

AIMA News

AIMA'S MONTHLY E-MAGAZINE

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

APRIL 2015



Dear Readers,

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

In a significant first, AIMA's proposal for creation of Management, Entrepreneurship and Training Sector Skill Council was formally approved. Mr Dilip Chenoy, CEO & MD, National Skill Development Corporation presented AIMA the letter of approval during AIMA's inaugural National Leadership Conclave. With the approval, AIMA is starting the process of formation of the Sector Skill Council and will actively partner in the nation's skill development programme.

In addition to this achievement the last month was noteworthy with two of AIMA's flagship events being held – the AIMA Managing India Awards 2015 followed by the first National Leadership Conclave.

The 6th edition of the AIMA Managing India Awards witnessed several eminent personalities being honoured at a glittering ceremony held recently. Mr Suresh Prabhu, Minister of Railways and Col. Rajyavardhan Rathore (Retd.), AVSM, Minister of State for I & B gave away the awards to Mr GM Rao, Mr Dilip Shanghvi, Mr Aditya Puri, Ms Nita Ambani, Mr MV Subbiah, Mr Shekhar Gupta, Mr BS Seo, Mr Rajkumar Hirani and Mr Kunal Bahl in the presence of an august gathering. You will find more details inside.

The AIMA Managing India Awards was followed closely by the inaugural National Leadership Conclave which brought together several ministers, CEOs and thought leaders to deliberate on the theme 'From Agenda to Action: Meeting New Expectations' over a two day event. Some of the ministers and political leaders who graced the occasion included Mr Ravi Shankar Prasad, Minister of Communications & Information Technology; Mr M. Venkaiah Naidu, Minister of Parliamentary Affairs, Urban Development, Housing and Urban Poverty Alleviation; Mr Hansraj Gangaram Ahir, Minister of State of Chemicals and Fertilizers; Mr Sachin Pilot, President, Rajasthan State Congress and Former Union Minister and Mr Kalikesh Singh Deo, Member of Parliament (LS), Biju Janata Dal. On the occasion, the AIMA Life Time Achievement Award was presented to Mr Prathap C Reddy, Founder, Chairman, Apollo Hospitals Group. A detailed report is carried inside covering the proceedings of Conclave.

This issue also brings you other updates from AIMA and the LMAs, along with a few interesting articles on management.

I hope you enjoy this edition of AIMA News and look forward to your feedback and comments.

Warm regards,

Rekha Sethi
Director General

AIMA OFFICE BEARERS

PRESIDENT

Mr. Hemant M Nerurkar

Chairman

TRL Krosaki Refractories Limited

SENIOR VICE PRESIDENT

Mr. Firdose Vandrevale

Executive Vice Chairman

Essar Steel India Ltd

VICE PRESIDENT

Mr. Sunil Kant Munjal

Joint Managing Director

Hero MotoCorp Ltd. &

Chairman, Hero Corporate Service Ltd.

TREASURER

Mr. P Dwarakanath

Advisor - Group Human Capital

Max India Ltd

IMMEDIATE PAST PRESIDENT

Ms. Preetha Reddy

Executive Vice Chairperson

Apollo Hospitals Group

DIRECTOR GENERAL

Ms. Rekha Sethi

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Managing India Awards



Rajkumar Hirani, Director, Producer, Screenwriter and Film Editor; Nita M. Ambani, Founder & Chairperson, Reliance Foundation; Suresh Prabhu, Minister of Railways, Government of India; Col. Rajyavardhan Rathore (Retd.), AVSM, Minister of State for I & B, Government of India; Dilip Shanghvi, Founder & Managing Director, Sun Pharmaceutical Industries Ltd and Aditya Puri, Managing Director, HDFC Bank. (Standing L-R) Rekha Sethi, Director General, AIMA; Kunal Bahl, Co-Founder & CEO, Snapdeal.com; Shekhar Gupta, Contributing Editor, The India Today Group; G.M. Rao, Group Chairman, GMR Group; B.S. Seo, Managing Director & CEO, Hyundai Motor India Ltd; Sanjiv Goenka, Chairman, Managing India Awards Jury and Chairman, RP-Sanjiv Goenka Group; H.M. Nerurkar, President, AIMA and Chairman, TRL Krosaki Refractories Ltd; Sunil Kant Munjal, Vice President, AIMA and Jt. Managing Director, Hero MotoCorp Ltd & Chairman, Hero Corporate Service Ltd; M.V. Subbiah, Former Chairman, Murugappa Group and Firdose Vandrevalla, Sr Vice President, AIMA and Executive Vice Chairman, Essar Steel India Ltd

The 6th AIMA Managing India Awards were held on 16th April 2015 where stalwarts of India were recognised for their outstanding contribution in different areas at a glittering awards ceremony at New Delhi.

Congratulating the awardees, the Chief Guest, Mr Suresh Prabhu, Minister of Railways, lauded the effort AIMA for selecting the nine jewels of the country for AIMA Managing India Awards 2015. "If you look at the contribution of each one of them, you will realise that this is what we need for shaping the future of tomorrow. All of



Suresh Prabhu, Minister of Railways, Government of India addressing



(L-R) Firdose Vandrevala, Sr Vice President, AIMA and Executive Vice Chairman, Essar Steel India Ltd; H. M. Nerurkar, President, AIMA and Chairman, TRL Krosaki Refractories Ltd; Col. Rajyavardhan Rathore (Retd.), AVSM, Minister of State for I & B, Government of India; Suresh Prabhu, Minister of Railways, Government of India; Sanjiv Goenka, Chairman, Managing India Awards Jury and Chairman, RP-Sanjiv Goenka Group; Rekha Sethi, Director General, AIMA

them are going to be new building blocks on which a new India can be built," he said.

Guest of Honour, Col. Rajyavardhan Rathore (Retd.), AVSM, Minister of State for I & B, Government of India, expressed, "Today when we have gathered to honour outstanding achievements, I must say that it is inspiring for all of us. There are sacrifices involved but there is a satisfaction of creating something of value for yourself, family and for many others. In a way, our government is also working on the same lines, trying to excel, achieve and add value to many others."

The evening started with the welcome address by Mr H.M. Nerurkar, President, AIMA and Chairman, TRL Krosaki Refractories Ltd. Later on Mr Sanjiv Goenka, Chairman, Managing India Awards Jury and Chairman, RP-Sanjiv Goenka

Group, introduced the awards.

Mr Sunil Kant Munjal, Vice President, AIMA and Jt. Managing Director, Hero MotoCorp



Col. Rajyavardhan Rathore (Retd.), AVSM, Minister of State for I & B, Government of India addressing



G.M. Rao, Group Chairman, GMR Group, receiving the Lifetime Contribution Award from Suresh Prabhu

Limited and Chairman, Hero Corporate Service Limited, introduced the Lifetime Contribution Award for Mr G.M. Rao, Group Chairman, GMR Group. Talking about being a leader in these fast changing times, Mr Rao said that being cognizant of the external environmental changes and being in tune with external market speed and reality of change are important.

