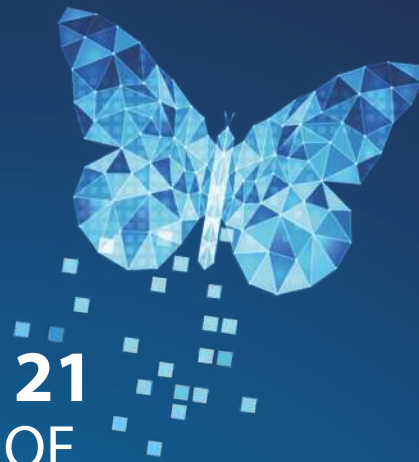


# 62<sup>nd</sup> ANNUAL REPORT 2020-2021

TRANSFORMATION  
FOR CONTINUITY







**2020 - 21**  
A YEAR OF

# **TRANSFORMATION FOR CONTINUITY**

AIMA went completely digital this year,  
with all programmes & services going virtual  
and new online initiatives introduced

Digital solutions and online platforms increased  
AIMA's reach and scope exponentially

Close to 300 programmes/courses were conducted  
with over 400 Indian and international speakers  
covering ~90,000 participants

2.5 crore users were reached via  
AIMA social media channels and website

Despite all odds, AIMA met and exceeded its targets  
in a very difficult year







# CONTENTS

President's Message .....	7
Executive Board .....	10
Council of Management .....	12
Flagship Events .....	15
Global Connectivity .....	31
Going Live! .....	41
Digital Dialogues .....	55
Cyber Solutions .....	75
Virtual Knowledge .....	81
Digital Networking .....	87
Online Reach .....	95
Events Calendar.....	99
Financials .....	107





Harsh Pati Singhania  
President, AIMA  
2020-2021

# President's Message

Dear Members,

It is a pleasure to present AIMA's Annual Report for 2020-21.

The last one year has been completely digital and has been a very unique year for me as President-AIMA.

AIMA has done exceedingly well despite the continuing disruption due to the Covid pandemic. The journey of digital transformation embarked upon last year, gained momentum and traction over the past twelve months.

During the year AIMA achieved continuity through transformation by successfully transitioning all its core services and offerings into digital avatars, while enhancing its digital solutions portfolio. Despite the debilitating impact of the intermittent lockdowns and restrictions on travel and gatherings - which are vital for AIMA's revenue streams - AIMA managed to meet and exceed its targets by going completely digital this year.

I compliment and applaud the AIMA team on its outstanding agility and adaptability in extremely trying circumstances, and I appreciate the extensive transformation achieved by the organisation in a very short period.

## AIMA's growing importance and influence

One of the highlights of this year has been AIMA's ability to continue its flagship and other programmes & events which all featured a stellar line up of speakers, and witnessed exponential participation through the all-pervading reach of digital platforms.

India's Finance Minister, Mrs Nirmala Sitharaman delivered the keynote address at AIMA's 65th Foundation Day & 15th National Management Day, held virtually for the first time. Mr Uday Kotak also addressed the management leadership of the country on the occasion. Mr Sanjiv Mehta received the AIMA - JRD Tata Corporate Leadership Award, the AIMA Life Time Achievement Award for Management was presented to Mr Azim Premji, while Dr Randeep Guleria received the AIMA Public Service Excellence Award. Special sessions were also held with these stalwarts. The AIMA Dr Ram Tarneja Award for Best Article in Indian Management and the AIMA Dr J S Juneja Award for Creativity and Innovation in Micro, Small & Medium Enterprises were also presented digitally.

AIMA's National Leadership Conclave was successfully migrated online as well, where Dr S Jaishankar, India's Minister of External Affairs was invited as the Chief Guest. The two-day conclave, co-chaired by Mr Sunil Kant Munjal and Mr Sanjiv Goenka was addressed by iconic leaders and eminent speakers including Mr N Chandrasekaran, Mr Rakesh Jhunjhunwala, Dr Shashi Tharoor, Dr Krishna Ella, Mr TV Narendran, Mr Sanjay Kirloskar, Mr Sanjiv Puri, Mr Shrinivas Dempo, Dr Shiv Sarin amongst others. Most of these power packed sessions were moderated by media stalwarts like Mr Vikram Chandra, Mr Rajdeep Sardesai, Mr Sreenivasan Jain, Mr Rajiv Makhni, Mr Prashant Nair, Mr Pranjal Sharma, Ms Nayantra

Rai to name a few. The Conclave witnessed record viewership of over 140,000!

While the Managing India Awards could not be held last year due to the sudden lockdowns in March, they will be conducted online this year coinciding with AIMA's 48th National Management Convention.

Going digital has amplified the reach and scope of all of AIMA's flagship events manifold. Live streaming on AIMA's YouTube, Facebook and Twitter channels also increased viewership by several thousand at each.

AIMA put strong emphasis on the MSME sector this year, and invited Mr Nitin Gadkari, then Minister of Micro, Small and Medium Enterprises to address the 10th AIMA MSME Convention and share his views on how India can restore the health of India's MSME sector, after being ravaged by the pandemic and lockdowns.

AIMA's unique LeaderSpeak Series also went from strength to strength, with over 50 editions held till date. The series hosted influential government leaders, regulators, Indian and international management gurus, scientists, technologists, healthcare experts, army generals, geopolitics experts and CEOs. These sessions have become extremely popular and their broadcast from multiple digital platforms attracts large audiences from all over India and internationally.

## Sustained international engagement

AIMA's global activities were maintained despite the restrictions on international travel. Our association with Horasis: The Global Visions Community continued- AIMA was one of the Partners of the online Horasis Asia Meeting and Horasis India Meeting. AIMA contributed to both meetings with a high profile delegation of speakers. In a first, AIMA hosted a special digital plenary session on 'India's Health Emergency' chaired by Mr Sunil Kant Munjal at the India Meeting.

This year marked 20 years of AIMA's association with the St Gallen's Symposium. To commemorate the occasion, a special 'AIMA India Session' was held for the first time, which involved an in depth conversation with Mr Amitabh Kant; after a brief introduction by Mr Peter Voser, Chairman of the St. Gallen Symposium Board of Trustees and Chairman ABB, and myself. The session was moderated by Ms Shradha Sharma, Founder of YourStory.

A long time and important member of the Asian Association of Management Organisations (AAMO), AIMA continued into the second year of its 3-year tenure of holding the AAMO Presidency under Mr Rajive Kaul, and managing the Secretariat. As the AAMO Secretariat, AIMA facilitated online parleys with other National Management Associations and developed ideas for increased cooperation in fostering management excellence among member countries.

Going digital has further broken international boundaries as AIMA fostered new relations and collaborated with other international bodies and organisations. AIMA collaborated with a Washington policy firm, Covington & Burling LLP, in holding an online global discussion on the implications of the change in the US presidency for India-US relations. A joint webinar was also conducted with OurCrowd - Israel's





leading venture capital and crowd funding organisation - on the theme 'Innovating Now or Never'. The dialogue was supported by The Israeli Economic & Trade Mission – Embassy of Israel, New Delhi.

### A year of innovation and continuity

Digitisation has allowed AIMA to explore new territories while upgrading and enhancing its existing initiatives and properties. As the conventional activities became impossible due to ongoing restrictions, AIMA continuously expanded and diversified its digital offerings to the management fraternity.

One of the breakthrough initiatives during the year was the launch of AIMA's exclusive video channel – AIMA Management TV. This channel hosts AIMA's large repository of management videos, which have been specially curated and categorised, to deliver video on demand as per user preference. Adding to its knowledge resource pool, AIMA also introduced Management Perspectives – an online collection of latest management articles and insights. In fact, AIMA's entire website was revamped during the year, with a contemporary look and new capabilities. These new online properties play a key role as an interface with students and professionals, as virtual connections become increasingly mainstream.

As you are probably aware, AIMA was one of the early movers in introducing Remote Proctored Testing last year which has proved to be a huge help for the students and recruiters. This year, AIMA added to its online initiatives with the launch of digital evaluation, e-counselling and online interviews. AIMA's flagship Management Aptitude Test continued to be offered in all three modes – remote proctored, computer and paper based; while its online recruitment and admission tools were availed by several institutions and organisations.

Another digital initiative has been the launch of the AIMA MasterClass Series - a set of e-training programmes to prepare executives to overcome the management challenges posed by the pandemic. AIMA also added a New Age Leadership Workshop to help senior managers cope with the uncertainty and complexity created by a fluctuating pandemic and a volatile economy. This was done successfully by blending outstanding keynotes by eminent speakers and simulation workshops. AIMA's BusinessUnusual Series that was launched during last year's national lockdown, also successfully rolled out the 2nd and 3rd editions. At these closed-door exclusive sessions, industry stalwarts and domain experts provided insights on management strategies and tactics to apply in the new normal.

All of AIMA's other programmes and summits were successfully migrated online including AIMA's Business Simulation Programmes, Competitions and Quizzes.

On the education front, AIMA introduced a slew of new courses and modules to upgrade the knowledge and skills of AIMA students and meet the new needs of the business. During the year AIMA introduced two new AICTE approved Post Graduate Certificate in Management courses while several short term courses on key and upcoming areas were also launched. AIMA's academic year culminated with the 26th Convocation, where the Chief Guest, Mr Suresh Narayanan presented the honours to the 2021 batch of scholars virtually.

AIMA's research activity has intensified despite the constraints during the pandemic year. The AIMA India Case Research Centre (ICRC) continued to add to its repository of Indian cases and signed MoUs with leading B-schools and institutions. AIMA ICRC held a Case Writing Competition & Conference this year, at which Mr Anil D Sahasrabudhe, Chairman, AICTE, delivered the inaugural address.

AIMA's Vice Chancellors Council also expanded its member base and scope and held several meetings and discussions to chart out the road map for elevating India's higher education institutions to global standards.

The Local Management Associations have always been an integral part of the AIMA framework, and AIMA ensured continued engagement with its regional affiliates by facilitating mentoring from AIMA Council Members and providing distinguished speakers for their flagship events and programmes. The Shaping Young Minds Programme (SYMP), which is a centrepiece of the AIMA-LMA cooperation, was reinvented this year to overcome the constraints on physical assembling of the people. This year, AIMA introduced an online National SYMP, which expanded the reach of the programme and involved the students and young managers from all over the country. It was attended by over 5000 young people on the platform and many more joined on AIMA's social media channels.

The AIMA Young Leaders Council - which is AIMA's platform to engage India's emerging young leaders from all walks of life - has also witnessed significant growth and transformation. The Council continued to reach out to India's future leaders and change makers through its online programmes and initiatives, while simultaneously adding to its member base and presence across the nation.

### A good year in bad times

Overall, it has been a good year for AIMA, despite the crippling conditions created by the pandemic and associated restrictions. By going completely digital this year and generating revenue innovatively, AIMA managed a surplus of Rs 24.28 crores as against the budgeted surplus of Rs 22.12 crores, thus exceeding the budget by Rs 2.16 crores.

I thank my fellow Office Bearers, the Past Presidents and the AIMA Council Members for their tremendous help during my tenure as AIMA President. It would not have been possible to strengthen AIMA in a difficult period without their guidance and support. I am particularly grateful to the AIMA Secretariat led by Ms Rekha Sethi for their tireless efforts in ensuring that AIMA achieves meaningful transformation while continuing its services to the Indian management fraternity.

As I make way for my successor, I intend to remain involved with AIMA as a Past President and support the next generation of AIMA leadership in taking AIMA to a higher level.

I welcome Mr CK Ranganathan as the new President of AIMA and I am confident that he will bring immense value to AIMA with his vision and leadership.

Thank you  
Harsh Pati Singhania

# AIMA Executive Board 2020-2021



**PRESIDENT**  
Harsh Pati Singhania

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



**SENIOR VICE PRESIDENT**  
CK Ranganathan

Mr CK Ranganathan set up 'Chik India' after a short stint in the family business. The Company began its journey as Chik India and was renamed CavinKare Pvt. Ltd in 1998 with a starting investment of Rs. 15,000. The Company manufactures and markets many products under the brand of Chik, Spinz, Fairever, Meera, Nyle, Raaga Professional, Karthika, Indica, Saafoo, Bacto V, Cavin's Ruchi, Chinnis, Maa, and Garden both in domestic and international markets. The Company has pioneered the concept of 'Unisex Salons' in India with organised beauty salon brands – Green Trends and Limelite under its salon division. Mr Ranganathan is the President of TiE – Chennai Chapter for the years 2019-21. He is Chairman of CII Southern Region for the year 2021/22.



**VICE PRESIDENT**  
Shrinivas Dempo

Mr Shrinivas V Dempo is Chairman of Dempo Group of Companies, having diversified interests in industries such as calcined petroleum coke, shipbuilding, food processing, real estate and newspaper publishing. He has been Chairman of the western region of the CII. In 2013 he was named Honorary Vice Consul of Italy in Goa. Appointed Chairman (Independent Director) of Automobile Corporation of Goa Ltd. In March 2021 he was elected as the Vice President of AIMA and in May 2021 appointed as Additional Director of Kirloskar Brothers Limited. Mr Dempo has a long association with football, having patronised a premier football club.



**TREASURER**  
Nikhil Sawhney

Mr Nikhil Sawhney is the Vice Chairman and MD of Triveni Turbine and a Director with Triveni Engineering. The Companies occupy leadership positions in their respective businesses of sugar manufacturing, distillation of alcohol, renewable energy generation, industrial turbines & gears, and water & wastewater treatment solutions, spanning 17 manufacturing locations in India. He is a member of the Board of Governors of IIM Calcutta and has helped found the CII-Triveni Water Institute. He is a trustee of the Tirath Ram Shah Charitable Hospital, Emmanuel College India Trust and Ananta Aspen Center. Nikhil is a part of several CEO Forums constituted by GOI, Co-Chair of the Track II India- Israel Forum and a member of several Government led CEO bilateral Forums.



**IMMEDIATE PAST PRESIDENT**  
Sanjay C Kirloskar

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



**DIRECTOR GENERAL**  
Rekha Sethi

Ms Rekha Sethi is the Director General of All India Management Association. Since she took charge in 2008, she has established AIMA as a preferred platform for discussions on management and has deepened AIMA's relationship with the Government of India and India Inc. Ms Sethi is also on the Boards of leading Indian companies as an Independent Director including CESC, Spencers Retail, Hero Steels Ltd and Mothersom Sumi. She has also served on the Boards of Sun Pharmaceutical Industries Ltd and Sun Pharma Laboratories Ltd. She represents AIMA on the Governing Council of National Productivity Council and is also a Member of the Governing Council of the India Habitat Centre. She has earlier worked for CII and C-DoT.

# Council of Management 2020-2021

## PRESIDENT

- Mr Harsh Pati Singhanian

## SENIOR VICE PRESIDENT

- Mr C K Ranganathan

## VICE PRESIDENT

- Mr Shrinivas Dempo

## TREASURER

- Mr Nikhil Sawhney

## IMMEDIATE PAST PRESIDENT

- Mr Sanjay Kirloskar

## PAST PRESIDENTS

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

## CO-OPTED MEMBERS

- Mr P Dwarakanath
- Mr Vineet Agarwal
- Mr Inderdeep Singh
- Mr P Balaji
- Ms Vinita Bajoria (upto March 2021)

## SPECIAL INVITEES

- Mr Sanjay Budhia
- Mr Vijay K Thadani
- Mr Richard Rekhy
- Mr Ajey Mehta
- Mr Akhil Bansal (upto February 2021)

## DISTINGUISHED INVITEES

- Mr Rajiv Bajaj
- Mr T V Narendran
- Mr Sanjiv Mehta
- Mr Rajya Vardhan Kanoria
- Mr Suresh Narayanan
- Mr Sandip Somany
- Mr Sanjeev Bikhchandani
- Mr Chandra Shekhar Ghosh
- Mr Deepak Premnarayan
- Mr Pramod Bhasin
- Mr Ravi Uppal
- Mr Subodh Bhargava
- Mr Ashish Bharat Ram
- Mr Sanjay Jain
- Mr Shiv Siddhant Kaul
- Mr C P Gurnani
- Mr R Mukundan
- Mr Arun M Kumar
- Mr Shyamal Mukherjee
- Mr Gautam Kumra
- Mr Sanjeev Krishan
- Mr Anant Maheswari
- Mr Sanmeet Singh Kochhar
- Dr Pramath Raj Sinha
- Prof Rajan Saxena
- Prof Errol D' Souza
- Prof Rishikesha Krishnan
- Dr Anju Seth
- Prof G Raghuram
- Mr P S Puri

## REPRESENTATIVES OF INSTITUTIONAL MEMBERS

- Dr Bhimaraya Metri
- Dr Monica Khanna
- Mr Suresh Dutt Tripathi
- Rear Admiral Sandeep Beecha
- Dr Ganesh Natarajan
- Ms Vinita Bajoria
- Dr Saugata Mitra
- Mr Anil Khaitan





## REPRESENTATIVES OF PROFESSIONAL INDIVIDUAL MEMBERS

(FELLOW)	- Mr Yogi Sriram
(MEMBER)	- Mr Mukesh Kumar Jain
	- Mr H R T Chari
	- Mr Brijeshwar Dayal Mathur
	- Prof K S Chandrasekar

## EX-OFFICIO

- Ms Rekha Sethi

## REPRESENTATIVES OF LMAs

- Madras	- Mr Ravichandran Purushothaman
- Ahmedabad	- Mr Yatindra R Sharma
- Indore	- Mr Akhilesh Rathi
- Lucknow	- Mr Arun Kumar Mathur
- Kerala	- Mr Jibu Paul
- Mumbai	- Prof R S S Mani
- Thrissur	- CA Sony CL
- Calcutta	- Mr Amitabha Datta

# Past Presidents of AIMA

Dr A L Mudaliar *	1959-60	Mr K L Chugh	1993-94
Mr N Dandekar *	1960-63	Mr Rajendra Singh *	1994-95
Dr K S Basu *	1963-67	Mr K B Dadiseth	1995-96
Sir James Lindsay *	1967-69	Mr K Jairaj	1996-97
Dr Charat Ram *	1969-70	Mr J P Chowdhary	1997-98
Mr M K Raju *	1970-72	Mr Krishan Kalra	1998-99
Dr Ram Tarneja *	1972-73	Dr Kewal Krishan Nohria	1999-2000
Mr H Mangaldas *	1973-74	Mr T T Thomas	2000-2001
Mr S C Aggarwal *	1974-75	Mr Rajive Kaul	2001-2002
Mr K K Unni *	1975-76	Dr Uddesh Kohli	2002-2003
Mr P K Sen *	1976-77	Mr R Gopalakrishnan	2003-2004
Mr R K Swamy *	1977-78	Mr Sunil Kumar Alagh	2004-2005
Mr Prem Pandhi *	1978-79	Mr Sudhir Jalan	2005-2006
Dr Minoo D Daver *	1979-80	Mr Subir Raha *	2006-2007
Mr Atmaram Saraogi	1980-81	Mr Kewal Handa	2007-2008
Mr P Unnikrishnan	1981-82	Mr Srinivasan K Swamy	2008-2009
Prof R D Gupta *	1982-83	Mr Sanjiv Goenka	2009-2010
Mr Nirbhay Jain	1983-84	Mr Gautam Thapar	2010-2011
Mr S P Acharya *	1984-85	Mr Rajiv Vastupal	2011-2012
Prof S L Rao	1985-86	Mr D Shivakumar	2012-2013
Dr Gurpreet Singh *	1986-87	Ms Preetha Reddy	2013-2014
Mr P V R N Iyer *	1987-88	Mr H M Nerurkar	2014-2015
Dr J J Irani	1988-89	Mr Firdose Vandrevalla	2015-2016
Dr R James David *	1989-90	Mr Sunil Kant Munjal	2016-2017
Dr J S Juneja	1990-91	Mr TV Mohandas Pai	2017-2018
Mr Chinubhai R Shah *	1991-92	Mr Harshavardhan Neotia	2018-2019
Mr Ramesh Gelli	1992-93		

\* Deceased

# AIMA Committees Chairmen 2020-2021

## NAME OF COMMITTEE

Finance Committee	Mr Nikhil Sawhney
Audit Committee	Mr P S Puri
Best LMA Award Committee	Mr Harshavardhan Neotia
MSME Committee	Dr J S Juneja
Indian Management Editorial Advisory Board	Mr D Shivakumar
CME Board of Studies	Dr Bhimaraya Metri

## CHAIRMAN

India Case Research Centre (ICRC)	Dr Rajan Saxena
International Relations Committee	Mr Sunil Kant Munjal
Membership Development Committee	Mr Rajive Kaul
Managing India Awards Committee	Mr Sanjiv Goenka
Nominations Committee	Mr Sanjay Kirloskar
Ethics Committee	Ms Preetha Reddy

## About AIMA

The All India Management Association (AIMA) is the national apex body of the management profession in India. AIMA is a not for profit, non-lobbying organisation, working closely with Industry, Government, Academia and students to further the cause of the management profession in India.

AIMA has a membership base of over 38000 members and close to 6000 corporate / institutional members, through 67 Local Management Associations affiliated to AIMA; and is represented on a number of policy making bodies of the Government of India and national associations.

Established in 1957, AIMA has contributed immensely to the enhancement of management capability in the country over the years. AIMA offers various services in the areas of testing, distance education, skill development & training, research, publications, executive education and management development programmes.

Over the past six decades, AIMA has evolved as times have changed and catered to the growing needs of today's management community. Apart from its flagship Post Graduate Diploma in management, AIMA offers topical and industry-oriented programmes and initiatives to help management professionals and students keep in step with times; while offering state of the art business solutions for organisations and institutions.

As the pioneer of Distance Education, AIMA has always been an early starter, even in the digital space. AIMA was amongst the first mover organisations to offer Internet Based Remote Proctored Tests on a national level; and among the first to shift its service offerings online. AIMA quickly built digital expertise and now has the capability to offer its management programmes and business solutions in the physical, virtual and hybrid mode; as per industry requirements.

AIMA also brings to the Indian managers, the best management practices and techniques through numerous foreign collaborations with professional bodies and institutions. AIMA is an important and long-time member of the Asian Association of Management Organisations (AAMO), which promotes professional management in the Asia Pacific region. India (AIMA) took over the Presidency of AAMO in 2019 and will hold the AAMO Secretariat for the next three years. In addition, AIMA has developed close associations with several leading international Universities and Institutions including University of Berkeley - California, UC Santa Cruz – California, St Gallen Symposium, Horasis, The World Bank to name a few.



# FLAGSHIP EVENTS

A physical to digital metamorphosis

# 47th National Management Convention



From Top (L-R): Sanjay Kirloskar, then President, AIMA & Chairman and Managing Director, Kirloskar Brothers Ltd; Harsh Pati Singhania, then Senior Vice President, AIMA & Vice Chairman & Managing Director, JK Paper Ltd; NR Narayana Murthy, Founder, Infosys Ltd; Sunil Kant Munjal, Convention Chairman & Chairman, Hero Enterprise and Rekha Sethi, Director General, AIMA

## 2 days, 50+ speakers, 8000+ delegates

AIMA held its 47th National Management Convention (NMC) online for the first time on 21st-22nd September 2020 on a specially curated digital platform. The theme for the Convention was 'Getting Through the Pandemic and Beyond'. The two-day Convention was addressed by iconic leaders, policymakers, global thought leaders and eminent speakers, both from India and overseas. With over 50 outstanding speakers and around 18 sessions, this Convention was the biggest AIMA has organised ever.

In the keynote address, Mr NR Narayana Murthy, Founder, Infosys Ltd expressed his concerns about the issue of board governance in India and suggested many solutions to improve the quality of corporate governance of Indian companies. Mr Sanjay Kirloskar, then President, AIMA & Chairman and Managing Director,

Kirloskar Brothers Ltd delivered the welcome address. In the theme address, Mr Sunil Kant Munjal, Convention



Suresh Prabhu, India's Sherpa to the G20/G7 & Member of Parliament (Rajya Sabha)





Chairman & Chairman, Hero Enterprise said that Covid had provided a pause for everyone to reconsider everything, including governance. Mr Harsh Pati Singhania, then Senior Vice President, AIMA & Vice Chairman & Managing Director, JK Paper Ltd delivered the concluding remarks. Ms Rekha Sethi, Director General, AIMA set the tone for the two-day convention with her introductory remarks.

Several awards were also presented to dignitaries virtually. Mr Harshavardhan Neotia, then Immediate Past President, AIMA & Chairman, Ambuja Neotia Group received the Honorary Life Fellowship of AIMA. The AIMA-Kewal Nohria Award for Academic Leadership in Management Education 2020 was presented to Dr Rajan Saxena, Co-founder, The Open Ed works (TOE) & Former Vice-Chancellor, NMIMS (Deemed University). The AIMA-R K Swamy High Performance Brand Award 2020 was presented to Bajaj Auto Limited and was received by Mr Narayan Sundararaman, Head of Marketing, Bajaj Auto. AIMA Best LMA Awards 2019-20 were also presented. A special digital Convention Souvenir which was made interactive and responsive, was also released on the occasion.

Mr Rishad Premji, Chairman, Wipro Ltd shared his insights on the topic 'Global Business in a Fractured World: Reorganising IT Services Supply Chain' during a fire side chat with Mr Vikram Chandra, Founder, Editorji Technologies. In another fire side chat, Prof Paul Saffo,



*Rishad Premji, Chairman, Wipro Ltd*

Technology Forecaster and Adjunct Professor, Stanford University and Chair of Future Studies, Singularity University shared his views and insights on the topic of 'Chasing Fire: Strategy for an Accelerating Future' in conversation with Mr Rajiv Makhni, Group Managing Editor - Technology, NDTV.

Addressed by Indian  
and global thought  
leaders



*(L-R): T V Mohandas Pai, Chairman, Manipal Global Education Services; CK Ranganathan, then Vice President, AIMA and Chairman and Managing Director, CavinKare Pvt Ltd and Pramod Bhasin, Founder, Genpact and Chairman, Clix Capital*



*From Top (L-R): Sanjiv Bajaj, Chairman and Managing Director, Bajaj Finserv Ltd; Nayantara Rai, Chief of Delhi Bureau, ET-Now; Rajnish Kumar, then Chairman, State Bank of India and Sanjiv Mehta, Chairman & Managing Director, Hindustan Unilever Limited*

The AIMA 47th National Management Convention also featured two of India's celebrity gurus Sadhguru, Founder, Isha Foundation and Mr Kamlesh D Patel (Daaji), Author and Spiritual Leader.

