

**Aima**  
ALL INDIA MANAGEMENT ASSOCIATION

# 54th ANNUAL REPORT 2012-2013

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# President's Message

Dear AIMA Colleague,

It gives me immense pleasure as AIMA's 47th President to place before you the activities and achievements of AIMA in 2012-2013.

First, I enjoyed the role over the last year and want to thank you for your support, the former Presidents for their wisdom, the Council members for their contribution, the LMAs for their collegiate friendship and the AIMA office secretariat who pour their heart into AIMA everyday.

AIMA's legacy is rich and we built on it last year. The President of India, Mr Pranab Mukherjee honored us by his presence at the Managing India Awards where the best of Indian leaders like Mr Mukesh Ambani, Mr Keshub Mahindra, Mr Shyam & Hari S Bhartia, Mr Pawan Munjal, Mr Prannoy Roy, Mr Bhaskar Bhatt, including others were awarded.

AIMA celebrated its 57th Foundation Day. On this special day we honoured Ms Chanda Kochhar, Mr PRS Oberoi, Mr Madhav Chavan and Mr Gautam Thapar. We also had a special citation for Dr Ram Tarneja who has steered AIMA over the last fifty years with his wisdom.

In today's world, one needs to be globally linked and one must have a strong digital presence. Both received AIMA's attention last year. AIMA built on its global credentials by partnering with St. Gallen Institute in Switzerland, by co hosting the Global India Business Meeting with Horasis in Ireland, by collaborating with the Management Association of Pakistan. AIMA played host this year to the AAMO (Asian Association of Management Organisations) meeting in New Delhi. AIMA successfully organised the GAMP (Global Advanced Management Programme) in the USA and China.

AIMA revamped its digital strategy with inputs from Nokia and built a strong online presence. AIMA also proposed to help LMAs improve their digital linkage in collaboration with Google. At this point 16 LMAs have signed up for this.

AIMA's Centre for Management Education graduates more than a 1000 students every year, it is the testing expert for management entrance with MAT, it drives learning and knowledge transfer through the various events, retreats and

courses it runs in the areas of marketing, leadership, innovation, HR amongst many others. AIMA helps recruit and train professionals for many public service institutions, thus playing a key role in capacity building. AIMA starts a dream amongst young management students through its Shaping Young Minds Programme. AIMA engages with management students and young managers through its National Competitions & Quizzes and its Business Simulation Programme. AIMA's Centre for Skill Development & Training offers in-company and public training programmes for the enhancement of employability, productivity and professional skills.

AIMA has received enormous intellectual support from Cabinet Ministers, policy makers, regulators, academicians and experts.

AIMA and the LMAs have a common goal and both need to work with their strengths to build a stronger brand name. The AIMA brand has improved in its visibility, its stature and its appeal in the last few years. Some of our LMAs were challenged and I see good leadership putting the Bombay, Bangalore and Delhi LMAs back on track. Some of the strong LMAs got stronger, Madras, Hyderabad, Ahmedabad, Baroda, Rajkot, Kerala are wonderful examples. I have admiration for both groups, rebuilding is a tough exercise and building upon a strong base is also a challenge.

Today, because of some excesses, society is questioning the role of business. Society now wants sustainability along with responsibility and accountability.

AIMA has always been at the forefront and will always be at the forefront to debate, discuss and distill the key management challenges. As an association whose sole intent is the promotion of good management, AIMA has the stature to tell it as it is. This is a stature all of us need to contribute to, build and be proud of. I want to thank you for all your support to AIMA during my presidency. I step down with the fullest knowledge that AIMA will be more successful under Preetha.

Wish you all success.

D Shivakumar

## AIMA Office Bearers 2012-2013



PRESIDENT  
D Shivakumar

Mr Shivakumar is the President of AIMA and till recently was the Senior Vice President for Nokia running IMEA (India, Middle East, Africa). He has worked with more than 34 brands and is a keen student and practitioner of brands, marketing, management and leadership. He is an avid reader, he writes regularly for business magazines and teaches regularly at all the top business schools across the world. Mr Shivakumar has a good ability to combine the theory and practice in management. He has received many awards; One of top five Marketers in India 2003, Brand Builder of the year in 2008, Best CEO in 2009, IIM Calcutta distinguished alumnus award in 2011, to name a few.



SENIOR VICE PRESIDENT  
Preetha Reddy

Leading Asia's foremost integrated healthcare group, Ms Preetha Reddy has been the protagonist in growing Apollo Hospitals as a beacon of hope for millions of patients from across the world. With a keen focus on patient centricity, under her leadership, Apollo Hospitals has developed a cutting-edge presence across healthcare verticals including healthcare infrastructure, education, research, e-health, technology services and health insurance. She works closely with industry bodies and the State Governments on healthcare programmes and policy promotion. She is an active member of the Indo-US and Indo-Malaysia CEOs Forums created for furthering bi-lateral trade and cooperation.



VICE PRESIDENT  
H M Nerurkar

Mr H M Nerurkar joined Tata Steel in 1982, and has, over the years, held various positions across functions. He became Vice President in 2002 and in 2007, was appointed Chief Operating Officer. He was appointed Executive Director of India and South East Asia and subsequently Managing Director in 2009. With over 35 years of experience in steel industry, Mr Nerurkar is an executive with multifaceted experience and is associated with several professional organisations such as Indian Institute of Metals, Institute for Steel Development and Growth amongst others. Several awards have been conferred on him over the years.



TREASURER  
P Dwarakanath

Mr P Dwarakanath is Advisor, Group Human Capital of Max India Ltd., an Insurance and Healthcare group. Earlier he was the Director, Human Resources and Administration, India/South Asia with GSK. He is on the board of several companies and institutions including GSK Consumer Healthcare Ltd. He is a former President of National Human Resources Development Network (NHRDN). Additionally he has been President of Delhi Management Association (DMA) and Regional President, Northern Region, AIMA.



IMMEDIATE PAST PRESIDENT  
Rajiv Vastupal

Mr Rajiv Vastupal is Chairman & Managing Director of Rajiv Petrochemicals Pvt. Ltd., a flagship company of Team Rajiv, involved in various manufacturing products of woven sacks, electrical lighting, panels and specialty chemicals. In addition to that it is also an agency house and importer and exporter for PE, PP & PVC products, having agency of Haldia, Finolex, HPCL Mittal Energy Ltd, LG, Jindal etc. It has offices and plants in multi locations. He is a philanthropist and contributes to several charities in Gujarat. He has been a President of the Ahmedabad Management Association and founder member of YPO, Gujarat & board member of WPO, Mumbai.

# Council of Management 2012-2013

## PRESIDENT

- Mr D Shivakumar

## SENIOR VICE PRESIDENT

- Ms Preetha Reddy

## VICE PRESIDENT

- Mr H M Nerurkar

## TREASURER

- Mr P Dwarakanath

## IMMEDIATE PAST PRESIDENT

- Mr Rajiv Vastupal

## REPRESENTATIVES OF NON-ROTATING LMAs

- |               |                      |
|---------------|----------------------|
| - (Ahmedabad) | - Mr Janak D Parikh  |
| - (Mumbai)    | - Mr R Ramakrishnan  |
| - (Indore)    | - Mr Sunil Chordia   |
| - (Calcutta)  | - Mr Jahan Mehta     |
| - (Bangalore) | - Dr Manje Gowda     |
| - (Hyderabad) | - Ms Hema Jain       |
| - (Madras)    | - Mr Venky Rajagopal |
| - (Lucknow)   | - Mr Rakesh Mittal   |

## REPRESENTATIVES OF ROTATING LMAs

- |                |                      |
|----------------|----------------------|
| - (Noida)      | - Mr S K Tomer       |
| - (Meerut)     | - Mr M P Tyagi       |
| - (Jamshedpur) | - Mr Pratha Sengupta |
| - (Patna)      | - Mr R P Sahu        |
| - (Trivandrum) | - Dr Babu Thomas     |
| - (Trichur)    | - Mr P T Krishnadas  |
| - (Bharuch)    | - Mr Sushil Kumar    |
| - (Goa)        | - Mr D Kumar Pillai  |

## REPRESENTATIVES OF PROFESSIONAL INDIVIDUAL MEMBERS

- |            |                         |
|------------|-------------------------|
| - (FELLOW) | - Mr Yogi Sriram        |
| - (MEMBER) | - Mr Saurabh Agrawal    |
|            | - Dr Hari Krishna Maram |
|            | - Mr Mukesh Kumar Jain  |
|            | - Prof Atanu Ghosh      |

## REPRESENTATIVES OF INSTITUTIONAL MEMBERS

- Dr H Chaturvedi
- Mr M L Shanmukh
- Mr Rajendra Prasad Singh
- Mr L R Shrivastav
- Mr S P S Bakshi
- Mr Sandeep Bakshi
- Dr Saugata Mitra
- Mr Nikhil Sawhney

## GOVERNMENT OF INDIA NOMINEES

- Prof Janat Shah
- Prof Prafulla Y Agnihotri

## CO-OPTED MEMBERS

- Mr Vineet Agarwal
- Mr Sanjeev Bikhchandani
- Mr R Mukundan
- Mr Shivinder Mohan Singh
- Mr Vijay Thadani

## SPECIAL INVITEES

- Mr Sudhir Vasudeva
- Mr Sunil Kant Munjal
- Mr Inderdeep Singh
- Dr Santrupt B Misra
- Mr Roopen Roy

## DISTINGUISHED INVITEES

- Mr Malvinder Mohan Singh
- Mr C S Verma
- Mr Arup Roy Choudhury
- Mr Subodh Bhargava
- Mr Nitin Paranjpe
- Ms Meera Harish
- Mr Kris Gopalakrishnan
- Mr Rajiv Bajaj
- Mr Gopal Srinivasan
- Mr Vineet Nayar
- Mr Harsh Chitale
- Mr Anand Shankar
- Mr Richard Rekhy
- Dr Rana Kapoor
- Mr M Damodaran
- Dr H P Kumar
- Mr Nimish Patel
- Mr Vipin Sondhi
- Prof Samir Barua
- Prof Shekhar Chaudhuri
- Prof Pankaj Chandra
- Dr N Ravichandran
- Dr M J Xavier
- Prof Debashis Chatterjee
- Prof D K Bandyopadhyay
- Prof Bibek Debroy
- Ms Neelam Dhawan
- Mr Alok Malik
- Mr Harshavardhan Neotia
- Mr Sanjay Budhia
- Mr Kumar Ramanathan
- Mr Ravi Venkatesan
- Mr R S Sharma
- Prof M M Pant
- Mr Santosh Desai
- Mr Rajiv Gujral
- Mr Chender K Baljee
- Mr Satish Pradhan
- Mr Neeraj Aggarwal
- Mr Bunty Peerbhoy
- Mr V Rajaraman

## EX-OFFICIO

- Ms Rekha Sethi, Director General, AIMA

# Past Presidents of AIMA

Dr A L Mudaliar *	1959-60	Dr R James David	1989-90
Mr N Dandekar *	1960-63	Dr J S Juneja	1990-91
Dr K S Basu *	1963-67	Mr Chinubhai R Shah	1991-92
Sir James Lindsay *	1967-69	Mr Ramesh Gelli	1992-93
Dr Charat Ram *	1969-70	Mr K L Chugh	1993-94
Mr M K Raju *	1970-72	Mr Rajendra Singh *	1994-95
Dr Ram Tarneja	1972-73	Mr K B Dadiseth	1995-96
Mr H Mangaldas *	1973-74	Mr K Jairaj, IAS	1996-97
Mr S C Aggarwal *	1974-75	Mr J P Chowdhary	1997-98
Mr K K Unni *	1975-76	Mr Krishan Kalra	1998-99
Mr P K Sen *	1976-77	Mr K K Nohria	1999-2000
Mr R K Swamy *	1977-78	Mr T T Thomas	2000-01
Mr Prem Pandhi *	1978-79	Mr Rajive Kaul	2001-02
Dr Minoo D Daver	1979-80	Dr Uddesh Kohli	2002-03
Mr Atmaram Saraogi	1980-81	Mr R Gopalakrishnan	2003-04
Mr P Unnikrishnan	1981-82	Mr Sunil Alagh	2004-05
Prof R D Gupta *	1982-83	Mr Sudhir Jalan	2005-06
Mr Nirbhay Mal Jain	1983-84	Mr Subir Raha*	2006-07
Mr S P Acharya	1984-85	Mr Kewal Handa	2007-08
Prof S L Rao	1985-86	Mr Srinivasan K Swamy	2008-09
Dr Gurpreet Singh	1986-87	Mr Sanjiv Goenka	2009-10
Mr P V R N Iyer	1987-88	Mr Gautam Thapar	2010-11
Dr J J Irani	1988-89	Mr Rajiv Vastupal	2011-12

\* Deceased

# AIMA Committee Chairmen 2012-2013

## COMMITTEE

Finance Committee  
Audit Committee  
Best LMA Award Committee  
MSME Committee  
Indian Management Editorial Advisory Board  
CME Board of Studies  
International Relations Committee  
Centre for Public Governance  
Managing India Awards Committee  
Public Policy Committee  
Task Force on MSME to conduct a study on the Service Sector  
Nominations Committee  
Membership Development Committee

## CHAIRMAN

Mr P Dwarakanath  
Mr V Rajaraman  
Mr Shivinder Singh  
Dr H P Kumar  
Prof S L Rao  
Prof M M Pant  
Mr Rajive Kaul  
Mr K Jairaj  
Mr Sanjiv Goenka  
Mr Gautam Thapar  
Dr J S Juneja  
Mr Rajiv Vastupal  
Mr Vijay Thadani



# Key Events

October 2012-September 2013

<b>16th Student Management Games (SMG 2012)</b>		North East West South Grand Finale	6-12 Sep 2012 9-11 Oct 2012 26 Sep - 6 Oct 2012 14 Sep - 29 Oct 2012 1 Nov 2012
<b>Young Leaders Retreat</b> <b>'Ushering in a Generation Change in Leadership'</b>	<b>Mr Shivinder Mohan Singh</b> Executive Vice Chairman, Fortis Healthcare India  <b>Mr Vineet Agarwal</b> Managing Director, Transport Corporation of India	Goa	16-18 Nov 2012
<b>7th National Research Conference</b> <b>'Entrepreneurship, Employability &amp; Business Education'</b>		New Delhi	27 Nov 2012
<b>Bangalore Management Convention</b> <b>'Management Innovation and Excellence: Leveraging Brand Bangalore's Leadership Story for the Next Generation of Success'</b>		Bangalore	12 Dec 2012
<b>3rd Knowledge and Professional Services Summit 'Leveraging Knowledge Services to Impel the Next Phase of Growth in India'</b>	<b>Mr Pramod Bhasin</b> Vice Chairman, Genpact	Bangalore	18 Dec 2012
<b>MDP on CSR, Corporate Governance and Global Competitiveness</b>		New Delhi	21-22 Dec 2012
<b>13th National Management Quiz for Corporates</b>		Kolkata New Delhi Chennai Mumbai Grand Finale	8 Dec 2012 15 Dec 2012 18 Dec 2012 22 Dec 2012 22 Dec 2012

Workshop on Management Skills to Source Finance and Management of Technology by SMEs		Coimbatore	11 Jan 2013
Global Advanced Management Programme 2013 'Strategies for Global Competitiveness: Understanding the China Model'	<b>Dr Anil K Gupta</b> Michael D. Dingman, Chair in Strategy & Entrepreneurship, The University of Maryland at College Park & Visiting Professor of Strategy, INSEAD	Shanghai, China	13-19 Jan 2013
Workshop on Training Evaluation		New Delhi	1-2 Feb 2013
7th National Brand Summit	<b>Ms Meera Harish</b> Vice President (Sales & Marketing), Tata Coffee Ltd.	Bangalore	5 Feb 2013
2nd HR Leadership Retreat 'Connecting HR with Business- The Way Forward'	<b>Dr A K Balyan</b> Managing Director & CEO, Petronet LNG Limited  <b>Dr Aquil Busrai</b> Founder & CEO, Aquil Busrai Consulting	Udaipur	7-9 Feb 2013
3rd World Marketing Congress 'Marketing Myopia 2.0'	<b>Mr S K Swamy</b> Chairman & Managing Director, RK Swamy BBDO Pvt. Ltd.	New Delhi	14-15 Feb 2013
Workshop on Training the Trainers		Bangalore New Delhi	7-9 Feb 2013 21-23 Feb 2013
57th Foundation Day and 7th Management Day 'Rethinking the enterprise - Need for disruptive business models'		New Delhi	21 Feb 2013