The Indian MNC of the Year award for Sun Pharmaceutical Industries Ltd., was announced by Mr N. K. Singh, renowned politician, economist, former top bureaucrat and Member of Bharatiya Janata Party. Mr Dilip Shanghvi, Founder & Managing Director, Sun Pharmaceutical Industries Ltd, enumerated measures needed to be taken by

Indian multinationals in order to become global leaders and said that it is important to learn from other companies who have transitioned and achieved global leadership.

Mr Aditya Puri, Managing Director, HDFC Bank, received the Business Leader of the Year award. Accepting his award, Mr. Puri said that he wished all Indians great prosperity as in their prosperity lied the prosperity of his bank. His citation was read by Mr Richard Rekhy, CEO, KPMG in India.

Recipient of Entrepreneur of the Year award, Ms Nita M. Ambani, Founder & Chairperson, Reliance Foundation, shared her thoughts on being a woman entrepreneur and



Dilip Shanghvi, Founder & Managing Director, Sun Pharmaceutical Industries Ltd, receiving the Indian MNC of the Year Award from Suresh Prabhu, as Sanjiv Goenka looks on



Aditya Puri, Managing Director, HDFC Bank, receiving the Business Leader of the Year Award from Suresh Prabhu as Col. Rajyavardhan Rathore (Retd.) looks on

said that we must march ahead with energy and optimism and achieve extraordinary feats in entrepreneurship and beyond. Her citation was read by Mr D. Shivakumar, Past President, AIMA and Chairman and CEO, PepsiCo India Holdings Private Limited.

This year Hyundai Motor India Ltd was declared the MNC in India of the Year. Mr B.S. Seo, Managing Director & CEO, Hyundai Motor India Ltd, believes that innovation is a very important part of any business model and it always keeps the company ahead of others in design and technology. Ms Ritu Beri, International Fashion Designer, read the citation for the company.

Ms Preetha Reddy, Immediate Past President, AIMA and Executive Vice Chairperson, Apollo Hospitals Enterprise Limited, announced Mr Kunal Bahl, Co-Founder & CEO, Snapdeal.com,

as the Transformational Business Leader of the Year. He averred that by 2020, Indian ecommerce will be a \$ 100 billion industry primarily driven through mobile commerce.

The Outstanding Institution Builder award was received by Mr M.V. Subbiah, Former Chairman, Murugappa Group, which was introduced by Ms Vandana Luthra, Founder, VLCC Group. Mr Subbiah said that the key to success of building new institutions or renewing old ones is selecting people with the right kind of values that are in congruence with the objectives of the institution and of course the leader himself.

Mr Shekhar Gupta, Contributing Editor, The India Today Group, received an award for Outstanding Contribution to Media, which was announced by Mr Sanjeev Kapoor, Celebrity Chef and Entrepreneur. Defining media's role in changing



(L-R) Nita M. Ambani, Founder & Chairperson, Reliance Foundation, recipient of the Entrepreneur of the Year Award, with Suresh Prabhu; Col. Rajyavardhan Rathore (Retd.) and H.M. Nerurkar

the society, Mr Shekhar Gupta said that the first and foremost role of media is to hold a mirror to society.

There is no secret behind the success of my movies and I always make films based on subjects that are close to my heart, said Mr Rajkumar Hirani, Director, Producer, Screen Writer and Film Editor, after getting the Director of the Year award. His citation was read by Mr Rajdeep Sardesai, Consulting Editor, The India Today Group. The vote of thanks was delivered by Mr Firdose Vandrevale, Sr. Vice President, AIMA and Executive Vice Chairman, Essar Steel India Ltd.

The Awards Jury panel, chaired by Mr Sanjiv Goenka, included Mr H M Nerurkar; Mr Firdose Vandrevale; Mr Sunil Kant Munjal; Mr Rajive Kaul, Chairman, NICCO Corporation

Ltd.; Ms Preetha Reddy; Mr Richard Rekhy; Mr AK Balyan, CEO & Managing Director, Petronet LNG Limited and Mr Nikhil Sawhney, Vice Chairman & Managing Director, Triveni Turbines Ltd.



M. V. Subbiah, Former Chairman, Murugappa Group receiving the Outstanding Institution Builder Award from Suresh Prabhu



1. (L-R) Preetha Reddy, Immediate Past President, AIMA and Executive Vice Chairperson, Apollo Hospitals Group; D. Shivakumar, Chairman & CEO-India Region, PepsiCo India Holdings Pvt Ltd; Aditya Puri, Managing Director, HDFC Bank; M.V. Subbiah, Former Chairman, Murugappa Group and Dilip Shanghvi, Founder & Managing Director, Sun Pharmaceutical Industries Ltd
2. Rajkumar Hirani, Director, Producer, Screenwriter and Film Editor, with the Director of the Year Award
3. Kunal Bahl, Co-Founder & CEO, Snapdeal.com, with the Transformational Business Leader of the Year Award



4. Shekhar Gupta, Contributing Editor, The India Today Group, receiving the Outstanding Contribution to Media Award from Suresh Prabhu, Minister of Railways, as Sanjiv Goenka looks on
5. B. S. Seo, Managing Director & CEO, Hyundai Motor India Ltd, addressing on receiving the MNC in India of the Year Award from Suresh Prabhu
6. Sanjeev Kapoor, Celebrity Chef and Entrepreneur; Sunil Kant Munjal, Vice President, AIMA and Jt. Managing Director, Hero MotoCorp Ltd & Chairman, Hero Corporate Service Ltd and H. M. Nerurkar, President AIMA & Chairman TRL Krosaki Refractories Ltd.





7. (L-R) Richard Rekhy, CEO, KPMG in India; D. Shivakumar, Past President, AIMA and Chairman and CEO, PepsiCo India Holdings Pvt Ltd, and Firdose Vandrevala, Sr Vice President, AIMA and Executive Vice Chairman, Essar Steel India Ltd.
8. Past Presidents of AIMA at the ceremony
9. (L-R) N.K. Singh, Politician, Economist, former Bureaucrat and Member of Bharatiya Janata Party; Ritu Beri, International Fashion Designer, and Vandana Luthra, Founder, VLCC Group.



10. Rajdeep Sardesai, Consulting Editor, The India Today Group, reading the citation for the Director of the Year Award
11. Sanjiv Goenka, Chairman, Managing India Awards Jury and Chairman, RP-Sanjiv Goenka Group; Nita M. Ambani, Founder & Chairperson, Reliance Foundation and Col. Rajyavardhan Rathore (Retd.), AVSM, Minister of State for I & B, Government of India.