Some of the other eminent speakers included Mr Suresh Prabhu, India's Sherpa to the G20/G7 & Member of Parliament (Rajya Sabha); Ms Preetha Reddy, Vice Chairperson, Apollo Hospitals Group; Mr CK Ranganathan, then Vice President, AIMA and Chairman



*Preetha Reddy, Vice Chairperson, Apollo Hospitals Group and Sadhguru, Founder, Isha Foundation*





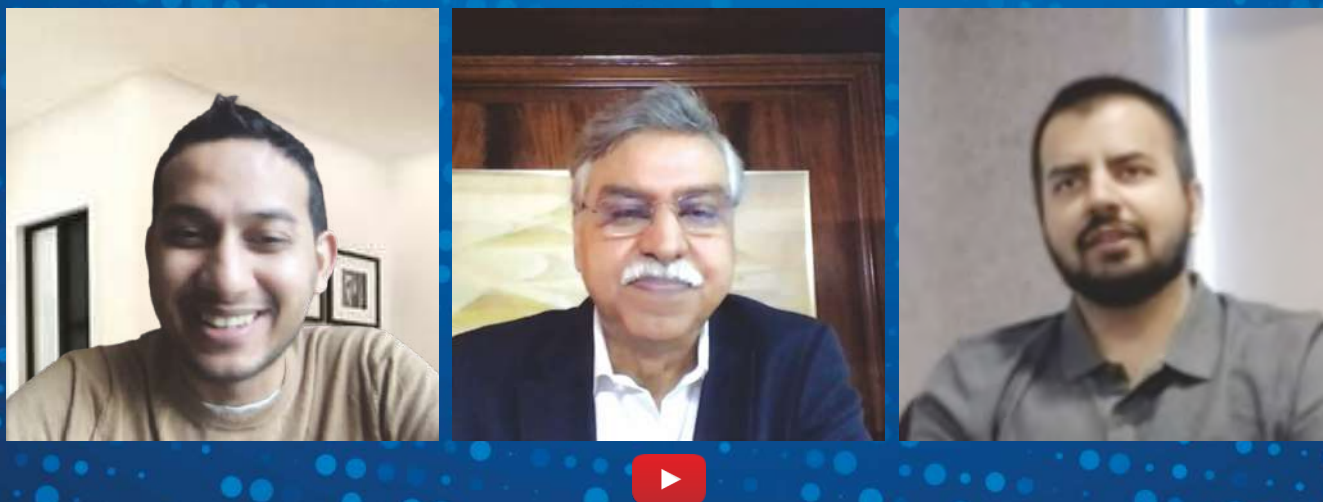
From Top (L-R): Rishabh Gulati, Managing Editor, NewsX; Randeep Guleria, Director, AIIMS, New Delhi; Pankaj Patel, Chairman, Zydus Cadila and Poonam Khetrpal Singh, WHO's Regional Director for Southeast Asia



and Managing Director, CavinKare Pvt Ltd; Dr Randeep Guleria, Director, AIIMS, New Delhi; Mr Martin Wolf, Associate Editor and Chief Economics Commentator, Financial Times, London; Mr Rajnish Kumar, then Chairman, State Bank of India; Mr Sanjiv Mehta, Chairman & Managing Director, Hindustan Unilever Limited; Mr Sanjiv Bajaj, Chairman and Managing Director, Bajaj Finserv Ltd; Mr Arvind Panagariya, Former Vice Chairman, NITI Aayog and Professor of Economics at Columbia University; Mr T V Mohandas Pai, Chairman, Manipal Global Education Services; Mr Pramod Bhasin, Founder, Genpact and Chairman, Clix Capital; Mr Sudhir Jalan, Chairman, Neo Foods; Ms Nirupama Rao, Former Foreign Secretary and Ambassador of India to China, USA & Sri Lanka; Mr Claude Smadja, Chairman, Smadja & Smadja Strategic Advisory Inc; Dr Poonam Khetrpal Singh, WHO's Regional Director for Southeast Asia; Mr Pankaj Patel, Chairman, Zydus Cadila; Mr P Balaji, Chief Regulatory and Corporate Affairs Officer, Vodafone Idea Ltd; Mr Harry Broadman, Partner & Practice Chair, Berkeley Research Group LLC, Johns Hopkins University Faculty, Author, Africa's Silk Road: China and India's New Economic Frontier; Mr Pranjal Sharma, Economic Analyst, Advisor and Writer & Author-India Automated; Mr Rajdeep Sardesai, Consulting Editor,



Paul Saffo, Technology Forecaster and Adjunct Professor, Stanford University and Chair of Future Studies, Singularity University and Rajiv Makhni, Group Managing Editor - Technology, NDTV



(L-R): Ritesh Agarwal, Founder and Group CEO, OYO Hotels & Homes; Sunil Kant Munjal, Convention Chairman & Chairman, Hero Enterprise and Bhavish Aggarwal, Co-Founder & CEO, Ola

India Today Group; Mr Amitabh Chaudhry, Managing Director & CEO, Axis Bank; Mr Chandra Shekhar Ghosh, Managing Director & CEO, Bandhan Bank; Mr Hemant Kanoria, Chairman, Srei Infrastructure Finance Limited; Ms Shereen Bhan, Managing Editor, CNBC-TV18; Ms Nayantara Rai, Chief of Delhi Bureau, ETNow;

Mr Bhavish Aggarwal, Co-Founder & CEO, Ola; Mr Ritesh Agarwal, Founder and Group CEO, OYO Hotels & Homes; Ms Vani Kola, Managing Director, Kalaari Capital; Mr Mohit Bhatnagar, Managing Director, Sequoia Capital India; Ms Falguni Nayar, Founder and CEO, Nykaa.com; Mr Yashish Dahiya, Co-Founder &



From Top (L-R): Hemant Kanoria, Chairman, Srei Infrastructure Finance; Amitabh Chaudhry, Managing Director & CEO, Axis Bank; Chandra Shekhar Ghosh, Managing Director & CEO, Bandhan Bank and Shereen Bhan, Managing Editor, CNBC-TV18





*(L-R): Claude Smadja, Chairman, Smadja & Smadja Strategic Advisory Inc; Nirupama Rao, Former Foreign Secretary and Ambassador of India to China, USA & Sri Lanka and Harry Broadman, Partner & Practice Chair, Berkeley Research Group LLC; Johns Hopkins University Faculty; Author, Africa's Silk Road*



*Martin Wolf, Associate Editor and Chief Economics Commentator, Financial Times, London*

Group CEO, Policybazaar.com; Mr Peyush Bansal, Founder & Chief Executive Officer, Lenskart.com; Ms Ruchi Bhatia, Deputy Chief of Delhi Bureau, ET Now; Mr Rishabh Gulati, Managing Editor, NewsX; Mr Velchamy Sankarlingam, President of Product and Engineering, Zoom; Mr Anmol Garg, Founder, Sales5x and StandUp Comedian



*From Top (L-R): Arvind Panagariya, Former Vice Chairman, NITI Aayog and Professor of Economics at Columbia University; Rajdeep Sardesai, Consulting Editor, India Today Group; Sudhir Jalan, Chairman, Neo Foods and Vikram Chandra, Founder, Editorji Technologies*



*Kamlesh D Patel (Daaji), Author and Spiritual Leader*



*From Top (L-R): Velchamy Sankarlingam, President of Product and Engineering at Zoom; P Balaji, Chief Regulatory and Corporate Affairs Officer, Vodafone Idea Ltd; Pranjal Sharma, Economic Analyst, Advisor and Writer & Author-India Automated; Bindu Subramaniam, Co-founder, SaPa in Schools; Falguni Nayar, Founder and CEO, Nykaa.com; Peyush Bansal, Founder & Chief Executive Officer Lenskart.com; Ruchi Bhatia, Deputy Chief of Delhi Bureau, ET Now; Vani Kola, Managing Director, Kalaari Capital; Mohit Bhatnagar, Managing Director, Sequoia Capital India; Yashish Dahiya, Co-Founder & Group CEO, Policybazaar.com and Anmol Garg, Founder, Sales5x and StandUp Comedian*

and Ms Bindu Subramaniam, Co-founder, SaPa in Schools.

This year's convention attracted participation not only from India but also from various parts of the world.

Around 8000 participants joined over AIMA's specially curated digital platform. Live streaming on AIMA's YouTube, Facebook and Twitter channels also increased viewership by several thousand on all platforms.



*Harshavardhan Neotia, then Immediate Past President, AIMA & Chairman, Ambuja Neotia Group, recipient of the Honorary Life Fellowship of AIMA*



*The AIMA-Kewal Nohria Award for Academic Leadership in Management Education 2020 was conferred on Dr Rajan Saxena, Co-founder, The Open Ed works (TOE) & Former Vice-Chancellor, NMIMS (Deemed University)*



*The AIMA-R K Swamy High-Performance Brand Award 2020 was conferred to Bajaj Auto Limited and was received by Narayan Sundararaman, Head of Marketing, Bajaj Auto*





# 65th Foundation Day & 15th National Management Day

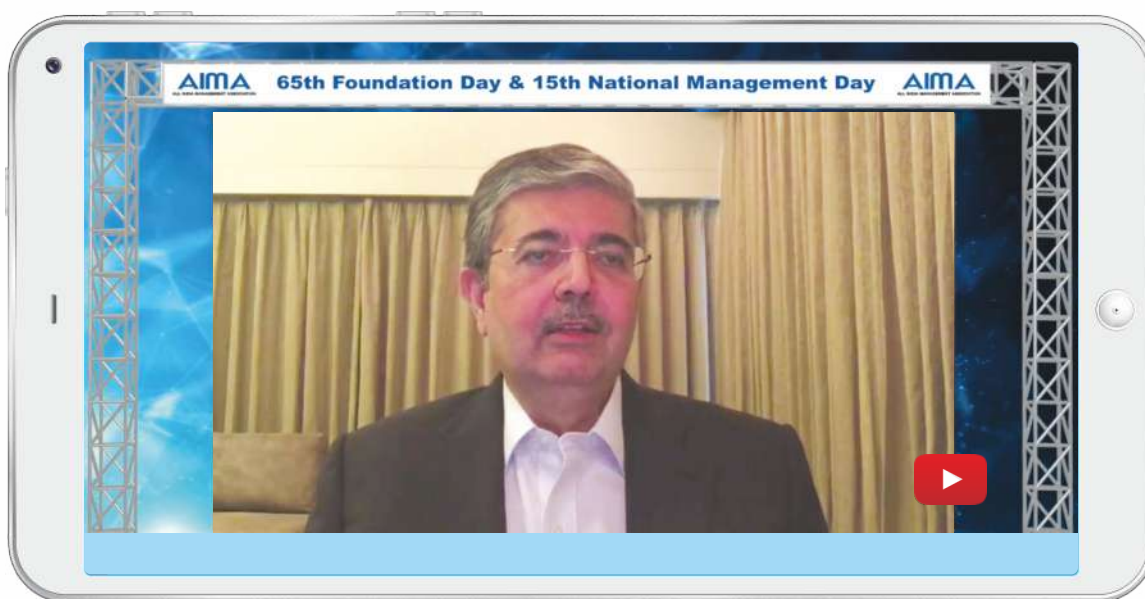


AIMA held its 65th Foundation Day & 15th National Management Day virtually on the theme 'Transformation for Continuity' on 20th February 2021. Ms Nirmala Sitharaman, Minister of Corporate Affairs & Finance, Government of India delivered the keynote address and said that the Indian economy had great demand for steel, copper, coal etc and the PSUs needed to be run more efficiently and productively to meet that demand. "We are not selling PSUs for closure. We want them to be run better," she said. Mr Uday Kotak, Executive Vice Chairman & Managing Director, Kotak Mahindra Bank, also addressed the management leadership of the country on the occasion.

Mr Harsh Pati Singhania, President, AIMA and Vice Chairman and Managing Director, JK Paper Ltd, delivered the welcome address and complimented the FM on her budget, which he referred to as a budget of



*Nirmala Sitharaman, Minister of Corporate Affairs & Finance, Government of India*



*Uday Kotak, Executive Vice Chairman & Managing Director, Kotak Mahindra Bank addressing AIMA's 65th Foundation Day & 15th National Management Day*

transformation for continuity. Mr CK Ranganathan, Senior Vice President, AIMA and Chairman & Managing Director, CavinKare Pvt Ltd gave the vote of thanks. Ms Rekha Sethi, Director General, AIMA, also addressed the gathering and delivered the introductory remarks.

On the occasion, Mr Sanjiv Mehta, Chairman & Managing Director, Hindustan Unilever Limited, received the AIMA - JRD Tata Corporate Leadership Award. The AIMA Life Time Achievement Award for Management was presented to Mr Azim Premji, Founder Chairman, Wipro Limited. Dr Randeep Guleria, Director, All India Institute of Medical Sciences, New Delhi, received the AIMA Public Service Excellence Award. AIMA also presented the AIMA Dr Ram Tarneja Award for Best Article in Indian Management to Mr Ambi Parmeswaran, Founder, brandbuilding.com, and the AIMA Dr J S Juneja Award for Creativity and Innovation in Micro, Small & Medium Enterprises to Captain Tractors.

During the event, Mr Sanjiv Mehta, Chairman & Managing Director, Hindustan Unilever Limited delivered the JRD Tata Corporate Leadership Award Lecture. Mr Azim Premji, Founder Chairman, Wipro Limited had a fire-side chat with Mr Sanjay Kirloskar, Chairman and



*Azim Premji, Founder Chairman, Wipro Limited and Sanjay Kirloskar, Chairman and Managing Director, Kirloskar Brothers Ltd*





*Sanjiv Mehta, Chairman & Managing Director, Hindustan Unilever Limited and Harsh Pati Singhania, President, AIMA and Vice Chairman and Managing Director, JK Paper Ltd*

Managing Director, Kirloskar Brothers Ltd and another session on 'Vaccinating India' was organised with Dr Randeep Guleria, Director, AIIMS, New Delhi and Ms Preetha Reddy, Vice Chairperson, Apollo Hospitals Group.

A special digital Souvenir which was made interactive and responsive was also released on the occasion. The programme was very well received and joined by business leaders, experts and academics from India and overseas through AIMA's social media platforms.



*Randeep Guleria, Director, All India Institute of Medical Sciences, Delhi and Preetha Reddy, Vice Chairperson, Apollo Hospitals Group*



*Ambi Parmeswaran, Founder, brandbuilding.com recipient of the AIMA Dr Ram Tarneja Award for Best Article in Indian Management*



*Kailesh Movaliya, Director, Captain Tractors recipient of the AIMA Dr JS Juneja Award for Creativity and Innovation in Micro, Small & Medium Enterprises*

## 6th National Leadership Conclave



Top (L-R): S Jaishankar, Minister of External Affairs, Government of India; Sanjiv Goenka, Past President, AIMA and Chairman, RP Sanjiv Goenka Group; Sunil Kant Munjal, Past President, AIMA and Chairman, Hero Enterprise; Harsh Pati Singhania, President, AIMA & Vice Chairman & Managing Director, JK Paper Ltd and Rekha Sethi, Director General, AIMA

AIMA organised its 6th National Leadership Conclave on 19th-20th April 2021 online on a specially curated digital platform. The theme for the Conclave was 'The Big Disruption: Leadership in the post-Covid World'. Mr Sunil Kant Munjal, Chairman, Hero Enterprise and

Mr Sanjiv Goenka, Chairman, RP-Sanjiv Goenka Group were the Conclave Co-Chairs. The two-day conclave was addressed by iconic leaders, policymakers, global thought leaders and eminent speakers.

**“The world trusts us, and it is time for us to step up”**



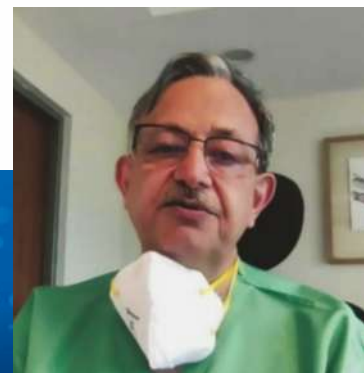
S Jaishankar, Minister of External Affairs, Government of India





"A new world order is taking shape during the Covid crisis and Atmanirbhar Bharat is positioning India as an alternative manufacturing hub," said Mr Harsh Pati Singhanian, President, AIMA & Vice Chairman & Managing Director, JK Paper Ltd during his welcome address. Mr Sunil Kant Munjal conducted the conversation with Dr S Jaishankar, Minister of External Affairs, Government of India and Mr Sanjiv Goenka introduced the minister.

Dr Jaishankar said that there was a lot of business to be done by India with each of the QUAD countries, and there would be others too, including the UK, France and the EU. "By and large, the world trusts us, and it is time for us to step up," he said, adding that India is a good platform for global production. He also added that the pandemic was a wake-up call for India to change its development and business models advocating Atmanirbhar Bharat which was employment centric



(L-R): Sreenivasan Jain, Group Editor, NDTV; Krishna Ella, Chairman & Managing Director, Bharat Biotech International Ltd and Shiv Sarin, Director, Institute of Liver and Biliary Sciences



From Top (L-R):  
Rakesh Jhunjhunwala,  
CEO, Rare Enterprises;  
Sunil Kant Munjal,  
Chairman, Hero  
Enterprise; Prashant  
Nair, National News  
Editor, CNBC TV-18  
and Rekha Sethi,  
Director General,  
AIMA



From Top : Saniv Goenka, Chairman, RP Sanjiv Goenka Group;  
Shashi Tharoor, Member of Parliament (INC) and Rajdeep  
Sardesai, Consulting Editor, India Today Group

providing more capacity and more possibilities. He also defended vaccine diplomacy and the criticism of vaccine exports by India, pointing out that the vaccine was a co-creation and India had contractual obligations.

Mr N Chandrasekaran, Chairman, Tata Sons who has written the book 'Bridgital Nation: Solving Technology's People Problem', said that India's two biggest problems were access to resources and jobs, and technology could solve both the problems. Mr Chandrasekaran argued that India needed a platform approach to digital solutions. A digital platform could take over all these tasks and free the entrepreneur to do what they know best, he said during a fireside chat with Mr Vikram Chandra, Founder, Editorji Technologies.

Some of the other speakers included Mr Rakesh Jhunjhunwala, CEO, Rare Enterprises; Dr Shashi Tharoor, Member of Parliament (INC); Dr Krishna Ella, Chairman & Managing Director, Bharat Biotech International Ltd; Mr TV Narendran, CEO and Managing Director, Tata Steel Limited; Mr Sanjay Kirloskar, Immediate Past President, AIMA & Chairman and Managing Director, Kirloskar Brothers Ltd; Dr Shiv Sarin, Director, Institute of Liver and Biliary Sciences; Mr Sanjiv Puri, Chairman and Managing Director, ITC Limited; Mr





Rajdeep Sardesai, Consulting Editor, India Today Group; Mr Shrinivas Dempo, Vice President, AIMA & Chairman, Dempo Group of Companies; Mr Pranjal Sharma, Economic Analyst, Advisor and Writer & Author-India Automated; Mr Ajay Bijli, Chairman and Managing Director, PVR Limited; Mr Uday Shankar, President, FICCI and Former President-Asia Pacific, Walt Disney Company and Former Chairman, Star and Disney India; Mr Rajiv Makhni, Group Managing Editor - Technology, NDTV; Ms Nayantara Rai, Chief of Delhi Bureau, ET-Now; Mr Sreenivasan Jain, Group Editor, NDTV; Mr Prashant Nair, National News Editor, CNBC TV-18; Mr Shashwat Goenka, Vice Chairman, CESC Ltd; Ms Shefali Munjal, Executive Director, Hero Enterprise and Mr Alok S Kirloskar, Managing Director, SPP Pumps Limited.



From Top (L-R): Sanjay Kirloskar, Immediate Past President, AIMA & Chairman and Managing Director, Kirloskar Brothers Ltd; TV Narendran, CEO and Managing Director, Tata Steel Limited; Sanjiv Puri, Chairman and Managing Director, ITC Limited and Nayantara Rai, Chief of Delhi Bureau, ET-Now



From Top (L-R): Rajiv Makhni, Group Managing Editor - Technology, NDTV; Uday Shankar, President, FICCI and Former President-Asia Pacific, Walt Disney Company and Former Chairman, Star and Disney India; Ajay Bijli, Chairman and Managing Director, PVR Limited and Shrinivas Dempo, Vice President, AIMA & Chairman, Dempo Group of Companies

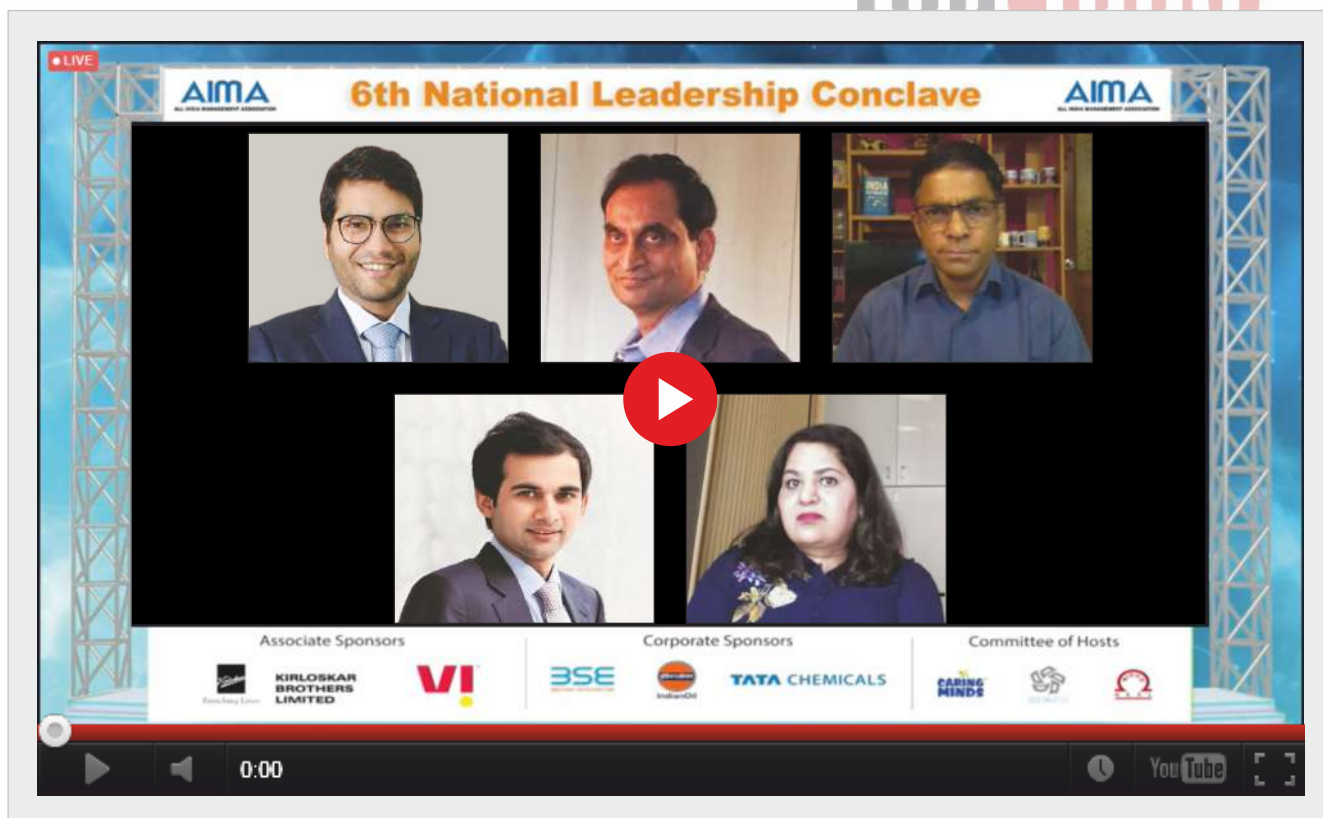
This year's online conclave was very well received with 5000 participants joining the proceedings. Live streaming on AIMA's YouTube, Facebook and Twitter channels also increased viewership by several thousand which crossed over 1.4 lakh views on all platforms.

**The Big Disruption  
Leadership in the  
post-Covid World**



(L-R): Harsh Pati Singhania, President, AIMA & Vice Chairman & Managing Director, JK Paper Ltd; Sanjay Kirloskar, Immediate Past President, AIMA & Chairman and Managing Director, Kirloskar Brothers Ltd; Sunil Kant Munjal, Chairman, Hero Enterprise and Pranjal Sharma, Economic Analyst, Advisor and Writer & Author-India Automated

YouTube



From Top (L-R): Shashwat Goenka, Vice Chairman, CESC Ltd; CK Ranganathan, Senior Vice President, AIMA & Chairman and Managing Director, Cavinkare Pvt Ltd; Pranjal Sharma, Economic Analyst, Advisor and Writer & Author-India Automated; Alok S Kirloskar, Managing Director, SPP Pumps Limited and Shefali Munjal, Executive Director, Hero Enterprise



# GLOBAL CONNECTIVITY

International collaborations and alliances



**NEW**

## Session on Indo-US Relations



*From Top (L-R): Sanjay Kirloskar, Chairman & Managing Director, Kirloskar Brothers Ltd; Howard Berman, Former Member, US House of Representatives & Former Chair, House Foreign Affairs Committee; Rekha Sethi, Director General, AIMA; Bill Wichterlan, Member of Bush Administration; Layth Elhassani, Former Special Assistant to President Obama; Steve Rademaker, Member of Bush Administration; Daniel Feldman, Former US Special Representative for Afghanistan and Pakistan; Broderick Johnson, Member of the Obama Administration; Muftiah McCartin, Co-Chair, Covington's Public Policy Group and Matt Shapanka, Expert on Policy Making*

AIMA jointly with Covington & Burling LLP, a prominent US Public Policy practice group organised a special online session on, Impact of US Elections on Indo - US Relations, on 9th November 2020. Mr Sanjay Kirloskar, Immediate Past President, AIMA & Chairman & Managing Director, Kirloskar Brothers Limited introduced the subject and Ms Rekha Sethi, Director General, AIMA welcomed and introduced the panel. The panelists for the discussion included Mr Howard Berman, Former Member, US House of Representatives and Former Chair of the House Foreign Affairs Committee; Mr Broderick Johnson, a member of the Obama administration; Mr Bill Wichterlan, a member of

Bush administration; Mr Daniel Feldman, Former US Special Representative for Afghanistan and Pakistan; Mr Steve Rademaker, a member of Bush administration; Mr Layth Elhassani - Former Special Assistant to President Obama and Mr Matt Shapanka - Expert on Policy Making. Ms Muftiah McCartin, Co-Chair, Covington's Public Policy Group and a leading lobbyist moderated the session. The session analysed the impact of US election results on the US and the world, the kind of foreign policy to expect from the new administration—especially towards China and India. The panelists also discussed the trade policy orientation, immigration policy, technology transfer policy and sanctions policy.



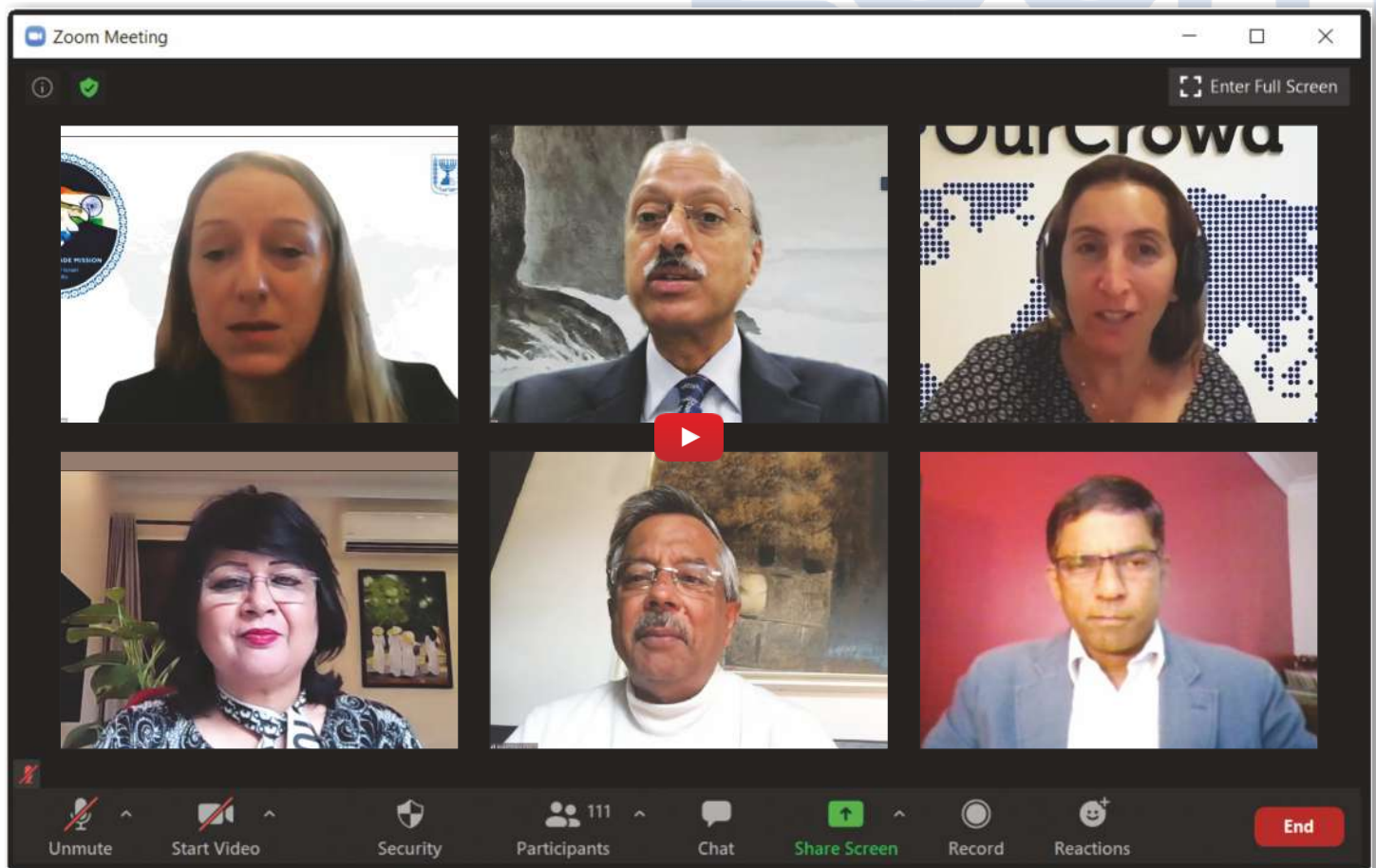
NEW

## Innovating Now or Never

AIMA with Our Crowd - Israel's leading venture capital and crowd funding organisation, conducted a webinar on the theme 'Innovating Now or Never' on 26th November 2020. The dialogue was supported by The Israeli Economic & Trade Mission – Embassy of Israel, New Delhi.

