,804</b>

## Note-23

# Significant Accounting Policies and Notes to Accounts

(Annexed to and forming part of the Balance Sheet as at 31st March, 2020)

### A. Accounting Policies:

1. The preparation of financial statements in conformity with generally accepted accounting policies requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statement and the reported accounts of revenues and expenses for the years presented. Actual results could differ from these estimates.
2. (a) Inventory of saleable publications and priced printed brochures, books, study material and stationary are valued at cost or net realizable value whichever is lower.  
(b) Outdated stock of books, prospectus and bulletins etc. is charged off as and when ascertained.
3. Interest on investments of corpus funds is added to corpus funds and in the case of earmarked funds, interest is taken to income.
4. Depreciation on fixed assets is provided on the following basis:-
  - (i) Premium on the leasehold land is amortized over the period of lease,
  - (ii) Library books and films at 25% on written down value method,
  - (iii) Other assets at written down value method at rates as prescribed in Income Tax Act, 1961.
5. Accounting Standard-9 Revenue recognition states "revenue should be recognized at the time of sale or rendering of services. However, if at the time of sale or rendering services there is significant uncertainty in ultimate collection of the revenue, then the revenue recognition is postponed and in such cases revenue should be recognized only when it becomes reasonably certain that ultimate collection will be made". AIMA has followed the above principle for recognition of revenue except for membership fee and income from sale of prospectus which is accounted for on cash basis consistently.
6. Expenditures are accounted for on accrual basis.
7. Accounting Standard-10 accounting for Fixed Assets states "the cost of fixed assets should comprise its purchase price and any other cost directly attributable to bring the assets to its working condition excluding G.S.T. if Input Tax Credit is to be availed of. When the fixed assets are retired from active use and disposed off then the gain or loss from disposal of fixed assets is recognized in the statement of Profit and Loss or Income and Expenditure Account". AIMA has followed the same principle for accounting of fixed assets.
8. Liability for Leave encashment is provided for on basis of valuation from Life Insurance Corporation of India under a Group Leave Encashment Scheme for employees.

Similarly Liability for Gratuity is also provided for on basis of valuation from Life Insurance Corporation of India under a Group Gratuity Scheme for employees. The Group Gratuity Scheme is administrated by AIMA Employee Gratuity Trust.

As AIMA has opted to make contribution to Life Insurance Corporation of India towards Employees Gratuity and Leave Encashment, provisions are created on the basis of information received from Life Insurance Corporation of India.

9. Provident fund is contributory. The rate of contribution is 12% of basic salary. The Provident fund is administered by the AIMA EPF Trust. AIMA EPF Trust shall pay interest at the statutory rate decided by EPFO. Pending finalization of provision of interest to be credited to the employee's accounts in the books of the PF Trust, AIMA will need to ascertain the amount of contribution, if any.
10. All Revenue Grants received / receivable by AIMA during the financial year are credited to Income & Expenditure Account.

## **B. Notes to Accounts:**

1. Income tax cases of AIMA for the financial years 2004-05 to 2009-10 were listed for hearing on 12th November 2013 before the Hon'ble High Court of Delhi. The Hon'ble High Court of Delhi has held that the word 'education' has a wider meaning and is not restricted to imparting education to students through classes only. The Hon'ble High Court of Delhi has held that the activity of conducting tests carried out by AIMA is not to be considered in isolation but has to be considered as part of the overall activities carried out by AIMA to further its objective. The cases were referred back to DGIT(E) for review.

Presently, AIMA's Income Tax proceedings are going on under section 10(23)(C)(vi) of Income Tax Act, 1961.

2. (A) AIMA in the past has received two show cause cum demand notices finally confirming the demand of service tax due of ₹ 25.53 crores along with a penalty of ₹ 25.53 crores u/s 78 and u/s 77 of the Service Tax Act. Thus the total demand inclusive of penalties comes to ₹ 51.06 crores for the period from 2004-05 to 2010-11.

AIMA filed a statutory appeal in the CESTAT, New Delhi impugning the above said confirmation of demand by the adjudicating authority.

The Tribunal after final hearing of above cases on 10th March 2017 decided in favour of AIMA & set aside demand & penalties vide its order No. 52459/2017 dated 21st April 2017.

The service tax department has since then filed an appeal in the Hon'ble Supreme Court against the Tribunal order and AIMA has received a notice from the Hon'ble Supreme Court on the same. AIMA has filed a detailed counter reply in the Hon'ble Supreme Court on 3rd July, 2018 through our Lawyer. Hence the case shall be taken up in due course by the Hon'ble Supreme Court.

- (B) Third show cause cum demand notice was issued by the Service Tax Department on 18th April 2013 for ₹ 2.25 crores for the period from 2007-08 to 2011-12.

The reply to the above show cause cum demand notice was filed by AIMA. The show cause notice above said was adjudicated and the demand made in the show cause notice was confirmed vide order dated 6th June 2014 along with equal amount of penalty and applicable interest.

Accordingly, the appeal against above order has been filled with the Tribunal. The final hearing of appeal was held on 31st July, 2018 and after final hearing the Tribunal decided the above case in favour of AIMA and set aside demand and penalties vide its order no. ST/A/ 50124/2019-CU/DB dated 30th January, 2019.

The service tax department has since then filed an appeal in the Hon'ble Supreme Court against the Tribunal order and AIMA has received a notice from the Hon'ble Supreme Court on the same. AIMA has filed a detailed counter reply in the Hon'ble Supreme Court in February, 2020 through our Lawyer. Hence the case shall be taken up in due course by the Hon'ble Supreme Court.