9th Global Advanced Management Programme 2015

Disruptive Innovation & Open Business Models in the Changing Global Landscape

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Programme Background

Today's executives are facing increasing pressure to achieve profitable growth due to rapid changes in economic landscape, new technologies, cross-cultural communications, global competition and changing consumer behavior. The Global Advanced Management Programme will help in part to address some of these emerging issues and provide tools to better navigate their companies. The programme specifically addresses economic and business trends in global markets and high-growth economies. You will discover insights into the latest models and frameworks for understanding business problems and specific strategies for identifying new opportunities and capitalizing on them. Professor Darwin will guide in-depth discussions and provide highly informed views.

Programme Objectives

- Identify opportunities for profitable growth.
- Respond and adapt to the challenges in the changing landscape due to rapid global economic trends.
- Examine the latest concepts, ideas and tools to help them align their business practices with global economic developments and conditions.
- Learn to build sustainable and innovative business models.

Programme Modules

- Module 1: Global Economic Trends
- Module 2: Open Innovation
- Module 3: Business Model Innovation
- Module 4: Sustainability Management in the New Era
- Module 5: Visits to World Class Companies

Programme Certificate

Upon the successful completion of the programme, participants will be conferred a "Global Advanced Management Programme". Certificate awarded by All India Management Association

Participation Fee

- Delegate Fee per participant: INR equivalent to USD 8500 per Participant (Plus Service Tax of 12.36% on the participation fee.)

For Registration & further details

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National Leadership Conclave



Prathap C. Reddy, Founder, Chairman, Apollo Hospitals Group, receiving the AIMA Life Time Achievement Award from Ravi Shankar Prasad, Minister of Communications & Information Technology, Government of India. (L-R) Richard Rekhy, Chief Executive Officer, KPMG in India; Sanjiv Goenka, Conclave Chairman and Chairman, RP-Sanjiv Goenka Group and H.M. Nerurkar, President, AIMA and Chairman, TRL Krosaki Refractories Ltd.

AIMA held its first National Leadership Conclave (NLC) on 29-30 April 2015 on the theme 'From Agenda to Action: Meeting New Expectations' at New Delhi. Delivering the keynote address, Mr Ravi Shankar Prasad, Minister of Communications & Information Technology, Government of India said, "India's talent plus India's technology is India's tomorrow. With speed, scale and skill our country can do wonders in digital revolution and can compete with any country in the world." He also announced that the government's digital inclusion strategy included promoting BPOs in smaller towns beyond the big IT clusters

Mr H. M. Nerurkar, President, AIMA and Chairman, TRL Krosaki Refractories Ltd gave the welcome address, Mr Sanjiv Goenka, Conclave



Ravi Shankar Prasad, Minister of Communications & Information Technology, Government of India, addressing the session



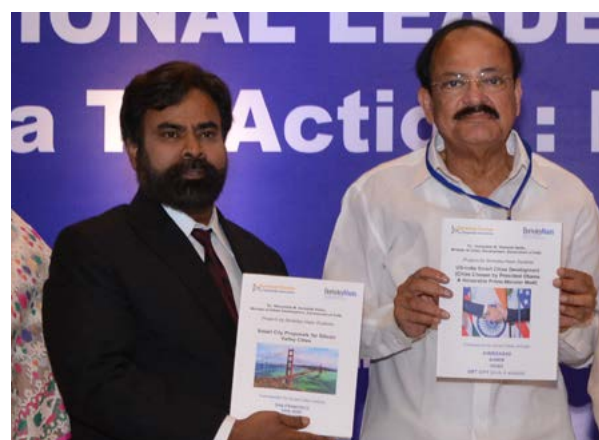
(L-R) Preetha Reddy, Immediate Past President, AIMA and Executive Vice Chairperson, Apollo Hospitals Group; M. Venkaiah Naidu, Minister of Parliamentary Affairs, Urban Development, Housing and Urban Poverty Alleviation, Government of India; Vanitha Narayanan, Managing Director, IBM India and Sudhir Jalan, Co-Chairman, Rieter India Pvt Ltd.

Chairman and Chairman, RP-Sanjiv Goenka Group, elaborated the theme of the day and Mr. Sunil Kant Munjal, Vice President, AIMA and Joint Managing Director, Hero MotoCorp Ltd, and Chairman, Hero Corporate Services Ltd, also addressed the audience.

On the occasion, the AIMA LifeTime Achievement Award was presented to Mr Prathap C Reddy, Founder, Chairman, Apollo Hospitals Group.

The participation of people is very important in achieving all the goals of urban development, said Mr. M. Venkaiah Naidu, Minister of Parliamentary Affairs, Urban Development, Housing and Urban Poverty Alleviation, Government of India, who delivered the keynote address on the second day and shared "Central government has approved 100 smart cities and the Atal Mission for Rejuvenation and Urban Transformation

(AMRUT) for 500 cities. The selection process would be based on competition based on their capabilities to take forward the reforms".



M. Venkaiah Naidu, Minister of Parliamentary Affairs, Urban Development, Housing and Urban Poverty Alleviation, Government of India, and Solomon Darwin, Executive Director, Center for Corporate Innovation, UC Berkeley-Haas School of Business, USA, with Study Report on Smart Cities by UC Berkeley-Haas School of Business



(L-R) Hansraj Gangaram Ahir, Minister of State of Chemicals and Fertilizers, Government of India, with H.M. Nerurkar, President, AIMA and Chairman, TRL Krosaki Refractories Ltd; at the session Revolutionizing Farm & Pharma: Reforming Controls For Growth

Some of the other high profile leaders who addressed the NLC included Mr Hansraj Gangaram Ahir, Minister of State of Chemicals and Fertilizers, Government of India; Mr Sachin Pilot, President, Rajasthan State Congress and

Former Union Minister and Mr Kalikesh Singh Deo, Member of Parliament (LS), Biju Janata Dal.

A Study Report on Smart Cities by UC Berkeley-Haas School of Business was handed over to Mr



(L-R) D. Shivakumar, Chairman & CEO-India Region, PepsiCo India Holdings Pvt Ltd; Sanjiv Mehta, CEO & Managing Director, Hindustan Unilever Ltd and Supriya Shrinete, Policy Editor, ET NOW



(L-R) Rajiv Bajaj, Managing Director, Bajaj Auto Ltd; Sachin Pilot, President, Rajasthan State Congress and Former Union Minister; Aditya Ghosh, President, Indigo, InterGlobe Aviation; and Shereen Bhan, Managing Editor, CNBC TV18

M. Venkaiah Naidu, Minister of Parliamentary Affairs, Urban Development, Housing and Urban Poverty Alleviation, Government of India. Mr Solomon Darwin, Executive Director, Center for Corporate Innovation, UC Berkeley-Haas School of Business, USA, presented the report to the minister.