Mr Harsh Pati Singhania, President, AIMA and Vice Chairman & Managing Director, JK Paper Ltd delivered the keynote address at the opening session and complimented the Israeli government on accelerating the promotion of Israel-India business ties during the Covid period and also highlighted the importance of trade and investment between the two countries in a changing world. Ms Natasha Zangin, Counsellor, Head of

A joint webinar with  
OurCrowd - Israel's  
leading venture capital  
and crowd funding  
organisation



From Top (L-R): Natasha Zangin, Counsellor, Head of Economic & Commercial Mission, Embassy of Israel, New Delhi; Harsh Pati Singhania, President, AIMA & Vice Chairman & Managing Director, JK Paper Ltd; Laly David, Partner, Business Development, OurCrowd; Rekha Sethi, Director General, AIMA; Pramod Bhasin, Founder, Genpact and Chairman, Clix Capital Services and Pranjal Sharma, Economic Analyst, Advisor and Writer & Author-India Automated

Economic & Commercial Mission, Embassy of Israel, India, emphasised that given the uncertainty of the times, it was important to bring together cutting edge companies from both sides for a dialogue.

During the session, Ms Rekha Sethi, Director General, AIMA also stressed that Indian and Israeli business leaders needed to learn from each other's experience of innovation during Covid and identify opportunities for collaboration for the post-Covid era. Ms Laly David, Partner, Business Development, Our Crowd, told the audience about the company and Israel's startup ecosystem.

The opening session was followed by two-panel discussions. The first panel focused on the theme 'Innovative Practices for a Disruptive World' and featured prominent business leaders from both India and Israel and included Mr Pramod Bhasin, Founder, Genpact and Chairman, Clix Capital Services; Mr David Schwartz, Managing Director, PepsiCo; Mr Neil Ackerman, Global Supply Chain Digital Executive, Johnson & Johnson and Ms Ilanit Kabessa Cohen,

Advisor and former head of Dole Ventures DAF, Dole Asia Holdings Pte Ltd. The panel was moderated by Mr Dan Fishel, Vice President - Business Development, Our Crowd.

The theme for the second panel discussion was 'Innovating in a Crisis' and the eminent speakers included Mr Harel Tayeb, CEO, Kryon; Mr Uri Rivner, Co-Founder and Chief Cyber Officer, BioCatch; Ms Tom Goldberg Abramovici, Director of Business Development, Zebra Medical and Mr Dubi Brian Lavi, VP Defense and HLS, Juganu. The session was moderated by Mr Pranjal Sharma, Economic Analyst, Advisor and Writer & Author-India Automated.

The webinar took an insightful look into the challenges and opportunities brought by Covid, and tech trends and innovations that are shaping the new business landscape. The deliberations also focused on the role technologies play in the innovation strategy and why start-ups are more relevant than ever to shape this new world. The programme was very well attended and received by the audience.



*From Top (L-R): Dubi Brian Lavi, VP Defense & HLS, Juganu; Harel Tayeb, CEO, Kryon; Tom Goldberg Abramovici, Director, Business Development, Zebra Medical and Uri Rivner, Co-founder & Chief Cyber Officer, BioCatch*





NEW

# India-Singapore Mediation Summit 2021



(L-R): N V Ramana, Chief Justice of India; Sundaresh Menon, Chief Justice of Singapore; Edwin Tong, SC, Minister of Culture, Community and Youth and Second Minister for Law and Amitabh Kant, CEO, Niti Ayog

AIMA extended support as Event Partner at the India - Singapore Mediation Summit 2021, to explore ideas around mediation as a mainstream form of Dispute Resolution held on 17th July 2021. This landmark event was addressed by Mr N V Ramana, Chief Justice of India; Mr Sundaresh Menon, Chief Justice of Singapore; Mr Edwin Tong, SC, Minister of Culture, Community and

Youth and Second Minister for Law; Mr Amitabh Kant, CEO of Niti Ayog and many other distinguished panelists who discussed the role of mediation in reducing pendency in India, and in improving the ease of doing business across borders. The summit was very well received with over 3000 participants from all over the globe.

## Asian Association of Management Organisations



AAMO 2nd Council Meeting 2020 & 9th Annual General Meeting

## AAMO Council Meeting 2020 & 9th Annual General Meeting

AIMA participated in the Asian Association of Management Organisation's (AAMO) 2nd Council Meeting 2020 & 9th Annual General Meeting held on 22nd October 2020 via Zoom, due to the ongoing Corona virus global pandemic. AAMO representatives including those from Australia, Hong Kong, India, Macau, Malaysia, Pakistan, Philippines and Sri Lanka joined to discuss the current and future plans of the organisation.

Currently, the AAMO Presidency is with India (AIMA) with Mr Rajive Kaul, Past President, AIMA & Chairman,

NICCO Group as the President. Mr SK Cheong, Deputy Chairman, Hong Kong Management Association and Non-Executive Director, Bossini & Pura Pharm, has taken over as AAMO Vice President.

The Asian Management Games 2020 were successfully concluded in July and August 2020, with India emerging as the Champions (SAIL – Rourkela Steel Plant) and 3rd Runners Up (HPCL); the AAMO Young Managers' programme for this year had to be cancelled due to Covid.

## 1st Council Meeting 2021 & Extraordinary General Meeting

AIMA participated in the Asian Association of Management Organisation's (AAMO) 1st Council Meeting 2021 & Extraordinary General Meeting held on 14th January 2021 via Zoom. At the meeting, AAMO representatives focused on working out a road map to enhance the reach and scope of AAMO. International

Reciprocal Membership, is currently offered by All India Management Association; Institute of Managers & Leaders – Australia & New Zealand; Management Association of Pakistan and Macau Management Association.

## 2nd Council Meeting 2021

AIMA participated in the Asian Association of Management Organisation's (AAMO) 2nd Council Meeting 2021 held on 29th April 2021 via Zoom. AAMO representatives including those from Australia, Hong Kong, India, Macau, Malaysia, and Nepal joined to discuss the current and future plans of the organisation.

The Management Capability Development Index, first conceived by the erstwhile New Zealand Institute of Management, was discussed. Several member nations of AAMO, including India have conducted this survey over the years. AIMA has been conducting this Survey in India since 2010, and will be soon launching the 6th edition of the Management Capability Development Index – India Report.

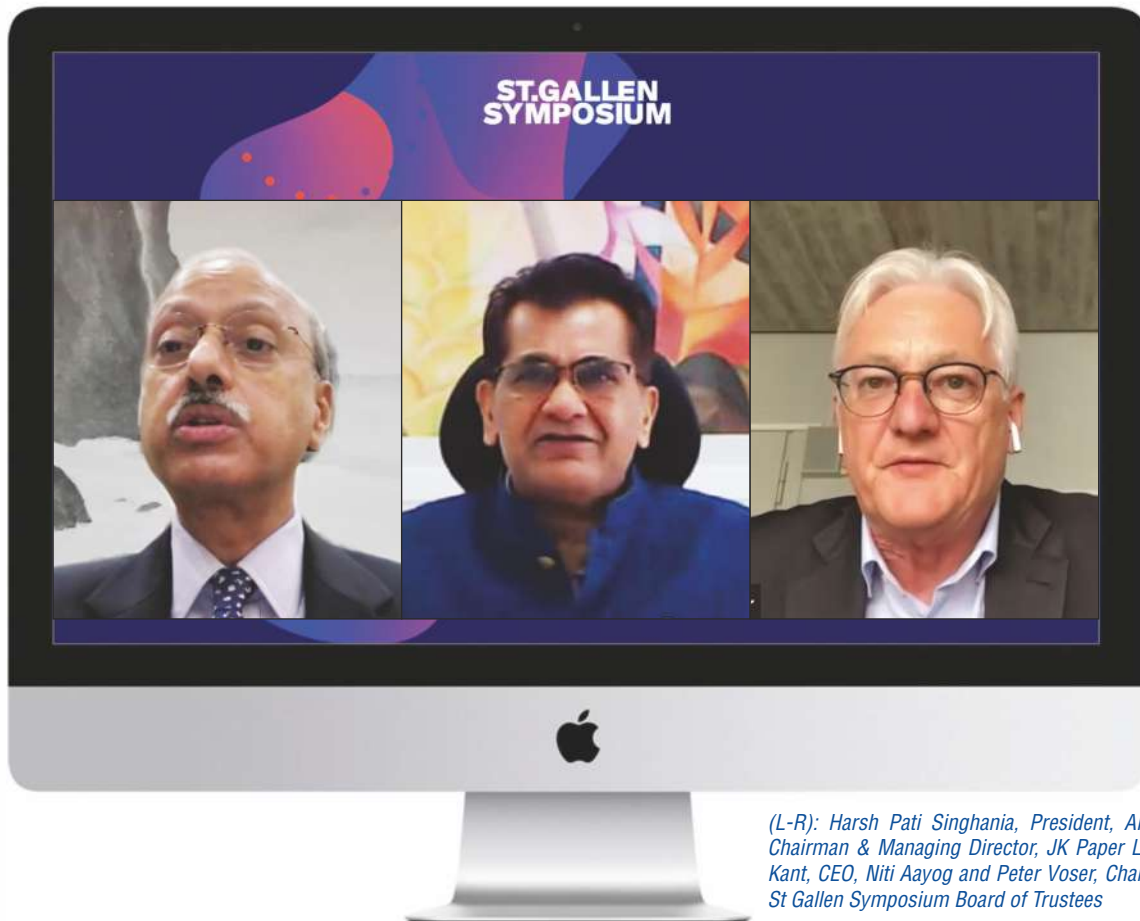


AAMO is a partnership of NMOs in the Asian Pacific region whose purpose is to share and actively leverage resources to enhance the achievement of their respective missions. The current 10 countries of AAMO include Australia, Hong Kong, India, Macau, Malaysia, Nepal, New Zealand, Pakistan, Philippines and Sri Lanka.





# St Gallen Symposium



*(L-R): Harsh Pati Singhania, President, AIMA & Vice Chairman & Managing Director, JK Paper Ltd; Amitabh Kant, CEO, Niti Aayog and Peter Voser, Chairman of the St Gallen Symposium Board of Trustees*

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

This year, the 50th Symposium held on the theme 'Trust Matters', was conducted in a hybrid mode with both virtual and in-person sessions. AIMA is the India partner of the Symposium, and this year marks 20 years of AIMA's partnership and close association with the St Gallen Symposium. To commemorate this occasion, a special 'AIMA India Session' was held, addressed by Mr Harsh Pati Singhania, President, AIMA & Vice Chairman & Managing Director, JK Paper Ltd and Mr Peter Voser, Chairman of the St Gallen Symposium

Board of Trustees; and the highlight was an in depth conversation with Mr Amitabh Kant, CEO, Niti Aayog on,



*S Jaishankar, Minister of External Affairs, Government of India*

## ST.GALLEN SYMPOSIUM



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



### 'Strengthening Trust in India as a Global Partner'.

The other speakers who addressed the Symposium included Mr Nandan Nilekani, Co-Founder and Chairman, Infosys Technologies Ltd who addressed a session on 'Digital Governance for Social Innovation' along with the Taiwan's Minister for Digital, Mr Audrey Tang; Mr Ritesh Agarwal, Founder and Group CEO, OYO; Ms Shradha Sharma, Founder, CEO and Chief Editor, YourStory; Ms Roshni Nadar, Executive Director and CEO, HCL Corporation and Chairperson, HCL

Technologies and Mr Pranjal Sharma, Economic Analyst, Advisor and Writer and Author-India Automated. A special highlight was the session with India's External Affairs Minister Mr Subrahmanyam Jaishankar, who spoke on 'A Post Covid World' and shared the Indian viewpoint on the pandemic and the consequences for international relations. The event featured more than 150 speakers and participants from 80 countries, and was held digitally and in-person across 11 locations on all continents.

*From Top (L-R): Ritesh Agarwal, Founder and Group CEO, OYO; Roshni Nadar, Executive Director & CEO, HCL Corporation and Chairperson, HCL Technologies; Pranjal Sharma, Economic Analyst, Advisor and Writer & Author-India Automated and Shradha Sharma, Founder, CEO and Chief Editor, YourStory*





# Horasis

## Horasis Asia Meeting

AIMA was one of the co-organisers of the Horasis Asia Meeting held virtually on 30th November 2020. Over 400 of the foremost business and political leaders from Asia and the world gathered to discuss the profound economic, political and social disruptions caused by Covid-19 and other forces. Delegates interacted with key political and business leaders to jointly develop solutions for dealing with the current crisis and to shape a durable economic system for Asia's post Covid future.

Speaking at the Closing Plenary on 'Shaping the Asian Century Post-Covid', Programme Co-Chair, Mr Harsh Pati Singhania, President, AIMA and Vice Chairman, JK Paper Ltd affirmed that India will keep a watchful stance on ASEAN nations' recently agreed new accord – the Regional Comprehensive Economic Partnership, and will join when it is clear there is a level playing field. The session was chaired by Mr Pranjal Sharma, Economic Analyst, Advisor and Writer & Author-India Automated.



*Harsh Pati Singhania,  
President, AIMA and Vice  
Chairman, JK Paper Ltd*

The annual Horasis Asia Meeting is Asia's premier gathering of the region's most senior leaders from business and government. Now, with the Covid epidemic, the meeting has turned to a digital delivery, but its focus remains upon Asia – to present a systemic view of activities affecting the drivers of Asia's economic success and how Asian businesses interact regionally as well as globally.



*Pranjal Sharma, Economic Analyst, Advisor and Writer & Author-India Automated moderating a session*

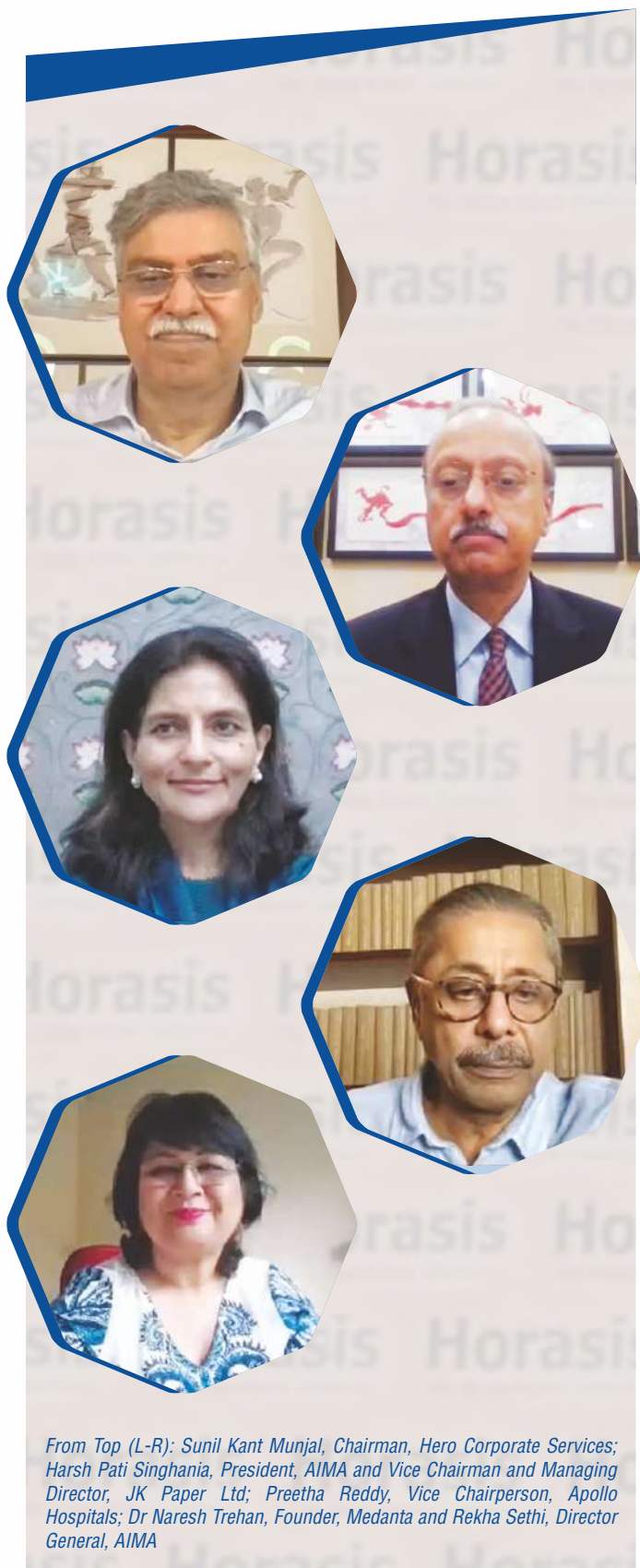


## Horasis India Meeting

AIMA was one of the partners of the annual Horasis India Meeting held on 24th July 2021 virtually. A gathering of 400 of the most senior members of the Horasis Visions Community met to discuss how to overcome the Covid crisis and inspire India's future. AIMA contributed to the discussions with a high profile delegation of speakers.

AIMA hosted a special digital plenary session on 'India's Health Emergency - Delivering Vaccine to All, and Now' chaired by Mr Sunil Kant Munjal, Chairman, Hero Corporate Services. Speaking at the session, Mr Munjal shared with the delegates that India hopes to have vaccinated 950 million by the end of 2021, but it is an ambitious and challenging programme. Mr Harsh Pati Singhania, President, AIMA and Vice Chairman and Managing Director, JK Paper Ltd observed that there was a huge learning curve during India's second Covid wave, and it is now seen that India needs a better link between the Central and State governments. Dr Naresh Trehan, Founder, Medanta emphasised that there was an ongoing race between the virus mutation and vaccination of the population. Ms Preetha Reddy, Vice Chairperson, Apollo Hospitals stated that while they didn't initially have enough action nodes in their system to fight the pandemic, their hospitals and others have increased capacity. Delivering the introductory remarks, Ms Rekha Sethi, Director General, AIMA shared that the government's decision to increase orders for vaccines and permit vaccine imports should improve its supply.

Introduced 13 years ago, the Horasis India Meeting is the foremost annual gathering of Indian business leaders and their global counterparts. With this meeting, Horasis offers business and government an opportunity to discuss a wide range of issues related to the Indian economy. The location of the meeting rotates annually, and has been held in Munich (2009), Madrid (2010), Naples (2011), Antwerp (2012), Belfast (2013), Liverpool (2014), Interlaken (2015), Cascais (2016), Interlaken (2017), Malaga (2018), Segovia (2019) and virtually in 2020.



*From Top (L-R): Sunil Kant Munjal, Chairman, Hero Corporate Services; Harsh Pati Singhania, President, AIMA and Vice Chairman and Managing Director, JK Paper Ltd; Preetha Reddy, Vice Chairperson, Apollo Hospitals; Dr Naresh Trehan, Founder, Medanta and Rekha Sethi, Director General, AIMA*



# GOING LIVE!

Online Events and Conferences



# 10th MSME Convention



From Top (L-R): Nitin Gadkari, then Minister of Micro, Small and Medium Enterprises, Government of India; Harsh Pati Singhania, President, AIMA and Vice Chairman & Managing Director, JK Paper Ltd; Rekha Sethi, Director General, AIMA and JS Juneja, Chairman, AIMA MSME Committee

AIMA organised its 10th MSME Convention on the theme 'Innovative Solutions for MSMEs: Challenges and Opportunities' on 10th December 2020 virtually. Mr Nitin Gadkari, then Minister of Micro, Small and Medium Enterprises, Government of India delivered the inaugural address and shared that the government's mission was to raise the MSME sector's contribution to GDP growth to 40% from the current 30% and increase its share in India's exports to 60% from the current 48%. He said

that the MSMEs were the key to increasing GDP of the rural and the tribal areas.

Mr Harsh Pati Singhania, President, AIMA and Vice Chairman & Managing Director, JK Paper Ltd delivered the welcome address. Dr JS Juneja, Chairman, AIMA MSME Committee and Past President, AIMA set the context of the convention, while the introductory remarks were given by Ms Rekha Sethi, Director General, AIMA.



Nitin Gadkari, then Minister of Micro, Small and Medium Enterprises, Government of India

Some of the other eminent speakers included Mr Parveen Arora, Advisor/ Head of Innovations, DST, Ministry of Science & Technology; Mr Prahlad Kakkar, Chairman, India SME forum; Mr Vipin Tyagi, CTO and EVP Strategic Relationship PGi; Mr Arun Kumar Sarma, Director General, North East Centre for Technology Application and Reach (NECTAR); Mr Trilok Kumar Jain, Director, Ecosystem for Innovation and Entrepreneurship (EIE); Ms René Van Berkel, UNIDO Representative, UNIDO Regional Office in India; Mr Vinod Kumar Wuthoo, President, India SME Forum; Mr M Nagaraj, Director (Corporate Planning), HUDCO and Ms Mehnaz S Safavian, World Bank, Bangkok amongst others. The programme was very well received by the participants and attended by around 300 delegates.



# Global Procurement Summit 2021

AIMA organised its 6th Global Procurement Summit 2021 (GPS) in partnership with the Ministry of Finance, Government of India, the World Bank and Asian Development Bank on 3th - 4th February 2021 virtually. The theme of the summit was 'Procurement can be enabler for Covid-19 Emergency Responses'. Mr Pratap Chandra Sarangi, then Minister of State, Ministry of Micro, Small & Medium Enterprise, Government of India was the chief guest of the programme. Mr Harsh Pati Singhania, President, AIMA & Chairman & Managing Director, JK Paper Ltd delivered the welcome address and the introductory remarks were given by Ms Rekha Sethi, Director General, AIMA. Mr Junaid Kamal Ahmad, Country Director-India, World Bank and Mr Takeo Konishi, Country Director, Asian Development Bank delivered the special address.

Some of the other eminent speakers included Mr Baldeo Purushartha, Joint Secretary, Department of Economic Affairs, Ministry of Finance; Mr Sanjay Aggarwal, Advisor, Procurement Policy Division, Ministry of Finance; Mr Rajeev Kandpal, Joint Secretary & CFO, Government e-Marketplace; Mr KRM Rao, Executive Director (C&P), GAIL (India) Limited; Ms Pratibha Jain,



*Pratap Chandra Sarangi, then Minister of State, Ministry of Micro, Small & Medium Enterprise, Government of India*

Founding Partner, Nishith Desai Associates; Ms Deepika Kinhal, Lead (Judicial Reforms) & Senior Resident Fellow Vidhi Centre for Legal Policy; Mr K Rajendran, Chief Vigilance Officer, Cochin Shipyard Limited and Ms Yamini Sarangi, Managing Director, Odisha State Medical Corporation amongst others. On the occasion, the GPS souvenir was also released. The summit was well attended by around 1000 delegates through Zoom and AIMA social media channels from various countries like USA, UK, Africa, Bangladesh, Thailand and Sri Lanka.



*From Top (L-R): Harsh Pati Singhania, President, AIMA & Chairman and Managing Director, JK Paper Ltd; Pratap Chandra Sarangi, then Minister of State, Ministry of Micro, Small & Medium Enterprise, Government of India; Rekha Sethi, Director General, AIMA; Junaid Kamal Ahmad, Country Director-India, World Bank; Takeo Konishi, Country Director, Asian Development Bank and Raj Agarwal, Director, AIMA*



**NEW**

# Case Writing Competition & Conference 2021



*From Top (L-R): Anil D Sahasrabudhe, Chairman, AICTE; Bhimaraya Metri, Chairman-AIMA, Board of Studies & Director, Indian Institute of Management, Nagpur; Rajan Saxena, Chairman, AIMA-India Case Research Centre, Former Vice-Chancellor, NMIMS University, Mumbai; Pranjal Sharma, Economic Analyst, Advisor & Book Author; Zeljko Sevic, Former Dean and Advisor to the Board UMM Malaysia and Rishikesh T Krishnan, Director, IIM, Bangalore*

AIMA India Case Research Centre (ICRC) organised the first Case Writing Competition & Conference in association with AICTE and EFMD on 30th – 31st March 2021. The Inaugural session was addressed by Mr Anil D Sahasrabudhe, Chairman, AICTE and the keynote address was delivered by Mr Pranjal Sharma, Economic Analyst, Advisor & Book Author.

Some of the other eminent speakers included Mr Charles Dhanaraj, University of Denver; Dr Rajan Saxena, Chairman, AIMA- India Case Research Centre, Former Vice-Chancellor, NMIMS University, Mumbai; Dr Bhimaraya Metri, Chairman, AIMA Board of Studies & Director, Indian Institute of Management, Nagpur; Mr Ajit Balakrishnan, Chairperson, Rediffmail.com; Prof Rishikesh T Krishnan, Director, IIM Bangalore; Mr NR Parasuraman, Director & Professor–Finance, SDMIMD; Mr Zeljko Sevic, Former Dean and Advisor to the Board UMM Malaysia; Mr Syed Zahoor Hassan, Professor, Suleman Dawood School of Business, Ex VC LUMS, Lahore; Mr Piyush Sinha, Director, Advisory and

Research at CRI, Ex-Professor, IIM-A; Mr Dinesh Kumar Professor, Chairperson, Data Centre and Analytics Lab, IIM Bangalore and amongst others.

During the conference, 58 case studies were presented in six concurrent sessions, which were reviewed by 24 jury members. The learned jury selected 3 cases as winner case studies, 10 case studies received the Certificate of Excellence and 5 case studies were awarded the Certificate of Merit. The Best Case Study was awarded to Ms Amrita Bihanic and Mr Nimit Thaker for their case study titled 'Conflictorium- Museum of Conflict' which included a cash award of Rs. 1 lakh and a certificate.

The Second Best Case Study was awarded to Dr Satish K Nair and Mr Anay Mashruwala for their Case Study titled 'The Powerhouse Behind Powertree' which included a cash award of Rs. 50,000/-. The Conference was attended by 940 faculty and professionals from over 500 B-schools and university departments through various social media platforms of AIMA.





## 9th Innovation Practitioner's Summit

To acknowledge, award and in turn encourage best innovation practices during the pandemic, AIMA organised the 9th edition of its Innovation Practitioner's Case Study Contest, Awards and Summit 2020 on 18th December 2020. The summit was based on a Case Study Contest on breakthrough Innovations in the areas of Crisis & Risk Management Capabilities; New Product Development & Services; Manufacturing/Logistic & Supply Chain; Digital Transformation; HR Practices/L&D and Sustainability & Corporate Social Responsibility. The winner of each category was chosen from shortlisted case studies by a neutral Jury Panel consisting of industry veterans and domain experts. The top winner from each category showcased their award winning case studies at the summit.

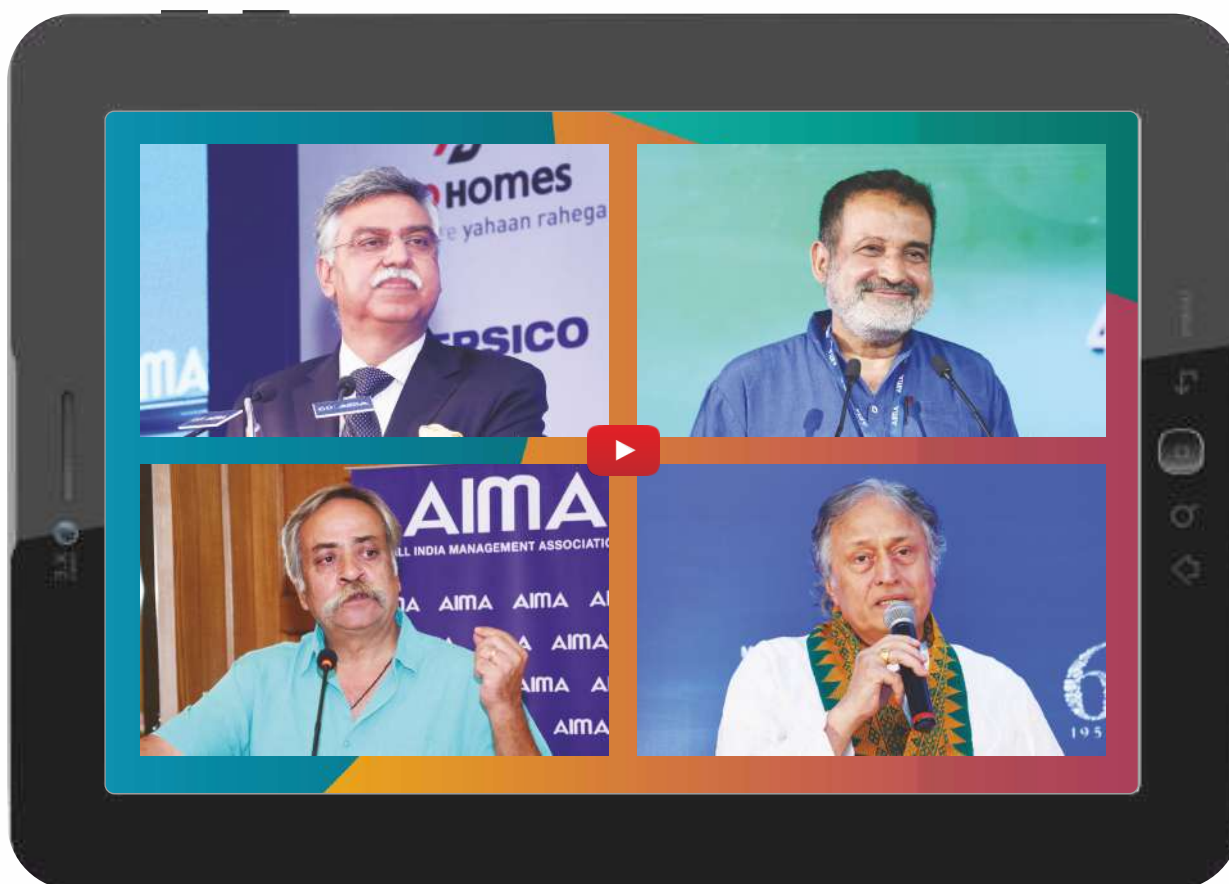
The summit also attracted eminent industry leaders who shared their views and insights on leading innovation trends and challenges. The key leaders who addressed the summit included Mr Prabhakar Tiwari, Chief Marketing Officer, Angel Broking; Mr Vivek Mehra, Managing Director, Sage Publications; Mr Kartik Sharma, Founder & CEO Agnitio; Mr Subhashish Nath, SVP and Enterprise Risk & Compliance - Service Line Leader, GENPACT and Mentor, GRMI; Mr Pranjal Sharma, Economic Analyst, Advisor and Writer & Author-India Automated; Mr Rajeev Bhadauria, Founder & Managing Partner, Ebullient Consultancy; Ms Kirti Poonia, Head, Okhai; Mr Sumant Sood, Head-Innovation, Titan Company Limited; Mr Davinder Singh, Assistant Dean & Associate Professor-Strategy & Innovation, BML Munjal University among others. The virtual summit was attended over 200 delegates from across the country.