# Key Events

October 2012-September 2013

<b>Women Quiz - PRAGATI 'Celebrating Achievements of Women - Enriching &amp; Empowering Women of Today: Call for Action'</b>	<b>Dr Reena Ramachandran</b> Former CMD, Hindustan Organic Chemicals Ltd.  <b>Ms Veena Swarup</b> Director (HR), Engineers India Ltd.	New Delhi	9 Mar 2013
<b>Conference on Balancing Paradoxes at 3 levels of People Management</b>		Bangalore	15 Mar 2013
<b>Workshop on Effective Training Facilitators</b>		New Delhi	15-16 Mar 2013
<b>4th Global Innovation Conference 'Breakthrough Innovations'</b>	<b>Mr Rajiv Narang</b> Chairman & Managing Director, Erehwon Innovation Consulting	New Delhi	21 Mar 2013
<b>22nd Faculty Development Programme on Advances in Research Methods and Data Analytical Tools</b>		New Delhi	21-23 Mar 2013
<b>Shaping Young Minds Programme</b>		Chandigarh Pune Trivandrum Kolkata Lucknow	23 Jan 2013 28 Feb 2013 3 Apr 2013 31 Jul 2013 30 Aug 2013
<b>9th National Student Quiz</b>		Regional Rounds Grand Finale	Feb - Mar 2013 6 Apr 2013
<b>AIMA Managing India Awards</b>	<b>Mr Sanjiv Goenka</b> Chairman, RP-Sanjiv Goenka Group	New Delhi	11 Apr 2013
<b>AAMO Council Meeting</b>		New Delhi	10-13 Apr 2013

<b>23rd Faculty Development Programme - 1st Workshop on Totality in Project Management</b>		New Delhi	11-13 Apr 2013
<b>4th National MSME Convention 'Unleashing India's MSME Potential: A New Vision'</b>	<b>Dr J S Juneja</b> Chairman, Task Force MSME, AIMA	Guwahati	8-9 May 2013
<b>7th Global Advanced Management Programme 'Disruptive Innovation &amp; Open Business Models in the Changing Global Landscape'</b>	<b>Prof Solomon N Darwin</b> Associate Director, Institute for Business Innovation, Haas School of Business, University of California, Berkeley	Silicon Valley, USA	19-25 May 2013
<b>24th MDP on Strategic Management</b>		New Delhi	20-22 May 2013
<b>2nd MDP on CSR, Corporate Governance and Global Competitiveness</b>		New Delhi	31 May - 1 Jun 2013
<b>Healthcare Conference 'Sustainable Strategies for a Healthy India'</b>		Bangalore	18 Jun 2013
<b>22nd National Competition for Business Management Simulations (NMG-2013)</b>		East South North West Grand Finale	1-3 May 2013 16-18 May 2013 7-12 Jun 2013 19-21 Jun 2013 11 Jul 2013
<b>Marketing Retreat 'Innovative Marketing for Globalizing India'</b>	<b>Dr Jagdish N Sheth</b> Charles H. Kellstadt Professor of Marketing, Goizueta Business School, Emory University	Goa	12-14 July 2013
<b>25th Faculty Development Programme on Research Fundamentals &amp; Data Analytical Tools</b>		New Delhi	23 Jul 2013



# Key Events

October 2012-September 2013

39th National Competition for Young Managers 'Inspired Leadership for Turbulent Times and The Power of Youth'		Kolkata	19-20 Jul 2013
		Mumbai	26-27 Jul 2013
		Chennai	2-3 Aug 2013
		New Delhi	9-10 Aug 2013
		Grand Finale	31 Aug 2013
AIMA 18th Convocation		New Delhi	19 Aug 2013
AAMO Council Meeting		Macau	4 Sep 2013
10th National Competition for Management Students		Bangalore	20-21 Sep 2013
		Kolkata	23-24 Sep 2013
		Delhi & Mumbai	30 Sep-1 Oct 2013
		Grand Finale	5 Oct 2013
Workshop for Training Facilitator	<b>Dr Sunil Abrol</b> Advisor (CSDT), AIMA	New Delhi	21 Sep 2013
2nd Workshop on Totality of Project Management		New Delhi	22-23 Sep 2013
40th National Management Convention 'Courage in Uncertainty'	<b>Mr Sanjiv Goenka</b> Chairman, RP-Sanjiv Goenka Group	New Delhi	26-27 Sep 2013

# Events & Conferences

AIMA conferences and events act as platforms for industry leaders, policy makers, academicians and thought leaders to articulate and share their views on current trends, practices and challenges. Through its management development programmes, retreats, business simulation programmes and competitions, AIMA enables the professional and personal development of aspiring and practicing management professionals.

# 57th Foundation Day and 7th National Management Day



*Release of AIMA Foundation Day Souvenir and AIMA B-School Directory 2013-14 (L-R) Rekha Sethi, Director General, AIMA; D Shivakumar, President, AIMA; Nandan Nilekani, Chairman, Unique Identification Authority of India (UIDAI); Preetha Reddy, Senior Vice President, AIMA & Managing Director, Apollo Hospitals Enterprise Ltd. and Dr Ram Tarneja, Past President, AIMA.*

AIMA celebrated its 57th Foundation Day & 7th National Management Day at New Delhi on 21 February 2013. Speaking on the theme, 'Rethinking the Enterprise - Need for disruptive business models', Mr Nandan Nilekani, Chairman, UIDAI said "Fundamentally the business models around the world are changing due to change in technology which is hitting the real business world. Massive computing capacity is changing the way the businesses are run and this is becoming a major challenge for the existing businesses."

Mr D Shivakumar, President, AIMA started the Foundation Day proceedings with a presentation on the history of AIMA

and its contribution to Indian management through the past five decades. Speaking on the need for rethinking enterprise, he said, "Every value chain is getting disrupted by new business models." Ms Rekha Sethi, Director General, AIMA announced the awards and Ms Preetha Reddy, Senior Vice President, AIMA and Managing Director, Apollo Hospital Group concluded the session.

Mr Gautam Thapar, Group Chairman & CEO, The Avantha Group; Mr D Shivakumar and former Chief Justice of India, late Justice J S Verma were on the panel for the session on 'Year of the Unknown Indian'. Speaking on the topic, late



*Nandan Nilekani, Chairman, Unique Identification Authority of India (UIDAI) addressing the Convention.*



*D Shivakumar, President, AIMA addressing.*



*(L-R) Pranjal Sharma, Editorial and Knowledge Advisor; Pramod Bhasin, Vice Chairman, Genpact; Rajiv Pratap Rudy, Member of Parliament, BJP; Sunil Kant Munjal, Jt Managing Director, Hero MotoCorp Limited and Chairman, Hero Corporate Service Limited, India; BJ Panda, Member of Parliament, BJD and Bibek Debroy, Professor, Centre for Policy Research.*



Justice J S Verma, said, "I believe that this movement will sustain because it was spontaneous and it did not have a leader with ambition. Every young person in this was his own leader and unless each individual decides to leave, this movement will sustain."

In the second session, the topic of discussion was 'India at Crossroads; Growth vs Stability'. Participating in this high octane discussion, moderated by Mr Pranjal Sharma, Editorial and Knowledge Advisor were Mr Rajiv Pratap Rudy, Member of Parliament, BJP; Mr BJ Panda, Member of Parliament, BJD; Mr Sunil Kant Munjal, Jt. Managing Director, Hero MotoCorp Limited and Chairman, Hero Corporate Service Limited, India; Mr Pramod Bhasin, Vice Chairman, Genpact and Mr Bibek Debroy, Professor, Centre for Policy Research.

The occasion that also saw the release of the Foundation Day Souvenir and the AIMA B-School Directory, was attended by over 600 delegates including distinguished business and political leaders.

## Rethinking the Enterprise - Need for disruptive business models



(L-R) Gautam Thapar, Past President, AIMA & Group Chairman & CEO, The Avantha Group; Late Justice JS Verma, Former Chief Justice of India and D Shivakumar, President, AIMA.



*AIMA Past Presidents and Office Bearers with Nandan Nilekani, Chairman, Unique Identification Authority of India.*

On the occasion of AIMA's 57th Foundation Day and 7th National Management Day eminent personalities from various sectors were felicitated.



**P R S (Biki) Oberoi**, Chairman, EIH Ltd. honoured with AIMA Life Time Achievement Award for Management



AIMA's Honorary Life Fellowship bestowed on **Gautam Thapar**, Past President, AIMA & Group Chairman & CEO, The Avantha Group



**Chanda Kochhar**, MD, ICICI Bank will be awarded with the AIMA-JRD Tata Corporate Leadership Award at the 40th National Management Convention



AIMA Public Service Excellence Award given to **Madhav Chavan**, Co-Founder & Chief Executive, Pratham



**Ram Tarneja**, Past President, AIMA honoured with Golden Jubilee Award for 50 years of association with AIMA



AIMA-Dr JS Juneja Award for Creativity and Innovation for Small and Medium Enterprises presented to **Omni Lens Pvt. Ltd.**



Chief Guest, Prithviraj Chavan, Chief Minister, Maharashtra releasing the Souvenir on the occasion of AIMA's 39th National Management Convention. (L-R) Rekha Sethi, Director General, AIMA; D Shivakumar, then Senior Vice President, AIMA; N Chandrasekaran, Managing Director & CEO, TCS & Convention Chairman and Rajiv Vastupal, then President, AIMA and Chairman & Managing Director, Rajiv Petrochemicals Pvt. Ltd.

# 39th National Management Convention

AIMA's 39th National Management Convention (NMC) on theme 'Re-Thinking the Enterprise: Igniting Growth with Responsibility' was held at Mumbai on 25-26 September 2012. Speaking at the occasion, Mr Prithviraj Chavan, Chief Minister, Maharashtra and Chief Guest, said, "There are several challenges facing the nation today that include food security, terrorism, climate change and new concerns of communal strife being spread through social media. At such a time, it is imperative to ensure balanced regional growth."

The Convention was chaired by Mr N Chandrasekaran, MD and CEO, Tata Consultancy Services.

At a special plenary session, Mr Kamal Nath, Minister for Urban Development and Poverty Alleviation released the second Management Capability Index Report, conducted by AIMA and Mercer Consulting India, for the year 2011.



Kamal Nath, Minister for Urban Development & Poverty Alleviation releasing the 2011 Management Capability Index - India Report (MCI) with Rajiv Vastupal, then President, AIMA & Chairman & Managing Director, Rajiv Petrochemicals Pvt. Ltd.





Roopen Roy, Managing Director, Deloitte & Touche Consulting India Pvt. Ltd. and Session Chairman addressing. (L-R) Aditya Ghosh, President, Indigo Airlines; D Shivakumar, then Senior Vice President, AIMA and Shivinder Singh, Executive Vice Chairman, Fortis Healthcare.



Arun Maira, Member, Planning Commission at the Convention.



Sachin Pilot, Minister of Corporate Affairs with N Chandrasekaran, Managing Director & CEO, TCS & Convention Chairman.



Sudhir Vasudeva, Chairman & Managing Director, ONGC receiving AIMA Honorary Life Fellowship from the Chief Minister.



Sanjiv Goenka, Chairman, RP-Sanjiv Goenka Group receiving AIMA Honorary Life Fellowship from the Chief Minister.



The event also saw the presentation of AIMA Managing India Award for Multinational of the Year to Microsoft Corporation (India) Pvt. Ltd. which was received by Mr Bhaskar Pramanik, Chairman, Microsoft India. On the occasion, AIMA also presented Honorary Life Fellowships to Mr Sanjiv Goenka, Chairman, RP-Sanjiv Goenka Group; Mr N Chandrasekaran, Managing Director & CEO, TCS and Mr Sudhir Vasudeva, CMD, ONGC.

The Convention was also addressed by Mr D Shivakumar, then Senior VP, AIMA; Mr Rajiv Vastupal, outgoing AIMA President and Chairman & Managing Director, Rajiv Petrochemicals Pvt. Ltd.; Mr Rajive Kaul, Chairman, NICCO Corporation Ltd.; Ms Shereen Bhan, Delhi Bureau Chief and Executive Editor, CNBC-TV 18; Mr Manish Tewari, Minister of State (IC) for Information and Broadcasting, Government of India; Mr Arun Maira, Member, Planning Commission; Mr Rajiv Bajaj, Managing Director, Bajaj Auto Ltd.; Mr Michael Canning, National Managing Director, Strategy and Operations, Deloitte Consulting LLP; Mr Roopen Roy, MD, Deloitte & Touche Consulting India Pvt. Ltd.; Mr Aditya Ghosh, President, Indigo Airlines; Mr Shivinder Singh, Executive Vice Chairman, Fortis Healthcare; Mr Pranjal Sharma, Editorial and Knowledge Advisor; Mr Sanjeev Bikhchandani, Co-Founder and CEO, Naukri.com; Mr Ullas Kamath, Joint Managing

Director, Jyothy Laboratories Ltd. and Mr Deep Kalra, Founder and CEO, Make My Trip (India) Pvt. Ltd. to name a few.

On day two of the NMC, Chief Guest, Mr Sachin Pilot, Minister of Corporate Affairs, Government of India, argued that there is no reason why Indian economy can't go back to growing at 8-9%. Day two also saw Mr RC Bhargava, Chairman, Maruti Suzuki India Ltd.; Ms Preetha Reddy, then Vice President, AIMA and Managing Director, Apollo Hospital Enterprises; Mr Bhaskar Pramanik; Mr Sudhir Vasudeva, Chairman & MD, ONGC and Mr Santosh Desai, MD and CEO, Futurebrands India Ltd. share their thoughts on the theme of the Convention.

## Re-thinking the Enterprise: Igniting Growth with Responsibility



(L-R) D Shivakumar, then Senior Vice President, AIMA; N Chandrasekaran, Convention Chairman & MD & CEO Tata Consultancy Services; Rajiv Vastupal, then President, AIMA & Chairman & Managing Director, Rajiv Petrochemicals Pvt. Ltd.; Sachin Pilot, Minister of Corporate Affairs; R C Bhargava, Chairman, Maruti Suzuki India Ltd. and Preetha Reddy, then Vice President, AIMA & Managing Director, Apollo Hospital Enterprises.



(L-R) Sanjiv Goenka, Chairman, RP-Sanjiv Goenka Group; Arun Maira, Member, Planning Commission; Shereen Bhan, Delhi Bureau Chief and Executive Editor, CNBC-TV18; N Chandrasekaran, Convention Chairman & MD & CEO, Tata Consultancy Services; Manish Tewari, Minister of State (IC) for Information and Broadcasting & Rajiv Bajaj, Managing Director, Bajaj Auto Ltd.



Kamal Nath, Minister for Urban Development & Poverty Alleviation at the Convention.



N Chandrasekaran, Managing Director & CEO, TCS & Convention Chairman receiving AIMA Honorary Life Fellowship from the Chief Minister.



Bhaskar Pramanik, Chairman, Microsoft Corporation (India) Pvt. Ltd. receiving the AIMA Managing India Award for 'Multinational of the Year' from the Chief Minister.



# Managing India Awards



*President of India, Pranab Mukherjee with AIMA Managing India Awards 2013 winners and AIMA office bearers. (Seated L-R) H M Nerurkar, Vice President, AIMA and Managing Director, Tata Steel Ltd.; D Shivakumar, President, AIMA; Mukesh D Ambani, Chairman & Managing Director, Reliance Industries Ltd.; Preetha Reddy, Sr Vice President, AIMA and Managing Director, Apollo Hospital Enterprise Ltd. (Standing L-R) Rekha Sethi, Director General, AIMA; Bhaskar Bhat, Managing Director, Titan Industries Ltd.; Vivek Jain, Managing Director, Gujarat Fluorochemicals Ltd., Inox Group; Pawan Munjal, Managing Director and CEO, Hero MotoCorp Ltd.; Karl Slym, Managing Director, Tata Motors Ltd.; B P Rao, Chairman & Managing Director, BHEL; Hari S Bhartia, Co-Chairman & Founder, Jubilant Bhartia Group; Shyam S Bhartia, Chairman & Founder, Jubilant Bhartia Group and Prannoy Roy, Executive Co-Chairperson and Editor-in-Chief, NDTV.*

Renowned names from the world of business and industry came together at the fourth edition of AIMA Managing India Awards 2013 presented on 11 April 2013 at New Delhi. Stalwarts from various fields were honoured at a glittering function attended by the who's who of India.

The AIMA Managing India Awards aim to recognise the contributions of those who have set benchmarks of excellence in their respective spheres and have helped build Brand India - stalwarts from different fields, who have excelled with vision and inspiration and are worthy of emulation and admiration.

To mark the occasion, Chief Guest, Mr Pranab Mukherjee, President of India said "Our country needs visionary business leaders to manage India's transition to a knowledge

economy." The proceedings of the glittering evening started with the welcome address by Mr D Shivakumar, President, AIMA.