In a session chaired by Ms Preetha Reddy, Immediate Past President, AIMA and Executive Vice Chairperson, Apollo Hospitals Group, Mr Mohammad Zubair, Minister of State & Chairman of Privatisation Commission, Government of Pakistan, gave a special address on building national consensus for economic growth. Mr S. M. Shabbar Zaidi, Senior Partner, A.F. Fergusons & Company and Former Caretaker Provincial Minister of Finance, Excise & Taxation, also spoke on the occasion.

On the occasion Mr Dilip Chenoy, CEO & MD, National Skill Development Corporation, handed over the approval letter to Ms Rekha Sethi, Director General, AIMA, for setting up Sector Skill Council in the area of Management and Entrepreneurship.

Some of the other speakers who attended the two day conclave included, Ms Vanitha Narayanan, Managing Director, IBM India; Mr D. Shivakumar, Chairman & CEO-India Region, PepsiCo India Holdings Pvt Ltd; Mr Sanjiv Mehta, CEO & Managing Director, Hindustan Unilever Limited; Mr Rajiv Bajaj, Managing Director, Bajaj Auto Ltd; Mr Aditya Ghosh, President, Indigo, InterGlobe Aviation; Mr Arup Roy Choudhury, Chairman & Managing Director, NTPC Limited; Mr Vijay K. Thadani, Vice Chairman and Managing Director, NIIT Ltd; Mr Nishant Rao, Country Manager, LinkedIn India; Mr Richard



(L-R) Mohammad Zubair, Minister of State & Chairman of Privatisation Commission, Government of Pakistan; Preetha Reddy, Immediate Past President, AIMA and Executive Vice Chairperson, Apollo Hospitals Group; S.M. Shabbar Zaidi, Senior Partner, A. F. Fergusons & Company and Former Caretaker Provincial Minister for Finance, Excise & Taxation; and H.M. Nerurkar, President, AIMA and Chairman, TRL Krosaki Refractories Ltd

Rekhy, Chief Executive Officer, KPMG in India; Mr Devansh Jain, Executive Director, INOX Wind Ltd; Mr Shriram Nene, Managing Director, RnM Moving Pictures; Mr Akhilesh Tuteja, Partner & Head of Technology, KPMG in India; Mr Subir Gokarn, Director of Research, Brookings India; Mr Surjit S Bhalla, Chairman, Oxus Investments and Ms Supriya Shrinete, Policy Editor, ET NOW.



(L-R) Vineet Agarwal, Managing Director, Transport Corporation of India Ltd; Subir Gokarn, Director of Research, Brookings India; Kalikesh Singh Deo, Member of Parliament (LS), Biju Janata Dal and Surjit S. Bhalla, Chairman, Oxus Investments

1. (L-R) Devansh Jain, Executive Director, INOX Wind Ltd; Arup Roy Choudhury, Chairman & Managing Director, NTPC Ltd; Sanjiv Goenka, Conclave Chairman and Chairman, RP-Sanjiv Goenka Group; and Pranjal Sharma, Host - The Appointment, Zee Network, at the session Power to the People: Multiplying India's Productivity

2. (L-R) Akhilesh Tuteja, Partner & Head of Technology, KPMG in India; Shriram Nene, Managing Director, RnM Moving Pictures; Nishant Rao, Country Manager, LinkedIn India and Vijay K. Thadani, Vice Chairman & Managing Director, NIIT Ltd



3. Audience at the National Leadership Conclave

4. (L-R) S.M. Shabbar Zaidi, Senior Partner, A.F. Fergusons & Company and Former Caretaker Provincial Minister for Finance, Excise & Taxation; Muhammad Azfar Ahsan, CEO, Nutshell Forum, Pakistan; Shriram Nene, Managing Director, RnM Moving Pictures; Sunil Kant Munjal, Vice President, AIMA and Joint Managing Director, Hero MotoCorp Ltd and Chairman, Hero Corporate Services Ltd; Sanjiv Goenka, Conclave Chairman and Chairman, RP-Sanjiv Goenka Group; and Mohammad Zubair, Minister of State & Chairman of Privatisation Commission, Government of Pakistan. Row 2 (L-R) Dilip Chenoy, Managing Director & CEO, National Skill Development Corporation; Rekha Sethi, Director General, AIMA; and Solomon Darwin, Executive Director, Center for Corporate Innovation, UC Berkeley-Haas School of Business, USA



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Objectives

- To update participants on the latest developments in the field of Digital Marketing.
- To make the participants understand the fundamentals of Digital Marketing.
- Develop skills to drive innovation in Digital Marketing
- To share the benefits and uses of Search Engine Optimization and its significance.
- Use of Google Analytics and other tools.
- Use of Social Media Marketing in today's global environment

Joint Certification

Professional Certificate in digital marketing and analytics

Course Outline

- Orientation to Digital Marketing
- Search Engine Optimization (SEO)
- Search Engine Marketing/Google Analytics and Display ads
- Social Media Marketing
- Email Marketing
- Web Analytics

Program Fee

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

Class Schedule

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

For more details, please contact:

Rahul Bhatia, Program Manager

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Management, Entrepreneurship and Training Sector Skill Council



(L-R) Dilip Chenoy, CEO & MD, National Skill Development Corporation; H.M. Nerurkar, President, AIMA and Chairman, TRL Krosaki Refractories Ltd; Sanjiv Goenka, Conclave Chairman and Chairman, RP-Sanjiv Goenka Group; and Sunil Kant Munjal, Vice President, AIMA and Joint Managing Director, Hero MotoCorp Ltd and Chairman, Hero Corporate Services Ltd, with the approval letter for setting up Sector Skill Council by AIMA in the area of Management and Entrepreneurship, presented to AIMA by Dilip Chenoy

In meeting the entire value chain of trained manpower in quantity and quality across all levels and for all industry verticals, Sector Skill Councils are created. Sector Skill Councils are national partnership organisations that bring together all the stakeholders – industry, labour and the academia. The SSC operates as autonomous body.

Aligning with ecosystem of skill development and entrepreneurship promotion in the country to suit the needs of the industry, AIMA proposed to set up a sector skill council. Sectorial SSCs are complementing the existing vocational education system for the Industry

Sectors, whereas AIMA initiated a SSC to skill entire workforce of the country in the area of management, entrepreneurship and training.