*From Top (L-R): Rajeev Bhadauria, Founder & Managing Partner, Ebullient Consultancy; Sumant Sood, Head-Innovation, Titan Company Limited; Pranjal Sharma, Economic Analyst, Advisor and Writer & Author-India Automated; Kartik Sharma, Founder & CEO, Agnitio; Prabhakar Tiwari, Chief Marketing Officer, Angel Broking; Kirti Poonia, Head, Okhai; Davinder Singh, Assistant Dean & Associate Professor-Strategy & Innovation, BML Munjal University; Vivek Mehra, Managing Director, Sage Publications; Subhashish Nath, SVP and Enterprise Risk & Compliance - Service Line Leader, GENPACT and Mentor, GRMI and Syed Afsar, Director, Business Development, AIMA*



**NEW**

# National Shaping Young Minds Programme



*From Top (L-R): Sunil Kant Munjal, Chairman, Hero Enterprise; T V Mohandas Pai, Chairman, Manipal Global Education Services Private Limited; Piyush Pandey, Chief Creative Officer Worldwide and Executive Chairman India, Ogilvy and Ustad Amjad Ali Khan, Sarod Maestro*

AIMA has been running a very unique programme for young people called the 'Shaping Young Minds Programme' (SYMP). The programme provides a platform for young professionals and management students to interact with iconic leaders from various fields, where these leaders talk about their lives, their successes and more importantly – their failures. There are no speeches – just stories and anecdotes from life! This helps young people synchronise personal and career goals through exposure to the experience and wisdom of successful people. The idea is to provide students an opportunity to interact with achievers whom they would not have otherwise got an opportunity to interact with, learn from the experiences of those who have been there and done that.

For the first time ever AIMA organised an online National Shaping Young Minds Programme, where AIMA requested all Local Management Associations to collaborate for the same. The first AIMA National SYMP was held on 25th August 2021. Ms Rekha Sethi, Director General, AIMA gave the introductory remarks. Mr Sunil Kant Munjal, Chairman, Hero Enterprise & Past President, AIMA; Mr Piyush Pandey, Chief Creative Officer Worldwide and Executive Chairman India, Ogilvy; Mr T V Mohandas Pai, Chairman, Manipal Global Education Services Private Limited and Past President, AIMA and Ustad Amjad Ali Khan, renowned Sarod Maestro were the eminent speakers. The sessions were moderated by Mr Pranjal Sharma, Author, Economic Analyst and Columnist; Mr Shrinivas V Dempo, Vice



President, AIMA & Chairman, Dempo Group of Companies; Ms Rekha Sethi, Director General, AIMA and Ms Syna Dehnugara, CBO, LetsVenture, Features Editor, CNBC TV18, Co-author of Young Turks & YLC Co-Chair

Tech Startup. The programme was very well received with thousands of students and young professionals attending the sessions through various social media platforms of AIMA.

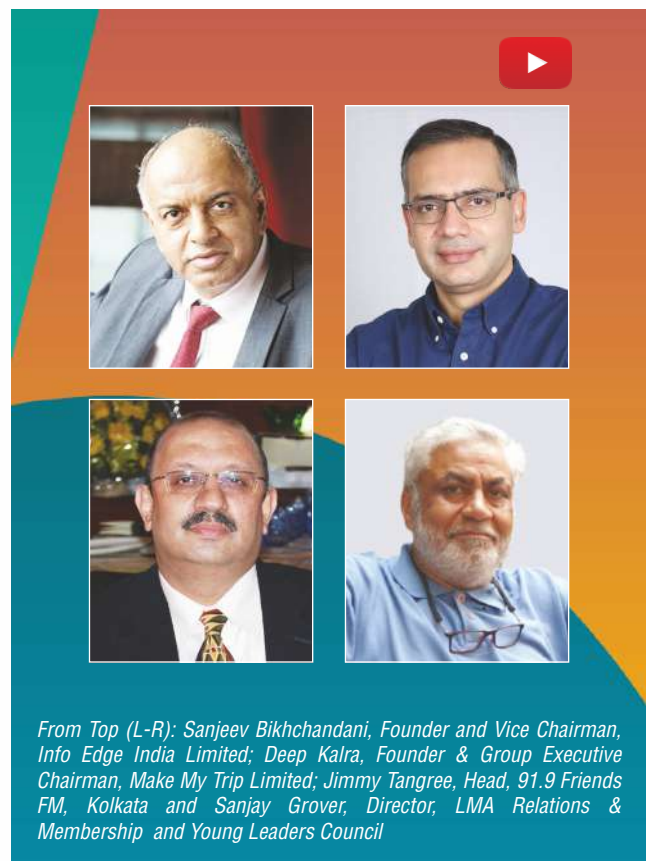


(L-R): Shrinivas V Dempo, Vice President, AIMA & Chairman, Dempo Group of Companies; Syna Dehnugara, CBO, LetsVenture, Features Editor, CNBC TV18, Co-author of Young Turks; Pranjal Sharma, Author, Economic Analyst and Columnist and Rekha Sethi, Director General, AIMA

## Online Shaping Young Minds Programme

Over 17 years, AIMA has been running a very unique programme for young people called the 'Shaping Young Minds Programme' (SYMP). The programme provides a platform for young professionals and management students to interact with iconic leaders from various fields, where these leaders talk about their lives, their successes and failures.

The first online Shaping Young Minds Programme was conducted on 13th March 2021, in collaboration with Calcutta Management Association. The speakers who addressed the programme included Mr Sanjeev Bikhchandani, Founder and Vice Chairman, Info Edge India Limited with Mr Jimmy Tangree, Head, 91.9 Friends FM, Kolkata as session chair; and Mr Deep Kalra, Founder & Group Executive Chairman, Make My Trip Limited with Ms Rekha Sethi, Director General, AIMA as session chair. Over 1500 students and young professionals attended the session on various social media platforms of AIMA.



From Top (L-R): Sanjeev Bikhchandani, Founder and Vice Chairman, Info Edge India Limited; Deep Kalra, Founder & Group Executive Chairman, Make My Trip Limited; Jimmy Tangree, Head, 91.9 Friends FM, Kolkata and Sanjay Grover, Director, LMA Relations & Membership and Young Leaders Council



## Regional Management Conclave



*From Top (L-R): Harsh Pati Singhania, President, AIMA and Vice Chairman & Managing Director, JK Paper Ltd; CK Ranganathan, Sr Vice President, AIMA and Chairman & Managing Director, CavinKare Pvt Ltd; TV Mohandas Pai, Chairman, Manipal Global Education Services Pvt Ltd; D Shivakumar, Group Executive President, Corporate Strategy & Business Development, Aditya Birla Management Corporation and Ullas Kamath, Joint Managing Director, Jyothy Labs Ltd*

As part of AIMA's diamond jubilee celebrations in 2017, All India Management Association took up a key initiative to organise Regional Management Conclaves jointly with its Local Management Associations across the country. Since its inception in 2017, it has been very well received with editions held at Chennai, Kolkata, Guwahati, Kochi and Mumbai.

AIMA jointly with Hyderabad Management Association organised an online version of the Regional Management Conclave on 10th February 2021. The theme of the Conclave was 'Transformation for Continuity'. Mr Harsh Pati Singhania, President, AIMA

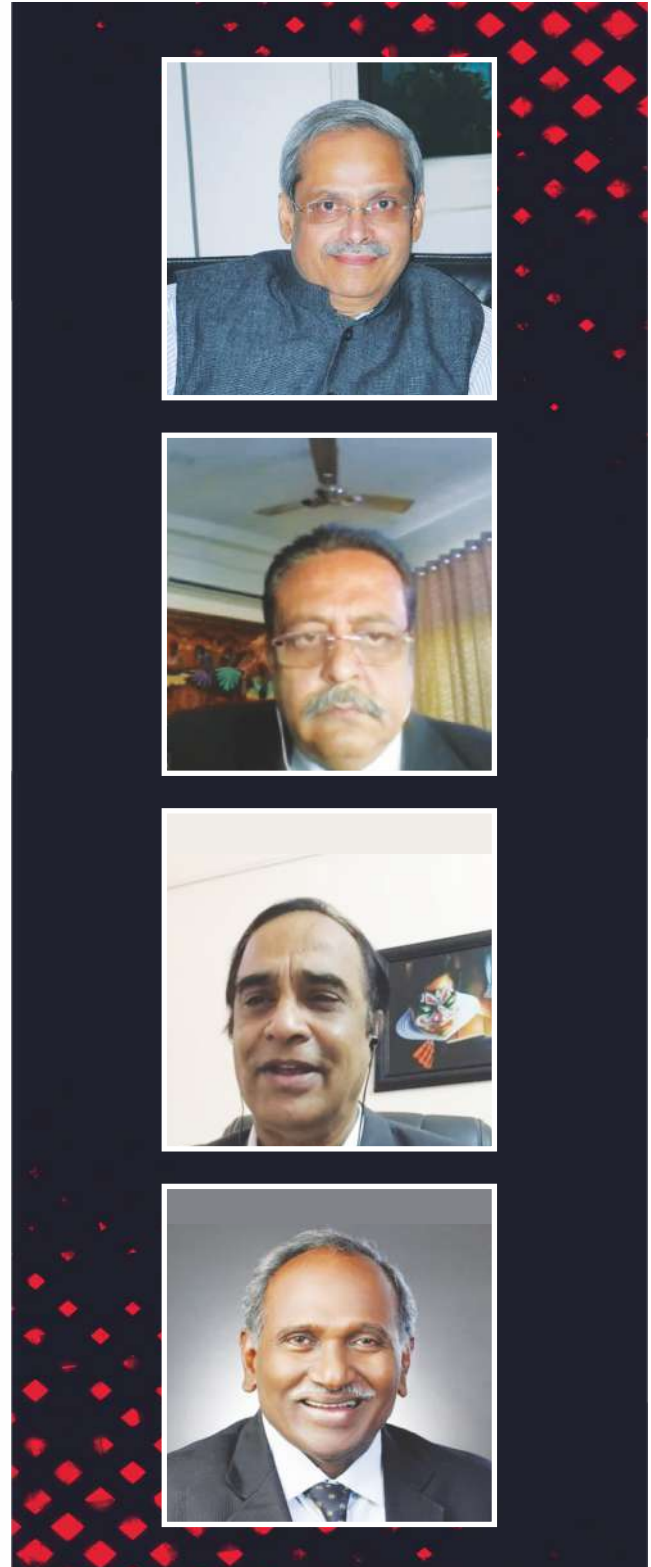
and Vice Chairman & Managing Director, JK Paper Ltd delivered the keynote address on the conclave theme. Ms Rekha Sethi, Director General, AIMA introduced the session theme and speakers. The welcome address was delivered by Late President Sanjay Kapoor, Hyderabad Management Association. Dr AR Aryasri, Convenor, AIMA-HMA Regional Management Conclave gave the vote of thanks.

The conclave included an Inaugural Session on the theme, followed by four plenary sessions, Marketing in times of crises: Pivot or perish, Post-pandemic economy: From recovery to transformation, Go digital or



go bust: Technology for business resilience, NextGen Leadership: Change with continuity.

Some of the eminent speakers who addressed the Conclave included Mr CK Ranganathan, Chairman & Managing Director, CavinKare Pvt Ltd and Senior Vice President, AIMA; Mr K Ullas Kamath, Joint Managing Director, Jyothy Labs Ltd; Mr D Shivakumar, Group Executive President, Corporate Strategy & Business Development, Aditya Birla Management Corporation; Mr TV Mohandas Pai, Chairman, Manipal Global Education Services Pvt Ltd; Mr Abhishek Nath, Managing Director & CEO, IXORA Corporate Services Private Limited; Ms Syna Dehnugara, CBO LetsVenture, Features Editor, CNBC TV18, Co-author of Young Turks & YLC Co-Chair Tech Startup; Mr Kartik Sharma, Director, Agnitio; Dr Parakala Prabhakar, Managing Director, RightFOLIO; Mr Somasekhar Mulugu, Journalist & Former Associate Editor & Chief of Bureau, The Hindu Business Line; Mr Suresh Kochattil, Chief Operating Officer, Janam TV and Dr Ravi Kumar Jain, Director, SIBM Hyderabad. The conclave was well received by the participants.



*From Top: Parakala Prabhakar, Managing Director, RightFOLIO; Late President Sanjay Kapoor, Hyderabad Management Association; Mr Suresh Kochattil, Chief Operating Officer, Janam TV and AR Aryasri, Convenor, AIMA-HMA Regional Management Conclave*

## HR Playbook to Reimagine the New World Order



*From Top (L-R): Harsh Pati Singhania, President, AIMA & Vice Chairman & Managing Director, JK Paper Ltd; SY Siddiqui, Chairman, AIMA Core Committee on HR and Executive Advisor, Maruti Suzuki India Ltd; Manu Wadhwa, Chief Human Resources Officer, Sony Pictures Network and Rekha Sethi, Director General, AIMA*

AIMA organised HR Playbook to Reimagine the New World Order programme on 12th-13th March 2020. Mr Harsh Pati Singhania, President AIMA & Vice Chairman & Managing Director, JK Paper Ltd delivered the inaugural address. The programme was chaired by Mr SY Siddiqui, Chairman – AIMA Core Committee on HR and Executive Advisor, Maruti Suzuki India Ltd and Ms Manu Wadhwa, Chief Human Resources Officer, Sony Pictures Network was the Programme Director. The welcome address was delivered by Ms Rekha Sethi, Director General, AIMA. The two day programme focused on the new paradigms in which businesses have to operate these days, as the pandemic has reset the world order and business processes.

Some of the other eminent speakers included Mr TV Mohandas Pai, Chairman, Manipal Global Education

Services; Mr P Dwarkanath, Former Chairman, Glaxo Smithkline Consumer Healthcare Ltd; Mr Suresh Dutt Tripathi, Former Vice President, HRM, Tata Steel; Ms Rachna Mukherjee, CHRO, Schneider Electric, India and South Asia; Mr Piyush Mehta, Chief Human Resource Officer, Genpact; Mr Raj Raghavan, Senior Vice President & Head of Human Resource, Indigo (Inter Globe Aviation Ltd); Ms Prajakta Kanaglekar, Senior Director- Organisation & Talent Development Leader, Flipkart; Mr Prince Augustin, Executive Vice President- Group Human Capital & Leadership Development, Mahindra & Mahindra; Mr Nathan SV, Partner & Chief Talent Officer, Deloitte India; Ms Emrana Sheikh, Enterprise HR Head – India & South Asia, Johnson & Johnson; Ms Mahalakshmi R, Head HR India– Mondelez International; Mr Rajen Jaswa, Instructor, University of California, Santacruz; Mr Rajeev Dubey, Principal





Advisor, Mahindra & Mahindra; Mr PV Ramana Murthy, Former Executive Vice President & Global Head HR, Taj Hotels; Mr Rajkamal Vempati, Head – Human Resources, Axis Bank; Mr R Anand, Principal Consultant

& Advisor – HR, HCL Technologies Ltd and Swami Bodhanandaji, Chairman, Sambodh Foundation INDIA & The Sambodh Society Inc. USA.



*From Top (L-R): TV Mohandas Pai, Chairman, Manipal Global Education Services; P Dwarkanath, Former Chairman, Glaxo Smithkline Consumer Healthcare Ltd; Suresh Dutt Tripathi, Former Vice President, HRM, Tata Steel; Prince Augustin, Executive Vice President, Group Human Capital & Leadership Development, Mahindra & Mahindra; Swami Bodhanandaji, Chairman, Sambodh Foundation INDIA & The Sambodh Society Inc. USA; Rajeev Dubey, Principal Advisor, Mahindra & Mahindra; Raj Raghavan, Senior Vice President & Head of Human Resource, Indigo; Prajakta Kanaglekar, Senior Director, Organisation & Talent Development Leader, Flipkart and Piyush Mehta, Chief Human Resource Officer, Genpact*

# Pragati - Celebrating Achievements of Women



From Top (L-R): Sanjay Kirloskar, Past President, AIMA and Chairman & Managing Director, Kirloskar Brothers Ltd; Ritva Koukku Ronde, Ambassador of Finland to India; Veena Swarup, Former Director - HR, EIL; Rekha Sethi, Director General, AIMA and Neeraj Kapoor, Director, AIMA



Tessy Thomas, Distinguished Scientist & Director General, (Aeronautical Systems), Defence Research & Development Organisation

AIMA organised Pragati - Celebrating Achievements of Women virtually on the theme 'Dock into Shifting Goalposts – Reboot' on 9th October 2020 on a specially curated digital platform.

Ms Ritva Koukku Ronde, Ambassador of Finland to India

delivered the special address and Mr Sanjay Kirloskar, Immediate Past President and Chairman & Managing Director, Kirloskar Brothers Ltd was the Keynote speaker for the conference. Ms Veena Swarup, Former Director - HR, EIL was the Conference Chairperson. The introductory remarks were delivered by Ms Rekha Sethi, Director General, AIMA and Mr Neeraj Kapoor, Director, AIMA delivered the concluding remarks.

Some of the other prominent speakers who addressed the conference included Mr Ritesh Tiwari, Partner, KPMG in India; Ms Gurveen Bedi, India Strategy Head, Prosus Group; Ms Anjali Sood, Sr Manager (CSR), Gas Authority of India Limited; Ms Sneha Gaur, Senior HR consultant, Orange Business Services; Ms Bhumi Nanda, Director of Sales, Le Meridien; Ms Mahua Venkatesh, Executive Editor, IndiaNarrative.com and Ms Anisha Motwani, Founder & Director, STORM the NORM Ventures amongst others.





This year for the first time, a Case Study Competition was launched on the theme 'Best Practices for Work life - in the new normal'. 45 case studies were registered from PSU & private sector organisations and educational institutes. PTC Software (India) Pvt Ltd emerged as the Champions, Robert Bosch Engineering & Business Solutions Private Limited and SMEC Holdings Limited were declared runners up & runners up II respectively. The top 3 case studies were presented in the conference.

The second programme was conducted on 8th -9th July 2021 on the theme Choose to Challenge- Scale Heights. Ms Tessy Thomas, Distinguished Scientist & Director General, (Aeronautical Systems), Defence Research & Development Organisation delivered the Inaugural address and Mr Harsh Pati Singhania, President, AIMA and Vice Chairman & Managing Director, JK Paper Ltd was the Keynote speaker for the conference.

Some of the other prominent speakers who addressed the conference included Ms Shweta Rajpal Kohli, Chief Public Policy Officer, Sequoia Capital India; Ms Mary Rupa Tete, Vice President, USHA Social Services; Mr Jaijit Bhattacharya, Founder, CEO, Zerone Microsystems; Mr Ritesh Tiwari, Partner, KPMG in India; Ms Simran Kodesia, Marketing & Communications Lead, Airbnb India & South East Asia; Mr Shantanu Saha, Founder & CEO - The Recruiters; Dr Shikha Sharma, Founder and Managing Director, Nutriwel Health; Mr Kartik Sharma, Co-Founder, DcodeAI and Ms Sanchita Mukherji, Co-Founder and Partner, BLUE EDGE amongst others.

This Pragati included a Best Practices competition on the theme 'The New Workplace - Best Practices' and a national level Women's Quiz. Both the competitions received an over whelming response with 30 Best Practices cases and 60+ quiz teams registering from both PSU & Private sector organisations. Superpro emerged as the Champion whereas ONGC and Pernod Ricard were declared runners up I & runners up II



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

respectively for the Best Practices competition. The top 3 Best Practices were presented in the conference.

AIMA's National Level Women's Quiz was conducted by the quiz master Mr Ajay Poonia. Reserve Bank of India was declared as the Champion, followed by SAIL – Bokaro and GAIL India as the 1st Runners-up and 2nd Runners-up respectively.

## Celebrating Achievements of Women





## 8th Business Responsibility Summit



(L-R): Harsh Pati Singhania, President, AIMA & Vice Chairman & Managing Director, JK Paper Ltd; Bhaskar Chatterjee, Secretary-General, Indian Steel Association and Rekha Sethi, Director General, AIMA

AIMA organised the 8th Business Responsibility Summit and Project Excellence Contest & Awards on 5th-6th August 2021. Dr Bhaskar Chatterjee, Secretary-General, Indian Steel Association delivered the theme address and the inaugural address was given by Mr Harsh Pati Singhania, President, AIMA & Vice Chairman & Managing Director, JK Paper Ltd. Ms Rekha Sethi, Director General, AIMA delivered the welcome address. The Summit focused on the stellar role that corporates and civil society have played in executing CSR projects.

The Summit also attracted eminent industry leaders who shared their views and insights on CSR. The key leaders who addressed the Summit included Mr RS Sharma, Former Chairman, ONGC; Ms Mohini Daljeet Singh, Trustee & Advisor, Max India Foundation; Mr Atul Bagai, Country Head, United Nations Environment Programme, India Office; Ms Syna Dehnugara, Chief Brand Officer, LetsVenture; Ms Alka Mittal, Director HR, ONGC;

Mr Ramashankar Pandey, MD, Hella India Lighting Ltd; Ms Neelam Gupta, Founder President & CEO, AROH Foundation and Mr Nikhil Pant, CEO, REACHA. This was followed by a fireside chat session between Mr Ranjan Kumar Mohapatra, Director HR, Indian Oil Corp & Ms Mohini Daljeet Singh.

The Summit also honoured companies and civil society organisations who have done outstanding work and showcased exceptional Covid and non-Covid related CSR projects. The winner in the Covid category was Unilever, and ONGC won in the non-Covid category. Indian Oil Corp and Tech Mahindra Foundation were 1st Runner up and 2nd Runner up in the Covid category respectively. In the non-Covid category, NTPC was the 1st Runner up, and Odisha Mining Corporation and Schneider Electric shared the 2nd Runner up position. The programme was very well received by the participants.



# DIGITAL DIALOGUES

Preparing for the New Normal

## AIMA LeaderSpeak Series

AIMA continued its hugely popular LeaderSpeak Series - a series of webinars conducted with thought leaders including industry captains, management gurus, senior government functionaries including ministers and bureaucrats, on topical themes and subjects. These sessions are organised by the LMA and membership division of AIMA.

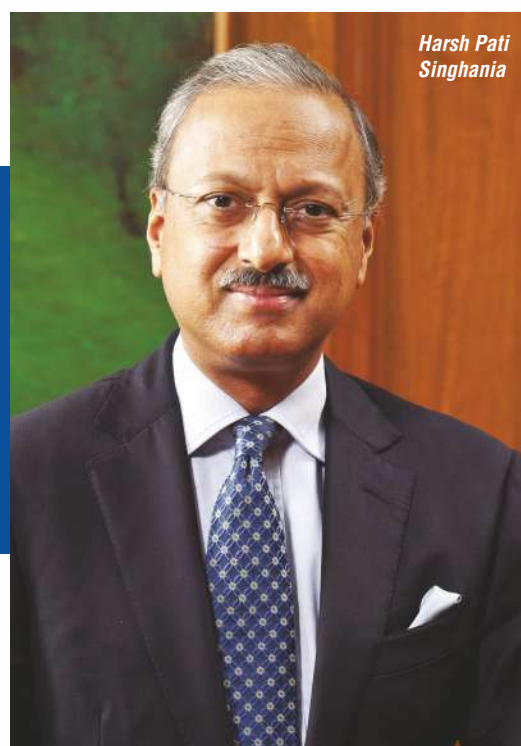
The thirtieth LeaderSpeak session was organised on 9th October 2020 on the theme 'Current Perspectives on the Indian Economy and the Housing Sector' with Mr Keki Mistry, Vice Chairman, HDFC. The session was

Another session was held on the theme 'How to think like and then become a monopolist' with Mr Saurabh Mukherjea, Founder & Chief Investment Officer, Marcellus Investment Managers on 30th October 2020. Mr TV Mohandas Pai, Past President, AIMA and Chairman Manipal Global Education Services was the session chair.

Mr RC Bhargava, Chairman of Maruti Suzuki India Ltd addressed a session on 25th November 2020 on 'Management System and Competitiveness in India'. The thirty-fourth session was held on 8th December



*Harsh Shringla*



*Harsh Pati Singhania*

moderated by Mr Harsh Pati Singhania, President, AIMA and Vice Chairman & Managing Director, JK Paper Ltd. Ms Rekha Sethi, Director General, AIMA introduced the speaker.

The 31st LeaderSpeak session was held on 27th October 2020 on the theme 'Leadership in a time of pandemic: Managing risks and opportunities' with Mr T V Narendran, CEO & Managing Director, Tata Steel Ltd.

2020 with Mr Sunil Kant Munjal, Chairman, Hero Enterprise and Past President, AIMA. Mr Sunil Kant Munjal talked about his first book 'The Making of Hero'.

A session on 'Race for Immunity: Delivering Covid Vaccine to All' was conducted on 15th December 2020 with Ms Preetha Reddy, Vice Chairman, Apollo Hospitals; Ms Shobana Kamineni, Executive Vice-Chairperson, Apollo Hospitals Group and Mr Puansh





Kamineni, Executive Director, Keimed Private Limited.

On 18th December 2020, a session on 'State of the Economy Post Covid' was organised with Mr Shekhar Gupta, Founder & Editor-in-Chief, Printline Media Private Limited. Mr Anant Maheshwari, President,

Solidarity and Discipline' was held on 9th February 2021 with Lt Gen Alok Kler, PVSM, VSM, General Officer Commanding-In-Chief, South Western Command.

Another session was organised on 25th February 2021 with Mr D Shivakumar, Group Executive President, Corporate Strategy & Business Development, Aditya Birla Management Corporation. Ms Aarti Kelshikar, Intercultural Consultant and Author of 'How India Works: Making Sense of a Complex Corporate Culture' was the session chair. The



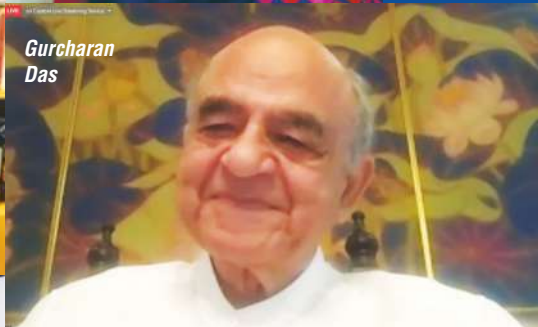
*Arun Maira*



*Preetha Reddy*



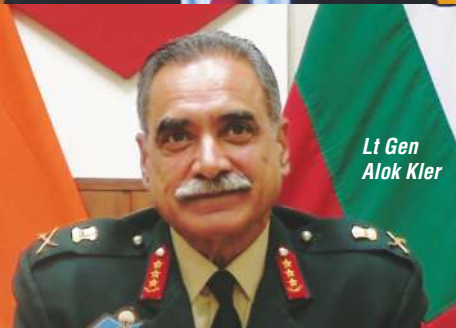
*Claude Smadja*



*Gurcharan Das*



*Sam Pitroda*



*Lt Gen Alok Kler*



*T V Narendran*



*Sunil Kant Munjal*

Microsoft Corporation India Pvt Ltd addressed the thirty seventh LeaderSpeak Session on 'Skilling for the digital future' on 28th January 2021.