The celebrated awardees were introduced by equally illustrious individuals: Mr N K Singh, Member of Parliament, Rajya Sabha, JD (U); Mr Rajiv Pratap Rudy, Member of Parliament, BJP; Mr H M Nerurkar, Vice President, AIMA and Managing Director, Tata Steel Ltd.; Mr Gautam Thapar, Group Chairman and CEO, The Avantha Group; Mr Prabhu Chawla, Editorial Director, The New Indian Express; Ms Kiran Bedi, Indian Social Activist; Mr Gurcharan Das, author, commentator and former CEO, Procter and Gamble India and Mr Paul Tse, President, Asian Association of Management Organisations.



*Mukesh D Ambani, Chairman & Managing Director, Reliance Industries Ltd. receiving the Entrepreneur of the Decade Award from the President of India, Pranab Mukherjee.*



*D Shivakumar, President, AIMA addressing the gathering.*



*Shyam S Bhartia, Chairman & Founder, Jubilant Bhartia Group and Hari S Bhartia, Co-Chairman & Founder, Jubilant Bhartia Group receiving the Entrepreneurs of the Year Award from the President of India.*



*Pawan Munjal, Managing Director and CEO, Hero MotoCorp Ltd. receiving the Business Leader of the Year Award from the President of India, Pranab Mukherjee.*





*President of India, Pranab Mukherjee presenting the Outstanding Contribution to Media Award to Prannoy Roy, Executive Co-Chairperson and Editor-in-Chief, NDTV.*



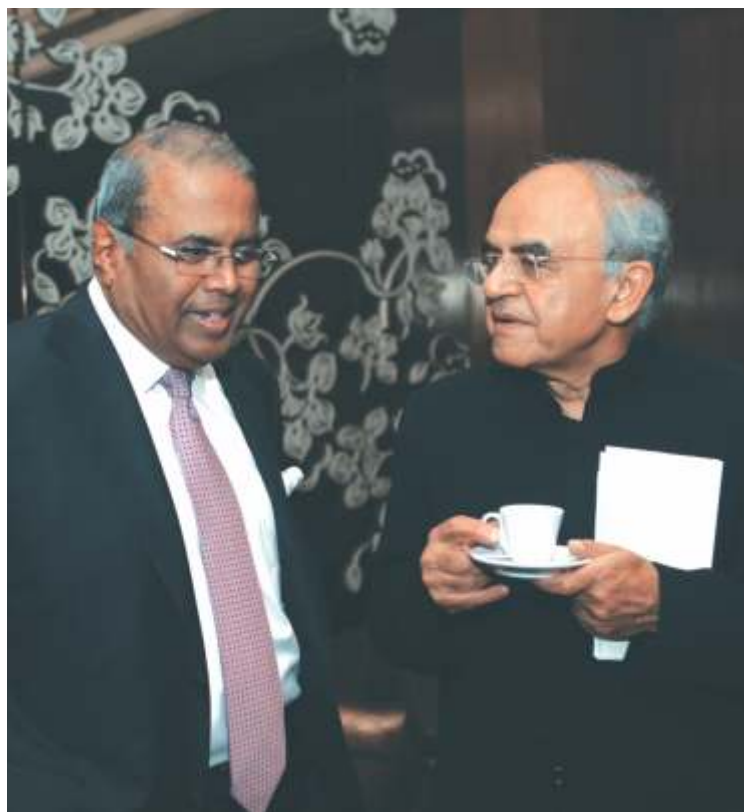
*B P Rao, Chairman and Managing Director, BHEL with the Outstanding PSU of the Year Award.*



*(L-R) N K Singh, Member of Parliament, Rajya Sabha, JD (U); Gautam Thapar, Past President, AIMA and Group Chairman and CEO, The Avantha Group; Mukesh D Ambani, Chairman & Managing Director, Reliance Industries Ltd. and Pawan Munjal, Managing Director and CEO, Hero MotoCorp Ltd.*



*Keshub Mahindra, Chairman Emeritus, Mahindra & Mahindra receiving the Lifetime Contribution Award from D Shivakumar, President, AIMA.*



*H M Nerurkar, Vice-President, AIMA and Managing Director, Tata Steel Ltd. with Gurcharan Das, author and former CEO, Procter and Gamble India.*



*Vivek Jain, Managing Director, Gujarat Fluorochemicals Ltd., Inox Group with the Emerging Business Leader of the Year Award.*



*Karl Slym, Managing Director, Tata Motors Ltd. with the Indian Multinational of the Year Award.*



*Bhaskar Bhat, Managing Director, Titan Industries Ltd. with the Transformational Business Leader of the Year Award.*





*Mukesh D Ambani and Pawan Munjal sharing a light moment.*



*Prabhu Chawla, Editorial Director, The New Indian Express with Rajiv Pratap Rudy, MP, BJP.*



*H M Nerurkar, Vice-President, AIMA and Managing Director, Tata Steel Ltd. reading the citation for Entrepreneurs of the Year Award.*



*Paul Tse, President, AAMO with Kiran Bedi, Indian Social Activist.*

## THIS YEAR'S WINNERS

### Lifetime Contribution Award

Mr Keshub Mahindra, Chairman Emeritus, Mahindra & Mahindra.

### Entrepreneur of the Decade

Mr Mukesh D Ambani, Chairman and Managing Director, Reliance Industries Ltd.

### Business Leader of the Year

Mr Pawan Munjal, Managing Director and CEO, Hero MotoCorp Ltd.

### Entrepreneurs of the Year

Mr Shyam S Bhartia, Chairman and Founder, Jubilant Bhartia Group and Mr Hari S Bhartia, Co-Chairman and Founder, Jubilant Bhartia Group.

### Corporate Citizen of the Year

Mr Azim Premji, Chairman, Wipro Ltd.

### Outstanding Institution Builder

Mr K V Kamath, Chairman, ICICI Bank Ltd.

### Outstanding Contribution to Media Award

Mr Prannoy Roy, Executive Co-Chairperson and Editor-in-Chief, NDTV.

### Outstanding PSU of the Year

BHEL (Mr B P Rao, Chairman and Managing Director, BHEL)

### Multinational in India of the Year

Hindustan Unilever Ltd. (Mr Nitin Paranjpe, CEO & Managing Director, Hindustan Unilever Ltd.)

### Indian Multinational of the Year

Tata Motors Ltd. (Mr Karl Slym, Managing Director, Tata Motors Ltd.)

### Transformational Business Leader of the Year

Mr Bhaskar Bhat, Managing Director, Titan Industries Ltd.

### Emerging Business Leader of the Year

Mr Vivek Jain, Managing Director, Gujarat Fluorochemicals Ltd., Inox Group.



(L-R) Rekha Sethi, Director General, AIMA; D Shivakumar, President, AIMA; Pranab Mukherjee, President of India; Preetha Reddy, Sr Vice President, AIMA and Managing Director, Apollo Hospital Enterprise Ltd. and H M Nerurkar, Vice President, AIMA and Managing Director, Tata Steel Ltd.





*D Shivakumar, President, AIMA and Srinivasan K Swamy, Conference Chairman and Chairman & MD, R K SWAMY BBDO Pvt. Ltd. presenting the AIMA - R K Swamy High Performance Brand Award 2012 to Rajesh Dahiya, National Head, Sales & Marketing, Apollo Tyres at AIMA's 3rd World Marketing Congress. (L-R) Rekha Sethi, Director General, AIMA and Ramesh Jude Thomas, President & CKO, Equitor Consulting.*

## 3rd World Marketing Congress

AIMA organised its two-day 3rd World Marketing Congress on 14-15 February 2013 in New Delhi on the theme 'Marketing Myopia 2.0'. Inaugurating the event, the Congress Chairman and Chairman & Managing Director, R K SWAMY BBDO Pvt. Ltd., Mr SK Swamy said, "The consumer today wants more for less and quickly, which is making product lifecycle progressively shorter." Equitor Consulting were the Knowledge Partners of the Congress.

Making a presentation on the occasion, Mr D Shivakumar, President, AIMA said, "Marketing has changed fundamentally. It's an era of brand experience and not of product branding." The highlight of the event was the presentation of the AIMA R K Swamy High Performance Brand of the year Award, which was bagged by Apollo Tyres this year.

The Congress was conducted in an experience-sharing, interactive mode, encouraging high level of participation by the delegates. The event format included presentations and experiences by some of the most renowned names of the marketing world.

Some of the speakers included Mr Sanjeev Bikhchandani, Founder and Vice Chairman, Naukri.com; Mr Neeraj Gupta, Director, Sales & Operations, Google India; Ms Kiran Bedi, Indian Social Activist; Mr Bhaskar Sharma, GM, Red Bull India; Mr Annurag Batra, Chairman and Editor-in-Chief, exchange4media group; Mr R Mukundan, Managing Director, Tata Chemicals Ltd.; Mr Clifford Patrao, Strategy & Transformation-Global Business Services, India/South Asia, IBM India; Ms Shefalika Saxena, CMO, Microsoft India; Mr Ashok Venkatramani, CEO, ABP News; Mr Yasuharu Sasaki,

Executive Creative Director, Dentsu Network, New York; Mr Roland Landers, Head-Corporate Brand, Zee Entertainment Enterprises Ltd. amongst others. Zee Entertainment Enterprises Ltd. was also felicitated on having completed 20 years in the entertainment industry.

The Congress was very well received with a participation of over 350 and afforded the delegates an opportunity to learn from the experts and share branding experience and insights with their peers.



*Kiran Bedi, Indian Social Activist addressing as Pranjal Sharma, Editorial and Knowledge Advisor looks on.*



*(L-R) G Krishnan, Former Executive Director & CEO, TV Today Network Ltd.; Suhel Seth, Managing Partner, Counselage India and Bhaskar Sharma, Director and General Manager, Red Bull India.*

# 3rd Knowledge & Professional Services Summit



(L-R) Pramod Bhasin, Summit Chairman & Vice Chairman, Genpact; Vineet Nayar, Vice Chairman and Chief Executive Officer, HCL Technologies Ltd. and D Shivakumar, President, AIMA.

## Technology and knowledge service will drive the next phase of growth

The 3rd Knowledge & Professional Services Summit on the theme 'Leveraging Knowledge Services to Impel the Next Phase of Growth in India' was held at Bangalore on 18 December 2012. KPMG were the Knowledge Partners of the Summit.

Delivering the keynote address, Mr Vineet Nayar, Vice Chairman and CEO, HCL Technologies Ltd. said, "Technology and knowledge service will drive the next phase

of growth. Application of technology to solve the problems of poor masses than richer community is a big entrepreneurial opportunity which India needs to cash in." Mr D Shivakumar, President, AIMA added, "The management of knowledge will be critical to the economic and intellectual progress of India. We have seen some great work in Indian companies moving up the value chain to manage knowledge and insight for the globe."

The Summit was chaired by Mr Pramod Bhasin, Vice Chairman, Genpact and some of the other prominent speakers included Mr Krishnakumar Natarajan, CEO & Managing Director, Mindtree Ltd.; Mr Sanjeev Bikhchandani, Founder and Vice-Chairman, Naukri.com; Mr Ganesh Lakshminarayanan, President & MD, Dell India; Mr Thomas Payyapilli, General Manager, Microsoft India Global Technical Support Center; Mr Puneet Gupta, Chief Executive Officer, IFMR Trust amongst others. The summit was well attended with a participation of over 200.



## 4th Global Innovation Conference

AIMA organised its 4th Global Innovation Conference on 21 March 2013 at New Delhi on the theme 'Breakthrough Innovations'. Erehwon Innovation Consulting was the Knowledge Partner for the conference. Companies shortlisted by the Jury, participated in AIMA's Breakthrough Innovation Awards process and made interesting presentations on their respective case studies.

Addressing the conference, Mr Rajiv Narang, Chairman & MD, Erehwon Innovation Consulting said, "Innovation is all about getting people together to think, communicate and implement path-breaking ideas." Speaking at the valedictory session, Mr Vijay K Thadani, CEO, NIIT Limited said, "The fact that AIMA has recognised innovation has gone a long way in the right direction."

The conference was also addressed by Mr Sunil Dutt, former MD, Blackberry India; Mr Rajit Mehta, Executive Director and COO, Max New York Life; Mr Alok Adholeya, Director, Biotechnology & Bio-resources, TERI and Mr Pradeep Kashyap, CEO, MART.



*Rajiv Narang, Conference Director and Chairman & Managing Director, Erehwon Innovation Consulting with Vijay K Thadani, Chief Executive Officer, NIIT Ltd.*

## 2nd HR Leadership Retreat

AIMA organised the 2nd HR Leadership Retreat on 7-9 February 2013 at Udaipur on the theme, 'Connecting HR with Business - The Way Forward'. The Retreat was led by Dr A K Balyan, MD & CEO, Petronet LNG Limited and Dr Aquil Busrai, Chief Executive Officer, Aquil Busrai Consulting.

Some of the other speakers included Mr D Shivakumar, President, AIMA; Mr Satish Pradhan, Chief Group Human Resources, Tata Sons Limited; Mr Prakash Iyer, MD, Kimberly Clark Lever; Mr R Mukundan, MD, Tata Chemicals Ltd.; Ms Sangeeta Talwar, Former MD, NDDDB Dairy Services; Mr Arvind N Agrawal, President (Corporate Development & HR), RPG Enterprises and Ms Nina Chatrath, Senior Partner, Transearch India.

The Retreat enabled management and HR professionals enhance their leadership skills and was conducted in an experience sharing interactive mode.



*(L-R) Prakash Iyer, MD, Kimberly Clark Lever; Aquil Busrai, Chief Executive Officer, Aquil Busrai Consulting and A K Balyan, MD & CEO, Petronet LNG Ltd.*



# 7th National Brand Summit

AIMA organised the 7th National Brand Summit on the theme 'Challenges of Re-Building Brand India: Role of Industry' on 5 February 2013 at Bangalore. Ms Meera Harish, Vice President (Sales & Marketing), Tata Coffee Ltd. was the Summit Chairperson.

The National Brand Summit is AIMA's flagship marketing event in India where brand leaders get together to discuss innovative strategies to achieve global brand presence.

Some of the speakers included Mr D Shivakumar, President, AIMA; Mr Bhaskar Bhat, MD, Titan Industries Ltd.; Mr K Jairaj, Chairman, Bangalore Study Centre & Former Addl. Chief Secretary, Government of Karnataka; Mr R Mukundan, Managing Director, Tata Chemicals Ltd.; Mr Harish Bijoor, Brand Expert & CEO, Harish Bijoor Consults Inc.; Mr Santosh Desai, MD & CEO, Futurebrands India Ltd.; Mr Harsha Bhogle, Indian cricket commentator amongst others.

The 7th leg of the Brand Summit saw a participation of over 250 delegates, which included representatives from the corporate world, government, entertainment industry and academia.

Evaluating the image of  
brand India and its  
evolution over the years



(L - R) Rekha Sethi, Director General, AIMA; D Shivakumar, President, AIMA; Bhaskar Bhat, Managing Director, Titan Industries Ltd.; Meera Harish, Summit Chairperson and Vice President, Sales & Marketing, Tata Coffee Ltd. and K Jairaj, Chairman, Bangalore Study Centre & Former Addl. Chief Secretary, Government of Karnataka.



*Pradyut Bordoloi, Minister of Industries & Commerce, Power (Electricity) & Public Enterprises, Government of Assam releasing AIMA's MSME Convention Background Paper along with JS Juneja, Chairman, Task Force MSME, AIMA & Past President, AIMA and DN Barua, President, Guwahati Management Association.*

## 4th National MSME Convention

AIMA organised its 4th National MSME Convention on 8 - 9 May 2013 at Guwahati. Mr Pradyut Bordoloi, Minister of Industries & Commerce, Power (Electricity) & Public Enterprises, Government of Assam released the Convention Background Paper and delivered the Inaugural Address. Dr JS Juneja, Chairman Task Force MSME, AIMA & Past President, AIMA set up the context to the Convention on the theme 'Unleashing India's MSME Potential: A New Vision'.

Some of the distinguished speakers who addressed the Convention were Mr CK Mishra, then Joint Secretary, Ministry of MSME, Government of India; Mr AK Jha, Director General, NIESBUD and IIE, Guwahati; Dr Jayanta Madhab, Former Economic and Financial Advisor to Chief Minister of Assam; Ms Shehla Rahman, Managing Director, Assam Small Industries Development Corporation; Mr Vineet Agarwal, Managing Director, Transport Corporation of India Limited; Ms Shashi Singh Choudhary, Founder and Chairperson of Consortium and Women Entrepreneurs in India (CWEI); Prof Gautam Barua, Director, IIT Guwahati; Prof Keya Sengupta, Director, IIM, Shillong amongst several others.

With the objective of capacity development of MSMEs of India, AIMA is planning to conduct a series of MSME workshops jointly with LMAs all over India in the current year.