AIMA's proposal for creation of Management, Entrepreneurship and Training Sector Skill Council submitted to National Skill Development Corporation proposed Sector Skill Council has received approval from National Skills Qualification Committee (NSQC). The approval was done in NSQC meeting on 26th March 2015 chaired by NSDA Chairman, Mr S Ramadorai. The letter of approval was presented to Ms Rekha Sethi, Director General, AIMA by Mr Dilip Chenoy, CEO & MD, National Skill Development

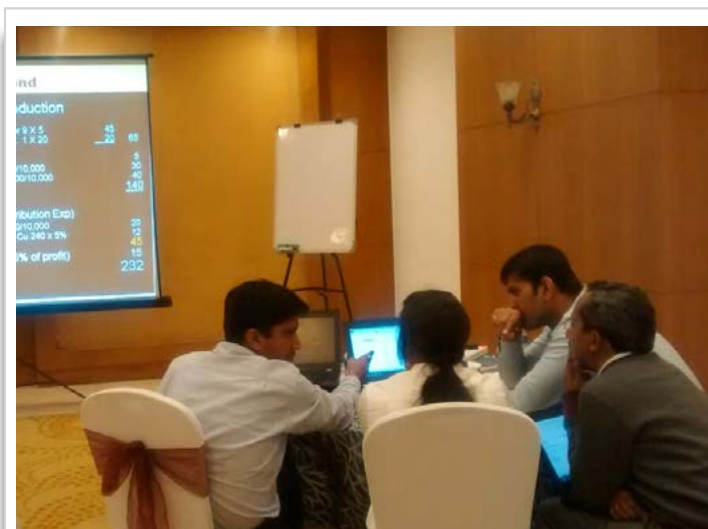
Corporation during AIMA's National Leadership Conclave on 29th April 2015. Mr HM Nerurkar, President, AIMA who in addition to his role at AIMA also chairs the Mining Sector Skill Council; Mr Sanjiv Goenka, Conclave Chairman and Chairman, RP-Sanjiv Goenka Group and Mr Sunil Kant Munjal, Vice President, AIMA and Joint Managing Director, Hero MotoCorp Ltd and Chairman, Hero Corporate Services Ltd. were also present.

The Management, Entrepreneurship and Training Sector Skill Council will bridge the gap between what the industry wants and what

the curriculum should be. The SSC will prepare occupational standards, courses and certify professionals for Management/ soft skills for all job roles across sectors; all management support functions/ job roles; Management Services eg. Consulting/ Trainer skills and Employability/ Entrepreneurship skills.

With the approval AIMA is starting the process of formation of the Sector Skill Council and will aggressively partner in the nation's skill development movement and complement the Prime Minister's national mission on Skill Development.

Chanakya



The Business Simulation programme in progress

AIMA's Business Simulation is a unique platform where participants come together to experience what real life business and economy is like and how it impacts the business houses one is associated with. It is an exposure to Strategy, Finance, Production, HR and Marketing. AIMA's in-house Business Simulation programmes were conducted for CESC on 10th & 11th April 2015. The programme was targeted at senior & middle level management and was conducted to get them into the competitive mode of steering the organisation through the new age challenges. The programme was conducted on AIMA's online platform and was highly appreciated by the participants.

AIMA In-House Quiz



Mr Ajay Poonia, Quiz Master



Ms Veena Swarup, Director HR, EIL with the audience

On the occasion of EIL's Golden Jubilee, AIMA conducted an in-house Quiz for EIL employees on 27th March 2015 at EIL Academy, Gurgaon. The programme was targeted at senior & middle level management and more than 150 officers

participated in the quiz. Ms Veena Swarup, Director HR, EIL was the chief guest for the event and Mr Ajay Poonia was the quiz master. The quiz was well received and appreciated by the participants.

In-Company Training

AIMA organised a two day in-company training programme for engineers of a (public sector organisation) on 'Think Straight: Think Through' on 29-30 April 2015. The training programme covered topics like how do we think; making, thinking and doing congruent, using thinking skills for effective work & life; creating action plan for enhancing thinking ability. The training was very well received.

Another two day in-company training programme was organised for SMS Group on 'Leadership Skills & Team Building' on 7 & 8 May 2015 at New Delhi. The two day training module is

a combination of action centered leadership and team building techniques for building managerial leadership skills for project managers and site managers. Dr Brinda Balakrishnan was the faculty of the programme.



Training programme in progress

Interactive Session



(L-R) Dr Sunil Abrol, Advisor, AIMA; Mr Matt Crabtree, Founder and Principal Partner, Positive Momentum and Mr Rajnish Virmani, Managing Partner India, Positive Momentum

AIMA organised an Interactive Session on 'Building Multi-Cultural Organisations' with Mr Matt Crabtree, Founder and Principal Partner, Positive Momentum and Mr Rajnish Virmani, Managing Partner India, Positive Momentum on 22 April 2015. The session was chaired by Dr Sunil Abrol, Advisor, All India Management Association. The session focused on the methods to create multi-location and multi-cultural organizations that can function cohesively and effectively. The programme was very well received.

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AIMA 41st National Competition for Young Managers

NCYM-2015

Theme - Transformational role of Young Managers in a new-age economy :
Towards building Sustainable Organisation

A Unique Opportunity to Fire the Imagination of Young Minds

ELIGIBILITY CRITERIA

A three member team of executives within 35 years of age (as on January 1, 2015) is eligible to participate. The team should be from the same organization only. Organisations are also free to nominate as many teams as they wish.

Each team will be required to send the mandatory non-refundable entry fee, alongwith the registration form. The fees should be sent by a crossed demand draft/cheque in favour of All India Management Association, New Delhi.

DATE OF THE COMPETITION

Bangaluru	26-27 June, 2015
Kolkata	3-4 July, 2015
Mumbai	10-11 July, 2015
Delhi	17-18 July, 2015

Grand Finale 8 August, 2015

PARTICIPATION FEE (PER TEAM)*

(For a team of three persons)	1 Team	2-5 Teams	6-More Teams
For Members of AIMA/LMA	₹25,000	₹24,000	₹23,000
For Non-members of AIMA/LMA	₹26,000	₹25,000	₹24,000

Plus Service Tax as Applicable, SERVICE TAX No. AAATA 1644 AST001, PAN No. AAATA 1644 A

* Nomination will only be confirmed on receipt of participation fees. The fee paid is non-refundable/non-adjustable, though participation by a substitute is allowed, till the written report is submitted.



More details please contact : Ms Poonam Rawat, Manager-CMD

ALL INDIA MANAGEMENT ASSOCIATION, Management House, 14, Institutional Area, Lodi Road, New Delhi-110003
Tel: +91 11 24608510 (D), 2464 5100, 4312 8100 Ext.: 241, Fax : 011-24626689, E-mail : prawat@aima.in, Web : <http://www.aima.in>
Online registration also available please visit www.aima.in

One way to reduce email stress: Re-invent the mailing list

New CSAIL system lets users customize the mailing-list experience by following and blocking users and “upvoting” messages.

*Adam Conner-Simons | CSAIL
April 27, 2015*



We all feel it — that panicked sensation when we check our inbox and see the deluge of emails awaiting our attention. The average person receives upwards of 150 emails a day, and it often seems like no amount of tagging or filtering can close the floodgates.

One major source of stress is the never-ending conversation threads made possible by group emails. Mailing lists can be a fantastic medium for substantive discussions, but often they deliver too much of what we don't want and not enough of what we do.