The thirty-eighth LeaderSpeak session on the theme 'Military Model of Leadership: Winning with Strategy,

theme of the session was based on the book written by Mr D Shivakumar 'The Right Choice –

Resolving 10 career dilemmas for extraordinary success'.

The fortieth LeaderSpeak session on the theme 'Global Business and Economic Outlook: The Implications for India' was held on 12th March 2021 with Mr Claude

Smadja, President, Smadja & Smadja Strategic Advisory, Switzerland and Former Managing Director of World Economic Forum-WEF. Dr Sam Pitroda - telecom inventor, entrepreneur, development thinker, and policymaker and author addressed the 41st LeaderSpeak session on 4th May 2021. He shared his thoughts on his new book *Redesign The World – A*



**Rakesh Mohan**



**Mrityunjay  
B Athreya**

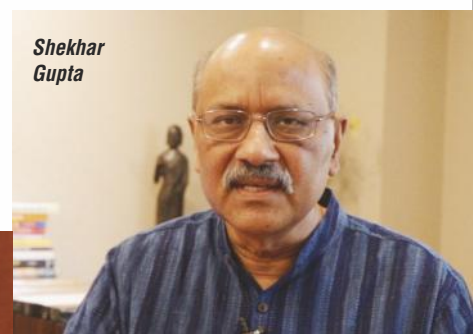


**RC Bhargava**

Global Call to Action'. The session was moderated by Mr Harsh Pati Singhania, President, AIMA and Vice Chairman & Managing Director, JK Paper Ltd.

A session on 'Setting Right the Topsy - Turvy Covid World' was organised with Mr Arun Maira, Former

Member of the Planning Commission and Former India Chairman of Boston Consulting on 11th May 2021. Mr Maira discussed his new book 'A Billion Fireflies: Critical Conversations in a post-Covid World'. Another LeaderSpeak session was held with Mr Gurcharan Das – Former CEO of Procter & Gamble India, Author and Management Guru on 2nd June 2021. The theme of the session was 'Making a Life vs Making a Living'.



**Shekhar  
Gupta**



**Shrinivas  
Dempo**



**Saurabh  
Mukherjea**



**Gagandeep  
Kang**



**Keki Mistry**

The forty-fourth LeaderSpeak Session was held on 10th June 2021 with Dr Rakesh Mohan, Former Deputy Governor of the Reserve Bank of India, and Chief Economic Adviser and Secretary, Economic Affairs, Govt of India on 'Rebuilding economic recovery after the second Covid shock.'

Another session on 'Imperatives for Strategic





Leadership' was conducted on 7th July 2021 with Lt Gen AK Singh, PVSM, AVSM, SM, VSM (Retd), Former Lieutenant Governor of Andaman & Nicobar Islands and Former Commander in Chief of Southern Command of Indian Army. The session was moderated by Mr Shrinivas Dempo, Vice President, AIMA and Chairman, Dempo Group of Companies.

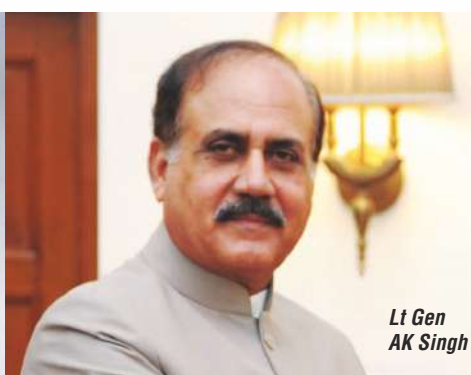
'The China Challenge to Indian Management' was the theme of session held on 13th July 2021 with

Trust Research Laboratory, Christian Medical College, Vellore. The session was moderated by Mr Sunil Kant Munjal, Past President, AIMA and Chairman, Hero Enterprise.

A session with Mr H V Shringla, Foreign Secretary, Government of India was organised on 19th August



*Shobana  
Kamineni*



*Lt Gen  
AK Singh*



*Puansh  
Kamineni*

*Aarti  
Kelshikar*



*TV Mohandas Pai*



*Anant  
Maheshwari*



*D Shivakumar*

Dr Mrityunjay B Athreya, Indian author, Educationist and Management and Mr Harsh Pati Singhania, President, AIMA was the session moderator.

The forty-seventh LeaderSpeak session was conducted on 5th August 2021 on the theme 'Measuring what matters in Public Health and Pandemics' with Dr Gagandeep Kang (FRS) – Professor, The Wellcome

2021. The theme of the session was, 'Post-vaccine world order: Dismantling Barriers to Global Business and Travel', and the programme was moderated by Mr Harsh Pati Singhania, President, AIMA and Vice Chairman & Managing Director, J K Paper Ltd.

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



## Special Sessions



*From Top (L-R): Ameya Prabhu, a Writer and Financial Services Entrepreneur, Founder and Managing Director, NAFA Capital and Partner, UAP Advisors; R Gopalakrishnan, Corporate Advisor, The Mindworks, Former Director of Tata Sons; RA Mashelkar, Former Director General, Council of Scientific and Industrial Research; Ganesh Natarajan, Chairman - 5F World; Ajit Keshav Ranade, President and Chief Economist, Aditya Birla Group; Vijay Kelkar, Indian Economist and Academician; P Dwarakanath, Former Chairman, GSK Consumer Healthcare Ltd; Ajay Shah, Research Professor of Business, Jindal Global University; Suresh Rao, Faculty, S P Jain Institute of Management; Gautam Bambawale, Former Indian Ambassador to China and Pakistan; Vidyut Lata Dhir, Faculty, S P Jain Institute of Management; Pranjal Sharma, Author, Economic Analyst and Columnist and Tulsi Jayakumar, Faculty, S P Jain Institute of Management*

AIMA organised a special session with Mr Ameya Prabhu, a Writer and Financial Services Entrepreneur, Founder and Managing Director of NAFA Capital and a Partner in UAP Advisors, on his book 'The Rock Babas

and Other Stories' on 15th January 2021. Mr Pranjal Sharma, Author, Economic Analyst and Columnist was the session chair. Ms Rekha Sethi, Director General, AIMA briefly shared her views on the book and



introduced the speaker and session chair. Mr Ameya Prabhu shared how The Rock Babas and Other Stories was a map of human fragilities and resilience. He shared how the challenges that life throws up on people makes them rise to the occasion and overcome them.

Another special session on Shapers of Business Institutions with Mr R Gopalakrishnan, Corporate Advisor, The Mindworks, Former Director of Tata Sons, Past President, AIMA was held on 25th March 2021. The session was chaired by Mr P Dwarakanath, Former Chairman, GSK Consumer Healthcare Ltd. Ms Rekha Sethi, Director General, AIMA delivered the welcome address and announced the virtual release of the book. The session was based on the books authored by Mr R Gopalakrishnan along with Faculty Members of S P Jain Institute of Management Research – Dr Vidyut Lata Dhir, Mr M Suresh Rao and Prof Tulsi Jayakumar. This was a series of six volumes of his new book 'Shapers of Business Institutions'. The first three books in this series were released in March 2020 and the second set of books included How Deepak Parekh Grew HDFC Group Exponentially; How Harsh Mariwala 'Groomed' Marico and How Uday Kotak Built A Valuable Indian Bank.

AIMA conducted a special session on the theme 'Strategic Patience - How India can rise to the China challenge' on 5th April 2021. The session was chaired by Dr Ganesh Natarajan, Chairman - 5F World. Mr Gautam Bambawale, Former Indian Ambassador to China and Pakistan; Dr Ajit Keshav Ranade, President and Chief Economist - Aditya Birla Group; Dr Ajay Shah, Research Professor of Business - Jindal Global University were the other panelists. Dr RA Mashelkar, Former Director General, Council of Scientific and Industrial Research and Dr Vijay Kelkar, Indian Economist and Academician also joined the session. Ms Rekha Sethi, Director General, AIMA welcomed and introduced the speakers. The session discussed how through the incidents over the last one year, China has tried to threaten India's territorial and security interest. There was a strong belief amongst the panelists that relations between India and China have changed drastically, which may not be reversible.

## BusinessUnusual Series



*From Top (L-R): TV Mohandas Pai, Chairman, Manipal Global Education Services; Harsh Pati Singhania, President, AIMA & Vice Chairman & Managing Director, JK Paper Ltd; Sunil Kant Munjal, Chairman, Hero Enterprise; RA Mashelkar, Former Director General, Council of Scientific and Industrial Research; D Shivakumar, Group Executive President, Corporate Strategy and Business Development, Aditya Birla Group; Francisco Veloso, Dean, Imperial College Business School; Arun Kumar, Chairman & CEO, KPMG India; Suresh Narayanan, Chairman and Managing Director, Nestle India; Sister Shivani, Spiritual & Motivational Teacher and R Gopalakrishnan, Author & Corporate Advisor, The Mind Works and Former Director, Tata Sons*

In continuation of its endeavour to help build management capability in these difficult times, AIMA set up the 2nd and 3rd Series of BusinessUnusual Programmes. The AIMA BusinessUnusual Series is a set of one day online programmes, aimed at preparing enterprises to get back to business quickly in the post lockdown phase. The series focused on providing guidance from experts to help enterprises realign their business models as per the new normal.

The first programme under the 2nd Series was conducted on the theme of 'Agile Innovation: Surviving

Shocks and Shaping the Future' on 11th December 2020. The speakers who addressed the delegates included Dr RA Mashelkar, Former Director General, Council of Scientific and Industrial Research; Mr TV Mohandas Pai, Chairman, Manipal Global Education Services; Prof Francisco Veloso, Dean, Imperial College Business School; Mr Patu Keswani, Chairman and Managing Director, Lemon Tree Hotels Limited; Mr Soma Velayutham, Head of Industry Business Development and AI Deep Learning, NVIDIA.

The second programme under the series was held on





16th December 2020 on the theme 'Adaptive Strategy Winning by Changing'. The speakers at the programme included Mr Soma Velayutham, Head of Industry Business Development and AI Deep Learning, NVIDIA; Prof Pulak Ghosh, IIMB Chair of Excellence, Professor – Decision Sciences, Indian Institute of Management, Bangalore; Mr Harsh Pati Singhanian, President, AIMA & Vice Chairman & Managing Director, JK Paper Ltd; Mr R Gopalakrishnan, Author & Corporate Advisor, The Mind Works and Former Director, Tata Sons; Mr Pramod Bhasin, Founder, Genpact and Chairman, Clix Capital and Mr Akshay Bhalla, Office Managing Partner – North, KPMG in India.

AIMA organised the third programme under the 2nd BusinessUnusual Series on 15th January 2021 on the theme 'The Great Reset - Leadership in a Transformed World'. The programme focused on the need of reimagining the leadership in the changed business scenario. Mr Sunil Kant Munjal, Chairman, Hero Enterprise chaired the programme which was addressed by Brahmakumari Sister Shivani, Spiritual & Motivational Teacher; Mr Arun Kumar, Chairman & CEO, KPMG India; Ms Meagan Fallone, Founder Step Up Advisers Ltd and Board of Director & Former CEO, Barefoot College International; Mr Sanjiv Bikhchandani, Founder & Executive Vice Chairman, Info Edge and Mr Pranjal Sharma, Economic Analyst, Advisor and Writer & Author-India Automated.

'Instant Karma - Marketing at the speed of Byte' was the theme of the next programme held on 6th February 2021. The programme was curated and anchored by Mr Devendra Chawla, CEO & MD, Spencer's Retail Ltd. Mr Suresh Narayanan, Chairman and Managing Director, Nestle India; Mr D Shivakumar, Group Executive President, Corporate Strategy and Business Development, Aditya Birla Group; Mr Mithun Sundar, Chief Executive Officer, Lendingkart; Mr Bhaskar Ramesh, Director, Technology, FMCG, Auto, Media & Entertainment, Google India were the other speakers. The programme focused on the new branding opportunities and the related increased risk that digital and social media have created.



From Top (L-R): Pramod Bhasin, Founder, Genpact and Chairman, Clix Capital; Sanjiv Bikhchandani, Founder & Executive Vice Chairman, Info Edge; R Mukundan, Managing Director and CEO, Tata Chemicals; Akshay Bhalla, Office Managing Partner North, KPMG in India; SY Siddiqui, Chairman, AIMA Core Committee on HR and Executive Advisor, Maruti Suzuki India Ltd; Sudhakar Ambati, HR Advisor and Head -CSR, Dabur India Limited; P Dwarkanath, Former Chairman, GSK Consumer Healthcare Ltd and Pulak Ghosh, IIMB Chair of Excellence, Professor, Decision Sciences, Indian Institute of Management, Bangalore



*From Top (L-R): Rajeev Varman, CEO, Burger King India; Devendra Chawla, CEO & MD, Spencer's Retail Ltd; Manu Wadhwa, Chief Human Resources Officer, Sony Pictures Networks India; Patu Keswani, Chairman and Managing Director, Lemon Tree Hotels Limited; Sharad Sharma, Co-Founder iSPIRT Foundation; Rekha Sethi, Director General, AIMA; Alok Kirloskar, Managing Director, SPP Pumps Limited and Bhaskar Ramesh, Director, Technology, FMCG, Auto, Media & Entertainment, Google India*

On 27th February 2021, the fifth programme on 'Disruptive Technologies and Industry 4.0' was organised. The programme focused on the need for technology in various business processes to achieve greater productivity and high accuracy. The speakers who addressed the delegates included Mr R Mukundan, Managing Director and CEO, Tata Chemicals; Mr Sharad Sharma, Co-Founder iSPIRT Foundation; Mr Alok Kirloskar, Managing Director, SPP Pumps Limited; Mr Anil Bhasin, Managing Director, India & South Asia, UiPath; Mr Krishnan Chatterjee, Chief Customer Officer and Head of Marketing, Indian Subcontinent, SAP. The programme was curated and moderated by Mr Pranjal Sharma, Economic Analyst, Advisor and Writer & Author India Automated.

On 14th August 2021, the first programme under the 3rd BusinessUnusual Series was conducted on the theme 'A Scared New World Corporate Strategy for Radical Uncertainty'. Mr D Shivakumar, Group Executive President, Corporate Strategy & BD, The Aditya Birla Group was the Programme Chairman and he shared his thoughts on Strategy reboot: Consolidation and growth after Covid 2. Mr Rajeev Varman, CEO, Burger King India; Mr Vineet Agarwal, Managing Director, Transport Corporation of India Ltd; Mr Vikram Bhalla, Managing Director & Senior Partner, The Boston Consulting Group and Mr Satyaki Ghosh, CEO, Domestic Textiles, The Aditya Birla Group were the other speakers of the programme.

The second programme in the series was held on 21st August 2021. The theme of the programme was 'HR with a Heart Rebuilding Lives and Morale'. The programme was chaired by Mr SV Nathan Partner & Chief Talent Officer, Deloitte India. Some of the other speakers included Mr SY Siddiqui, Chairman, AIMA Core Committee on HR and Executive Advisor, Maruti Suzuki India Ltd; Mr R Mukundan, Managing Director & CEO, Tata Chemicals; Ms Gangapriya Chakraverti, Director, Human Resources, Ford Motor Company-Global Business Services; Mr Sudhakar Ambati, HR Advisor and Head -CSR, Dabur India Limited; Mr V K Singh,





Director (Personnel)- Power Grid Corporation of India Limited; Ms Madhvi Lall, Managing Director & Head HR, Deutsche Bank India; Ms Manu Wadhwa, Chief Human Resources Officer, Sony Pictures Networks India; Mr Srinivas Vudumula, Chief People Officer, Bharat Financials Inclusions Limited; Ms Richa Singh, Co-Founder, YourDOST; Dr Darell Demello, Independent Consultant; Ms Shalini Lal, Co-founder, Unqbe; Ms Vishpala Reddy, Head HR, Indian Sub-continent, Philips; Dr Arvind Kumar, Chairman, Institute of Chest Surgery- Chest Onco & Lung Transplantation, Medanta, Gurugram and Mr P Dwarkanath, Former Chairman, GSK Consumer Healthcare Ltd.

The third programme in the series was organised on the theme 'Winning in Digital Accelerated World' on 28th August 2021. Ms Anusha Shetty, Chairperson & Group CEO – Grey & AutumnGrey was the programme chairperson and she shared her views on eCommerce Trends and Essentials. Ms Preeti Reddy, Chairperson South Asia, Kantar Insights; Mr Niraj Ruparel, Head Voice Practice, WPP India; Ms Meera Iyer, Business Unit Head, Dr Vaidya's (RPSG Group) and Mr Nitin Seth, Chief Executive Officer, Incedo were the other speakers of the programme.

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



*From Top (L-R): Mithun Sundar, Chief Executive Officer, Lendingkart; Anusha Shetty, Chairperson & Group CEO – Grey & AutumnGrey; Pranjal Sharma, Economic Analyst, Advisor and Writer & Author-India Automated; SV Nathan, Partner & Chief Talent Officer, Deloitte India; Vikram Bhalla, Managing Director & Senior Partner, The Boston Consulting Group; Satyaki Ghosh, CEO, Domestic Textiles, The Aditya Birla Group; Gangapriya Chakraverti, Director, Human Resources, Ford Motor Company-Global Business Services; Vishpala Reddy, Head HR, Indian Sub-continent, Philips; V K Singh, Director (Personnel)- Power Grid Corporation, of India Limited and Soma Velayutham, Head of Industry Business Development and AI Deep Learning, NVIDIA*





*From Top (L-R): Anil Bhasin, Managing Director, India & South Asia, UiPath; Meagan Fallone, Founder Step Up Advisers Ltd and Board of Director & Former CEO, Barefoot College International; Krishnan Chatterjee, Chief Customer Officer and Head of Marketing, Indian Subcontinent, SAP; Richa Singh, Co-Founder, YourDOST; Srinivas Vudumula, Chief People Officer, Bharat Financials Inclusions Limited; Shalini Lal, Co-founder, Unqbe; Darell Demello, Independent Consultant; Arvind Kumar, Chairman, Institute of Chest Surgery- Chest Onco & Lung Transplantation, Medanta, Gurugram; Preeti Reddy, Chairperson South Asia, Kantar Insights; Niraj Ruparel, Head Voice Practice, WPP India; Nitin Seth, Chief Executive Officer, Incendo and Meera Iyer, Business Unit Head, Dr Vaidya's (RPSG Group)*



NEW

## MasterClass Series

AIMA launched a new 'MasterClass Series', a set of e-training programmes with an aim to equip senior executives and professionals to tackle the emerging business scenario post Covid.

The first MasterClass on 'Risk Management De-Risking Strategy to Deal with the Post Covid New Normal' was held on 5th September 2020. The speakers included Mr Richard Evans, Former Chief Risk Officer of all of Citibank's Global Corporate and Institutional Businesses; Mr Sandeep Baldava, Partner & Leader (West Region), Forensic & Integrity Services; Mr Ashok Kumar, Head Supply Chain (Replenishment), Britannia Industries Limited; Ms Ritu Chawla Kochhar, Consultant with Spencer Stuart and Mr Subhashis Nath, Senior Global Partner and Executive Director, Genpact Enterprise Risk Consulting. The class highlighted the key legal and commercial risks for global businesses to consider and the impact of the virus on their business, staff and supply chains.

'Driving Digital Transformation - A Winning Strategy?'

was the theme of the next MasterClass held on 17th October 2020 with distinguished business leaders including Mr Subhashis Nath, Senior Global Partner and Executive Director, Genpact Enterprise Risk Consulting; Mr Afzal Modak, Independent Advisor & Investor in Emerging Market Companies; Former Global Transition Leader for GE Global Operations; Mr Shantanu Ghosh, Former Global Business Leader - Enterprise Solutions, Genpact and Mr Harry Dhaliwal, Finance Transformation Head at AIG, Former Finance Leader, Global Operations and Financial Transformation Leader at General Electric.

On 21st November 2020, a programme was held on 'New Age Leadership', curated by Mr Rajiv Bhaduria, Founder & Managing Partner, Ebullient Consultancy and addressed by Mr D Shivakumar, Group Executive President, Corporate Strategy & Business Development, The Aditya Birla Group. This MasterClass was coupled with a Business Simulation workshop to help participants hone their strategic decision-making skills. Each of these classes were attended by around 30 participants from diverse industries.



From Top (L-R): D Shivakumar, Group Executive President, Corporate Strategy & Business Development, The Aditya Birla Group; Rajiv Bhaduria, Founder & Managing Partner, Ebullient Consultancy; Subhashis Nath, Sr Global Partner and Executive Director, Genpact Enterprise Risk Consulting; Ashok Kumar, Head Supply Chain, Britannia Industries Ltd; Shantanu Ghosh, Former Global Business Leader - Enterprise Solutions, Genpact; Harry Dhaliwal, Finance Transformation Head, AIG; Richard Evans, Former CRO, Citibank's Global Corporate and Institutional Businesses; Ritu Chawla Kochhar, Consultant, Spencer Stuart; Afzal Modak, Independent Advisor & Investor, Emerging Market Companies and Sandeep Baldava, Partner & Leader (West Region), Forensic & Integrity Services



**NEW**

## New Age Leadership Workshop

AIMA organised a workshop on 'New Age Leadership' on 3rd July 2021 to highlight the changing demands on leaders and equip them with the necessary tools and knowhow. Today's leadership needs to thrive through 21st century's technological disruption & market turbulence. Leadership has been forced to recalibrate, reimagine and redefine mind-sets and business paradigms. The workshop helped participants explore and understand the rhythm and swings of the new normal, while learning to move from the old world of 'probability' to that of 'possibilities'. It focused on the necessity to move from an 'ego-centric' world view to 'eco-centricity', and appreciate the need to not only linearly change, but to holistically transform beliefs and behaviour, and learn about the development principles and anchors of the future skills and competencies.

Mr Rajeev Bhaduria, Founder & Managing Partner, Ebullient Consultancy; Mr Gurdeep Singh, Chairman and Managing Director, NTPC and Mr R Gopalakrishnan, Author & Corporate Advisor, CEO, The Mindworks and Former Director, Tata Sons were the speakers of the workshop. The programme focused on the leadership skills required in the midst of technological disruption & market turbulence. The programme was coupled with a Business Simulation Workshop for delegates to give them hands-on experience in critical decision making.

Around 70 delegates from diverse industries from across the country including PSUs, Information Technology, Consulting, Power, Manufacturing, Building & Construction and Education participated in the programme. The workshop was very well received by the participants.



*From Top: R Gopalakrishnan, Author & Corporate Advisor, CEO, The Mindworks and Former Director, Tata Sons; Rajeev Bhaduria, Founder & Managing Partner, Ebullient Consultancy and Gurdeep Singh, Chairman and Managing Director, NTPC*





## AIMA Young Leaders Council Sessions



From Top (L-R): Kartik Sharma, Director, Agnitio and YLC Chairman; Bindu Subramaniam, Founder, SaPa in School and YLC Vice-Chairman; Ambi M G Parameswaran, Independent Brand Strategist and Founder, Brand Building.com; Anusha Shetty, Chairperson and Group CEO, Grey Group; Syna Dehnugara, CBO LetsVenture & Features Editor, CNBC TV18; Tarun Katial, Ex CEO, Zee 5 and Co-Founder & Investor, Serendipity Media Technology Pte; Anubhav Nath, Director, Ojas Arts; Sanjoy Roy, Managing Director, Teamwork Arts; Laeeq Ali, Co, Founder and Chief Brand Architect, Bloombox Brand Engineers; Amol Sahdev, Classical singer & Jungle Book theme song singer; Ambi Subramaniam, Co, Founder SaPa in Schools; Alok Kejriwal, CEO & Co-Founder, Games2win; Harpreet Singh Grover, Entrepreneur Residence, OneBanc Technologies & Co-Founder, CoCubes.com; Vibhore Goyal, Founder, OneBanc Co & Founder, CoCubes; Swami Mukundananda Ji, Global spiritual leader, Authority on mind management and IIT and IIM alumnus

A session on 'Art Matters and is Reflected in Every Aspect of Our Lives' was held on 16th October 2020 with Mr Sanjoy Roy, Managing Director, Teamwork Arts; Ms Bindu Subramaniam, Founder SaPa in School, YLC Bengaluru Chapter Chair and Mr Anubhav Nath, Director, Ojas Arts and YLC member as Co-Chair.

A session on 'Bouncing Back from Rejection: Coming Back from Setback' was held on 23rd October 2020 with Mr Ambi M G Parameswaran, Independent Brand Strategist and Founder, Brand, Building.com and Ms Anusha Shetty, Chairperson and Group CEO, Grey Group. The session was moderated by Mr Laeeq Ali,

Co-Founder and Chief Brand Architect, Bloombox Brand Engineers and YLC Member.

'Changing Dynamic for Artists online' session was held on 30th October 2020 with Mr Amol Sahdev, YLC member, Classical singer, Jungle Book theme song singer and Mr Ambi Subramaniam, Co-Founder SaPa in Schools and YLC member. The session was moderated by Ms Bindu Subramaniam.

A session on 'Spiritual and Capitalist Businesspreneur' was held on 6th November 2020 with Mr Alok Kejriwal, CEO and Co-Founder, Games2win. Ms Syna Dehnugara, CBO LetsVenture, Features Editor CNBC, TV18, Co-



*From Top (L-R): Priyanka Behrani, Associate Professor, School of Business and Law, Navrachana University; Ashish Pant, Psychotherapist, Dream Worker, facilitator, OD consultant, and Co-founder, Pathways to Self; Sri M, Spiritual Teacher, Author, Social Reformer, Educationalist and Global Speaker; Parthasarathi Trivedi, CEO & Co-Founder, Skylo Technologies; Rajeev Peshawaria, President, Leadership Energy Consulting, Singapore; Vikram Bapat, Leadership Energy Consulting; Aprameya Radhakrishna, Co-Founder and CEO, Koo & Founder and Director, TaxiForSure; Vishal Krishna, Business Editor, YourStory; Shanti Mohan, Co-Founder and CEO, LetsVenture and Hari Balasubramanian, Angel Investor and Mentor*

Author of *Young Turks*, YLC Co-Chair Tech Startup was the moderator of the session.

A session on 'Lessons and Learning's: Building and Selling a Company' on 20th November 2020 was addressed by Mr Harpreet Singh Grover, Entrepreneur in Residence OneBanc Technologies, Co-Founder, CoCubes.com, Founder, Be prepared.in and Mr Vibhore Goyal, Founder, OneBanc Co-Founder, CoCubes (sold to Aon) and Co-Founder at Babajobs (sold to Quikr).

'The Science of Mind Management' was the theme for the session on 11th December 2020 with Swami Mukundananda Ji, Global spiritual leader, Authority on mind management and IIT and IIM alumnus. The session was moderated by Mr Kartik Sharma, Director, Agnitio and YLC Events Chair.

A session on 'Stress, Anxiety, and Depression, Current Mental Issues; Preparing for a healthier tomorrow!' was held on 8th January 2021 with Dr Priyanka Behrani, Associate Professor, School of Business and Law, Navrachana University; Dr Nivedita Srivastava, Founder and Business Psychologist, 9LINKS, The Assessment Company; Mr Ashish Pant, Psychotherapist, Dream Worker, facilitator, OD consultant, and Co-founder at Pathways to Self. The session was moderated by Mr Kartik Sharma.

A session with Sri M, Spiritual Teacher, Author, Social Reformer, Educationalist and Global Speaker was held on 22nd January 2021 on the topic 'Yoga and Mental Well Being' and Mr Kartik Sharma was the session moderator. Another special session on the theme 'No Blind Spots: IoT by Sky' with Mr Parthasarathi Trivedi, CEO and Co-Founder at Skylo Technologies was held on 5th February 2021.

'Open Source Leadership, When There is No More Business as Usual' was the theme on 19th March 2021 with Mr Rajeev Peshawaria, President, Leadership Energy Consulting, Singapore. The session moderator was Mr Vikram Bapat, Leadership Energy Consulting & YLC Mentor.

A session on 'Why Indians should find Their Voice on an India Social Media Platform' was held on 9th April 2021 with Mr Aprameya Radhakrishna, Co-Founder and CEO



at Koo, Founder and Director at TaxiForSure and moderated by Mr Vishal Krishna, Business Editor, YourStory.