*Pradyut Bordoloi, Minister of Industries & Commerce, Power (Electricity) & Public Enterprises, Government of Assam, addressing the MSME Convention.*

# Marketing Retreat



*Jagdish N Sheth, Charles H. Kellstadt Professor of Marketing, Goizueta Business School, Emory University addressing.*

AIMA organised its first Marketing Retreat in Goa during 12-14 July 2013 with the theme 'Innovative Marketing for Globalising India'.

The Retreat was led by Dr Jagdish N Sheth, Charles H. Kellstadt Professor of Marketing, Goizueta Business School, Emory University. The other key speakers at the Retreat included Ms Vinita Bali, Managing Director, Britannia Industries Ltd.; Ms Rama Bijapurkar, Market Strategy Consultant and Independent Director; Mr A Mahendran, Former Managing Director, Godrej Consumer Products and Ms Malavika Sarukkai, World Renowned Bharata Natyam Exponent.

The retreat was an intensive course designed for management professionals to enhance their marketing skills and also focused on how technology and especially, mobile internet and social media are likely to transform marketing operations and perspectives. The Retreat was conducted in an experience sharing interactive mode, with high level of active participation by the delegates comprising of senior management professional from varied industrial sectors from across the country.

# HR Conference



*(L-R) Jairaj Daniel, Director & Head, AIMA Bangalore Centre; Manish Sabharwal, Chairman, Teamlease; Arjun Singh, MD, Yodlee, India and Ravi Venkatesan, Independent Director, Infosys.*

AIMA conducted an HR Conference in Bangalore on 15 March 2013 focusing on 'Balancing Paradoxes at 3 levels of People'. The 'Balancing Act' AIMA HR conference addressed the apparent contradictions and paradoxes eminent within different employee segments while highlighting the current HR challenges, strategies & future trends through

presentations and panel discussions.

The conference was addressed by Mr Tarandeep Singh, Partner-Aon Hewitt; Mr Arjun Singh, Managing Director, Yodlee, India; Mr Ravi Venkatesan, Independent Director, Infosys; Mr Nitin Sethi, Partner-Aon Hewitt; Mr Rajeev Mehta, Managing Director, PUMA South Asia amongst many others.





(L-R) K. Jairaj, Former Additional Chief Secretary, Government of Karnataka; Vivek Kulkarni, Chairman & CEO, Brickwork India; S. Gopalakrishnan (Kris), Co-Founder & Executive Co-Chairman, Infosys; Rajiv Jayaraman, Founder - CEO, Knolskape Solutions Pvt. Ltd. and Manje Gowda, President, Bangalore Management Association.

## Bangalore Management Convention

AIMA organised the first ever Bangalore Management Convention in Bangalore on 12 December 2012 on the theme 'Management Innovation and Excellence: Leveraging Brand Bangalore's Leadership Story for the Next Generation of Success'.

Speaking at the inaugural session Mr S. Gopalakrishnan, Co-Founder & Executive Co-Chairman, Infosys shared, "The 20th century was all about MNC's however the 21st century is all about the power of ideas; how to capture imagination, and be able to reach hundreds and millions of consumers of social media."

Some of the other speakers included Mr K. Jairaj, Former Additional Chief Secretary, Government of Karnataka; Mr Vivek Kulkarni, Chairman & CEO Brickwork India; Mr Karandeep Singh, CFO, Flipkart; Mr Chandran Sankaran, Founder & CEO, Zyme Solutions Inc; Mr Vishwaprasad Alva, Managing Director, Skanray Technologies Pvt. Ltd.; Mr Dhiraj Rajaram, Founder & Chairman, Mu-Sigma Business Solutions amongst others.

The first ever convention in Bangalore saw a participation of over 150 participants from corporates, bureaucracy and academia.



S. Gopalakrishnan (Kris), Co-Founder & Executive Co-Chairman, Infosys addressing.



# Young Leaders Retreat



*Participants at the Retreat with the session speakers.*

AIMA organised its first Young Leaders Retreat in Goa from 16-18 November 2012 on the theme 'Ushering in a Generation Change in Leadership'. The Retreat was led by Mr Shivinder Mohan Singh, Executive Vice Chairman, Fortis Healthcare Ltd. and Mr Vineet Agarwal, MD, Transport Corporation of India Ltd. The other speakers at the Retreat included Mr Gautam Thapar, Group Chairman & CEO, The Avantha Group; Mr D Shivakumar, President, AIMA;

Mr Sanjeev Bikhchandani, Co Founder & CEO, Naukri.com; Mr Shekhar Gupta, Editor-in-Chief, The Indian Express; Dr Santrupt B Misra, CEO, Carbon Black Business & Director, Group H.R., Aditya Birla Management Corporation Pvt. Ltd.; Mr Prasoon Joshi, Executive Chairman & CEO, McCann Erickson Worldgroup amongst others. The Retreat was well attended by over 30 delegates.

## Workshop on Managerial Effectiveness

A two day workshop on 'Managerial Effectiveness through Powerful Personal Change' was held on 29-30 May 2013 at Bangalore. The workshop trained managers on dealing with diverse people and how to drive them to achieve their organisation's goal.

The workshop also helped the managers to encounter themselves and discover what makes them great and what holds them back. The workshop was well attended with participation from Corporates, PSUs, Trade commissions and Academia. It was a highly interactive session with active participation from all attendees.

# Healthcare Conference

AIMA held a one-day conference on 'Sustainable Strategies for a Healthy India: Imperatives for Consolidating the Healthcare Management Ecosystem' on 18 June 2013 at Bangalore.

The conclave saw several prominent speakers from Healthcare Sector share their views and experiences on 'Sustainable Strategies for a Healthy India'. Over 170 delegates including doctors, corporates from healthcare space, hospital administrators across south India and medical students attended the conference and utilised this opportune platform to meet, interact and deliberate on various issues concerning 'Sustainable Strategies for Healthy India'.

## Sustainable strategies for a healthy India: Imperatives for consolidating the Healthcare Management Ecosystem

In recent years, the Indian healthcare industry has been growing at double-digit rates. However, the Indian health system continues to be afflicted by issues around inadequate availability, affordability and quality of healthcare. It is now widely accepted that a 'status quo' approach towards healthcare management is untenable and will not address the challenges before the sector.

The conference started with an inaugural session and was followed by three insightful sessions covering key areas under the theme. The inauguration was presided over by Mr Vishal Bali, Group CEO, Fortis Healthcare Ltd., who also delivered the keynote address.

Delivering the inaugural address, Dr Devi Shetty, Chairman Narayana Hrudayalaya said, "In India money is not the problem. Nor can money solve the problem. India can deliver a lot in the field of healthcare, without the help of FDI and IMS only if we have flexible policies in the country."

Dr Hari Krishna Maram, Governing Council Member, AIMA, proposed the vote of thanks. Some of the other speakers included Mr Satadal Saha, Director, JSV Innovation Private Limited; Ms Charu Sehgal, Senior Director, Deloitte; Mr Rajen Padukone, MD & CEO, Manipal Health Enterprises; Ms Sangita Singh, Sr. Vice President Healthcare & Life Sciences, Wipro Limited; Mr Jacob Jacob, Chief People Officer, Apollo Hospital amongst others.



(L-R) Vishal Bali, Group CEO, Fortis Healthcare Ltd.; Devi Shetty, Chairman, Narayana Hrudayalaya and Hari Krishna Maram, Governing Council Member, AIMA.

# Business Simulation Programme

## Management Competitions

AIMA has been organising Business Simulation Competitions for managers and students to challenge their strategy and decision making skills in a simulated economy. They get a flavour of running a corporation towards profitability amidst competition and efficient utilisation of human and material resources, identifying opportunities and dealing with crisis in business.

### 22nd National Competition for Business Management Simulations (NMG-2013)

The NMG-2013 saw massive participation across the country. The National Finals were held on 12 July 2013. Amidst all the regional finalists from the North, West, East and South Zones, Indian Oil emerged as the national champions in NMG-2013; PowerGrid and HPCL closely followed as the first and second runners up. The champion and runners up teams shall go on to represent India at the Asian Management Games later in the financial year.

### 16th Student Management Games

The 16th National Competition for Student Management Simulation Games, popularly known as SMG, was held between 29 August and 1 November 2012. Amongst a total

of 273 teams that participated across the country, FMS Pacific University (Udaipur) emerged as the champions, Nirma University was the first runner up and MSM Meerut finished third.

### Business Simulation Programme - Corporate

AIMA has been a pioneer in conducting Business Management Simulation Programmes for training and evaluation for various business houses. 45 such programmes were conducted for various companies with more than 2000 managers across various levels, as beneficiaries.

Some of the business houses that conducted the programme this year are Deepak Fertilizers, NTPC, PowerGrid, Hero MotoCorp, Jindal Steel Limited, Maruti Suzuki, LG, Alstom, Tata Steel, ONGC, SAIL etc.

### Business Simulation Programme - Management Institution

Various business schools employ AIMA's business simulation to train their students in MDP, executive programmes and regular programmes. Some of the business schools that used AIMA's business simulation are ISB Hyderabad and Mohali, MSM Meerut, NDIM, KCT Coimbatore, Allana School of Management amongst others.



*FMS - Pacific University, Udaipur, National Champions of the 16th Student Management Games.*



# Management Quiz & Competitions



13th National Management Quiz winners.

## National Management Quiz 2012

AIMA National Management Quiz 2012 attracted 145 corporate teams. The national final was won by TCS, Chennai. Genpact finished second and TCS, Mumbai finished third. Two teams from each zone had qualified for the national finals. The regional winners were TCS, Kolkata and Vizag Steel, RINL (East); TCS, Mumbai and Vizag Steel, RINL (West); TCS, Chennai and Maarga Systems (South) and Genpact and NTPC, Delhi (North).

## National Student Quiz 2013

AIMA's National Student Quiz 2013 witnessed a record participation of over 300 teams across the country with the Grand Finale held on 6 April 2013 at Greater Noida. The Grand Finale was fast paced and tested lateral thinking, quick decision making and ability to take risks, with Mr Ajay Poonia and Mr Harneet Singh as the Quiz Masters. After grueling rounds, two teams from each region reached the Grand Finale. IISWBM, Kolkata emerged the champions followed by BITS, Pilani as the first runners up and IMT, Ghaziabad as the second runners up.

## PRAGATI- A Women Quiz 2013

AIMA's 'PRAGATI', organised for the first time, attracted 70



9th National Student Quiz winners.



PRAGATI - Womens Quiz 2013 winners.





(L-R) Reena Ramachandran, Strategic Advisor, Innovation University Project; Stuti Kacker, Secretary (DD), Department of Disability Affairs, Ministry of Social Justice and Empowerment, Government of India; Suman Mishra, Associate Partner, McKinsey & Company and Veena Swarup, Director (HR), Engineers India Ltd.

corporate teams. It featured a Panel Discussion on the theme 'The 21st Century Women – Achieving New Horizons' followed by a unique Womens Quiz. Dr Reena Ramachandran, Former CMD, Hindustan Organic Chemicals Ltd. and Ms Veena Swarup, Director-HR, Engineers India Ltd. were the Conference Chairpersons.

The Quiz was conducted by AIMA Quiz Masters, Mr SPS Jaggi and Mr V Kumar. The final was won by NHPC. IOCL finished second and SAIL finished in the third place.

### Quiz Management for Companies and Business Schools

AIMA offered its quiz organising capability to hold in-house quiz competitions for companies and business schools.

AIMA conducted two quizzes for Hero MotoCorp Ltd. at Gurgaon in which children of Hero employees participated, and at Vasant Vihar for their employees.

An exclusive quiz competition 'Aadhar 2012', the 3rd in the series, was conducted for Dalmia Cements. The competition covered over 135 civil engineering colleges of southern India and witnessed a participation of over 12,000 students, making it the biggest quiz competition of its kind in the nation.

Other exclusive quizzes were conducted for the employees of PowerGrid Corporation of India and Jindal Steel & Power Ltd.

AIMA conducted a quiz series for Pacific University at Udaipur in which 50 colleges participated from across Rajasthan; for

NIIT University across colleges in Delhi University; for Great Lakes Institute of Management, Chennai across 30 colleges pan India.

AIMA conducted an employability test for Vishveshwarya Group across 100 locations pan India.

AIMA also conducted the AIMA – Admerit Gyanjyoti Scholarship Quiz. This Quiz commenced on 28 June 2013 and has been conducted at Siwan, Chapra and Muzaffarpur as of now, 250 teams have participated in the quiz so far.



Rajiv Vastupal, then President, AIMA & MD, Rajiv Petrochemicals Pvt. Ltd. and P V Ramana, Chairman, ITM Group of Institutions with the winners of AIMA NCMS 2012.



(L-R) Row 1: D Shivakumar, President, AIMA; Aquil Busrai, CEO, Aquil Busrai Consulting; Sanjeev Kapoor, Celebrity Chef; Justice Santosh Hegde, Former Lokayukta of Karnataka State; Vijay Thadani, Chief Executive Officer, NIIT Ltd. and JJ Irani, Former Director Tata Sons. Row 2: Subodh Bhargava, Chairman, Tata Communications; Debashis Chatterjee, Director, Indian Institute of Management, Kozhikode; Parikshat Sahni, Actor; Rajiv Vastupal, Chairman and Managing Director, Rajiv Petrochemicals Pvt. Ltd.; Prabhu Chawla, Editorial Director, The New Indian Express and Raghunath Medge, Nutan Mumbai Tiffin Box. Row 3: Gangaram Talekar, Secretary, Nutan Mumbai Tiffin Box; Khushbu Sundar, Actor & Producer; Rajiv Pratap Rudy, Member of Parliament, BJP; Sindhuja Rajamaran, India's Youngest CEO and Gen VP Malik, Former Chief of Indian Army.

## Shaping Young Minds Programme

AIMA's Shaping Young Minds Programme (SYMP) allows young managers and students to interact with iconic achievers from diverse fields.

### **SYMP Chandigarh**

SYMP Chandigarh was held on 22 January 2013 and was addressed by Justice N Santosh Hegde, Former Lokayukta of Karnataka State; Mr Parikshat Sahni, Actor; Dr Aquil Busrai, CEO, Aquil Busrai Consulting; Mr Raghunath Medge & Mr Gangaram Talekar, President & Secretary respectively, Nutan Mumbai Tiffin Box (Team of Dabbawala's).

### **SYMP Pune**

The 35th SYMP at Pune held on 28 February 2013 involved Mr Subodh Bhargava, Chairman, Tata Communications; Mr Vijay Thadani, Chief Executive Officer, NIIT Ltd.; Mr Raghunath Medge & Mr Gangaram Talekar, President & Secretary respectively, Nutan Mumbai Tiffin Box (Team of Dabbawala's); Ms Khushbu Sundar, Actor & Producer.

### **SYMP Trivandrum**

SYMP Trivandrum, held on 3 April 2013, included Mr D

Shivakumar, President, AIMA; Mr Prabhu Chawla, Editorial Director, The New Indian Express; Prof Debashis Chatterjee, Director, Indian Institute of Management, Kozhikode; Mr Rajiv Vastupal, Chairman and MD, Rajiv Petrochemicals Pvt. Ltd.

### **SYMP Kolkata**

The 37th SYMP was held on 31 July 2013 at Kolkata in collaboration with Calcutta Management Association. The icons who addressed the programme include Mr D Shivakumar, President, AIMA; Mr Prabhu Chawla, Editorial Director, The New Indian Express; Mr Vijay Thadani, Chief Executive Officer, NIIT Ltd.; Dr JJ Irani, Former Director, Tata Sons and Mr Sanjeev Kapoor, Celebrity Chef.

### **SYMP Lucknow**

The 38th SYMP at Lucknow held on 30 August 2013 involved Gen VP Malik, Former Chief of Indian Army; Mr Raghunath Medge & Mr Gangaram Talekar, President & Secretary respectively, Nutan Mumbai Tiffin Box; Mr Rajiv Pratap Rudy, Member of Parliament, BJP and Ms Sindhuja Rajamaran, India's youngest CEO.

# Interactive Sessions

AIMA organises interactive sessions with eminent professionals for its members every month. The professional addresses the audience on a theme of his/her choice. The session is conducted at AIMA and is beneficial for both management professionals and students.