Believe it or not, such tools have barely changed since the pre-Internet days of Arpanet 40 years ago: You either opt in or opt out, you get dozens of irrelevant emails, and the views of a few loudmouths usually end up drowning out the rest.

But what if there were a better way?

In an age of Facebook and Reddit, users expect a sense of control over how they consume their content, and yet that control and personalization often doesn't extend to their own inboxes. Now, researchers from MIT's Computer Science and Artificial Intelligence Laboratory (CSAIL) are trying to change that with a new prototype system called Murmur that aims to improve the mailing-list experience by incorporating popular social-media features like upvoting, following, and blocking.

CSAIL PhD student Amy Zhang, lead author on a new paper she presented this week at the ACM Conference on Human Factors in Computing Systems in Seoul, says she'd always been struck by the fact that people use mailing lists for such a variety of reasons - a sentiment that was echoed by her team's surveys of more than 400 individuals from 30 different academic, social and geographical mailing lists.

"Email occupies a strange space between work and play, where it's inherently more professional than something like Twitter, but will still include content that's not directly work-related," says Zhang, who wrote the paper with MIT Professor David Karger and University of Michigan Professor Mark Ackerman. "Even if you set guidelines for a mailing list, it can be difficult to get everyone on the same page, which leads to some users feeling inbox overload and others wishing there was more substantive

discussion."

The answer, Zhang says, is to create an experience that's as customizable as the ones we have on social media.

For example, a sizable portion of respondents said they wanted to have more meaningful conversations on list-relevant topics — but were deterred from initiating because of the perception that they were "spamming" people.

With Murmur, which is still in active development, tentative senders will be able to post a message to a specific subset of friends on the list who could give it the equivalent of a Facebook "like" or a Reddit "upvote", such that it automatically spreads to more list recipients. You can also explicitly exclude certain people from emails you send, which could come in handy for office surprise parties or happy hours.

Such functions emphasize what Karger describes as one of the core goals of the project: to make mailing lists - and email more generally - a better experience for people who want to have more substantial discussions.

"Mailing lists have their roots in some of the world's earliest conversations about key topics like programming and technology," says Karger, citing newsgroup platforms like Usenet. "They remain an integral avenue for communications, and so I think it's important that we make the necessary tweaks to keep them vital and relevant."

As far as receiving messages, many respondents expressed a feeling of "interruption fatigue" and wished they could choose how much content they receive. Murmur addresses this by letting you "follow" or "mute" particular users, threads and

topics, and even providing the option of specifying how many emails with certain tags that you receive in a given day or week.

"It's interesting to revisit the idea of mailing lists and what is it about this antique tool that people can't give up," says Gloria Mark, Professor of Informatics at the University of California at Irvine. "What's great about the team's system is that it's still preserving the qualities of email that people find attractive, but also borrowing the features from social media that make it so successful."

Our emails have long been a topic of concern for providers. Google's new Inbox, for example, tries to help by using machine-learning techniques to bundle our messages into "important" and "unimportant" folders. But Karger objects to what he describes as "paternalistic approaches" to organizing our emails.

"Google has all these mysterious classifiers that create a pretty opaque experience for users in terms of how our emails are categorized," says Karger. "I like the idea of putting the human in direct control and

having the computer serve more as an assistant."

The earliest listservs, based on the first email program SNDMSG, were geared toward particular interests such as programming and science fiction. In comparison to systems like message boards, people were drawn toward listservs' ease of use and simplicity in being able to send one email to communicate to a large group of people.

But as more customizable social media platforms have come to dominate our lives, Zhang says that the medium's one-size-fits-all mentality has become outdated and suboptimal.

"In an age where we can actively decide what communications are worth paying attention to, it's remarkable that mailing lists have continued to maintain such a binary approach," Zhang says. "You're either guaranteed to get everything, or you get nothing at all. Something like Murmur might not be a perfect solution, but at the very least it gives users a greater sense of ownership over their communications."



**The Possibilities are right
there...are your people ready
to take the first step?**



ELIGIBILITY

- A team of maximum 3-4 members from different functional areas are eligible and may be nominated.
- Multiple teams from a company are also eligible. There is no cap on No. of teams for nominations.
- Participants nominated for the competition may be changed before enrolling for Registration of Prelim Round. No change is permitted after the Team is Registered in the Prelim Round.

Participation Fee (Per Team)

For AIMA/LMA Members

For Non Members

1 Team	₹ 27,000/-	₹ 29,000/-
2-4 Teams	₹ 26,000/- Per Team	₹ 28,000/- Per Team
5 Teams and above	₹ 25,000/- Per Team	₹ 27,000/- Per Team

Service tax as applicable
 AIMA PAN no.: AAATA 1644 A
 AIMA Service Tax Regn. No.: AAATA 1644 AST001
 For online registration refer website: <http://chanakya.aima.in>

REGIONS AND DATES

Eastern Round	Bhubaneswar	Prelim I	5 May	Regional Final	6 May
Southern Round	Bengaluru	Prelim I	14 May	Regional Final	15 May
Western Round	Mumbai	Prelim	28 May	Regional Final	29 May
Northern Round	Delhi	Prelim I	17 June	Prelim II	18 June
				Regional Final	19 June

GRAND FINALE : 20TH JUNE, 2015

Mapple Emerald, National Highway – 8, Rajokri, New Delhi - 110038

PRIZES

CHAMPION TEAM:
 ROLLING CHALLENGE TROPHY &
 ₹ 100,000/-

RUNNERS UP I:
 TROPHY & ₹ 60,000/-

RUNNERS UP II:
 TROPHY & ₹ 40,000/-

Top two teams will represent India in Asian Management Games-2015 and best team will go to Global Management Challenge-2015

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Connect With Us



Dan Iancu: Tapping a Moral Philosopher to Solve a Money Manager's Dilemma

A Stanford scholar examines how to juggle needs of diverse clients amid uncertainty.

April 15, 2015 | by Edmund Andrews



A scholar bridges philosophy with portfolio management. | Reuters/Yannis Behrakis

On one level, it is a highly technical solution to a narrow-bore problem in modern portfolio management. On another level, it's a problem that has preoccupied social philosophers for centuries: How do we balance fairness to individuals with the goal of doing what's best for society as a whole?

Perhaps it's no surprise, then, that Dan Iancu of Stanford Graduate School of Business has tapped into the theories of a renowned philosopher of social justice — the late John Rawls.

Iancu, an assistant professor of operations, information, and technology, studies complex

problems that involve juggling the needs of multiple players amid conditions of uncertainty and risk.

Much of this falls under the rubric of “dynamic optimization.” How can companies minimize risk in supply chains with many levels of contractors and subcontractors? How do you avoid perverse incentives in financial covenants for retailers who borrow money to finance their inventories?

But in a new paper, Iancu and Nikolaos Trichakis at Harvard Business School tackle a practical ethical dilemma that many money managers face when carrying out trades for multiple portfolios with different goals.