'How to Get Started as an Angel Investor' session was held on 7th May 2021 with Ms Shanti Mohan, Co-Founder and CEO, LetsVenture and Mr Hari Balasubramanian, Angel Investor and Mentor and moderated by Mr Kartik Sharma.

'The Tech Revolution of the Used, Car Market and Shared Mobility' session was held on 4th June 2021 with speakers Mr Vikram Chopra, Co-Founder and CEO, CARS24 and Mr Nikhil Kant, Global Social Lead Mobility at Uber.

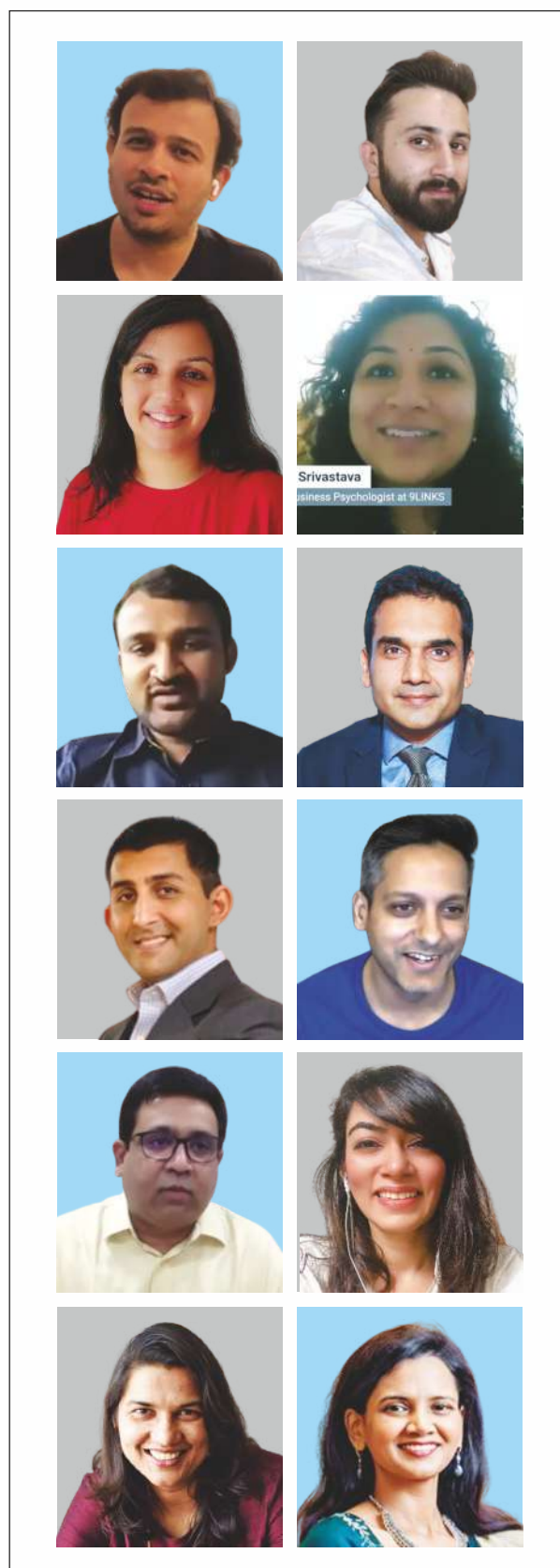
A session on 'Reimagining Learning in Online Environment' on 25th June 2021 was addressed by Ms Gunjan Lalchandani, Head, Strategy, and Growth, Hero Vired; Dr Nivedita Srivastava, Founder and CEO 9LINKS, Employability Skill; Mr Shriyans Bhandari, Director, Greensole and Heritage Girls School Udaipur.

Another session on the theme 'Reimagining Digital Healthcare' was conducted on 9th July 2021 with speakers Mr Amit Mookim, Managing Director, IQVIA South Asia and Dr Marcus Ranney, Founder and CEO, Human Edge. Ms Tanya Singh - YLC Member was the moderator of the session.

'New Frontier for Media Tech: Landscape & Opportunities' was the theme of the 30th July 2021 programme. Mr Vivek Jain, Head Market Partnerships APAC at Stripe, Ex COOTimes Internet; Mr Vinit Karnik, Business Head at ESP Properties; Mr Tarun Katial – Ex CEO Zee 5, Co-Founder & Investor at Serendipity Media Technology Pte were the speaker of the session and Ms Syna Dehnugara – CBO LetsVenture & YLC Co-Chair Tech Startup was moderator.

Ms Lavanya Nalli, Vice Chairman, Nalli Silk Sarees Pvt Ltd and Ms Suman Mishra, CEO, Mahindra Electric were the speakers of the session on 'Future of Women Leadership – Challenges & Navigation' held on 13th August 2021.

All the sessions were very well received by the participants.



*From Top (L-R): Vikram Chopra, Co- Founder and CEO, CARS24; Nikhil Kant, Global Social Lead Mobility, Uber; Gunjan Lalchandani, Head, Strategy, and Growth, Hero Vired; Nivedita Srivastava, Founder and CEO 9LINKS, Employability Skill; Shriyans Bhandari, Director, Greensole & Heritage Girls School Udaipur; Amit Mookim, Managing Director, IQVIA South Asia; Marcus Ranney, Founder and CEO, Human Edge; Vivek Jain, Head Market Partnerships APAC Stripe, Ex COO, Times Internet; Vinit Karnik, Business Head, ESP Properties; Tanya Singh, Founder, iDevi; Suman Mishra, CEO, Mahindra Electric and Lavanya Nalli, Vice Chairman, Nalli Silk Sarees Pvt Ltd*



# Business Simulation



## 24th National Student Management Games

The 24th Student Management Games (SMG) popularly known as 'Chanakya' is a National Competition for B-schools, organised by All India Management Association. AIMA has been conducting this competition for the last 23 years in the country. This year the 24th SMG 2021 competition was held online across 4 regions in West, South, East, and North and the National Finals were held on 3rd April 2021.

'Chanakya' is a computer-based simulated game that sensitises and strengthens business acumen in students where participants are handed over a hypothetical company to run. A team of 4 students form a company and run it in a virtual environment created by 'Chanakya.' This year more than 150 teams participated in the competition and Pacific Institute of Management,

Udaipur bagged all the top 3 positions i.e National Champion, National Runner Up and National Runner Up II.

## Corporate Management Olympiad

AIMA organised its 3rd Corporate Management Olympiad online between 9th-11th March 2021. The goal of the Corporate Olympiad was to create a platform for managers to exchange thoughts, ideas and skills in a spirit of healthy competition, where individuals and corporates are recognised and feted for their competencies & achievements, and encouraged to compete for corporate glory.

200 teams from both PSU and Private sector competed over various rounds of Case Study, Business Modelling, Quiz and Business Simulation Competitions. Companies



like Galaxy Surfactants, Tata Steel, HPCL, NTPC, NSPCL, SAIL, GAIL, NLC, Cholayil, EIL, ONGC, PowerGrid, Pepe Jeans, V Gaurd, IOCL, L&T Heavy infrastructure and many others participated in the Olympiad. The team from Indian Oil Corporation emerged as the champions. Ms Anju Susan Alex of V Guard and Mr Deepak Taneja of Indian Oil Corporation won the Ms & Mr Olympiad titles respectively. The programme was very well received by the participants.

### **Young Managers Simulation Championship**

The 4th edition of the online Young Managers Simulation Championship was successfully conducted on 15th December 2020. The competition witnessed a participation of over 60 teams from all over India comprising of both private and PSU companies. Young Managers Simulation Championship (YMS) provides an excellent opportunity for the current generation to familiarise themselves with business management concepts and manage business in a simulated environment. The participants are sensitised to acquaint themselves with the challenges faced by the top leaders, decision-makers, administrators as functional heads and tackle these by forming business plans and making strategic decisions.

This year NTPC emerged as the National Champion and also secured the Runners Up II position. Maruti Suzuki was declared as Runners Up. The Champion team gets a wild card entry in the National Management Games (NMG 2021).

### **Open House Workshops in Business Simulation (e-MDP)**

AIMA has launched a new series of Management Development Programme called 'Simulation-based Business Acumen Workshop'. The first online workshop in the series was held in the month of February 2021. After receiving appreciation from all the participants and corporates it is being now conducted every month. The workshop mainly focused on recreating a real life business environment in a virtual game. It provides a

risk-free, learning environment where innovation and creativity can be applied in a real-world setting to build competencies and strengthen critical thinking skills. Organisations like Gujarat Sidhee Cement Limited, QuEST Global Services Pte. Ltd, Nifco India Pvt Ltd, NLC India Ltd, Tata Steel Long Products Limited, BSCPL Infrastructure Limited, College of Engineering Pune, Indian Oil Corporation Limited, XIME, Bangalore, TCI Group, Tata Motors and Shipping Corporation of India have participated in these MDPs so far.

### **National Management Games 2021**

The NMG-2021 saw a participation of 100+ teams across the country. This year all regional rounds, including the grande finale were conducted online. The Western regional round was held between 06-08 July; Eastern regional round on 27- 29 July; Southern regional round on 10-12 August and Northern round on 13-20 August 2021. The online National Finale was held on 21st August 2021.

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

In view of the current situation of Covid-19, AIMA has come up with a concept of Virtual Internship of management students through AIMA BizLab. The main objective is to provide a practical experience of management to the students from the safety of their homes. 1000+ students have applied and benefited from this unique initiative.

### **Business Simulation Programme – Corporate**

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

# Management Quiz & Competitions



## **National Competition for Managers 2021**

AIMA conducted its 5th National Competition for Managers on the theme 'Organisation in the New Normal: Redefining Purpose, Orientation & Action'. The Regional rounds were held online at four regions, West, South, North and East and the Grand Finale was held on 3rd February 2021. The Grand Finale was judged by Mr Rajeev Kapoor, Executive Director & CEO, UNO Minda; Mr C K Tiwari, Executive Director, Indian Oil Corporation Ltd; Mr Rajdeep Sehrawat, Director, Deloitte India and Mr S P S Jaggi, Former Director, Shipping Corporation of India. TCIL emerged as the Champions team, V-Guard and Larsen & Toubro were I and II Runners-up team in the Private Category. In the PSU category, BPCL emerged as both Champions and I Runners-up and HPCL was II Runners-up.

## **National Management Quiz**

The 21st edition of AIMA's National Management Quiz was conducted across India virtually. The online regional rounds were held on 23rd November, 26th November, 28th November and 1st December and the Grand Finale

was held on 4th December 2020. This year two new segments HR Quiz and Women Only Quiz were introduced. Aditya Birla Group emerged as National Champions in this year's NMQ. NTPC was the National Runners Up I and IOCL was the National Runners Up II. Oaknorth emerged as National Champions in HR Quiz. Crisil & IOCL was the National Runners Up I & II. POSOCO emerged as National Champions in Women's Only Quiz. SAIL Bokaro was the National Runners Up I and POSOCO was the National Runners Up II. The programme witnessed a participation of over 200 teams from all over India comprising of private, PSU companies and educational institutes.

## **National Competition for Young Managers 2021**

The 47th National Competition for Young Managers was organised on the theme 'Transformation for Continuity Innovative practices for resilient organisations'. This year a new category for PSUs was introduced in the competition. The regional rounds were held online. The virtual Grand Finale is scheduled on 17th September 2021.





# CYBER SOLUTIONS

Remote proctored and online assessments

## Internet based Remote Proctored Tests



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

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

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

AIMA CMS has now extended the services of conducting Remotely Proctored Internet Based Tests to various other clients such as:

- A company in the joint sector with equity participation by Central Government through Ministry of Railways and two State Governments viz. Government of Gujarat and Government of Maharashtra
- Autonomous body under Ministry of Tourism
- Government State University, J&K


**NEW**

# Online Interviews and e-Counselling

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

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

1. Scheduling & Candidate Interface: Issue of online interview call letter, uploading of portfolio/reports by candidates
2. Interview Panel Interface: Online award of marks by interview panel members.
3. Candidate Authentication
4. Online Interview through Digital Platform: Interview panel members' live interaction with authenticated candidate.
5. Results

## Uniqueness of solution

- Conduct of Interviews through multiple panels and

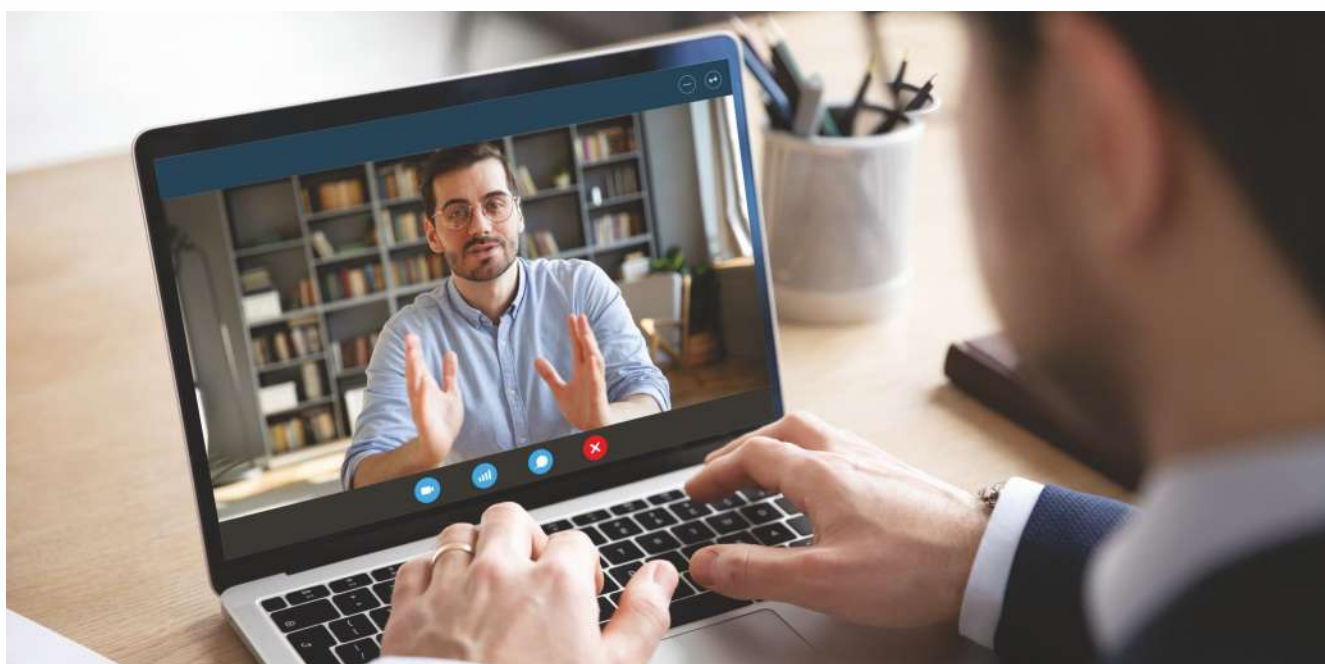
multiple experts in each panel

- Candidate authorisation by Human Proctor
- Award of marks by Panel members, captured online

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

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

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





**NEW**

## Digital Evaluation

AIMA CMS has introduced Digital evaluation system which helps digitisation of the answer sheets and helps automating the workflow of planning, conducting of evaluation process and collating the data for computing various reports, indicators and graphs for measuring the

effectiveness and initiating appropriate process improvements. Technology platform helps in automating the process of valuation of Answer Booklets, thereby minimising the cost, time, effort and human errors in the entire process.

### Step by step process for digital evaluation

Students  
Write Exams



Collection of  
Answer Booklets at  
Centralised Location



Scanning of  
Answer Booklets  
without tearing



Filename as the  
roll number



Mapping of Booklets  
/ Questions to SME's



Uploading of  
SME's information



Masking of Roll  
Number through  
Online System



Quality Check and  
uploaded to server



Online allotment of  
Booklets to SME's



Online Evaluation  
by SME's



Marks exported for  
result processing

## Testing & Assessment Services

### Management Aptitude Test (MAT)

The Management Aptitude Test (MAT) continues to be the flagship service of AIMA Centre for Management Services (CMS). During the academic cycle 2020-21, MAT was administered in September 2020, December 2020, February 2021 and May 2021. Over 600 B-schools considered MAT score as one of the admission parameters. The test continues to be administered both as paper based (PBT) as well as computer based (CBT) in order to cater to the diverse cross section of the society.

Due to Covid-19 pandemic the central and state government issued guidelines and policies in each state regarding social distancing. As an effort towards facilitating candidates, last year CMS introduced 'Remote



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



Proctored Internet Based Test (IBT)'. MAT has been conducted as IBT from 21 November 2020 to 27 December 2020, from 08 March 2021 to 20 March 2021 and 30 May 2021 to 20 June 2021 in multiple days and sessions. In order to help candidates to familiarise themselves with this new mode of testing AIMA also scheduled mock MAT-IBT sessions. During this period IBT was conducted in more than 150 sessions.

### Customised Testing Services

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

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

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

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

AIMA has administered more than 40 projects during the period of report, for which over 350 assessments were developed both in English and bilingual (English-Hindi) formats.

## Credentials and Recognitions

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

Testing and Assessment Services are now upgraded and certified as per ISO 9001 2015 Quality Standards; having validity up to 2021.

### ISO 9001:2015 QUALITY CERTIFIED



### ISO 27001:2013 CERTIFIED



## Spectrum of Services to Client Verticals

### B Schools, Universities

MAT  
UGAT  
RMAT  
AMT  
Admission Tests  
Recruitment Tests

### Ministries

Recruitment Tests  
Skill Assessments  
Content Development

### Corporates

Recruitment Tests  
Content Development  
Skill Assessments  
AMT

### PSUs

Recruitment Tests  
Content Development  
Skill Assessments  
AMT

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

### Recruitment Test

- A company in the joint sector with equity participation by Central Government through Ministry of Railways and two State Governments viz. Government of Gujarat and Government of Maharashtra
- PSUs under Ministry of Defence
- PSUs under Ministry of Steel
- Judicial Bodies
- Joint venture company of Reliance Infrastructure Limited and NTPC Limited

### Admission Test

- Autonomous body under Ministry of Tourism
- Government State University, J&K
- Institution of National Importance, Ministry of Commerce and Industry
- Deemed University under Ministry of Textiles
- Institution established under Department of Industries & Commerce, Government of Punjab





# VIRTUAL KNOWLEDGE

Management Education and Research

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



AIMA held its 26th Convocation online on 8th September 2021. Mr Suresh Narayanan, Chairman and Managing Director, Nestle addressed the Convocation and congratulated AIMA students for receiving their various management degrees, diplomas and certificates. The welcome address was delivered by Mr Harsh Pati Singhania, President, AIMA and Vice Chairman & Managing Director, JK Paper Ltd and Mr Shrinivas V Dempo, Vice President, AIMA and Chairman, Dempo Group of Companies welcomed the chief guest. Mr CK Ranganathan, Sr Vice President, AIMA and Chairman & Managing Director, CavinKare Pvt Ltd gave the vote of thanks and Ms Rekha Sethi, Director General, AIMA delivered the introductory remarks. The report on Centre for Management Education was presented by Dr Bhimaraya Metri, Chairman, Board of Studies and Director, IIM Nagpur.

At the Convocation, 20 candidates were felicitated for being awarded PhD Degree in Business Administration, run by AIMA in partnership with Aligarh Muslim University. AIMA's flagship Post-Graduate Diploma in

Management was presented to 700 students. The Post-Graduate Diploma in IT Management was given to 15 students and 810 students were awarded certificates and diplomas for completing various short and specialised management courses. AIMA also conferred its fellowship to 6 eminent management professionals.



*Suresh Narayanan, Chairman and Managing Director, Nestle*

## Centre for Management Education



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

### **Programmes offered during 2020-21 academic year**

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

Management; Professional Diploma in Public Procurement (PDPP); Certificate Programme on Contractual Dispute Resolution; Certificate Programme in Public Private Partnership; Advanced Certificates in HRM, Finance, Marketing, International Business; Professional Diploma in Digital Marketing; Professional Diploma in Business Analytics; Financial Modelling programme and the PhD degree in Business Administration programme offered in collaboration with Aligarh Muslim University.

### **Faculty Development Programmes and Training Workshops**

A range of virtual trainings were conducted by AIMA over the last one year on topics like Procurement and Project Management, Preventive Vigilance, Government e Marketplace, Contract Management during Emergency situation, Effective People Skills, Presentation Skills, Managerial Effectiveness, Sustainable Habit Development for Leaders, Finance for Non-Finance, Demystifying Statement of Cash Flows, Resilience and



Stress Management, Techniques to be an Ace at Virtual Sales. Two trainings were conducted on the new wage regime exploring 'The Code on Wages, 2019'. After the success of the first, two more trainings were conducted on Mentoring. AIMA also conducted a training programme in collaboration with GAIL India Limited on 'CGD Business: Regulatory, Project Execution and Operational Perspective with Management Skills'.

### **In Company Programmes**

AIMA conducted a number of in-company programmes on various themes. Some of these noteworthy in-company programmes were conducted with Indian Oil Institute of Petroleum Management on the fourth Industrial Revolution and how is it redefining the global business trends, specifically in the energy sector; Train the Trainer programme for 26 internal trainers of Bharat Electronics (BEL); six month training on Data Analytics for the senior management of Central Warehousing Corporation; Train the trainer programme for internal trainers of Thales group and Training on Mentoring for New Mentors for Vaibhav Global Ltd.

### **AIMA - India Case Research Centre**

AIMA ICRC organised the first Case Writing Competition & Conference in association with AICTE and EFMD on 30th – 31st March 2021. ICRC entered in collaboration



with EFMD, Europe's largest network association in the field of management development. AIMA ICRC also signed MOUs with few more IIMs, and other institutions like SDMIND, BMD, OPJU for collaboration of case development and compiling repository of India centric cases. ICRC - AICTE organised two online workshops on case teaching and writing and organised 6 webinars in the various topics related to case teaching, case development, mastering student engagement in online classes, teaching, and developing multimedia cases. ICRC added a new section of learning resources on the ICRC portal, which is a compilation of interviews and talks by prominent academicians on teaching pedagogy. ICRC has 40 cases published in Casepedia, the journal of ICRC and eight Industry best practice cases in its case catalogue.





### Research Project

AIMA has collaborated with Prof Phanish Puranam, Roland Berger Chair Professor of Strategy & Organization Design, INSEAD, Singapore to conduct a survey for a study on 'Human – Artificial Intelligence (AI) Collaborative Decision Making'. AIMA is carrying out a collaborative research project with the National Institute of Education Planning and Administration (NIEPA) on 'Strengthening Industry-Academia Linkages'. As part of the research project, the institutional cases covering all types of Higher Educational Institutions (HEIs) are being developed to be published in the form of an edited book by a leading international publisher and follow up workshop leading to policy briefs on the theme of 'Industry-Academia Linkages'.

### New Initiatives

AIMA introduced new age management courses in the area of 'Strategic Financial Analysis and Business Repositioning' with Prof Sat Parashar, Former Director, IIM Indore and in the area of 'Sustainability Management' with Dr Nayan Mitra, Distinguished Researcher & Founder, Sustainable Advancements as the lead faculty resource. The courses in the areas of 'Waste Management

& Social entrepreneurship'; 'Social Enterprise Management'; 'Corporate Social responsibility'; 'Sustainable Business Management'; 'Cyber Security & Data Privacy'; 'E-Business Management'; 'Digital Transformation and Innovation' and 'Design Thinking' are being finalised with lead faculty from industry and academia.

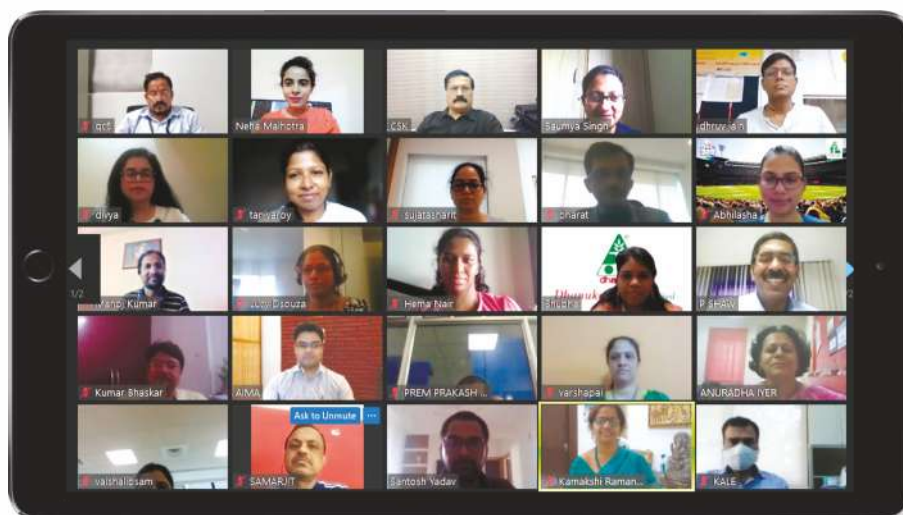
AIMA introduced two courses viz; Post Graduate Certificate in Management (PGCM) in 'Public Accounting' and 'Financial Modelling and Alternative Investments' which are duly approved by All India Council for Technical Education (AICTE). AIMA also introduced an 'Advanced Certificate Programme in Business Consultancy'. AIMA constituted a task force under the chairmanship of Dr Pramath Sinha, Founder and Chairman, Harappa Learning Private Limited to develop a white paper on 'Changing Job Profiles of Management Graduates and Future of Management Education'.

### Consultancy Project

A consultancy project is currently ongoing in partnership with PricewaterhouseCoopers, for the Government of Rajasthan for providing technical support to Procurement Facilitation Cell.



## Online Training Programmes & Workshops



*Participants of Mentoring for New Mentors workshop*

Despite the restrictions put in place after the outbreak of the global pandemic, AIMA continued to reach out to the management and academic fraternity by increasing the reach and scope of its online training programmes and workshops after the outbreak.

### Open Training Programmes

A range of virtual trainings were conducted by AIMA over the last one year on topics like Effective People Skills, Presentation Skills, Managerial Effectiveness, Sustainable Habit Development for Leaders, Finance for Non-Finance. Two trainings were conducted on The New Wage Regime Exploring 'The Code on Wages, 2019'. Two more trainings were conducted on Mentoring for New Mentors. New Trainer Skills: Train the Trainer programme was held in April and June 2021.

### In-Company Trainings

AIMA as a knowledge partner of Indian Oil Institute of Petroleum Management conducted training programmes on 12th-13th August and 17th August on the fourth Industrial Revolution and how is it redefining the global business trends, specifically in the energy sector. AIMA also conducted a three-day in-company training programme for Bharat Electronics (BEL) on 19th, 21st and 22nd December 2020. 26 internal trainers were connected virtually for a Train the Trainer

programme. AIMA initiated a customised training for the senior management of Central Warehousing Corporation. The training was initiated in April 2021. Programme on Data Analytics in Practice: Used Cases was conducted by Mr Vikram Khurana, Head, Analytics, Gaana & Ex Head, Analytics and Business Intelligence, Delhivery for CWC learners on 29th May 2021. New Trainer Skills: Train the Trainer programmes was conducted for internal trainers of Thales Group from 7th to 9th July 2021. Trainers of Agile & Scrum, Big Data, Machine Learning, Data Science and other technical training experts were the participants from Thales. Another training on Mentoring for New Mentors was held on 15th July 2021 for Vaibhav Global Limited.

### Collaborated Training Programmes

AIMA in collaboration with GAIL has developed a five-day training course for City Gas Distribution professionals (middle to junior level executives). The first training on 'CGD Business: Regulatory, Project Execution and Operational Perspective with Management Skills' was held from 15th to 19th March 2021. The technical inputs were imparted by GAIL experts and AIMA delivered training on themes like HR Challenges and Opportunities, Industry 4.0: Marketing Trends and Supply Chain Management in Energy Sector. Joint certificate by GAIL and AIMA was awarded to learners of the training programme.





# DIGITAL NETWORKING

Building and extending connections

## AIMA Vice Chancellors Council



(L-R): Raj Agarwal, Director, Centre for Management Education, AIMA; Anil Sahasrabudhe, Chairman, AICTE and Rajan Saxena, Chairman, AIMA Vice-Chancellors Council and Co-founder, The Open Ed works (TOE) & Former Vice-Chancellor, NMIMS (Deemed University)

AIMA's Vice-Chancellors Council (VCC) is a platform to discuss measures to promote global quality in management education particularly online management education. AIMA VCC members met online and brainstormed on the associated areas of 'Transformation in Higher Education Institution' on 13th October 2020. The members discussed implementation challenges at Institutional levels and at Government planning level on academic reform, flexibility in education system, assessment reforms, systemic reform, research, regulatory reforms. The keynote address was given by Prof Dinesh Singh, Former Vice Chancellor, University of Delhi and the discussion was moderated by Dr Rajan Saxena, Chairman, AIMA Vice-Chancellors Council. A task force of VCC members was formed on NEP 2020, which met on 30th October 2020 and prepared a report on representation views on NEP and which was submitted to the Ministry of Education.