## The sessions held this year include :

- 'Co-Creating the Next Economy based on Dharma Yoga' with Dr Charles M Savage, President & Mentor, Knowledge Era Enterprises International, Munich, Germany on 28 September 2012.
- 'Surviving Cross-Cultural Business' with Ms Kim Jun Franzen, Country Head, India, Franzen Partners on 26 October 2012.
- 'Behavioral Research in Management: Successes and Future Applications' with Professor Massimo Warglien, Full Professor at the Ca' Foscari University, Venezia on 30 November 2012.
- 'Managing Self for Effectiveness' with Prof SK Palhan, Director, Great Lakes Institute of Energy Management & Research, Gurgaon on 28 December 2012.
- 'How to keep Work Life Balance' with Dr Anil Sethi, Motivator, Corporate Trainer, Founder of the G K Group of Companies on 31 January 2013.
- 'Success that Succeeds' with Dr Vijay Chopra, Motivational Guru, Educationist & Founder Director, Delhi Business School on 22 February 2013.
- 'Four Levels of Leadership' with Swami Bodhananda, accomplished teacher of Vedanta, Yoga and meditation & Founder and Director Sambodh Foundation on 22 March 2013.
- 'Shifting Times, Shifting Paradigms, Reflective Action Agenda for Individuals and Society' with Dr Charles M Savage, President & Mentor, Knowledge Era Enterprises International, Munich, Germany on 30 April 2013.
- 'Innovative Thinking/Mind Mapping/Thought Management' with Mr BK Pius, Director, Brahma Kumaris on 31 May 2013.
- 'Change Management' with Mr Rajiv Khurana, Former Chairman IMCI, Delhi & Founder CEO, The Personnel Lab on 28 June 2013.
- 'Corporate Social Responsibility - A New Corporate Mantra for Excellence' with Mr SK Patra, President & CEO, Patanjali Ayurved Limited & Patanjali Food and Herbal Park Ltd. on 26 July 2013.
- 'Utilising Feminine Talent: The Recipe for Organisational Excellence' with Mr Sumit Chaudhuri, Chairman, Institute of Management Consultants of India on 30 August 2013.





# Council Meetings



(L- R) P Dwarakanath, Treasurer, AIMA; D Shivakumar, President, AIMA; Rekha Sethi, Director General, AIMA and Preetha Reddy, Senior Vice President, AIMA.

## Planning the road ahead and building a brighter future

During the year, 5 council meetings were held where AIMA council members, AIMA Past Presidents, AIMA office bearers and other distinguished invitees met to discuss and plan the growth and road map for the coming months. The meetings were chaired by AIMA President, Mr D Shivakumar. During some of these meetings AIMA invited distinguished speakers to share their thoughts and views with all present.

During the meeting held on 14 December 2012 a delegation from Washington University, St Louis, USA shared details of their academic programmes, research, and collaborations in emerging markets. The delegation included Dr Mark Wrighton, Chancellor, Washington University; Mr John McDonnell; Mr Mahendra Gupta; Mr Ralph Quatrano and Mr Jim Wertsch.

On 8 March 2013, the council meeting witnessed a keynote address by Prof Bibek Debroy, Professor, Centre for Policy Research on 'Impact of Budget 2013 on Management of Corporations and Institutions'. He also took questions from the members on the union budget.

Former SEBI Chairman, Mr M Damodaran addressed the council meeting on 7 June 2013, and spoke on 'Ethics and Governance'.

Prof MR Rao, Dean Emeritus of Indian School of Business (ISB), Hyderabad addressed the Council members on 23 August 2013, where he spoke on 'Best in Class Management Institutions and Academic Leadership'.

# AIMA's Online Initiative



AIMA's new website.

Understanding the importance and effectiveness of social media, AIMA initiated its social media campaign in 2011 with the help of Nokia's Digital Marketing team. A strong social media presence adds to the brand value and increases salience, with the opportunity of a two way dialogue with consumers and supporters. Along with the revamp of the AIMA website, social media properties were created on all major platforms like Facebook, LinkedIn, Twitter and YouTube. An exclusive AIMA Blog site was also created which showcases thoughts and opinions of leaders from India Inc, the Indian government, academia and policy makers.

Today AIMA has a following of over 36000+ across all platforms which results in a collective reach of over 60 lacs.

Facebook, one of the most active platforms has a following of over 32000 with a daily average of 75 - 150 conversations. This platform is extremely popular amongst the student community and is currently the most interactive of all the properties.

LinkedIn caters to over 850 AIMA followers currently and witnesses active participation from middle to senior level professionals and academicians. AIMA Twitter followers have now crossed 700 and follow AIMA regularly to get updates about upcoming events and live broadcasts from AIMA programmes and conferences.

Several AIMA videos have also been shared with the YouTube community and site has notched up over 1500 views till date. The AIMA Blog site is also steadily gaining traction and currently logs close to 900 visits a month.

The new AIMA website was launched in September 2012 and received a lot of positive feedback for its improved look and feel and easy navigation. Today the site has a viewership of over 2.5 lacs a month.



# Global

AIMA works closely with a number of overseas professional institutions in spreading the management thought overseas. It partners with several global organisations and institutions to create international level platforms for management dialogue and debate.



# Global Advanced Management Programme

The Global Advanced Management Programme (GAMP) is a flagship event of AIMA conducted since 2009. AIMA organised the fifth edition of GAMP – China in collaboration with Robert H Smith School of Business at University of Maryland during 13-19 January 2013 at Shanghai, China. AIMA also conducted the second edition of GAMP - USA from 19 – 25 May 2013 at Silicon Valley, USA

GAMP offers its major learning through a combination of lectures, group discussions, case discussions, presentations and site visits.

GAMP – China held under the theme 'Strategies for Global Competitiveness: Understanding the China Model' was led by Dr Anil K Gupta, Michael D. Dingman Chair in Strategy & Entrepreneurship, The University of Maryland at College Park & Visiting Professor of Strategy, INSEAD as Course Director. The programme was well attended by senior management professionals from various sectors who also got an opportunity to visit leading companies in China.

The theme for GAMP – USA this year was 'Disruptive Innovation & Open Business Models in The Changing Global Landscape'. Prof Solomon N Darwin, Associate Director, Institute for Business Innovation, Haas School of Business,

University of California, Berkeley, USA was the Programme Director and Mr N Parthasarathi, Consul General of India, San Francisco delivered a special address. The programme was also addressed by eminent personalities like Mr PK Agarwal, CEO, TiE Global; Mr Kanwal Rekhi, MD, Inventus Capital Partners; Mr Arun Sarin, Former CEO, Vodafone Group plc amongst others. Site visits and meetings with the senior management of world renowned organisations were also organised.



*Participants of Global Advanced Management Programme 2013 in Shanghai with Naveen Srivastava, Consul General of India in Shanghai.*



*GAMP USA delegates with N Parthasarathi, Consul General of India, San Francisco.*

# Asian Association of Management Organisations



*Delegates at the AAMO meeting .*

## A partnership of National Management Organisations in the Asian region

AIMA participated in the council meetings of Asian Associations of Management Organisations (AAMO) held in Ulaanbaatar, Mongolia on 11 September 2012 and in New Delhi from 10-13 April 2013.

The meeting in Ulaanbaatar saw representation from several member countries of AAMO and was extremely insightful with each country presenting their respective country reports and sharing updates of their recent activities.

AIMA hosted the AAMO Council Meeting which was held in New Delhi between 10 and 13 April 2013. AAMO members from Australia, India, Hong Kong, Malaysia, Mauritius, Nepal, Macau, New Zealand, Pakistan, Singapore and Sri Lanka met and discussed important issues related to AAMO activities and programmes and their further development.

AAMO is a partnership of National Management Organisations in the Asian Region whose purpose is to share and actively leverage resources to enhance the achievement of their respective missions. The current 17 members of AAMO include Australia, Cambodia, Hong Kong, India, Japan, South Korea, Macau, Malaysia, Mauritius, Mongolia, Nepal, New Zealand, Pakistan, Philippines, Singapore, Sri Lanka and Taiwan.



# St. Gallen Symposium



*Andreas Jacobs (DE), Chairman of the Board, Barry Callebaut AG and D Shivakumar, President, AIMA.*

AIMA participated in the  
43rd St. Gallen  
Symposium along with  
over 600 leaders  
from across the globe

AIMA participated in the 43rd St. Gallen Symposium held on 2-4 May 2013 at the University of St. Gallen, Switzerland. The symposium had more than 600 leaders discussing this year's topic 'Rewarding Courage' together with 200 exceptional students and young leaders from over 60 countries. The St. Gallen Symposium is an annual gathering of leaders from

across the world who come together to discuss and debate on topics of management, politics and civil society.

AIMA as the India partner of the Symposium, contributed to the thought leadership by bringing eminent Indian speakers to share their views and perspectives on the theme of the Symposium. Some of the speakers included Mr D Shivakumar, President, AIMA who spoke on 'A leap of courage: expanding business into new Territories'; Mr Aditya Ghosh, President, InterGlobe Aviation Limited (IndiGo) who delivered an address on 'A good house in a bad neighbourhood'; Mr Pranjal Sharma, Editorial and Knowledge Advisor was the topic leader for both the sessions.

The Indian delegation also included Mr Rajive Kaul, Chairman, NICCO Corporation Ltd.; Mr Sudhir Jalan, Co-Chairman, Reiter India Private Ltd.; Mr Nadir Godrej, Managing Director, Godrej Industries and Mr Nasser Munjee.

Many students from leading management institutes from India also participated at the Symposium through St. Gallen Wings of Excellence Award Competition.





*Pranjal Sharma, Editorial and Knowledge Advisor at the Symposium.*



*Rajive Kaul, Chairman, NICCO Corporation at the event.*



*Aditya Ghosh, President, InterGlobe Aviation Limited (IndiGo) in an interactive session.*



*(R-L) Sanjiv Goenka, Chairman, RP- Sanjiv Goenka Group with Anand Sharma, Union Minister of Commerce and Industry, India and Sachin Date, Partner, E&Y, at the 2013 Horasis Global India Business Meeting.*

## Global India Business Meeting

AIMA was one of the co-organisers of the Global India Business Meeting (GIBM) held on 23-24 June 2013 in Belfast, Northern Ireland. The GIBM was convened by Horasis and co-hosted by the City of Belfast and Invest Northern Ireland. AIMA has been actively supporting Horasis as a co-organiser and contributes many high profile speakers at these meetings.

The GIBM brought together over 300 business and government leaders from India and beyond for relevant discourse on the current state of the economy, and to evolve a roadmap for leveraging entrepreneurship for growth and development.

Mr Anand Sharma, Union Minister of Commerce and Industry;

Mr Farooq Abdullah, Union Minister of New and Renewable Energy addressed the meeting. Mr Rahul Bajaj, Chairman, Bajaj Auto; Mr S D Shibulal, Chief Executive Officer, Infosys; Mr D Shivakumar, President, AIMA and Mr Sunil Kant Munjal, Jt Managing Director, Hero MotoCorp also addressed the meeting as Co-Chairs. Mr Subodh Bhargava, Chairman, Tata Communications and Mr Sanjiv Goenka, Chairman, RP- Sanjiv Goenka Group were awarded as 'Indian Business Leaders of the Year'. In addition Mr Rajive Kaul, Chairman, NICCO Corporation; Mr Sudhir Jalan, Co-Chairman, Reiter India Private Ltd. and Mr Rajiv Vastupal, Chairman & Managing Director, Rajiv Petrochemicals Pvt. Ltd. also participated in the meeting.

AIMA's partnership with Horasis goes beyond GIBM. AIMA also contributed to the Global Arab Business Meeting organised by Horasis in Ras Al Khaimah on 9-10 December 2012 with the Government of Ras Al Khaimah as co-host.

The meeting was addressed by eminent speakers from across the world and included Mr D Shivakumar, President, AIMA; Mr Rajive Kaul, Chairman, NICCO Corporation amongst others.



*Subodh Bhargava, Chairman, Tata Communications, winner of the Indian Business Leader of the Year Award.*

An annual gathering of  
Indian business leaders and  
their global counterparts



*Rajive Kaul, Chairman, NICCO Corporation, at the 2013 Horasis Global India Business Meeting.*



*SD Shibulal, CEO, Infosys with Belfast City Council Lord Mayor, Mairtin O Muilleoir.*



*Sudhir Jalan, Co-Chairman, Reiter India Pvt. Ltd. at the event.*



# Pakistan-India Management Summit

AIMA supported the Pakistan India Management & HRD Summit held at Lahore on 20-21 September 2012 on the theme 'Visionary Leadership for New Economic Realities'.

The Summit was addressed by Mr D Shivakumar, President, AIMA; Mr Subodh Bhargava, Chairman, Tata Communication with Mr Amin Hashwani, Co-Chairman, India-Pakistan CEOs Business Forum as Summit Chairperson. There was also a delegation of over 60 participants from different parts of the country.

Some of the other speakers at Summit included Mr Kamal Chinoy, President, Management Association of Pakistan; Mr Syed Babar Ali, Advisor, Packages Limited, Founder, LUMS & Chairman, Sanofi Pakistan & Coca-Cola Pakistan; Mr Avinash Vashistha, Chairman & Managing Director, Accenture India; Mr Sudharshan Jain, Managing Director, Abbott Healthcare India; Mr P Dwarakanath, Advisor, Group Human Capital, Max India Limited; Mr Sanjeev Bikhchandani, Founder, Naukri.com; Dr YK Bhushan, Vice Chancellor, ICFAI University & Senior Advisor, ICFAI Business School amongst others.

The summit, organised under the aegis of 'Aman ki Asha', witnessed a participation of over 150 Indian delegates and 700 plus Pakistani delegates.

## Visionary Leadership for New Economic Realities



*Speakers from India and Pakistan at the inaugural session.*

# Testing Services

The core competency of AIMA's Centre for Management Services (CMS) has been in the administration of testing services for both recruitment and admission purposes. CMS today provides end-to-end custom made testing services to its clientele from corporate, academia and government. AIMA's testing services are ISO 9001:2008 quality certified and has won several awards both at national and international levels. AIMA's Management Aptitude Test (MAT) is availed by about 600 B-Schools across India to screen and select candidates.

# Testing Services



*Students preparing for MAT.*

Providing customised testing services for public and private organisations

## **Management Aptitude Test (MAT)**

The Management Aptitude Test (MAT) has been the flagship service of AIMA Centre for Management Services (CMS). During the academic cycle 2012-13, MAT was administered in September 2012, December 2012, February 2013 and

May 2013. About 600 business schools accepted MAT scores for admission for the post-graduate management diploma and degree programmes. It continues to be offered in both the paper and the computer based test formats. The paper based test was administered on the first Sunday of February, May, September and December; which was followed by multiple windows of computer based test. The results were declared within two to three weeks and the same was promptly placed on AIMA website to reach out to all stakeholders within minimum possible time frame.

## **Customised Testing Services**

CMS continued to offer its customised testing services to organisations in academia, industry and government. These services included tests for recruitment and admission in multiple areas of specialisation.

The expertise in the testing stands diversified into various disciplines. The illustrative list is given in the table:



Discipline	Level
Engineering (All streams such as Civil, Computers, Electronics, Mechanical etc.)	ITI Certificate / Diploma / University Degree
Fashion	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
Para Medical (Multiple areas)	Diploma / Degree

The testing service activities can be custom made ranging from 'Design & Release of Advertisement' to 'Submission of Final Merit List'. Some of the interim activities are:

- Online & Offline Registration
- Development & Printing of Question Papers
- Fixation of Test Centres
- Administration of Test across India
- Generation of Online & Offline Admit Cards
- Processing of Results

A representative list of organisations that availed the testing service during the period of report is given overleaf.



*VS Bejoy, Director, CMS, AIMA presenting an overview of AIMA's customised tests.*



## Quality Service

The testing services being offered have a consistent record of absolute confidentiality and total credibility with multitude of clients. The systems and procedures are time tested and trusted; these are ISO 9001:2008 quality certified. CMS administering the testing services has been awarded the membership of Quality Council of India. This will give further impetus to the quality aspects of testing services and pave the way to provide additional customer satisfaction.

**List of organisations that availed AIMA's testing services:**

<b>Recruitment Project Clients</b>	<b>Admission Project Clients</b>
Bank Note Press Dewas	Central Footwear Training Institute
Bharat Electronics Limited	Indian Institute of Management Trichy
Central Board of Secondary Education	Islamic University of Science & Technology
Central Industrial Security Force	National Council of Hotel Management & Catering Technology
Central Warehousing Corporation	National Institute of Fashion Technology
Container Corporation of India Limited	Northern India Institute of Fashion Technology
Engineers India Limited	OP Jindal Global University
Hindustan Insecticides Limited	Pearl Academy
India Government Mint, Noida	University of Petroleum & Energy Studies
Indian Institute of Tourism & Travel Management	
Indian Law Institute	
Indo Tibetan Border Police Force	
National Cooperative Development Corporation	
National Human Rights Commission	
Navodaya Vidyalaya Samiti	
Odisha Power Generation Corporation Limited	
Security Printing & Minting Corporation of India Limited	
Sher-I-Kashmir Institute of Medical Sciences	
Solar Energy Corporation of India	
Supreme Court of India	

# Education

AIMA has been a pioneer in the field of education and was instrumental in introducing India's first ever management programme through flexible learning. AIMA offers in depth management education programmes for students, industry and academia. AIMA continues to be at the forefront in driving industry and academic based research, surveys and reports.