Though investors aren’t usually aware of it, portfolio managers frequently bundle the trades from multiple clients to improve efficiency.

The problem is how to allocate the transaction costs. Suppose that one client wants to immediately buy 10,000 shares of Wal-Mart, while a second client wants to buy only 10 shares and is willing to be patient. If that big order moves the market and drives up the price of Wal-Mart shares, the small investor may have to pay a higher price than if her purchase had been carried out at a more leisurely pace. The second investor could lose the price benefit that comes from being patient.

What is the fair thing to do? The standard approach right now is to bundle the trades together and then allocate the costs based on each client’s share of the total trade. It seems fair because the portfolio manager is aiming to maximize profits for the group of investors as a whole. In practice, however, it may be unnecessarily costly to individual clients.

To figure out a solution, Iancu and Trichakis devised

a model of portfolio management that allows the manager to choose between a blend of two different ethical approaches.

The first approach is to maximize the good of the whole group. In social terms, it’s what utilitarian philosophers would describe as seeking the greatest good for the greatest number of people. For a portfolio manager, it means maximizing the total returns for the whole group.

The problem is that maximizing the group’s total “happiness” may not be fair to the individuals. Imagine two clients, a big investor and a small one, who both are interested in buying shares of Target and Wal-Mart.

The quickest way to maximize total happiness might well be to carry out all the orders on the spot, because that would make the one big investor extremely happy. But that could easily be unfair to the small investor, who could face a higher stock price as a result of being lumped in with the whale-size buyer.

The alternative approach is to focus on fairness.

This is where John Rawls comes in. As the author of major works on social and political ethics, most famously *A Theory of Justice*, Rawls argued that the best approach was to focus on delivering the most possible happiness to those who were worst off.

For the two clients who both want shares of Wal-Mart and Target, a “fairness” approach could be to have the small investor buy Target while the big investor buys Wal-Mart. That would prevent overlap between the two and protect the small investor from being big-footed.

In short, Iancu and Trichakis devised a model for

portfolio management that allows a manager to blend the “greatest good” approach and the “fairness” approach. They then ran computer simulations with hypothetical portfolios to test the extreme versions of each approach against the other.

The big surprise: The Rawlsian approach was not only fairer to the small investor, but also almost as efficient and beneficial for the big investor. In the case of the Wal-Mart and Target investors, the small investor was protected and the disadvantages to the big investor were very small.

Iancu and Trichakis don’t have a simple intuitive explanation for these results. They also caution that

they aren’t advocating a pure Rawlsian approach. Their model is open to all manner of combinations between maximizing fairness and maximizing social welfare.

But economists usually assume there is a natural conflict between maximizing fairness and maximizing total returns. It turns out, says Iancu, that at least in this particular financial problem, the trade-off isn’t that large after all.

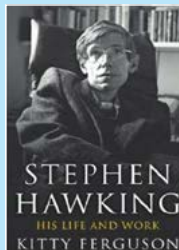
Dan Iancu is an assistant professor of operations, information, and technology at Stanford Graduate School of Business.

New Additions in AIMA Library



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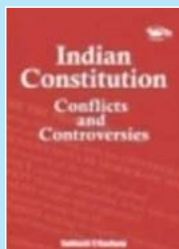
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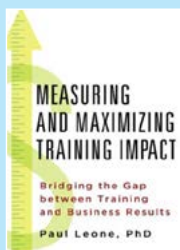
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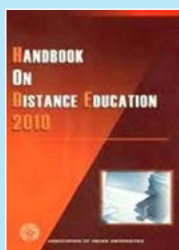
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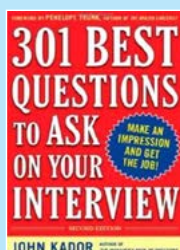
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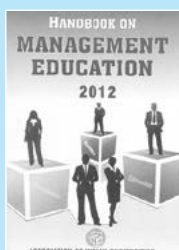
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Ahmedabad Management Association

The month of April commenced by Dr. Nandita Shah's enlightening address on 'Your Health is in Your Hands' emphasising how most of the chronic incurable diseases that we face today can be prevented and reversed with the correct diet and lifestyle. It enabled many participants to necessitate changes and reach their highest potential, not just in their physical health but also in their emotional and spiritual well-being.



Dr. Nandita Shah addressing the Seminar



20th Innovation Conference

In the first week of April, AMA held the 20th Annual Conference on Innovation with a focus on how to Create, Sustain and Leverage an innovation culture in context of the organisation to contribute to a better India. The conference was attended in large numbers which included detailed presentations on individual innovative experiences with significant impact to business and society, the experience of organisations in creating and sustaining an Innovation Culture.

AMA announced highly interactive Summer Workshops 2015 for all the school and college students in the months of April and May. It includes 67 programmes on diverse themes beneficial to students in shaping attitudes, personality development, skills enhancement, time management, mind and leadership orientations, imparting education through interactive sessions, expanding cognitive awareness through IQ and EQ enriching programmes.

AMA Annual Awards 2014 presentations were held at the AMA campus which encourages excellence in entrepreneurship, marketing and management. Mr. R. Gopalakrishnan, Executive Director, Tata Sons Ltd was the Guest of Honour for celebrating the success of each individual who chose their own field of activity and created a very distinguished track record over the years. Through this initiative, AMA hopes to inspire and encourage young talents by presenting role models for the aspiring management professionals and thereby lead the way in contribution to their respective organisations.

An insightful health awareness programme on Primary Prevention of Coronary Heart Disease and its Changing Scenario was conducted by Dr. Ramesh Kapadia, MRCP



AMA Annual Awards 2014 Presentation



Dr. Ramesh Kapadia addressing

(Cardiology), FRCP, Founder Chairman, Universal Healing Programme which combines the conventional cardiovascular medicine together with other components of healing, thus based on holistic healing.

The weekly lectures were addressed by Mr. Arun Chitlangia on 'Expectation Management'; Achal Rangaswamy on 'Unleash Your Hidden Potential'; and two part of 'Upanishad Ganga' series by Br. Atharvanji Chaitanya. AMA also organised 56 training programmes on a wide range of topics.

Allahabad Management Association

Allahabad Management Association organised 'Shikshak Samman Samahroh' on 5th April where Secretary AMA, Mr Vibhav Bajpai was awarded a certificate of excellence in the field of management by SPMET Trust. The Certificate and memento was awarded by Mr. Pramod Tiwari, MP Rajya Sabha; Mr Anugrah N. Singh, MLA City North and Ms. Vijayshree Tiwari, MD, SPMIT.



Mr Vibhav Bajpai being felicitated

Baroda Management Association

Workshop

A workshop on 'Spoken English & Personality Development' was organised at BMA from 11th April to 3rd May to groom the candidates, professionals and students with Mr. Jyothish Babu, an eminent English Trainer as the faculty. The course laid emphasis on Basic elements of English as a language, Importance of Writing, Listening, Reading and Speaking, Proper Pronunciations, improvising the skills of Formal Business Communications & Formal Introductions.