'Financing Needs in Higher Education in view of NEP 2020' was discussed in another VC Council discussion forum on 26th November 2020. The panelists included

Mr Sanjay Padode, Chairman, IFIM Institutions and President University; Mr Samir Somaiya, Chairman, KJ Somaiya Trust and Chancellor Somaiya Vidyavihar University; Mr Amitabh Jhinghan, Partner EY and Dr Debashis Sanyal, Director, Great Lakes Institute of Management.

AIMA VCC invited Dr Anil Sahasrabudhe, Chairman, AICTE for a discussion forum on 23rd January 2021. The theme of the session was 'Regulatory framework for Growth and excellence in higher education in the light of National Education Policy (NEP) 2020'. Dr Sahasrabudhe shared the various aspects of regulatory framework, as the NEP lays the foundation for reforms catering to the needs of a 'New India'. A session on the theme 'Indian Institutions: Challenges and Responses of Current Times' was held on 19th May 2021. VCC members, invited representatives of HEIs and Universities deliberated on how in the midst of chaos, HEIs are holding their ground and are fulfilling their missions of education and learning for the greater good of society.



# AIMA Young Leaders Council



AIMA Young Leaders Council (YLC) is progressing well in terms of membership and network growth with over 550 members. YLC has been growing its reach from metros to smaller cities with 9 active chapters in Delhi NCR, Bengaluru, Mumbai, Hyderabad, Gujarat, Indore, Chennai, Calicut and Eastern Region.

## New Initiatives

### YLC Special Interest Groups

Human Resource Management, Marketing & Communication, Tech startups, Art & Culture and Social Businesses have grown in past few months and touching 100 in numbers. The key objective of the SIGs is to prioritise the areas of work around the theme of interest group and organise activities and sessions.

### YLC Mentor-Mentee Forum

MMF has grown with an increase in active mentors by 50, who are mentoring 35 YLC members in their respective segment/domain of interest. The objective was to open up new channels of learning and best

practice sharing. Members are able to choose their mentors for any advice and expertise.

### Newsletter and Podcast

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

### YLC Membership Brand Benefits

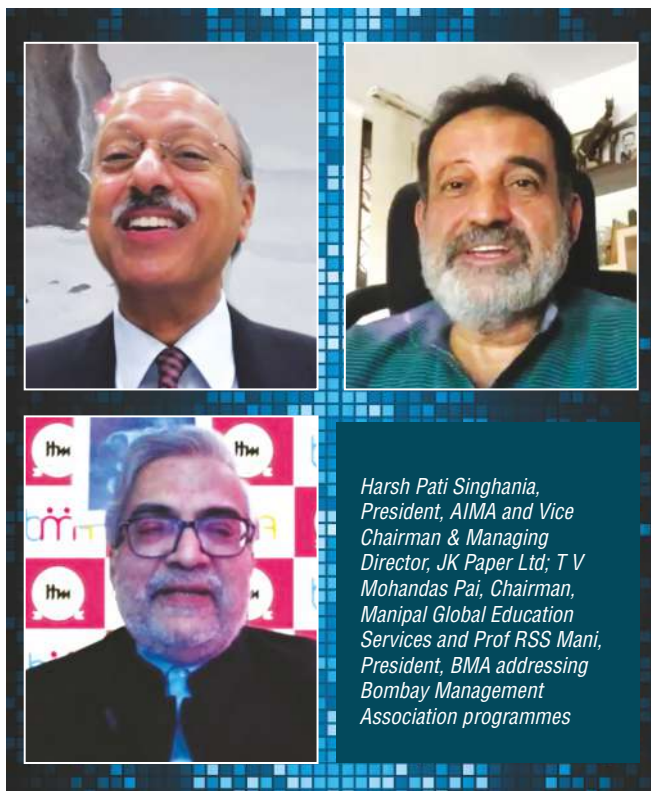
AIMA YLC's initiative where different brands offer specific discounts and benefits on their products/services to YLC members. The initiative has started with Cashfree, Razorpay, AWS etc, and more brands will be added subsequently.

### YLC Members Collaboration

Another new initiative where YLC members have been invited to share their collaboration stories on various fronts during Covid 19 and before, collecting videos and uploading them on YLC YouTube channel.



## LMA & Membership



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

During the year over 60 online sessions were made to LMAs by AIMA Office Bearers, Council Members and Secretariat. Some of the speakers who addressed the LMAs included Mr Harsh Pati Singhania, President, AIMA and Vice Chairman & Managing Director, JK Paper Ltd; Mr C K Ranganathan, Senior Vice President, AIMA & Chairman & Managing Director, CavinKare Pvt Ltd; Mr Sanjay Kirloskar, Immediate Past President, AIMA & Chairman & Managing Director, Kirloskar Brothers Ltd; Mr T V Mohandas Pai, Chairman, Manipal Global Education Services; Mr R Gopalakrishnan, Corporate Advisor, The Mindworks, Former Director of Tata Sons; Ms Preetha Reddy, Vice Chairperson, Apollo Hospitals Enterprise Limited; Mr D Shivakumar, Group Executive President, Aditya Birla Management Corpn Pvt Ltd; Mr Firdose Vandrevalla, Former Vice Chairman, Essar Steel India; Mr H M Nerurkar, Chairman, Crompton Greaves Consumer Electricals Ltd; Mr Sunil Alagh,

Chairman, SKA Advisors; Dr Bhimaraya Metri, Director, IIM-Nagpur; Mr P Balaji, Chief Regulatory and Corporate Affairs Officer, Vodafone Idea Ltd; Mr P Dwarakanath, Former Chairman, GSK Consumer Healthcare Ltd; Dr Pramath Raj Sinha, Founder & Chairman, Harappa Learning Private Limited; Mr Pramod Bhasin, Founder Genpact Ltd & Chairman, Clix Capital; Mr R Mukundan, Managing Director & CEO, Tata Chemicals Ltd; Dr Rajan Saxena, Co founder, The Open Ed works (TOE) & Former



Vice Chancellor, NMIMS University; Mr Richard Rekhy, Board Member, KPMG, Dubai; Ms Sanjeev Bikhchandani, Founder and Vice Chairman, Info Edge India Limited; Mr Sanjiv Mehta, Chairman & Managing Director, Hindustan Unilever Ltd; Mr Suresh Dutt Tripathi, Former Vice President-HRM, Tata Steel Limited; Mr Yogi Sriram, Advisor to Managing Director & CEO, Group HR, Larsen & Toubro Limited; Mr Ajey Mehta, Co-founder & CEO, Gamsa; Prof G Raghuram, Former Director – IIM Bangalore; Dr Ganesh Natarajan, Chairman, 5F World amongst others.



### AIMA Flagship Events

LMAs actively participated in AIMA's 47th National Management Convention held online for the first time on 21st-22nd September 2020 on a specially curated digital platform. AIMA's 65th Foundation Day, which is also known as the National Management Day, was celebrated on 20th February 2021 online.

### Best LMA Award Contest 2019-2020

33 LMAs participated in the Best LMA Award Contest 2019- 2020. The winning LMAs were:

<b>CATEGORY I</b>	- Madras Management Association
<b>CATEGORY II</b>	- Lucknow Management Association
<b>CATEGORY III</b>	
Winner	- Indore Management Association
Runner up	- Thrissur Management Association
<b>CATEGORY IV</b>	
Winner	- Jamshedpur Management Association
Runner up	- Navsari Management Association

**Most Improved LMA** - Jamshedpur Management Association

The winning LMAs were presented their awards virtually during the 47th National Management Convention. Mr D Shivakumar, Past President, AIMA was the Chairman of the Jury comprising several Past Presidents and Council Members. VeKommunicate was the Knowledge Partner and evaluated all applications.

### Financial Support to LMAs

During 2020-2021, AIMA provided financial support to 7 LMAs for strengthening infrastructure – Jamshedpur, Guwahati, Rajkot, Thrissur, Coimbatore, Hyderabad & Goa.

### MyLMA Portal

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

### LMA events on AIMA website

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

### LMAs Group on Facebook

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



(L-R): C K Ranganathan, Senior Vice President, AIMA & Chairman & Managing Director, CavinKare Pvt Ltd; Brahma Kumaris Sister Shivani; Richard Rekhy, Board Member, KPMG, Dubai; CA. (Dr.) Rakesh Chharia, President, Ghaziabad Management Association at GMA 31st National Convention

## Membership

AIMA added 48 institutional members and 1529 individual members during the year. Member services were upgraded.

## MyAIMA Online Portal

MyAIMA.in portal is developed exclusively for AIMA members, with an objective to provide AIMA members exclusive access to value added information and online services. Some of the exclusive features and services include membership and subscription details, customisable event notifications, updates from AIMA, AIMA library online resources, featured videos and lecture demonstrations, community forums, online meetings, LMA corner etc. New features added include access to AIMA India Case Research Centre - Repository of Cases; downloading of Membership Card and Certificate; fortnightly update mailer and renewal alerts. A total of 13070 member users are currently registered on the portal.

## Online Connect

AIMA continued to reach out to its member and student community through its website and social platforms, including Facebook, Twitter, LinkedIn, YouTube etc. AIMA interacted with and kept its online followers engaged through continuous updates, contests and informative trivia. This year, AIMA reached out to close to 2.5 crore online users.



*Firdose Vandrevale, Former Executive Vice Chairman, Essar Steel India and Past President, AIMA and Amitabh Bhattacharjee, Hony Secretary, JMA at Jamshedpur Management Association's Inspiring Leader Series*

## AIMA Library Services

The AIMA library is a rich resource centre, providing multifaceted services and facilities to meet the growing requirement of the management world. The library services have now been enhanced and members across India can access the virtual library online and also avail several additional services. The AIMA library services are available to all members.

## Management Perspectives

A new knowledge section was created exclusively for AIMA members on its website titled 'Management Perspectives'. This section is free for all AIMA members and has a compilation of the latest management articles and insights from Indian and international thought leaders and experts.

## AIMA - UNESCO MGIEP - International Day of Kindness

All India Management Association is collaborating with the UNESCO MGIEP, for the Kindness Matters global campaign. The objective is to collect stories of kindness and present them to the United Nations, to help make the first International Day of Kindness, on 13th November 2021 a reality. The act of kindness is pertaining to the period 2019-2021. AIMA has contributed over 2000 kindness stories.







## Institutional and Individual Member Status

### INSTITUTIONAL MEMBERS

Category	Status as on 31.03.2020 (A)	New Admissions up to 31.03.2021 (B)	Resigned / Deleted (C)	Status as on 31.03.2021 (A+B-C)
CORP/INST.-LIFE TIME	341	28	0	369
CORP/INST.-ANNUAL	205	16	70	151
SME-ANNUAL	42	4	3	43

### INDIVIDUAL MEMBERS

Category	Status as on 31.03.2020 (A)	New Admissions up to 31.03.2021 (B)	Resigned / Deleted (C)	Status as on 31.03.2021 (A+B-C)
HON. FELLOWS	70	0	0	70
PAST PRESIDENTS	31	1	0	32
LIFE FELLOWS/FELLOWS	150	0	4	146
LIFE MEMBERS/MEMBERS	3708	235	374	3569
STUDENTS	1988	1293	1958	1323

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

### SOUTHERN REGION

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

### WESTERN REGION

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



# ONLINE REACH

Enhancing AIMA's digital presence



**NEW**

# AIMA Website



AIMA unveiled its website in a new avatar on 18th December 2020. The website was completely revamped and given a fresh and modern look, with an aim to enhance the overall user experience and journey.

New sections were added and content realigned to allow for ease of navigation for users and a more engaging user experience. Users can now discover AIMA services and offerings of their choice under specific sections of Events & Conferences, Management Education, Professional Development, Testing & Assessment, Membership & Network and Knowledge Resources. Separate user journeys have also been developed

exclusively for AIMA Members and Students.

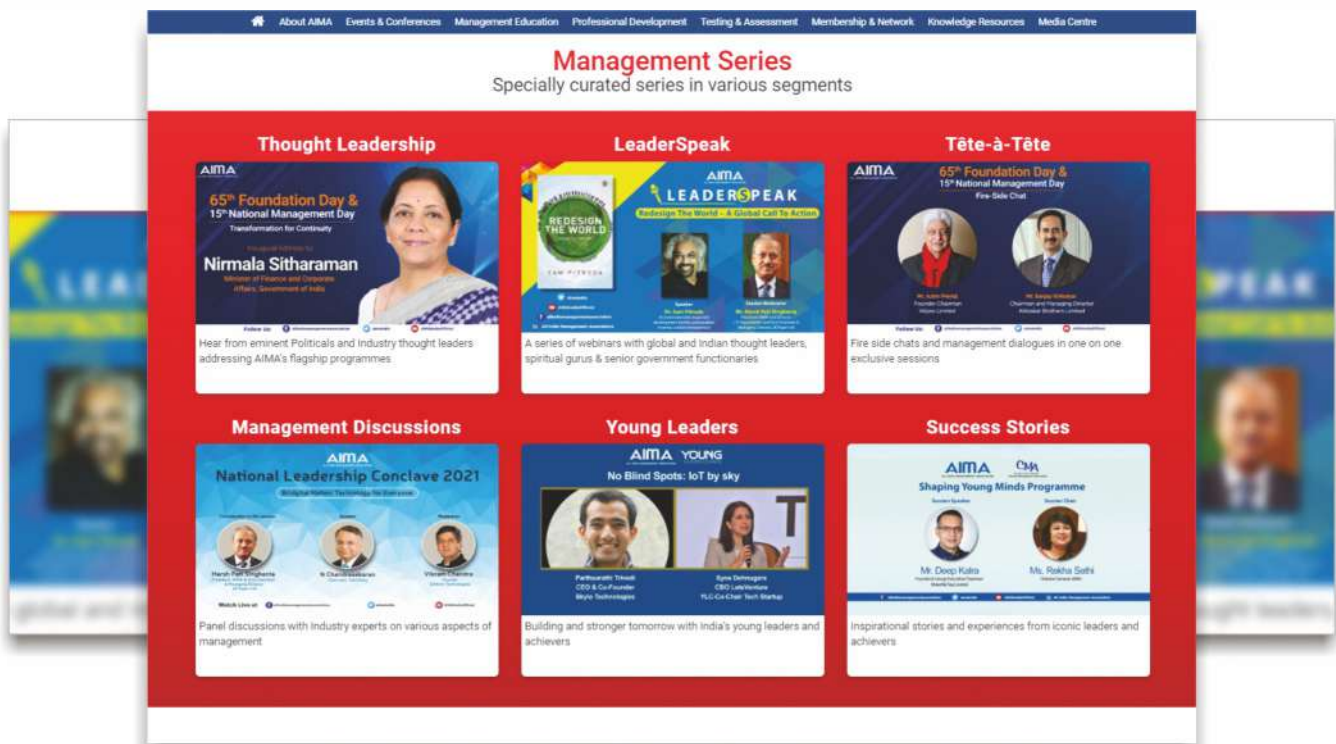
All the content has also been re-categorised to allow users to quickly find what they are looking for, while also improving SEO (Search Engine Optimisation) which will in turn augment search results for the AIMA website.

Overall, the new website allows for a vastly improved browsing experience, and is compatible on all devices. New upgrades and features are constantly being added to the website, including the recently launched Management Perspectives and Management TV sections.



NEW

# AIMA Management TV



In a unique first, AIMA launched an exclusive online video platform - 'AIMA Management TV' – on its new website. A vast repository of AIMA management videos, it brings the latest insights and thoughts from management gurus and experts, easily available at the click of a button.

Specially designed for management professionals, the platform currently has over 7000 hours of the latest management thought from some of the best minds of the country and abroad.

A unique initiative, AIMA Management TV augments management development by giving a ringside view of insights and views from international and national thought leaders and experts. These videos have been specially curated and categorised, giving the user the freedom to pick and choose as per individual preference

or professional requirement. It is easy to navigate with special categories created for students, working professionals and CXO level leaders.

Updated every week, AIMA Management TV is a one-stop destination to stay up to date with current management practices and trends. Explore AIMA's online compendium of expert management thought and vision, learn from the best minds in the industry and gain an edge.



**NEW**

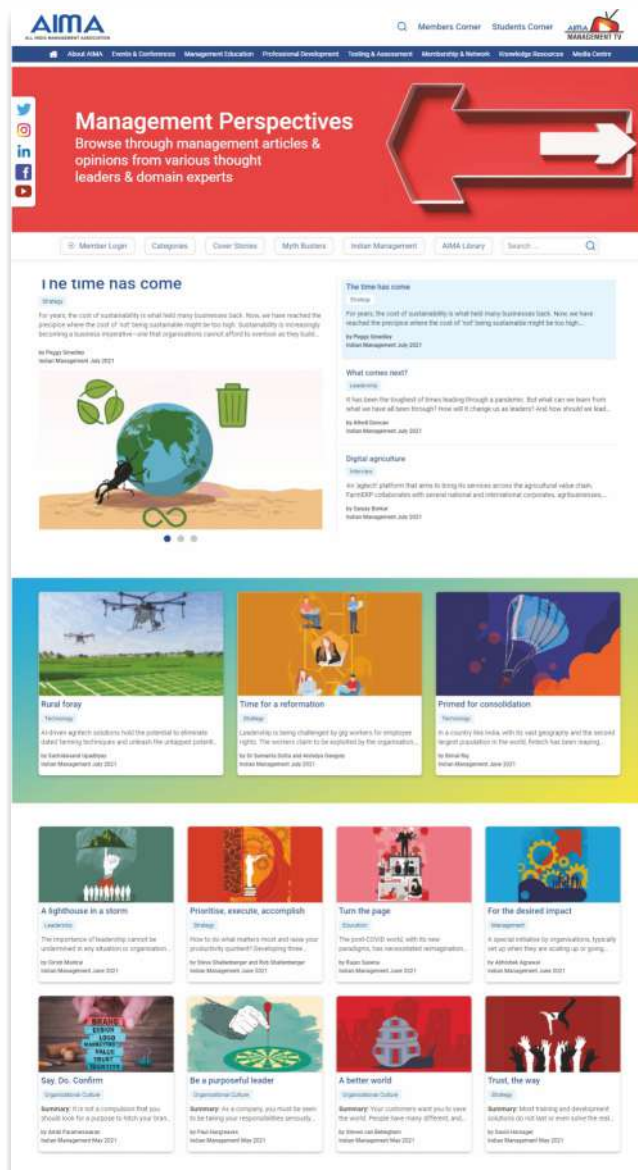
# Management Perspectives

As a new initiative AIMA launched a new knowledge based section on its website titled 'Management Perspectives'. Management Perspectives is a collection of the latest management articles and opinions from various management gurus and subject matter experts.

All articles have been summarised, sorted and categorised for ease of navigation and search; and cover myriad aspects of management both from India and abroad. The articles cover various aspects and insights from the fields of Management, Leadership, Technology, Strategy, Sustainability, Employee Engagement, Organisational Culture, Family Business, Education etc. Indian and international management experts share their views on the latest management trends and ideas, along with in-depth Case Studies and Interviews.

This new section is completely free for AIMA members, while non-members can view 2 free articles per month. With this AIMA has successfully added to its vast base of management knowledge resources in turn providing today's managers easy access to well researched articles on Management.

Management Perspectives can be accessed under the 'Knowledge Resources' tab on the new AIMA website.



## Social Media Reach

By going completely digital this year AIMA increased its online reach exponentially over the year. Live streaming of AIMA events and programmes via AIMA social media channels allowed AIMA to garner much larger audiences.

The revamped AIMA website also witnessed an increased digital footfall, with its enhanced ease of navigation and user friendly interface. Over the year AIMA reached out to 2.5 crore users and participants.





# EVENTS CALENDAR

A Year held Online

## Key Events

### October 2020 - September 2021

Event	Programme Director/Chairman	Venue	Date
30th LeaderSpeak session on 'Current Perspectives on the Indian Economy and the Housing Sector'	<b>Keki Mistry</b> Vice-Chairman and CEO Housing Development Finance Corporation	Online	09 October 2020
Pragati – Celebrating Achievements of Women		Online	09 October 2020
YLC session on 'Art Matters and is Reflected in Every Aspect of Our Lives'		Online	16 October 2020
Masterclass Series on 'Digital Transformation: Driving Digital Transformation, a winning strategy?'		Online	17 October 2020
YLC session on 'Bouncing Back from Rejection: Coming Back from Setback'		Online	23 October 2020
Online Training on Finance for Non- Finance		Online	24 October 2020
31st LeaderSpeak session on 'Leadership in time of pandemic: Managing risks and opportunities'	<b>T V Narendran</b> CEO & Managing Director Tata Steel Ltd	Online	27 October 2020
32nd LeaderSpeak session on 'How to think like and then become a monopolist?'	<b>Saurabh Mukherjea</b> Founder & Chief Investment Officer Marcellus Investment Managers	Online	30 October 2020
YLC session on 'Changing Dynamic for Artists online'		Online	30 October 2020
Case teaching workshop on 'Mastering Student Engagement in Online Classes'		Online	31 October 2020
YLC session on 'Spiritual and Capitalist Businesspreneur'		Online	06 November 2020
Training programme on Mentoring for New Mentors		Online	17 November 2020
YLC session on 'Lessons and Learning's: Building and Selling a Company'		Online	20 November 2020
Masterclass Series on 'New Age Leadership'		Online	21 November 2020



## Key Events

### October 2020 - September 2021

Event	Programme Director/Chairman	Venue	Date
National Management Quiz		East West South North Grand Finale	23 November 2020 26 November 2020 28 November 2020 01 December 2020 04 December 2020
33rd LeaderSpeak session on 'Management system and competitiveness in India'	<b>R C Bhargava</b> Chairman Maruti Suzuki India Ltd	Online	25 November 2020
Webinar on 'Innovating Now or Never'		Online	26 November 2020
Horasis Asia Meeting		Online	30 November 2020
Young Manager's Simulation		South  North	30 November - 02 December 2020  09 - 12 December 2020
34th LeaderSpeak session on 'The Making of Hero'	<b>Sunil Kant Munjal</b> Chairman Hero Enterprise	Online	08 December 2020
10th MSME Convention		Online	10 December 2020
2nd BusinessUnusual Series on 'Agile innovation: Surviving Shocks and Shaping the Future'		Online	11 December 2020
YLC session on 'The Science of Mind Management'		Online	11 December 2020
35th LeaderSpeak session on 'Race For Immunity: Delivering Covid Vaccine to All'	<b>Preetha Reddy</b> Vice Chairman Apollo Hospitals  <b>Shobana Kamineni</b> Executive Vice-Chairperson Apollo Hospitals Group  <b>Puansh Kamineni</b> Executive Director Keimed Private Limited	Online	23 October 2020
2nd BusinessUnusual Series on 'Adaptive Strategy Winning by Changing'		Online	16 December 2020



# Key Events

## October 2020 - September 2021

Event	Programme Director/Chairman	Venue	Date
36th LeaderSpeak session on 'State of the Economy Post Covid'	<b>Shekhar Gupta</b> Founder & Editor-in-Chief Printline Media Private Limited	Online	18 December 2020
9th Innovation Practitioners Case Study Contest, Awards and Summit		Online	18 December 2020
AIMA & AICTE Capability Building Workshop Case Teaching & Writing		Online	18 - 20 December 2020
Training programme on Mentoring for New Mentors		Online	23 December 2020
YLC session on 'Stress, Anxiety, and Depression, Current Mental Issues; Preparing for a Healthier Tomorrow!'		Online	08 January 2021
2nd BusinessUnusual Series on 'The Great Reset: Leadership in a transformed world'		Online	15 January 2021
Special Session	<b>Ameya Prabhu</b> Founder & MD, NAFA Capital and Partner UAP Advisors	Online	15 January 2021
National Competition of Managers		West South North East	20 January 2021 22 January 2021 28 January 2021 30 January 2021
YLC session on 'Yoga and Mental Well Being'		Online	22 January 2021
37th LeaderSpeak session on 'Skilling for the digital future'	<b>Anant Maheshwari</b> President Microsoft Corporation India Pvt Ltd	Online	29 January 2021
Global Procurement Summit		Online	03-04 February 2021
2nd BusinessUnusual Series on 'Instant karma: Marketing at the speed of byte'		Online	05 February 2021
Special Session	<b>Parthsarathi Trivedi</b> CEO & Co-Founder Skylo	Online	05 February 2021



## Key Events

### October 2020 - September 2021

Event	Programme Director/Chairman	Venue	Date
Regional Management Conclave with Hyderabad Management Association		Online	10 February 2021
2nd BusinessUnusual Series on 'The Great Reset: Leadership in a Transformed World'		Online	12 February 2021
38th LeaderSpeak session on 'Military Model of Leadership: Winning with Strategy, Solidarity and Discipline'	<b>Lt Gen Alok Kler</b> PVSM, VSM	Online	09 February 2021
65th Foundation Day and 15th National Management Day		Online	20 February 2021
39th LeaderSpeak session on 'The Right Choice – Resolving 10 career dilemmas for extraordinary success'	<b>D Shivakumar</b> Group Executive President – Corporate Strategy and Business Development, Aditya Birla Group	Online	25 February 2021
2nd BusinessUnusual Series on 'Disruptive Technologies and Industry 4.0'		Online	27 February 2021
Corporate Management Olympiad		Online	09-11 March 2021
40th LeaderSpeak session on 'Global Business and Economic Outlook: The Implications for India'	<b>Claude Smadja</b> President, Smadja & Smadja Strategic Advisory, Switzerland, and Former Managing Director of World Economic Forum- WEF	Online	12 March 2021
HRM Conclave	<b>SY Siddiqui</b> Executive Advisor Maruti Suzuki India	Online	12-13 March 2021
Shaping Young Minds Programme in collaboration with Calcutta Management Association		Online	13 March 2021
YLC session on 'Open Source Leadership, When There is No More Business as Usual'		Online	19 March 2021
24th Student Management Games		South West & East North & Grand Finale	18-19 March 2021 22-23 March 2021 25 March 2021

## Key Events

October 2020 - September 2021

Event	Programme Director/Chairman	Venue	Date
Training Programme on 'The New Wage Regime Exploring the Code on Wages, 2019'		Online	23 March 2021
Session on Shapers of Business Institutions	<b>R Gopalakrishnan</b> Corporate Advisor, The Mindworks and Former Director, Tata Sons	Online	25 March 2021
eMDP-Simulation Based Business Acumen Workshop		Online	26 March 2021
AIMA – ICRC Case Writing Workshop		Online	30-31 March 2021
YLC session on 'Why Indians should find Their Voice on an India Social Media Platform'		Online	09 April 2021
6th National Leadership Conclave	<b>Sanjiv Goenka</b> Chairman RP Sanjiv Goenka Group & <b>Sunil Kant Munjal</b> Chairman, Hero Enterprise	Online	19-20 April 2021
Online Training on Harnessing Effective People Skills		Online	29 April 2021
eMDP – Simulation Based Business Acumen Workshop			30 April 2021
41st LeaderSpeak session on 'Redesign the World – A Global Call to Action'	<b>Sam Pitroda</b> Internationally respected telecom inventor, entrepreneur, development thinker, and policy maker	Online	04 May 2021
YLC session on 'How to Get Started as an Angel Investor'		Online	07 May 2021
42nd LeaderSpeak session on 'Setting Right the Topsy - Turvy Covid World'	<b>Arun Maira</b> Former Member of the Planning Commission and Former India Chairman, Boston Consulting	Online	11 May 2021
Training Programme on 'The New Wage Regime Exploring the Code on Wages, 2019'		Online	24 May 2021
43rd LeaderSpeak session on 'Making a Life vs Making a Living'	<b>Gurcharan Das</b> Former CEO, Procter & Gamble India Author and Management Guru	Online	02 June 2021





## Key Events

October 2020 - September 2021

Event	Programme Director/Chairman	Venue	Date
YLC session on 'The Tech Revolution of the Used, Car Market and Shared Mobility'		Online	04 June 2021
44th LeaderSpeak session on 'Rebuilding economic recovery after the second Covid shock'	<b>Rakesh Mohan</b> Former Deputy Governor Reserve Bank of India and Chief Economic Adviser and Secretary, Economic Affairs, Govt of India	Online	10 June 2021
Training Programme on 'Top 5 Techniques to be an Ace at Virtual Sales'		Online	11 June 2021
Online Training on Mentoring for New Mentors		Online	24 June 2021
YLC session on 'Reimagining Learning in Online Environment'		Online	25 June 2021
30th National Management Games		West East South North Grand Finale	06-08 July 2021 27-29 July 2021 10-12 August 2021 13-19 August 2021 21 August 2021
New Age Leadership Workshop		Online	03 July 2021
ICRC workshop on Case Teaching & Writing		Online	03-10 July 2021
Pragati – Celebrating Achievements of Women		Online	08-09 July 2021
45th LeaderSpeak session on 'Imperatives for Strategic Leadership'	<b>Lt Gen A K Singh</b> PVSM, AVSM, SM, VSM (Retd), Former Lieutenant Governor of Andaman & Nicobar Islands and Former Commander in Chief of Southern Command of Indian Army	Online	07 July 2021
YLC session on 'Reimagining Digital Healthcare'		Online	09 July 2021
46th LeaderSpeak session on 'The China Challenge to Indian Management'	<b>Mrityunjay B Athreya</b> Indian author, Educationist and Management Advisor	Online	13 July 2021
Horasis India Meeting		Online	24 July 2021
Training Programme on 'Behaviour Design: Nudging for the Good'		Online	15 July 2021

# Key Events

## October 2020 - September 2021

Event	Programme Director/Chairman	Venue	Date
YLC session on 'New Frontier for Media Tech: Landscape & Opportunities'		Online	30 July 2021
47th LeaderSpeak session on 'Measuring what matters in Public Health and Pandemics'	<b>Gagandeep Kang</b> Professor of Microbiology Division of Gastrointestinal Sciences Christian Medical College	Online	05 August 2021
8th Business Responsibility Summit and Project Excellence Contest and Awards		Online	05 - 06 August 2021
YLC session on 'Future of Women Leadership – Challenges & Navigation'		Online	13 August 2021
3rd BusinessUnusual Series on 'A Scared New World Corporate Strategy for Radical Uncertainty'		Online	14 August 2021
48th LeaderSpeak session on 'Post-vaccine world order: Dismantling Barriers to Global Business and Travel'	<b>H V Shringla</b> Foreign Secretary Government of India	Online	19 August 2021
3rd BusinessUnusual Series on 'HR with a Heart Rebuilding Lives and Morale'		Online	21 August 2021
National Shaping Young Minds Programme		Online	25 August 2021
National Competition of Young Managers		East South West North Grand Finale	25 August 2021 02 September 2021 07-08 September 2021 14-15 September 2021 17 September 2021
3rd BusinessUnusual Series on 'Winning in a Digital Accelerated World'		Online	28 August 2021
26th Convocation	<b>Suresh Narayanan</b> Chairman and MD Nestle	Online	08 September 2021
Managing India Awards		Online	22 September 2021
48th National Management Convention		Online	22 – 23 September 2021



# FINANCIALS

Capitalising on Digital Initiatives



# 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 31<sup>st</sup> March, 2021 and the Income and Expenditure Account for the year ended on that date annexed thereto. These financial statements are the responsibility of All India Management Association and our responsibility is to express an opinion on these financial statements based on our audit.