# Management Education



(L-R) Rekha Sethi, Director General, AIMA; D Shivakumar, President, AIMA; Sudhir Vasudeva, Chairman & Managing Director, ONGC; M M Pant, Chairman, Board of Studies, AIMA CME and Former Pro-Vice Chancellor, IGNOU and Raj Agrawal, Director, AIMA CME.

AIMA Centre for Management Education (CME) continued to deliver high-quality management education through the distance education mode. AIMA CME expanded its agenda and reach during the year. It added education programmes, opened new centres, increased technology adoption and associated with important new regulatory initiatives.

## AIMA 7th National Research Conference

AIMA organised its 7th National Research Conference on the theme 'Entrepreneurship, Employability and Business Education' in association with National Board of Accreditation (NBA) and National Skills Development Corporation (NSDC) on 27- 28 November 2012. The Conference was a platform for debates and discussion on business education's capability to produce entrepreneurs, relevance of curriculum, knowledge and skill development. About 42 researches done in these areas by academicians & scholars were also presented and discussed.

Prof YS Rajan, Chairman, National Board of Accreditation & Honorary Distinguished Professor, Department of Space, Indian Space, Research Organisation (ISRO) delivered the inaugural address. Some of the other prominent speakers included Dr Debashis Sanyal, Dean, Narsee Monjee Institute

of Management Studies; Mr Ajit Balakrishnan, CEO Rediffmail.com; Mr Dilip Chenoy, MD & CEO, National Skill Development Cooperation; Dr Prafulla Agnihotri, Director, IIM-Trichy; Mr P Dwarakanath, Advisor, Group Human Capital, Max India; Mr Raghav Narsalay, India Lead, Accenture Institute of High Performance; Dr Dinesh Kr Paliwal, Member Secretary, National Board of Accreditation; Mr Stephen Rawlinson, President, JRE Group of Institutions; Mr Sanjeev Bikhchandani, Founder & Vice Chairman, Naukri.com, Info Edge (India) Pvt. Ltd. and Ms Suchandra Juneja, Director, Viva Hyderabad.

## Release of the book on 6th NRC

A book containing an edited account of the 6th National Research Conference is being published under the title 'Transforming Management Education for Sustainable Tomorrow'.

## Faculty Development Programmes

AIMA CME has stepped up its efforts to bridge the faculty training gap in the management education sector. During the year, the centre organised eight faculty development programmes (FDPs) across the country. These FDPs focused

on a wide range of topics, including case writing and teaching, advanced research methods and data analytical tools, sales management, project management, research methods for doctoral educators, corporate social responsibility, corporate governance and strategic management.

### Programmes offered during 2012-13 academic year

CME offered several full time programmes during the year including Post Graduate Diploma in Retail Management, Post Graduate Diploma in Sales and Marketing Management, Post Graduate Diploma in Management, Post Graduate Diploma in Information Technology Management, Post Graduate Diploma in Management (Supported by e-learning), Post Graduate Certificate in Management, Advanced Certificate in Management and PhD programme (offered in collaboration with Aligarh Muslim University).

### E-learning Initiatives

In addition to the e-learning supported PGDM programme offered since 2010-11 session, AIMA CME has also utilised e-learning method to conduct a foundation course for PGDM students who come from diverse academic backgrounds. The centre also conducted e-learning sessions for PGDM students on case study analysis, project report writing, soft skills and career management.



*MR Rao, Professor Emeritus & Executive Director, Centre for Analytical Finance, Indian School of Business, Hyderabad receiving the AIMA Kewal Nohria Award for Academic Leadership in Management Education 2013 from Sudhir Vasudeva, Chairman & Managing Director, ONGC.*

### Statutory Approvals

AICTE extended approval to AIMA Centre for Management Education for the PGDM and PGDITM programmes for the academic year 2013-14. Distance Education Council (DEC) approved AIMA CME for PGDM, PGDITM, PGCM and ACM programmes for the academic years 2012-13 and 2013-14.



*AIMA students at their Convocation.*



## Convocation

The 18th Annual Convocation of AIMA was held on 19 August 2013 in New Delhi. Mr Sudhir Vasudeva, Chairman & Managing Director, ONGC Ltd. was the Chief Guest for the occasion. 1200 students of Post Graduate programme in management were awarded diplomas and certificates, 13 scholars were awarded PhD degrees. Dr Saugata Mitra, Chief People Officer & Group Head (HR), Mother Dairy was felicitated with AIMA Fellowship. The AIMA Kewal Nohria Award for Academic Leadership in Management Education 2013 was presented to Dr Rammohan Rao, Dean Emeritus of Indian School of Business (ISB), Hyderabad.

## Reconstitution of AIMA Board of Studies

AIMA Board of Studies was reconstituted under the Chairmanship of Prof MM Pant, a well known academician.

## Research Committee

AIMA CME Research Committee under the Chairmanship of Dr Dilip Bandyopadhyay, Vice Chancellor, Guru Gobind Singh Indraprastha University approved two research projects - one on global accreditation standards in management education and the other on training agenda of AIMA and regional management associations for the 21st century global market.

## Nodal Centre Expansion

AIMA CME reach was considerably increased with the addition of 28 new nodal centres. These centres have significantly increased students' access to AIMA classes in the National Capital Region, Maharashtra, Gujarat, Karnataka, Odisha, Haryana and West Bengal.



*YS Rajan, Chairman, National Board of Accreditation, Honorary Professor ISRO and JK Mitra, Former Head & Dean, Faculty of Management Studies releasing the edited book and Souvenir at the 7th National Research Conference.*

## B-School Cooperation Project

AIMA CME initiated the B-school Cooperation Project to support emerging B-schools in capacity building. The Project provides opportunities to the students of such B-schools to acquire additional qualifications in the form of AIMA CME's short term management certificate programmes.

## Development of Customised Programmes for Companies

AIMA CME has initiated the development of customised programmes and workshops to cater to the special requirements of individual companies. Steel Authority of India, SETCO Automotive Ltd., Tata Power and Genpact were among the companies that engaged AIMA to conduct customised programmes for their employees.

*(L-R) AC Chaturvedi, Executive Director, Power Management Institute; Debashis Sanyal, Dean, School of Business Management, Narsee Monjee Institute of Management Studies; Ajit Balakrishnan, Founder Chairman & CEO, Rediffmail.com and Prafulla Agnihotri, Director, IIM-Trichy.*





# Skill Development & Training

AIMA's Centre for Skill Development and Training focuses on productivity enhancement, training design, delivery, assessment and certification. AIMA provides customised, quality in-company training solutions and services across all management areas with best in class trainers and experts.

# Skill Development & Training

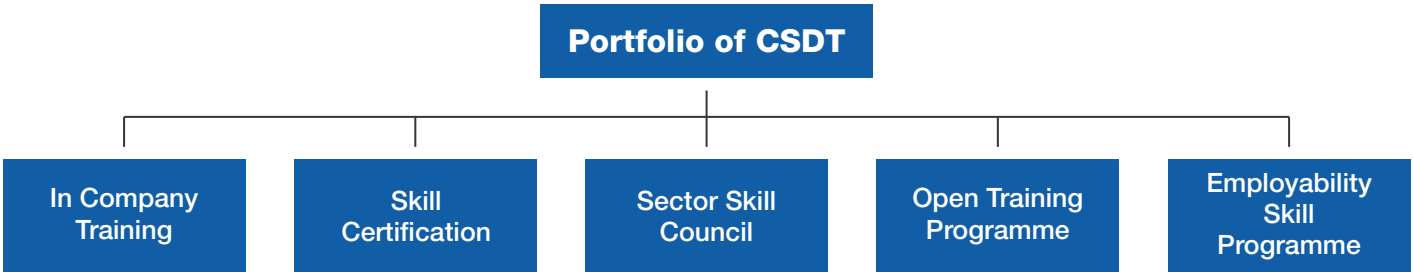


### Overview

To help bridge the competence gap and build a skilled workforce of management professionals, AIMA has created a new division, Centre for Skill Development & Training (CSDT). The centre focuses on employability skills, productivity enhancement skills and professional skills.

### Objectives

- Enhancing employee productivity through capacity building.
- Enhancing employability through professional skills.
- Assessment / Accreditation / Certification of Management Professionals / Trainers / Skill Developers.



### In Company Training

AIMA offers in-company services across the country in the area of skill development including the following services:

- Training need identification
- Need based training and skill development
- Training evaluation & impact assessment

- Customised turnkey training plan execution
  - Consultancy in the area of training & skill development
- A matrix of training programmes suitable for all functions, roles and levels have been prepared and a number of programmes conducted for organisations like WBSEDCL, Oil India, NHPC, CDOT etc.

## In Company Training Project

The following customised training programmes were conducted:

West Bengal State Electricity Distribution Company Ltd. (WBSEDCL)	Kolkata	Train The Trainer	3-6 December 2012
Oil India Ltd.	Duliajan, Assam	Effective Training Facilitator	6-7 May 2013
Rashtry Chemical Fertilizer	Mumbai	Training the Trainers	6-7 June 2013
Centre for Development of Telematics (CDOT)	New Delhi	Effective Managerial Skills	27-28 June 2013
Hitachi Hi-Rel Power Electronics Pvt. Ltd.	New Delhi	Personal Effectiveness for Excellent Customer Relationship	6 July 2013
NHPC	Faridabad	Workshop on Building Talent	22-24 July 2013
Barauni Oil Refinery, IOCL	Barauni, Bihar	Training the Trainer	6-7 August 2013



*Training on 'Effective Managerial Skills' being conducted at Centre for Development of Telematics.*

## Sector Skill Council

AIMA has taken the initiative to contribute to the massive national skill development programme of the Government of India. AIMA has submitted a proposal to NSDC for setting up a Sector Skill Council for 'Management, Behavioral and Innovation'.

## Employability Skill Programme

Appreciating the need for enhancing the employability of students acquiring diverse qualifications, AIMA has proposed to offer 'Employability Skills Programme'. This course, proposed to be offered to academic institutes / students would develop generic professional skills required across sectors and industries.

AIMA is in dialogue with one of the Employability Skills training and awarding body of UK for developing an India specific course.

## UKERI Projects

AIMA in collaboration with Skills CFA and NOCN have submitted proposals to UKERI for project funding for carrying out study projects in the area of skill development.

## Public Training Programmes

- Training Evaluation

Knowing the importance of evaluation as an important tool for HR professionals, CSDT organised a two day training workshop on 'Training Evaluation' on 1 & 2 February 2013 New Delhi. The workshop provided an opportunity to participants to understand different evaluation tools and their applications, current approaches to evaluation of training for soft skills and hard skills.

- Training the Trainers (TTT)

AIMA's TTT module is research based technology structured around a well defined workbook that ensures the participants learn the various training modules. The programme objective is to prepare participants to design, deliver & evaluate training effectively thus giving the participants greater confidence in handling trainees as a trainer and enhance their training skills.

'Training of Trainers' was organised at Bangalore from 7-9 February 2013 and at Delhi from 21-23 February 2013.

- Effective Training Facilitators

This open workshop was organised on 15-16 March 2013 for training administrators. The programme prepares training coordinators to become effective training implementers and excel in their present jobs by giving them an overall perspective of Training & Management.



## Employability Forum

CSDT along with National Open College Network (NOCN, UK) and Institute of Productivity (UK) joined hands with Delhi Management Association in organising the 'Employability Forum' on 10 & 11 January 2013 in Delhi. The theme of the forum was 'Does improved skills = improved employability?'.

The focus of the discussion was the issues concerning the employability of graduate professionals and what industry needs. The illustrious international faculty members who enlightened the discussion were Mr John Heap, President, WCPS; Dr Graham Hastings-Evans, CEO, NOCN (U.K.) and Mr Mike Dillon, Director, IOP. Dr Sunil Abrol, Advisor, AIMA led the discussion.

## Empanelment of Trainers

CSDT has initiated the process of creating a pool of trainers across country across specialisations.

An online application submission process has been activated to facilitate the process of Trainers' Empanelment.

## Advisory Group

Skill and Training Advisory Group comprising of senior HR / Training / Skills professionals has been constituted. A number of suggestions were discussed in the first meeting including conducting customised in company training programmes, employability skills programme for academic institutions, journal on skills and competition for Excellence in Training and Skills.

## Skill Certification

In addition to training and skill development, CSDT also undertakes skill certification of professionals on specific skills for specific Domains / Sectors / Functional Areas, based on their expertise in the subject eg. HR / Finance / Management / Project Management / Production / Auto / Retail / Pharma / Telecom etc. CSDT has recently announced two certification schemes in the area of Training:

- I. AIMA Certification as 'Certified Trainer' (ACT)
- II. AIMA Certification as 'Certified Training Coordinator' (ACTC)

Proposal for certification of skills for specific functions have been submitted to clients.



*Training batch at Oil India Ltd.'s training institute, Assam with Dr Sunil Abrol, Advisor, CSDT, AIMA.*

# LMA & MEMBERSHIP

AIMA and its 66 affiliated Local Management Associations across India and abroad have the support of over 30,000 members.

# LMA & Membership



*LMA representatives with AIMA President and office bearers.*

AIMA took several initiatives to improve coordination with the 64 regional affiliates and two overseas cooperating members. AIMA leadership reached out to the local management associations (LMAs) and strengthened ties for enhanced collaboration.

AIMA attracted a significant number of new individual and corporate members this year. The following are the year's highlights of the LMA relations and membership initiatives of AIMA:

## **Joint AIMA-LMA Programmes:**

AIMA jointly organised several programmes with many LMAs in addition to helping them conduct their own programmes. In fact, AIMA customarily partners the local affiliate if an LMA exists at the location of its programme.

## **LMA CEO Workshop**

AIMA organised its annual LMA CEO workshop on the eve of the National Management Convention in Mumbai on 24 September 2012. The heads of 37 LMAs participated in the workshop. AIMA President, Mr D Shivakumar addressed and

interacted with the LMA CEOs over breakfast. The workshop yielded useful pointers for improving collaboration and coordination between AIMA and the LMAs.

## **National Management Convention**

75 delegates from 37 LMAs participated in the National Management Convention in Mumbai on 25-26 September 2012. The LMAs found the deliberations extremely useful and encouraging, with experiences being shared and a close rapport being established between various LMAs.

## **LMA Celebration of the National Management Day**

AIMA's Foundation Day, which is also known as the National Management Day, was celebrated on 21 February 2013. 5 LMAs participated in the conference organised by AIMA to mark the occasion. 22 LMAs celebrated the occasion at their respective headquarters.

## **Best LMA Award Contest 2011-2012**

25 LMAs participated in the Best LMA Award contest for 2011-12. The winning LMAs were:



- Category I - Madras Management Association
- Category II – Baroda Management Association
- Category III - Tarapur Management Association (Winner) & Nashik Management Association (Runner Up)
- Best Emerging LMA - Meerut Management Association

The winning LMAs were felicitated at the 39th National Management Convention on 26 September 2012 in Mumbai.

### Financial Support to LMAs

During 2012-13, AIMA provided financial support to 3 LMAs for infrastructure. These LMAs were Palghat, Trichur and Chandigarh.

### LMA Visits by AIMA Officials

AIMA President, Mr D Shivakumar visited many LMAs (Bangalore, Hyderabad, Kerala, Trivandrum, Ghaziabad, Baroda, Madras & Calcutta). He encouraged the LMA officials and gathered inputs on the assistance required by the LMAs. AIMA Director General, Ms Rekha Sethi also visited many LMAs (Indore, Baroda, Chandigarh, Pune, Goa, Bangalore &



(L-R) Sanjay Grover, Director, LMA Relations & Membership, AIMA & KK Damani, President, Rohilkhand Management Association.

Calcutta). AIMA Director for LMA Relations & Membership, Mr Sanjay Grover interacted with LMAs frequently and improved communication with LMAs across the country.



Kumar Mangalam Birla being conferred with IMA National Business Icon Award instituted by Indore Management Association.



*NR Narayana Murthy, Executive Chairman, Infosys Ltd. being conferred the Sayaji Ratna Award by Baroda Management Association as D Shivakumar, President, AIMA looks on.*

## Membership

AIMA added 109 institutional members and 3698 individual members during the year. Member services were upgraded. The response time for member queries and complaints was significantly reduced. New photo membership cards were issued. Evening lectures were organised at AIMA in New Delhi. The quarterly AIMA News magazine was upgraded to include a selection of articles from the world's best management publications. AIMA adopted a paperless policy and extended this initiative to the monthly magazine AIMA News. The print version of the quarterly AIMA News has been digitised and converted into a monthly e-magazine. Instead of reaching all the members once a quarter, this new version of AIMA News now reaches them on a monthly basis.