- (C) The Service Tax Department has issued a fourth show cause cum demand notice on 16th May 2014 for ₹ 4.35 crores for the financial year 2012-13. The basis of demand is same as in the previous three demands.

The reply to the above show cause cum demand notice has been filed by AIMA and this case shall be taken up in due course by the Service Tax Department.

- (D) The Service Tax Department has issued a fifth show cause cum demand notice on 13th April 2016 for ₹ 1.54 crores for the financial year 2014-15. The basis of demand is same as in the previous four demands.

The reply to the above show cause cum demand notice has been filed by AIMA and this case shall be taken up in due course by the Service Tax Department.

- 3 (A) AIMA received demand notice from South Delhi Municipal Corporation u/s 123D of Delhi Municipal Corporation Act, 1957 for deposit of ₹ 37,33,518/- towards the payment of arrear on account of house tax for use of Institutional Building as Business Building. The same has been contested by AIMA before Tribunal and Tribunal waived off interest & penalty of ₹ 11,98,785/- but retained the balance demand of ₹ 25,34,733/-. AIMA challenged the order in the Hon'ble High Court of Delhi vide W.P. (C) 2421/2014 & CM No. 5062/2014. The Hon'ble High Court of Delhi has directed AIMA to deposit the above said amount in five equal installments interspersed by two months between each installment. As directed by the Hon'ble High Court of Delhi, AIMA has deposited ₹ 25,34,730/- with the MCD.

The MCD Tribunal after final hearing of above case on 1st May 2017 decided in favour of AIMA & set aside the above South Delhi Municipal Corporation (SDMC) order vide its order dated 1st May 2017 and directed to SDMC to refund the above deposited amount to AIMA with interest. However, SDMC has impugned the order of the Tribunal before the Hon'ble High Court of Delhi through WP 10758 of 2017 and the above matter is pending for the adjudication in the Hon'ble High Court of Delhi.

- (B) We have received another assessment order & demand letter of ₹ 24.76 lakhs (Property Tax ₹ 19.34 lakhs + Interest ₹ 5.42 lakhs) from SDMC for the period from 2014-15 to 2017-18. We have consulted the above said assessment order with our advocate and upon their legal advise, we have filed an appeal impugning the assessment order and have deposited pre-requisite pre-deposit of ₹19.34 lakhs in the MCD Tribunal. SDMC has passed the above assessment order on the similar ground, which as per our advocate is not sustainable in law. Now, the above matter is pending for the adjudication in the MCD Tribunal.

4. Investments are made in securities covered under Section-11(5) of the Income Tax Act, 1961 and are valued at cost of acquisition.

5. Auditor's remunerations and other services excluding Service Tax / GST are as follows:-

		Current Year ₹	Previous Year ₹
i.	Fees for Statutory Audit	1,00,000/-	1,00,000/-
ii.	Fees for GST Audit	60,000/-	Nil
iii.	Fees for Tax Work	25,000/-	15,000/-
iv.	Other services	45,000/-	45,000/-
	<b>Total</b>	<b>2,30,000/-</b>	<b>1,60,000/-</b>

6. Previous year's figures have been regrouped, rearranged, reclassified / recast wherever considered necessary.

**For APT & Co. LLP**  
Chartered Accountants  
FRN 014621C/N500088

**Avinash Gupta**  
Partner  
Membership No. 513349

**Date : July 27, 2020**  
**Place: New Delhi**

**Sanjay Kirloskar**  
President

**Rekha Sethi**  
Director General

**Nikhil Sawhney**  
Treasurer

**Pankaj Rajvanshi**  
Chief Financial Officer

## BANKERS

Indian Overseas Bank  
Lok Kala Manch Branch  
20, Institutional Area,  
Lodhi Road,  
New Delhi 110003

State Bank of India  
82-83, Mehar Chand Market  
Lodhi Road,  
New Delhi 110003

ICICI Bank Limited  
NBCC Place,  
New Delhi Branch,  
Bisham Pitamah Marg,  
Pragati Vihar,  
New Delhi 110003

Bank of Baroda  
Defence Colony Branch,  
A8, DDA Shopping cum Office Complex,  
Defence Colony,  
New Delhi 110024

Axis Bank Ltd.  
Khan Market Branch,  
Shop 2A & 2B,  
Khan Market,  
New Delhi 110003

Citi Bank N.A.  
1st Floor, DLF Capitol Point,  
Kharak Singh Marg,  
New Delhi 110001

Bank of India  
CGO Complex Branch,  
Electronic Niketan CGO Complex  
Plot No. 6, Lodhi Road,  
New Delhi 110003

Kotak Mahindra Bank Ltd  
A-266, Bishma Pitamah Marg,  
Defence Colony, New Delhi 110024

IndusInd Bank Limited  
New Delhi Barakhamba Branch,  
Dr Gopal Das Bhawan,  
28, Barakhamba Road,  
New Delhi 110001

HDFC Bank Limited  
209 – 214, Kailash Building  
26, Kasturba Gandhi Marg  
New Delhi – 110 001

Yes Bank Ltd  
Ground Floor, Basement,  
B-58 Defence Colony  
New Delhi 110024

## AUDITORS

APT & Co  
Chartered Accountants,  
A-2/89, Safdarjung Enclave,  
New Delhi 110029

## HEADQUARTER

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