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

- (a) We have obtained all the information and explanation which to the best of our knowledge and belief were necessary for the purpose of our audit;
- (b) In our opinion, proper books of accounts have been kept by the Society so far appears from our examination of the books;
- (c) The Balance Sheet and Income and Expenditure Account dealt with by this report are in agreement with the books of accounts;
- (d) In our opinion and to the best of our information and according to the explanations given to us, the said accounts read together with the Accounting Policies and Notes as mentioned in **Note 22** 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 31<sup>st</sup> March 2021; and
  - (ii) in the case of the Income and Expenditure Account, of the excess of income over expenditure for the year ended on that date.

**For SARC & Associates**  
Chartered Accountants  
Firm's Registration No. 006085N

**Shambhu Nath**  
Partner  
Membership No.529220

**Date : June 10, 2021**  
**Place : New Delhi**

UDIN: 21529220AAAABA3313



# Balance Sheet as at March 31, 2021

Rupees

	Particulars	Note No.	As At 31.03.2021	As At 31.03.2020
<b>I</b>	<b>Corpus &amp; Liabilities</b>			
1	Corpus	1	1,20,36,10,496	1,20,00,59,239
2	Reserve & Surplus			
	Earmarked Funds	2	53,45,68,082	51,51,47,923
	General Reserve	3	2,77,35,45,733	2,55,24,11,990
3	Non-Current Liabilities			
	Security Deposits	4	1,72,80,000	1,61,77,000
	Long-Term Provisions	5	11,44,67,382	9,96,66,262
4	Current Liabilities			
	Trade Payables	6	1,70,57,594	2,54,82,844
	Other Current Liabilities	7	2,63,28,608	3,73,69,277
	<b>Total</b>		<b>4,68,68,57,895</b>	<b>4,44,63,14,535</b>
<b>II</b>	<b>Assets</b>			
1	Non-Current Assets			
	(a) Fixed Assets	8		
	i. Tangible Assets		1,04,15,90,116	1,05,66,37,882
	ii. Intangible Assets		12,89,267	3,08,772
	iii. Software Development Work in Progress		-	3,77,500
	iv. Capital Work-in-Progress		60,80,441	60,80,441
	(b) Non Current Investments	9	1,00,11,55,999	1,64,69,20,197
	(c) Long-Term Loans & Advances	10	26,52,57,665	22,77,37,355
2	Current Assets			
	(a) Current Investments	9	1,27,47,08,607	62,19,00,929
	(b) Inventories	11	19,60,933	22,01,403
	(c) Trade Receivables	12	9,97,08,666	7,43,56,680
	(d) Cash & Cash Equivalents	13	4,51,58,331	4,29,21,464
	(e) Short-Term Loans & Advances	14	2,81,83,340	2,84,59,798
	(f) Other Current Assets	15	92,17,64,530	73,84,12,114
	<b>Total</b>		<b>4,68,68,57,895</b>	<b>4,44,63,14,535</b>

Accounting Policies &amp; Notes.

22

Notes 1 to 22 referred above, form an integral part of the accounts.

As per our report of even date attached.

**For SARC & Associates**  
Chartered Accountants  
FRN 006085N

**Harsh Pati Singhania**  
President

**Nikhil Sawhney**  
Treasurer

**Shambhu Nath**  
Partner  
Membership No. 529220

**Rekha Sethi**  
Director General

**Pankaj Rajvanshi**  
Chief Financial Officer

Date : June 10, 2021

Place: New Delhi

# Income & Expenditure Account for the year ended March 31, 2021

Rupees

	Particulars	Note No.	Year ended 31.03.2021	Year ended 31.03.2020
I	Revenue from Operations	16	37,21,39,334	48,13,91,429
II	Other Income	17	24,09,50,379	23,73,22,168
III	<b>Total Revenue (I+II)</b>		<b>61,30,89,713</b>	<b>71,87,13,597</b>
IV	Expenses			
	(a) Employee Benefit Expenses	18	23,16,36,822	21,54,24,694
	(b) Depreciation & Amortisation	19	1,71,56,951	1,88,64,132
	(c) Operational Expenses	20	6,91,01,391	14,73,37,173
	(d) Other Administrative Expenses	21	5,23,65,781	10,06,78,213
	<b>Total Expenses</b>		<b>37,02,60,945</b>	<b>48,23,04,212</b>
V	Surplus before Appropriation		24,28,28,768	23,64,09,385
	<b>Transferred to:</b>			
	Building Fund		1,01,75,000	1,10,90,000
	Life Membership Fund		90,93,300	43,13,123
	Benevolent & Social Causes		24,28,000	23,64,000
	General Reserve		22,11,32,468	21,86,42,262

Accounting Policies & Notes.

22

Notes 1 to 22 referred above, form an integral part of the accounts.

As per our report of even date attached.

**For SARC & Associates**  
Chartered Accountants  
FRN 006085N

**Harsh Pati Singhania**  
President

**Nikhil Sawhney**  
Treasurer

**Shambhu Nath**  
Partner  
Membership No. 529220

**Rekha Sethi**  
Director General

**Pankaj Rajvanshi**  
Chief Financial Officer

**Date : June 10, 2021**  
**Place: New Delhi**





# Notes to Accounts Forming Part of Balance Sheet

## Note No. 1

Rupees

Particulars	As At 01.04.2020	Addition (Including appropriation & Interest)	Utilised	As At 31.03.2021
<b>Corpus</b>				
<b>General Corpus</b>	<b>1,18,53,21,458</b>	<b>34,50,164</b>	-	<b>1,18,87,71,622</b>
	<i>1,17,82,20,723</i>	<i>71,00,735</i>	-	<i>1,18,53,21,458</i>
<b>LMA Support</b>	<b>51,05,318</b>	<b>2,75,945</b>	<b>3,81,263</b>	<b>50,00,000</b>
	<i>50,57,080</i>	<i>3,88,238</i>	<i>3,40,000</i>	<i>51,05,318</i>
<b>Awards</b>	<b>96,32,463</b>	<b>3,91,843</b>	<b>1,85,432</b>	<b>98,38,874</b>
	<i>93,09,320</i>	<i>5,51,298</i>	<i>2,28,156</i>	<i>96,32,463</i>
<b>Total</b>	<b>1,20,00,59,239</b>	<b>41,17,952</b>	<b>5,66,695</b>	<b>1,20,36,10,496</b>
<i>Previous Year</i>	<i>1,19,25,87,124</i>	<i>80,40,271</i>	<i>5,68,156</i>	<i>1,20,00,59,239</i>

Figures in italics are of previous year

## Note No. 2

Rupees

Particulars	As At 31.03.2021		As At 31.03.2020
<b>Earmarked Funds</b>			
As per the last Balance Sheet	<b>51,51,47,923</b>		50,57,35,479
Additions during the year	<b>2,16,96,300</b>		1,77,67,123
Utilised during the year	<b>22,76,141</b>		83,54,679
<b>Total</b>	<b>53,45,68,082</b>		<b>51,51,47,923</b>

## Note No. 3

Rupees

Particulars	As At 31.03.2021		As At 31.03.2020
<b>General Reserve</b>			
As per the last Balance Sheet	<b>2,55,24,11,990</b>		2,33,19,45,228
Less: Transfer to General Corpus - Invested in Fixed Assets	<b>17,09,680</b>		49,36,459
Add : Transfer to Land & Building Fund	<b>17,10,955</b>		67,60,959
Add : Transferred from Income & Expenditure Account	<b>22,11,32,468</b>		21,86,42,262
<b>Total</b>	<b>2,77,35,45,733</b>		<b>2,55,24,11,990</b>

# Notes to Accounts Forming Part of Balance Sheet

Rupees

Note No.	Particulars	As At 31.03.2021	As At 31.03.2020
<b>4</b>	<b>Security Deposits:</b>		
	Securities Deposit Payable	<b>1,72,80,000</b>	1,61,77,000
	<b>Total</b>	<b>1,72,80,000</b>	1,61,77,000
<b>5</b>	<b>Long-Term Provisions:</b>		
	(i) Provision for Gratuity	<b>6,56,79,777</b>	5,91,16,654
	(ii) Provision for Leave Encashment	<b>4,65,95,710</b>	4,05,49,608
	(iii) Provision for Doubtful Debts	<b>21,91,895</b>	-
	<b>Total</b>	<b>11,44,67,382</b>	9,96,66,262
<b>6</b>	<b>Trade Payables:</b>		
	(i) Sundry Creditors	<b>51,36,030</b>	85,45,599
	(ii) Management Institutes	<b>1,35,761</b>	45,01,991
	(iii) Nodal Centres	<b>1,10,15,260</b>	1,14,67,709
	(iv) Faculties	<b>7,70,543</b>	9,67,545
	<b>Total</b>	<b>1,70,57,594</b>	2,54,82,844
<b>7</b>	<b>Other Current Liabilities:</b>		
	Income received in Advance	<b>66,83,953</b>	1,58,24,491
	Share Payable	<b>25,52,367</b>	28,29,305
	Stale Cheques	<b>2,46,726</b>	5,64,522
	<b>Other Payables:</b>		
	Statutory Dues	<b>1,09,84,730</b>	92,77,119
	AIMA Alumni Association	<b>1,18,400</b>	1,71,200
	Fees Refundable/Adjustable	<b>13,75,436</b>	30,74,565
	Payable to Employees	<b>7,84,683</b>	4,36,425
	Expenses Payable	<b>35,82,313</b>	51,91,650
	<b>Total</b>	<b>2,63,28,608</b>	3,73,69,277

# Notes to Accounts Forming Part of Balance Sheet

## Note No . 8

### Fixed Assets:

Rupees

Particulars	Depreciation/ Amortisation Rates	Gross Block			Depreciation			WDV		
		01.04.2020 As on P.Y.	Additions	Deletion	31.03.2021 As on C.Y.	31.03.2020 Upto P.Y.	Deletion	Current Year	31.03.2021 As on C.Y.	31.03.2020 As on P.Y.
<b>Tangible Assets:</b>										
Land	0%	91,48,97,596	-	-	91,48,97,596	-	-	-	91,48,97,596	91,48,97,596
Lease Hold Land *		20,093	-	-	20,093	20,092	-	-	20,092	1
Building	10%	13,79,80,903	8,64,883	-	13,88,45,786	3,71,00,499	-	1,01,74,531	4,72,75,030	10,08,80,404
<b>Plant &amp; Machinery:</b>										
(i) Elevator	15%	66,90,746	-	-	66,90,746	17,80,693	-	7,36,508	25,17,201	49,10,053
(ii) Central A.C.Plant & Air-Conditioners	15%	1,56,57,657	-	-	1,56,57,657	48,84,149	-	16,16,025	65,00,174	1,07,73,508
(iii) Generating Sets	15%	34,09,317	-	-	34,09,317	10,07,103	-	3,60,331	13,67,434	24,02,214
Furniture & Fittings	10%	2,37,69,958	-	-	2,37,69,958	1,18,78,159	-	11,89,185	1,30,67,344	1,18,91,799
Office Equipment	15%	1,26,25,596	1,12,021	-	1,27,37,617	75,20,515	-	7,82,091	83,02,606	51,05,081
Computer	40%	1,70,31,325	6,10,900	-	1,76,42,225	1,42,78,584	-	12,71,079	1,55,49,663	27,52,741
<b>Others:</b>										
Library Books & Films	40%	71,07,464	1,23,151	1,275	72,29,340	66,04,239	-	2,49,506	68,53,745	5,03,225
Fire Fighting System	15%	42,54,068	-	-	42,54,068	23,16,047	-	2,90,705	26,06,752	19,38,021
Vehicles	15%	16,71,830	-	-	16,71,830	10,88,590	-	87,486	11,76,076	5,83,240
Total		1,14,51,16,553	17,10,955	1,275	1,14,68,26,233	8,84,78,670	-	1,67,57,447	1,04,15,90,116	1,05,66,37,882
Previous Year		1,14,01,80,092	67,60,960	18,24,500	1,14,51,16,552	7,16,30,027	18,09,640	1,86,58,283	1,05,66,37,882	1,06,85,50,065
<b>Intangible Assets:</b>										
Computer Software	40%	59,37,917	13,80,000	-	73,17,917	57,56,749	-	3,48,465	61,05,214	1,81,168
Licenses & Franchise	40%	19,17,087	-	-	19,17,087	17,89,483	-	51,040	18,40,523	1,27,604
Total		78,55,004	13,80,000	-	92,35,004	75,46,232	-	3,99,505	79,45,737	3,08,772
Previous Year		77,43,949	1,11,055	-	78,55,004	73,40,384	-	2,05,848	75,46,232	4,03,565
<b>Software Development WIP:</b>										
Software		3,77,500	-	3,77,500	-	-	-	-	-	3,77,500
Total		3,77,500	-	3,77,500	-	-	-	-	-	3,77,500
Previous Year		-	3,77,500	-	3,77,500	-	-	-	3,77,500	-
<b>Capital Work In Progress:</b>										
Wall		60,80,441	-	-	60,80,441	-	-	-	-	60,80,441
Total		60,80,441	-	-	60,80,441	-	-	-	-	60,80,441
Previous Year		60,80,441	-	-	60,80,441	-	-	-	-	60,80,441
Grand Total		1,15,94,29,498	30,90,955	3,78,775	1,16,21,41,678	9,60,24,902	-	1,71,56,952	1,04,89,59,824	1,06,34,04,596
Grand Total of Previous Year		1,15,40,04,482	72,49,515	18,24,500	1,15,94,29,497	7,89,70,411	18,09,640	1,88,64,131	1,06,34,04,595	1,07,50,34,071

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





# Notes to Accounts Forming Part of Balance Sheet

Rupees

Note No.	Particulars	As At 31.03.2021	As At 31.03.2020
<b>9</b>	<b>Investments:</b>		
	<b>(i) Non-Current:</b>		
	Fixed Deposits with Scheduled Banks	25,11,55,999	89,69,20,197
	Investment in Government Bonds or Securities	75,00,00,000	75,00,00,000
	<b>(ii) Current:</b>		
	Fixed Deposits with Scheduled Banks	1,27,47,08,607	62,19,00,929
	<b>Total</b>	<b>2,27,58,64,606</b>	<b>2,26,88,21,126</b>
<b>10</b>	<b>Long Term Loans &amp; Advances:</b>		
	<b>Security Deposits</b>		
	Unsecured, Considered Good:		
	(i) Securities with Public Bodies	26,83,996	26,78,996
	<b>Other Advances</b>		
	Unsecured, Considered Good:		
	(i) Tax Deducted at Source	15,44,73,284	12,91,69,170
	(ii) South Delhi Municipal Corporation	44,69,370	44,69,370
	(iii) AIMA Employees Gratuity Trust	6,06,20,135	5,42,10,082
	(iv) LIC-Group Leaves Encashment Scheme	4,30,10,880	3,72,09,737
	<b>Total</b>	<b>26,52,57,665</b>	<b>22,77,37,355</b>
<b>11</b>	<b>Stock In Hand:</b>		
	Books & Study Material	14,70,516	16,82,116
	Mementoes	3,25,427	2,99,427
	AIMA Ties	11,259	12,409
	Corporate Brochure	67,345	71,386
	Stationery	83,468	1,27,939
	Others	2,918	8,126
	<b>Total</b>	<b>19,60,933</b>	<b>22,01,403</b>



# Notes to Accounts Forming Part of Balance Sheet

Rupees

Note No.	Particulars	As At 31.03.2021	As At 31.03.2020
<b>12</b>	<b>Trade Receivables:</b>		
	<b>(a) Considered good</b>		
	<b>Within Six Months- Unsecured</b>		
	(i) Receivable	5,25,25,515	2,15,82,974
	(ii) Dues from Management Institutes	2,61,89,015	3,21,24,641
	(iii) Other Dues	19,74,061	28,80,769
	<b>More than Six Months- Unsecured</b>		
	(i) Receivable	61,26,205	36,72,028
	(ii) Dues from Management Institutes	1,28,93,870	1,40,96,268
	<b>(b) Considered doubtful</b>		
	Other Receivable	21,91,895	-
	Less : Provision for Doubtful Debts	(21,91,895)	-
		-	-
	<b>Total</b>	<b>9,97,08,666</b>	<b>7,43,56,680</b>
<b>13</b>	<b>Cash &amp; Cash Equivalents:</b>		
	Balances with Banks--Saving Account	3,17,34,654	3,51,92,122
	Balances with Bank--Auto FDR	1,33,85,000	76,05,000
	Cash in hand	9,550	9,550
	Postage	29,127	1,14,792
	<b>Total</b>	<b>4,51,58,331</b>	<b>4,29,21,464</b>
<b>14</b>	<b>Short-term Loans &amp; Advances:</b>		
	<b>Unsecured, Considered good:</b>		
	(i) Salary Advances	26,664	78,311
	(ii) Examination/MAT Test Advances	89,50,244	13,48,209
	(iii) Tax Deducted At Source	1,35,09,486	1,91,18,357
	(iv) TDS on GST	1,77,060	4,08,364
	(v) Earnest Money	19,35,895	15,78,500
	(vi) Advances for Supplies & Services	35,62,708	51,84,990
	(vii) Advance paid to Faculty	21,283	7,43,067
	<b>Total</b>	<b>2,81,83,340</b>	<b>2,84,59,798</b>
<b>15</b>	<b>Other Current Assets:</b>		
	Interest Income Accrued but not Due	91,85,37,177	73,52,43,445
	Prepaid Expenses	32,27,353	31,68,669
	<b>Total</b>	<b>92,17,64,530</b>	<b>73,84,12,114</b>

# Notes to Accounts Forming Part of Balance Sheet

**Rupees**

Note No.	Particulars	Year ended 31.03.2021	Year ended 31.03.2020
<b>16</b>	<b>Revenue From Operations:</b>		
	Subscription from Members	<b>1,97,50,553</b>	1,53,25,894
	Course & Examination Fees	<b>12,07,00,354</b>	14,50,05,664
	Management Services	<b>19,59,15,728</b>	25,77,02,652
	Management Development Programmes	<b>3,27,78,161</b>	5,82,64,564
	Young Leaders Council	<b>5,17,551</b>	9,12,500
	Sale of Prospectus & Other Publications	<b>4,75,207</b>	5,86,336
	Royalty on Publication	<b>1,374</b>	7,11,113
	Grant from Government of India	-	17,71,950
	Miscellaneous Receipts	<b>20,00,406</b>	11,10,756
	<b>Total</b>	<b>37,21,39,334</b>	48,13,91,429
<b>17</b>	<b>Other Income:</b>		
	<b>Interest Income</b>		
	- From Bank Deposits	<b>16,06,96,261</b>	16,15,69,408
	- From Government Securities	<b>7,72,53,196</b>	7,18,91,471
	- Others : Saving Bank Accounts	<b>26,80,189</b>	36,08,416
	Miscellaneous Receipts-CSS	<b>3,20,733</b>	2,52,873
	<b>Total</b>	<b>24,09,50,379</b>	23,73,22,168





## Notes to Accounts Forming Part of Balance Sheet

Rupees

Note No.	Particulars	Year ended 31.03.2021	Year ended 31.03.2020
<b>18</b>	<b>Employee Benefit Expenses:</b>		
	Salary, Wages & Bonus	20,00,67,991	18,53,05,989
	Provident Fund	1,00,62,371	90,69,060
	Gratuity & Leave Expenses	1,54,84,138	1,49,55,081
	Pension Schemes	16,32,117	16,90,334
	Employee Medical Insurance	19,54,418	17,58,205
	Staff Welfare	24,35,787	26,46,025
	<b>Total</b>	<b>23,16,36,822</b>	<b>21,54,24,694</b>
<b>19</b>	<b>Depreciation &amp; Amortisation:</b>		
	Depreciation & Amortisation	1,71,56,951	1,88,64,132
	<b>Total</b>	<b>1,71,56,951</b>	<b>1,88,64,132</b>
<b>20</b>	<b>Operational Expenses:</b>		
	Membership Services	41,49,548	73,92,021
	Course & Examination	2,33,55,764	4,85,08,291
	Management Services	3,85,00,378	6,23,17,146
	Management Development Programmes	29,51,286	2,85,03,395
	Young Leaders Council	1,44,415	6,16,320
	<b>Total</b>	<b>6,91,01,391</b>	<b>14,73,37,173</b>

# Notes to Accounts Forming Part of Balance Sheet

Rupees

Note No.	Particulars	Year ended 31.03.2021	Year ended 31.03.2020
<b>21</b>	<b>Other Administrative Expenses:</b>		
	Training & Recruitment	2,89,860	4,63,875
	Communication	32,89,368	68,78,271
	Rent	4,98,868	8,21,425
	Rates & Taxes	5,09,954	2,92,303
	Travelling & Conveyance	13,59,587	1,55,97,402
	Repairs & Maintenance	1,37,68,412	1,69,33,790
	Legal & Professional Charges	58,86,386	92,71,080
	Electricity & Water	34,73,078	58,88,845
	Printing & Stationery	8,45,006	24,06,757
	Bank Charges	17,95,198	18,02,626
	Interest	15,655	2,65,755
	Safety & Security	33,65,974	41,59,134
	Subscriptions & Membership Charges	3,83,283	5,20,060
	LMA Relations & Support	-	8,04,883
	Vehicle Running & Maintenance	59,128	1,47,649
	Insurance	96,430	5,89,384
	Entertainment	17,471	65,338
	Miscellaneous	3,01,490	12,01,198
	Books & Periodicals	13,134	86,930
	Advertising & Promotion	34,84,078	52,27,843
	Provision for Doubtful Debts	21,91,895	-
	GST Charged Off	75,21,526	1,06,97,539
	L & D O Charges	31,00,000	1,64,56,126
	Auditors' Remuneration	1,00,000	1,00,000
	<b>Total</b>	<b>5,23,65,781</b>	<b>10,06,78,213</b>



## Note-22

# Significant Accounting Policies and Notes to Accounts

(Annexed to and forming part of the Balance Sheet as at 31st March, 2021)

### A. Accounting Policies:

1. The preparation of financial statements in conformity with generally accepted accounting policies requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statement and the reported accounts of revenues and expenses for the years presented. Actual results could differ from these estimates.
2. (a) Inventory of saleable publications and priced printed brochures, books, study material and stationary are valued at cost.  
  
(b) Outdated stock of books, prospectus and bulletins etc. is charged off as and when ascertained.
3. Interest on investments of corpus funds is added to corpus funds and in the case of earmarked funds, interest is taken to income.
4. Depreciation on fixed assets is provided on the following basis:-
  - (i) Premium on the leasehold land is amortized over the period of lease.
  - (ii) Other assets at written down value method at rates as prescribed in Income Tax Act, 1961.
5. Accounting Standard-9 Revenue recognition states "revenue should be recognized at the time of sale or rendering of services. However, if at the time of sale or rendering services there is significant uncertainty in ultimate collection of the revenue, then the revenue recognition is postponed and in such cases revenue should be recognized only when it becomes reasonably certain that ultimate collection will be made". AIMA has followed the above principle for recognition of revenue except for membership fee and income from sale of prospectus which is accounted for on cash basis consistently.
6. Interest income is recognized on a time proportion basis taking into account the amount outstanding and the applicable interest rate. Interest income is included under the head "Other Income" in Income and Expenditure Account.
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 G.S.T. if Input Tax Credit is to be availed of. When the fixed assets are retired from active use and disposed off then the gain or loss from disposal of fixed assets is recognized in the statement of Profit and Loss or Income and Expenditure Account". AIMA has followed the same principle for accounting of fixed assets.
9. Capital work in progress is valued at Cost
10. Intangible assets acquired separately are measured on initial recognition at cost. Gains or losses arising from derecognition of an intangible asset are measured as the difference between the net disposal proceeds and the carrying amount of the asset and are recognized in the Statement of Profit and Loss when the asset is derecognized.



11. Investments, which are readily realizable and intended to be held for not more than one year from the date on which such investments are made, are classified as current investments. All other investments are classified as long-term investments. On initial recognition, all investments are measured at cost.
12. Liability for Leave encashment is provided for on basis of valuation from Life Insurance Corporation of India under a Group Leave Encashment Scheme for employees.

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

		Current Year ₹	Previous Year ₹
i.	Fees for Statutory Audit	1,00,000/-	1,00,000/-
ii.	Fees for GST Audit	60,000/-	60,000/-
iii.	Fees for Tax Work	25,000/-	25,000/-
iv.	Other services	1,45,000/-	45,000/-
	<b>Total</b>	<b>3,30,000/-</b>	<b>2,30,000/-</b>

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

**For SARC & Associates**  
Chartered Accountants  
FRN 006085N

**Shambhu Nath**  
Partner  
Membership No. 529220

**Date : June 10, 2021**  
**Place: New Delhi**

**Harsh Pati Singhanian**  
President

**Rekha Sethi**  
Director General

**Nikhil Sawhney**  
Treasurer

**Pankaj Rajvanshi**  
Chief Financial Officer



## BANKERS

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

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

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

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

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

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

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

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

## AUDITORS

SARC & ASSOCIATES  
Chartered Accountants  
N-226, LGF, Greater Kailash-I  
New Delhi - 110048

## HEADQUARTER

Management House  
14 Institutional Area,  
Lodhi Road,  
New Delhi 110003  
Phone : 91-11-24645100, 43128100  
Fax : 91-11-24626689  
E-mail : gen-info@aima.in

[www.aima.in](http://www.aima.in)



**All India Management Association**

Management House

14, Institutional Area, Lodhi Road, New Delhi 110003, India

Telephone: 011 - 24645100 / 011 - 24617354 / 011 - 43128100

Fax: 011- 24626689

15, Link Road, Lajpat Nagar 3, New Delhi -110024

Telephone: 011 - 47673000/ 011 - 49868399

Fax: 011-24643035

Website: [www.aima.in](http://www.aima.in)