## Fellowships

AIMA Fellowship was conferred on Dr Saugata Mitra, Chief People Officer & Group Head – HR, Mother Dairy Fruits and Vegetables Pvt. Ltd. at the Convocation held on 19 August 2013.

## LMAs Group on Facebook

As part of our various initiatives to strengthen relations with Local Management Associations, AIMA has taken a step to connect with all its LMAs across the country. Under this initiative, AIMA started a closed group on Facebook for LMAs to connect and collaborate, with AIMA and each other. This provides a platform to interact with and learn from each other by sharing best practices. 43 LMAs are connected on Facebook and are actively interacting and sharing information related to activities / events being organised by them on Facebook.

## Websites for LMAs

Under President AIMA, Mr D Shivakumar's initiative, Google India has offered to extend its support in helping the LMA network build and develop their own unique sites. Along with the inherent benefits of an updated online presence, the websites will ensure uniformity and enable LMAs to post local content like local chapter updates, news and notices for their members and followers. As of today 16 LMAs have shown their interest. The work has already been initiated and is expected to be over in the next two months.

## LMA's 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
- Faridabad Management Association
- Ghaziabad Management Association
- Gurgaon Management Association
- Hardwar Management Association
- Jaipur Management Association
- Jalandhar Management Association
- Kala Amb Management Association
- Kanpur Management Association
- Lucknow Management Association
- Ludhiana Management Association
- Management Association Amritsar
- Management Association of Sonapat
- Meerut Management Association
- Noida Management Association
- Patiala Management Association
- Rohilkhand Management Association
- Yamuna Nagar Jagadhri Management Assn.

### SOUTHERN REGION

- Bangalore Management Association
- Calicut Management Association

- Coimbatore Management Association
- Greater Mysore Management Assn.
- Hyderabad Management Association
- Kerala Management Association
- Madras Management Association
- Madurai Management Association
- Mangalore Management Association
- North Karnataka Management Assn.
- Palghat Management Association
- Quilon Management Association
- Travancore Management Association
- Trichur Management Association
- Trivandrum Management Association
- Tumkur Management Association
- Vaikom Management Association
- Visakhapatnam Management Association

### WESTERN REGION

- Ahmedabad Management Association
- Baroda Management Association
- Bharuch Distt. Management Assn.
- Bhopal Management Association
- Bombay Management Association
- Goa Management Association
- Gwalior Management Association
- Indore Management Association
- Kutch Management Association
- Nagpur Management Association
- Nashik Management Association
- Pune Management Association
- Rajkot Management Association
- Surat Management Association
- Tarapur Management Association

### CO-OPERATING MEMBERS

- Mauritian Management Association
- Qatar Indian Management Association



## INSTITUTIONAL MEMBERS

CATEGORY	Status as on 31.03.2012 (A)	New Admissions up to 31.03.2013 (B)	Resigned / Deleted (C)	Status as on 31.03.2013 (A+B-C)
CORPORATE	104	38	0	142
COMBINED	269	50	38	281
MULTIPLE	9	0	3	6
SEPARATE	36	7	7	36
SME	43	14	5	52
TOTAL	461	109	53	517

## PROFESSIONAL MEMBERS

CATEGORY	Status as on 31.03.2012 (A)	New Admissions up to 31.03.2013 (B)	Resigned / Deleted / Expired / (C)	Status as on 31.03.2013 (A+B-C)
HON. FELLOWS	66	2	0	68
PAST PRESIDENTS *	30	1	0	31
LIFE FELLOWS	92	6	1	97
FELLOWS	92	3	7	88
LIFE MEMBERS	1516	170	3	1683
MEMBERS	2847	504	725	2626
CME-STUDENTS	2142	2391	2116	2417
STUDENTS	451	621	420	652
TOTAL	7236	3698	3272	7662

\*Alive Past Presidents

# **Auditor's Report & Accounts**

## **2012-2013**

# 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, 2013 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 misstatement. 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 Annexure-1 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 2013; 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.

**SARC & ASSOCIATES**

Chartered Accountants

**Date : June 7, 2013**

**Place : New Delhi**

**DINESH VERMA**

PARTNER

MEMBERSHIP NO. 089583



# Balance Sheet as at March 31, 2013

Rupees

	Particulars	Note No.	As at 31.03.2013	As at 31.03.2012
<b>I</b>	<b>Corpus &amp; Liabilities:</b>			
1	Corpus	1	37,98,75,475	37,39,97,853
2	Reserve & Surplus			
	Earmarked Funds	2	29,94,12,154	27,60,18,120
	General Reserve	3	1,68,02,12,791	1,40,64,52,436
3	Non-Current Liabilities			
	Security Deposits	4	1,50,62,000	1,41,86,000
	Other Long-Term Liabilities	5	12,10,637	7,41,309
	Long-Term Provisions	6	2,40,69,079	2,60,37,509
4	Current Liabilities			
	Trade Payables	7	2,80,99,037	2,60,74,127
	Other Current Liabilities	8	8,19,66,608	4,33,15,918
	Short-Term Provisions	9	74,16,928	21,32,196
	<b>Total</b>		<b>2,51,73,24,709</b>	<b>2,16,89,55,468</b>
<b>II</b>	<b>Assets:</b>			
1	Non-Current Assets			
	(a) Fixed Assets	10		
	i. Tangible Assets		30,22,46,821	30,54,46,924
	ii. Intangible Assets		16,77,340	2,26,862
	iii. Capital Work-in-Progress		60,80,441	60,80,441
	iv. Intangible Assets under Development		3,40,000	31,21,053
	(b) Non-Current Investments	11	6,00,00,000	6,00,00,000
	(c) Long-Term Loans & Advances	12	4,43,45,454	2,63,65,745
	(d) Other Non-Current Assets	13	1,04,56,66,736	50,44,75,264
2	Current Assets			
	(a) Inventories	14	24,07,891	28,75,639
	(b) Trade Receivables	15	4,63,96,604	2,89,31,096
	(c) Cash & Cash Equivalents	16	9,86,16,255	9,08,02,429
	(d) Short-Term Loans & Advances	17	2,33,05,205	1,88,07,357
	(e) Other Current Assets	18	88,62,41,962	1,12,18,22,658
	<b>Total</b>		<b>2,51,73,24,709</b>	<b>2,16,89,55,468</b>

Accounting Policies &amp; Notes.

Annexure-1

Notes 1 to 25 &amp; Annexure-1 referred above, form an integral part of the accounts.

As per our report of even date attached.

**For SARC & Associates**

Chartered Accountants  
FRN 06085N

**D Shivakumar**

President

**P Dwarakanath**

Treasurer

**Dinesh Verma**

Partner  
Membership No.089583

**Rekha Sethi**

Director General

**Dilip Kumar Raina**

Chief Financial Officer

**Date : June 7, 2013**
**Place: New Delhi**

# Income & Expenditure Account for the Year ended March 31, 2013

Rupees

	Particulars	Note No.	Year Ended 31.03.2013	Year Ended 31.03.2012
I	Revenue from Operations	19	48,94,36,485	52,75,17,406
II	Other Income	20	18,00,40,111	14,23,38,594
III	<b>Total Revenue (I+II)</b>		<b>66,94,76,596</b>	<b>66,98,56,000</b>
IV	Expenses			
	(a) Employee Benefit Expenses	21	10,84,26,736	9,94,36,168
	(b) Depreciation & Amortisation	22	58,59,417	48,00,118
	(c) Operational Expenses	23	17,96,25,681	17,74,84,365
	(d) Other Administrative Expenses	24	8,67,66,802	6,85,75,325
	<b>Total Expenses</b>		<b>38,06,78,636</b>	<b>35,02,95,976</b>
V	Surplus before Exceptional and Extraordinary Items and Tax (III-IV)		28,87,97,960	31,95,60,024
VI	Exceptional Items	25	1,24,63,385	(2,87,418)
VII	Surplus before Appropriation (V+VI)		30,12,61,345	31,92,72,606
	<b>Transferred to:</b>			
	Staff Benevolent Fund		25,000	25,000
	Building Fund		58,59,000	48,00,000
	Life Membership Fund		73,73,034	76,07,000
	Campus Development Fund		26,05,000	24,59,000
	Social Causes Fund		75,32,000	77,30,000
	General Reserve		27,78,67,311	29,66,51,606

Accounting Policies & Notes.

Annexure-1

Notes 1 to 25 & Annexure-1 referred above, form an integral part of the accounts.

As per our report of even date attached.

**For SARC & Associates**  
Chartered Accountants  
FRN 06085N

**D Shivakumar**  
President

**P Dwarakanath**  
Treasurer

**Dinesh Verma**  
Partner  
Membership No.089583

**Rekha Sethi**  
Director General

**Dilip Kumar Raina**  
Chief Financial Officer

**Date : June 7, 2013**  
**Place: New Delhi**

# Notes to Accounts Forming Part of Balance Sheet

Note No.1

Rupees

Particulars	As at 01.04.2012	Addition (Including appropriation & Interest)	Utilised	As at 31.03.2013
<b>Corpus:</b>				
General Corpus	<b>36,17,45,273</b>	<b>55,47,467</b>	-	<b>36,72,92,740</b>
	<i>35,61,88,142</i>	<i>55,57,131</i>	-	<i>36,17,45,273</i>
LMA Support	<b>50,00,000</b>	<b>4,00,000</b>	<b>3,08,173</b>	<b>50,91,827</b>
	<i>52,37,118</i>	<i>4,00,000</i>	<i>6,37,118</i>	<i>50,00,000</i>
Awards	<b>72,52,580</b>	<b>5,52,000</b>	<b>3,13,672</b>	<b>74,90,908</b>
	<i>71,00,539</i>	<i>5,52,000</i>	<i>3,99,959</i>	<i>72,52,580</i>
<b>Total</b>	<b>37,39,97,853</b>	<b>64,99,467</b>	<b>6,21,845</b>	<b>37,98,75,475</b>
Previous Year	<i>36,85,25,799</i>	<i>65,09,131</i>	<i>10,37,077</i>	<i>37,39,97,853</i>

Figures in italics are of previous year

Note No.2

Rupees

Particulars	As at 31.03.2013	As at 31.03.2012
<b>Earmarked Funds:</b>		
As per the last Balance Sheet	27,60,18,120	25,35,41,120
Less: Utilized during the Year	-	1,44,000
Additions during the Year	2,33,94,034	2,26,21,000
<b>Total</b>	<b>29,94,12,154</b>	<b>27,60,18,120</b>

Note No.3

Rupees

Particulars	As at 31.03.2013	As at 31.03.2012
<b>General Reserve:</b>		
As per the last Balance Sheet	1,40,64,52,436	1,11,40,15,266
Less: Transfer to General Corpus -Invested in Fixed Assets	41,06,956	42,14,436
Add : Transferred from Income & Expenditure Account	27,78,67,311	29,66,51,606
<b>Total</b>	<b>1,68,02,12,791</b>	<b>1,40,64,52,436</b>



# Notes to Accounts Forming Part of Balance Sheet

Rupees

Note No.	Particulars	As at 31.03.2013	As at 31.03.2012
4	<b>Security Deposits:</b>		
	Securities Deposit Payable	1,50,62,000	1,41,86,000
	<b>Total</b>	<b>1,50,62,000</b>	<b>1,41,86,000</b>
5	<b>Other Long Term Liabilities:</b>		
	Trade Payables:		
	(i) Management Institutes	-	7,050
	(ii) Nodal Centres	92,325	26,451
	Expenses Payable	11,18,312	7,07,808
	<b>Total</b>	<b>12,10,637</b>	<b>7,41,309</b>
6	<b>Long-term Provisions:</b>		
	Provision for Gratuity	1,40,40,155	1,53,81,389
	Provision for Leave Encashment	1,00,28,924	1,06,56,120
	<b>Total</b>	<b>2,40,69,079</b>	<b>2,60,37,509</b>
7	<b>Trade Payables:</b>		
	(i) Sundry Creditors	90,20,467	98,07,012
	(ii) Management Institutes	35,05,617	34,81,220
	(iii) Nodal Centres	1,32,47,342	1,23,05,541
	(iv) Faculties	23,25,611	4,80,354
	<b>Total</b>	<b>2,80,99,037</b>	<b>2,60,74,127</b>
8	<b>Other Current Liabilities:</b>		
	Income received in Advance	6,91,67,277	3,28,56,382
	Membership Pending Application	2,63,989	10,46,925
	Share Payable	17,45,667	11,54,161
	Stale Cheques	22,70,596	14,47,646
	Other Payables:		
	Statutory Dues	35,31,580	33,49,372
	AIMA Alumni Association	1,03,800	4,08,300
	Fees Refundable	5,62,030	6,03,030
	Salary Payable	19,21,987	5,54,618
	Expenses Payable	21,99,682	18,95,484
	JRD Tata Award Fund	2,00,000	-
	<b>Total</b>	<b>8,19,66,608</b>	<b>4,33,15,918</b>
9	<b>Short-term Provisions:</b>		
	Provision for Employee Benefits		
	(i) Provision for Gratuity	43,91,499	13,12,664
	(ii) Provision for Encashment of Earned Leave	30,25,429	8,19,532
	<b>Total</b>	<b>74,16,928</b>	<b>21,32,196</b>

# Notes to Accounts Forming Part of Balance Sheet

Note No.10  
Fixed Assets

Rupees

Particulars	Depreciation/ Amortisation Rates	Gross Block				Depreciation				WDV		
		01.04.2012 As on P.Y.	Additions	Deletion	31.03.2013 As on C.Y.	31.03.2012 Upto P.Y.	Deletion	Addition	Current Year	31.03.2013 Upto C.Y.	31.03.2013 As on C.Y.	31.03.2012 As on P.Y.
TANGIBLE ASSETS:												
Land	0%	27,84,90,939	-	-	27,84,90,939	20,092	-	-	-	20,092	27,84,70,847	27,84,70,847
Building	10%	1,03,46,203	-	-	1,03,46,203	43,30,135	-	-	6,01,609	49,31,744	54,14,459	60,16,068
Plant & Machinery:												
(i) Elevator	15%	8,05,500	-	-	8,05,500	7,65,683	-	-	5,973	7,71,656	33,844	39,817
(ii) Central A.C.Plant & Air-Conditioners	15%	57,49,671	-	-	57,49,671	44,15,289	-	-	2,00,158	46,15,447	11,34,224	13,34,382
iii) Generating Sets	15%	6,10,000	-	-	6,10,000	5,75,196	-	-	5,221	5,80,417	29,583	34,804
Furniture & Fittings	10%	1,59,75,903	6,500	-	1,59,82,403	33,95,320	-	-	12,58,709	46,54,029	1,13,28,374	1,25,80,583
Office Equipment	15%	2,17,02,138	4,52,838	-	2,21,54,976	1,61,22,969	-	-	14,12,663	1,75,35,632	46,19,344	55,79,169
Others:												
Library Books & Films	25%	59,34,269	1,08,865	3,015	60,40,119	53,90,961	2,836	-	1,56,600	55,44,725	4,95,394	5,43,308
Fire Fighting System	15%	15,13,615	-	-	15,13,615	11,09,430	-	-	60,629	11,70,059	3,43,556	4,04,185
Vehicles	15%	10,00,126	-	-	10,00,126	5,56,365	-	-	66,565	6,22,930	3,77,196	4,43,761
Total		34,21,28,364	5,68,203	3,015	34,26,93,552	3,66,81,440	2,836	-	37,68,127	4,04,46,731	30,22,46,821	30,54,46,924
Previous Year		33,81,45,204	56,09,870	16,26,710	34,21,28,364	3,35,00,593	12,78,977	-	44,59,824	3,66,81,440	30,54,46,924	30,46,44,611
INTANGIBLE ASSETS:												
Computer Software	60%	11,95,000	29,99,112	-	41,94,112	10,61,160	-	-	17,99,373	28,60,533	13,33,579	1,33,840
Licenses & franchise	60%	2,95,526	5,42,656	-	8,38,182	2,02,504	-	-	2,91,917	4,94,421	3,43,761	93,022
Total		14,90,526	35,41,768	-	50,32,294	12,63,664	-	-	20,91,290	33,54,954	16,77,340	2,26,862
Previous Year		12,59,250	2,31,276	-	14,90,526	9,23,370	-	-	3,40,294	12,63,664	2,26,862	3,35,880
Grand Total		34,36,18,890	41,09,971	3,015	34,77,25,846	3,79,45,104	2,836	-	58,59,417	4,38,01,685	30,39,24,161	30,56,73,786
Grand Total of Previous Year		33,94,04,454	58,41,146	16,26,710	34,36,18,890	3,44,23,963	12,78,977	-	48,00,118	3,79,45,104	30,56,73,786	30,49,80,491
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		67,71,541	23,77,271	30,68,371	60,80,441	-	-	-	-	-	60,80,441	67,71,541
INTANGIBLE ASSETS UNDER DEVELOPMENT:												
ERP under Development		31,21,053	4,62,415	32,43,468	3,40,000	-	-	-	-	-	3,40,000	31,21,053
Total		31,21,053	4,62,415	32,43,468	3,40,000	-	-	-	-	-	3,40,000	31,21,053
Previous Year		31,21,053	-	-	31,21,053	-	-	-	-	-	31,21,053	31,21,053

# Notes to Accounts Forming Part of Balance Sheet

Rupees

Note No.	Particulars	As at 31.03.2013	As at 31.03.2012
11	<b>Non-current Investments:</b>		
	Investment in Government or Trust Securities	6,00,00,000	6,00,00,000
	<b>Total</b>	<b>6,00,00,000</b>	<b>6,00,00,000</b>
12	<b>Long Term Loans &amp; Advances:</b>		
	<b>Security Deposits</b>		
	Unsecured, Considered Good:		
	(i) Securities with Public Bodies	90,94,778	71,69,507
	<b>Other Advances</b>		
	Unsecured, Considered Good:		
	(i) Tax Deducted at Source	3,48,39,663	1,76,38,825
	(ii) Advances to Suppliers	4,11,013	15,57,413
	<b>Total</b>	<b>4,43,45,454</b>	<b>2,63,65,745</b>
13	<b>Other Non-current Assets:</b>		
	Fixed Deposits with Scheduled Banks	1,04,51,28,246	50,07,26,923
	<b>Long-Term Trade Receivables</b>		
	Secured, Considered Good:		
	(i) Nodal Centres	2,11,490	1,01,872
	Unsecured, Considered Good:		
	(i) Management Institutes	59,000	31,97,551
	(ii) Other Receivables	-	9,418
	(iii) Receivable against Programmes	2,68,000	4,39,500
	<b>Total</b>	<b>1,04,56,66,736</b>	<b>50,44,75,264</b>
14	<b>Inventories:</b>		
	Books & Study Material	17,48,167	22,30,439
	Mementoes	3,61,085	2,59,439
	MAT Bulletins/OMR Forms	86,596	1,93,171
	AIMA Ties	92,547	43,380
	Corporate Brochure	3,252	45,475
	Publication (Books)	319	319
	Stationery	1,08,986	96,895
	Others	6,939	6,521
	<b>Total</b>	<b>24,07,891</b>	<b>28,75,639</b>
15	<b>Trade Receivables:</b>		
	Within Six Months- Secured, Considered Good		
	(i) Nodal Centres	63,154	2,12,216
	Within Six Months- Unsecured, Considered Good		
	(i) Receivable against Programmes	86,26,698	72,26,657
	(ii) Dues from Management Institutes	3,49,91,413	69,91,574
	(iii) Other Dues	1,74,776	2,52,392
	(iv) Dues from Faculties	3,400	-
	Others- Unsecured, Considered Good		
	(i) Receivable against Programmes	20,55,948	8,91,222
	(ii) Dues from Management Institutes	4,81,215	1,33,57,035
	<b>Total</b>	<b>4,63,96,604</b>	<b>2,89,31,096</b>



# Notes to Accounts Forming Part of Balance Sheet

Rupees

Note No.	Particulars	As at 31.03.2013	As at 31.03.2012
16	<b>Cash &amp; Cash Equivalents:</b>		
	Balances with Banks--Saving Account	8,76,77,910	6,76,92,133
	Balance with Banks--Current Account	3,405	-
	Balances with Bank--Auto FDR	1,08,40,000	2,29,85,000
	Balance with Bank--EEFC	-	28,896
	Cash in hand	5,009	8,738
	Postage	89,931	87,662
	<b>Total</b>	<b>9,86,16,255</b>	<b>9,08,02,429</b>
17	<b>Short-term Loans &amp; Advances:</b>		
	Unsecured, Considered Good:		
	(i) Salary Advances	1,09,586	1,18,376
	(ii) Examination/MAT Test Advances	13,69,663	2,95,107
	(iii) Tax Deducted At Source	1,79,66,504	1,51,39,245
	(iv) Earnest Money	31,51,549	12,24,419
	(v) Advances for Supplies & Services	6,07,903	20,30,210
	(vi) Advance for Research	1,00,000	-
	<b>Total</b>	<b>2,33,05,205</b>	<b>1,88,07,357</b>
18	<b>Other Current Assets:</b>		
	FDRs with Scheduled Banks	78,35,28,038	1,04,85,44,090
	Interest Income Accrued but not Due	7,91,91,741	6,26,00,855
	Prepaid Expenses	2,29,60,207	1,06,77,713
	Input Service Tax Receivable	5,61,976	-
	<b>Total</b>	<b>88,62,41,962</b>	<b>1,12,18,22,658</b>

# Notes to Accounts Forming Part of Balance Sheet

Rupees

Note No.	Particulars	Year Ended 31.03.2013	Year Ended 31.03.2012
19	<b>Revenue From Operations:</b>		
	Subscription from Members	2,24,63,531	1,83,47,886
	Course & Examination Fees	13,75,66,682	12,07,30,163
	Management Services	23,64,18,304	29,80,51,415
	Management Development Programmes	9,01,26,790	8,56,50,361
	Sale of Prospectus & Other Publications	13,21,911	15,44,100
	Royalty on Publication	10,33,849	12,59,080
	Grant from Government of India	-	5,00,000
	Miscellaneous Receipts	5,05,418	14,34,401
	<b>Total</b>	<b>48,94,36,485</b>	<b>52,75,17,406</b>
20	<b>Other Income:</b>		
	Interest income		
	- From Bank Deposits	16,95,37,673	12,85,86,382
	- From Government Securities	21,67,089	40,71,303
	- Others : Saving Bank Accounts	73,13,283	78,80,724
	Advertisement Space Selling-CSS	5,23,100	16,10,250
	Miscellaneous Receipts-CSS	4,98,966	1,89,935
	<b>Total</b>	<b>18,00,40,111</b>	<b>14,23,38,594</b>
21	<b>Employee Benefit Expenses:</b>		
	Salary, Wages & Bonus	8,99,20,865	8,41,79,937
	Provident Fund	44,05,824	38,07,979
	Gratuity	43,97,410	34,92,798
	Pension Schemes	8,52,768	8,89,232
	Leave Encashment	45,56,021	33,97,178
	Employee Medical Insurance	18,03,960	17,89,800
	Staff Welfare	24,89,888	18,79,244
	<b>Total</b>	<b>10,84,26,736</b>	<b>9,94,36,168</b>
22	<b>Depreciation &amp; Amortisation:</b>		
	Depreciation & Amortisation	58,59,417	48,00,118
	<b>Total</b>	<b>58,59,417</b>	<b>48,00,118</b>
23	<b>Operational Expenses:</b>		
	Membership Services	65,88,809	60,14,398
	Course & Examination	5,58,31,742	5,18,25,558
	Management Services	6,85,76,310	7,18,83,759
	Management Development Programmes	4,86,28,820	4,77,60,650
	<b>Total</b>	<b>17,96,25,681</b>	<b>17,74,84,365</b>

# Notes to Accounts Forming Part of Balance Sheet

Rupees

Note No.	Particulars	Year Ended 31.03.2013	Year Ended 31.03.2012
24	<b>Other Administrative Expenses:</b>		
	Training Recruitment	4,33,276	10,13,659
	Communication	1,89,40,416	1,26,73,817
	Rent, Rates & Taxes	1,18,74,146	1,18,11,916
	Travelling & Conveyance	1,45,06,495	1,17,99,921
	Repairs & Maintenance	81,10,394	80,81,821
	Legal & Professional Charges	41,98,754	60,65,300
	Electricity	50,34,735	38,21,803
	Printing & Stationery	35,47,248	36,83,368
	Bank Charges/Interest	11,43,748	11,91,516
	Safety & Security	13,57,536	10,77,823
	Hotel	4,83,781	8,18,695
	Subscriptions & Membership Charges	4,86,439	5,52,194
	LMA Relations & Support	8,34,020	3,57,618
	Amount Written Off	54,04,977	2,79,250
	Hiring Charges	55,344	2,30,410
	Vehicle Running & Maintenance	1,98,997	1,80,915
	Insurance	1,44,100	1,52,375
	Photography	88,110	1,50,469
	Kits & Reading Material	905	1,45,680
	Information Technology	44,781	88,932
	Entertainment	1,22,037	87,401
	Prize/Gifts/Scholarship	44,022	81,393
	Faculty Honorarium in kind	31,822	39,232
	Other Administrative	43,234	34,324
	Books & Periodicals	34,051	28,895
	AGM & Other Meeting	28,304	13,955
	SME Awards	63,527	-
	Advertising & Promotional Expenses	50,68,525	40,01,461
	Service Tax	43,42,278	-
	Auditors' Remuneration	1,00,800	1,11,182
	<b>Total</b>	<b>8,67,66,802</b>	<b>6,85,75,325</b>
25	<b>Exceptional Items:</b>		
	Loss on Sale of Fixed Assets	-	(2,87,418)
	Income Pertaining to Previous Years	4,27,657	-
	Past Period Input Service Tax received	1,20,35,728	-
	<b>Total</b>	<b>1,24,63,385</b>	<b>(2,87,418)</b>



# Significant Accounting Policies and Notes to Accounts

(Annexed to and forming part of the Balance Sheet as at 31st March, 2013)

## 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 stationery are valued at cost.  
(b) Outdated stock of books, prospectus and bulletins etc. is charged off as and when ascertained.
3. AIMA has changed its' accounting practices with respect to the following:
  - 3.1 Life membership subscription received from the members –  
  
AIMA was treating the amount of Life Membership received from its members as Capital receipt and the amount so received has all along been treated as Capital receipt in the Financial Statements, however while preparing the Computation of Income for filing Income Tax Returns with the Income Tax Department the amount was added back to arrive at the correct revenue.  
  
To remove this practice from current financial year the amount of Life Membership is credited to the Income & Expenditure Account and is treated as Revenue Receipt for the period and then transferred to Reserve Fund through appropriation account
  - 3.2 Tax Credit on Eligible Input Services –  
  
From the current financial year all the eligible input services are booked net of the Service Tax and the amount of Input Service Tax on these services is credited to Input Service Tax Receivable Account.
4. Interest on investments of corpus funds is added to corpus funds and in the case of earmarked funds, interest is taken to income.
5. 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.
6. Accounting Standard-9 Revenue recognition states that “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, income from sale of prospectus and income from sale of MAT Bulletin through the Banks, which is accounted for on cash basis consistently.
7. Expenditures are accounted for on accrual basis.
8. 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 Excise duty if CENVAT 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.

9. Liability for Gratuity and Leave encashment are provided for on actuarial valuation basis for all employees, but are not funded.
10. Provident fund is contributory. The rate of contribution is 12% of basic salary. The Provident fund is administered by the AIMA EPF Trust. 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; it has to make to the trust arising due to the decision of the government to increase the interest rate on employees' provident fund from 8.25% to 8.50%.
11. All the monetary items denominated in foreign currency are reported in the balance sheet using the closing rate of exchange at the year-end.

## B. Notes to Accounts:

1. AIMA was granted exemption under section 10(23C)(vi) of the Income Tax Act, 1961 vide letter No. DGIT(E)/10(23C)(vi)/2008 dated 26th May, 2008 issued by Director General of Income Tax (Exemption), New Delhi for the Assessment Year 2008-09 & onwards. However, DGIT (Exemption) during the course of assessment for the Assessment Years 2008-09, 2009-10 & 2010-11 withdrew the exemption vide order F.No. DGIT (E) /10(23C)(vi)/W/2011-12/1858 dated 28-02-2012. A writ petition has been filed before Honorable High Court, Delhi against the withdrawal of Exemption by the Income Tax Department. The Honorable Delhi High Court had admitted the petition on 27th March, 2013 restraining the department from initiating the assessment proceedings.
2. AIMA has received the following three Demand/Show cause notices from the service tax department, and AIMA has appealed against the demand notices:

S. No.	Show Cause Notice No.	Date of Receipt	Demand raised (₹)	Date of Filing Appeal
1.	DL/ST/AE/INQ/GR-I-A-I/150/07/9190	23/04/2009	8,76,42,772/-	14/02/2013
2.	DL/ST/R-IV/SCN /AIMA/386/11/12775	24/10/2011	16,76,36,180/-	14/02/2013
3.	I-26(494) ST/AMR-460 /Grp.A-6/MGT/11/21065	18/04/2013	2,25,83,058/-	**
		<b>Total</b>	<b>27,78,62,010/-</b>	

\*\*AIMA is in the process of replying to the Show cause notice dated 18th April, 2013 to Service Tax Department.

AIMA has been legally advised by its Legal Counsels that the demands raised by the Service Tax Department are not legally sustainable and AIMA is contesting these demands at CESAT. Therefore in the opinion of the Council of AIMA no provision is considered necessary in the Accounts.

3. AIMA had purchased from DLF (Associate Companies) 12.74375 acres of Land at sector – 64 in Gurgaon, Haryana. The said land is agricultural land at present and in order to use it for Institutional purposes, AIMA needs necessary permission for Change of Land Use (CLU) from Authority. AIMA had submitted the application on 30th December, 2009 for the Change in Land Use to The Director, Town and Country Planning (DTCP), Haryana. As per terms of agreement of purchase of land, DLF had assured that Change of Land Use will be done within one year failing which it will give AIMA an option to give back the land at land cost + 9% interest on the sale price from the date of the execution of the first sale deed in favour of the purchaser till the date of the payment. No further action has been done thereafter.

4. Input Service tax Credit of Earlier Financial Years i.e. 2009-10, 2010-11 and 2011-12:

On the basis of the legal opinion received from service tax lawyers AIMA has accounted & utilised unclaimed input service tax credited of ₹ 1,20,35,728/- related to financial year 2009-10, 2010-11 & 2011-12. Due to the said change the income of AIMA has increased by ₹ 1,20,35,728/-.

5. Investments are made in securities covered under Section-11(5) of the Income Tax Act, 1961 and are valued at cost of acquisition.
6. The outstanding balances of creditors, debtors and other advances given to the parties are subject to confirmation and therefore; these balances are stated as per books of accounts. The Management has however, scrutinized these accounts and believes that no material adjustment will be necessary upon the receipt of confirmations.
7. Auditor's remunerations and other services excluding service tax are as follows:-

	Current year	Previous Year
i. Fees for Statutory Audit	₹ 85,800/-	₹ 85,800/-
ii. Fees for Tax Audit/Tax Work	₹ 15,000/-	₹ 15,000/-
iii. Other services	₹1,60,000/-	₹ 35,000/-
	-----	-----
	₹ 2,60,800/-	₹ 1,35,800/-
	=====	=====

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

**For SARC & Associates**  
Chartered Accountants

**D Shivakumar**  
President

**P Dwarakanath**  
Treasurer

**Dinesh Verma**  
Partner  
M.No.089583

**Rekha Sethi**  
Director General

**Dilip Kumar Raina**  
Chief Financial Officer

**Date : June 7, 2013**  
**Place : New Delhi**

### **Bankers**

Indian Overseas Bank  
Lok Kala Manch Branch,  
20, Institutional Area,  
Lodhi Road,  
New Delhi 110 003

State Bank of India  
Lodhi Road Branch,  
Andhra Association Building,  
24-25 Institutional Area,  
Lodhi Road,  
New Delhi 110 003

ICICI Bank Limited  
NBCC Place,  
New Delhi Branch,  
Bisham Pitamah Marg,  
Pragati Vihar,  
New Delhi 110 003

Bank of Baroda  
Defence Colony Branch,  
8A, DDA Shopping cum Office  
Complex, Defence Colony,  
New Delhi 110 024

Axis Bank Ltd.  
Khan Market Branch,  
Shop 2A & 2B  
Khan Market,  
New Delhi 110 003

Citi Bank, N.A.  
Jeevan Bharti Building,  
124, Cannaught Circus,  
New Delhi 110 001

### **Auditors**

For SARC & Associates  
Chartered Accountants,  
N-226, LGF, Greater Kailash-I,  
New Delhi 110 048

### **Headquarter**

Management House  
14 Institutional Area,  
Lodhi Road,  
New Delhi 110 003  
Phone : 91-11-24645100, 43128100  
Fax : 91-11-24626689  
E-mail : gen-info@aima.in  
Internet : www.aima.in

### **Bangalore Centre**

1403-1404,  
14th Floor, Prestige Meridian II,  
M G Road,  
Bengaluru - 560 001  
Phone : 91-80-41654480  
Fax : 91-80-41654481





ALL INDIA MANAGEMENT ASSOCIATION

14 Institutional Area, Lodhi Road, New Delhi 110003  
Tel: 24645100/43128100; Fax: 24626689  
Website: [www.aima.in](http://www.aima.in)