Mr. Jyothish Babu during the session on 'Spoken English and Personality Development'



Mr. Quaidjohar Vankanerwala along with the participants of Performance Scorecard

Certification Course

A 2 Days Certification Course on 'Performance Scorecard' was held on 24th – 25th April by Mr. Quaidjohar Vankanerwala to meet the Business Excellence Objectives in the organisation. The programme was attended by senior corporates and it helped them learn how to develop competitive strategies for their organisations.

Friday Evening Talk

A video screening was held as a part of Friday Evening Talk on 3rd April on the topic 'Asmita Parva' addressed by Ms. Kajal Oza Vaidya. Ms. Kajal highlighted the importance of a woman and her feelings in her speech.

Another Friday Evening Talk was held on 10th April on the topic 'Employee Engagement' by Mr. Archit Patel who



Mr. Archit Patel addressing the Friday Evening Talk

Kulabkar who is a National Award winner on Road Safety and Traffic by Government of India.

A Friday Evening Talk was held on 24th April on the topic 'A Book Review on the Autobiography of Mr. Sachin Tendulkar' by Mr. Samir Thakkar. While reviewing his autobiography, the speaker focused on Life Lessons that we can learn from the life of Sachin Ramesh Tendulkar.

has more than 11 years of experience in Human Resources and Corporate Business Strategy. He explained the significance of 'Employee Engagement' as the anchoring principle that helps to produce effective results.

On 17th April a Friday Evening Talk was held on the topic 'Road Safety and Traffic – A Need of 2015' by Mr. Satyen



Mr. Satyen Kulabkar addressing the Friday Evening Talk

Bharuch District Management Association

Training Programme

On 6th April, a training programme on 'Developing Emotional Intelligence and Interpersonal Relations' was held led by Mr Hiren Vakil, Corporate Trainer, Mumbai. The workshop was packed with the strategies, techniques and tips to become an outstanding corporate citizen.

Mr Hiren Vakil held another training programme on 'Performance Management System' on 7th April.

Students' Interactive Drive



The participants involved in the paper activity given by the faculty Mr. Hiren Vakil



Squadron Leader Sneha Shekhawat sharing her experiences with the young audience

Bharuch District Management Association and Shri Sad Vidya Mandal Institute of Technology, Bharuch invited a team of Indian Air Force where – Squadron Leader Sneha Shekhawat, who led all Women IAF officers marching contingent at 66th Republic Parade, shared her invigorating experiences at Indian Air Force at an event held on 13th April.

MDPs

An MDP on 'Finance for Non-Finance Executives' was held on 16th April by Mr. Pinku Talati, Team Results Corporate

Solutions Pvt. Ltd., Vadodara. 'Finance for Non-Finance Executives' programme provides an understanding of basic concepts of accounting and finance to persons from non-finance background.

A programme on 'Power of Assertiveness to be an Effective Counselor' by Dr. Nivedita Ganguly, Corporate Trainer and Psychologist, Vadodara was held on 23rd April. The programme was a mix of various activities, movie clips, case studies and games.



(L-R) Mr. Pinku Talati, Team Results Corporate Solutions Pvt. Ltd.; Mr. G. R. Patel, GM, Team Results Corporate Solutions Pvt. Ltd. and Mr B. J. Patel, Sr. Executive Head, BDMA

Evening Talk

An evening Talk on 'Current Economic Scenario and Impact of Crude Oil Crash' by Mr Sushil Kumar, President, Reliance Industries Ltd. was held on 16th April in association with Indian Institute of Chemical Engineers – Ankleshwar Regional Chapter (IICHE-ARC). The speaker talked about the Indian economic scenario in the last ten years vis a vis world economy and the possible scenario in next 25 years.



Mr Sushil Kumar addressing the audience

Interactive Talk

An Interactive Talk with industries and professionals was organised on 24th April with Dr. A. P. J. Abdul Kalam, Ex-President, India in association with Ankleshwar Industries Association. The topic focused by Dr. Kalam was 'Industrial Growth is Imperative to an Economically Developed India 2020'. Dr Kalam's valuable insights and inspiring speech left the audience in awe and the programme was extremely well received with positive feedback



Bharat Ratna, Dr. A. P. J. Abdul Kalam, addressing the audience at Ankleshwar Industries Association Auditorium, Ankleshwar.



Chairman Mr Subhash Vithaldas giving the welcome address

Bhopal Management Association

The 8th Annual General Meeting of The Bhopal Management Association was held on 11th April under the chairmanship of Mr Subhash Vithaldas, Director, Permali Wallace Pvt. Ltd. Mr Vithaldas gave a brief account of the objectives and activities of the Bhopal Management Association while Mr Vishwas Ghushe, Hon. Secretary presented the annual report for 2014-15. Elections were also held in this AGM and the newly elected office bearers were welcomed by members of the Association.

The AGM was followed by expert lectures by Mr Santosh Choubey, Chairman & Managing Director, AISECT University, Bhopal who spoke on 'Managing Rural Development and how to be a Social Entrepreneur'. Mr S.K Zutshi, Circle Head, Punjab National Bank, Bhopal, spoke on the importance of loan fund management. Prof. Rajpal Singh, Education Advisor to Governor of M.P also attended the programme as a special invitee. In his concluding remarks Dr. Mahesh Shukla summarised the key points of the proceedings and announced the proposed training programme to be taken up by BMA with BSNL.



Elected E.C Body for the years 2015-17

Bombay Management Association

Evening Talk

On 10th April, an Evening Talk on 'Mentoring for SME's' by Mr. Pradip Shroff, President of CFI Mumbai-Pune Chapter was organised by the BMA Western Suburbs Centre and SME Cell. It was held in association with Aditya Institute of Management Studies & Research. The orientation lecture emphasised on the functions and importance of mentoring and the benefits that can be derived from the process.

The above session was also organised by the Eastern Suburbs Centre and SME Cell on 18th April in association with Kohinoor Business School.



Mr. Pradip Shroff, President of CFI Mumbai-Pune Chapter addressing the session



Participants at the movie screening

Varghese, SPHR – Founding Partner, Your HR Buddy was conducted on 29th April. The objective of the workshop was to help HR professionals take stock of current trends in the HR analytics space and determine how best to align their departments in the context of the Big Data wave that is sweeping organisations.

Movie Screening

The movie 'Science of Spirituality' by Rajan was screened on 23rd April. The movie gave the participants different insights and helped change their perception towards life.

Workshop

A one day workshop on 'HR Analytics' by Mr. Sumeet



Participants at the workshop

Calicut Management Association

Calicut Management Association conducted an in-house Presentation & Group Discussion on 24th April on the topic '3-D Printing – How it is set to Revolutionize Manufacturing and Kill Global Brands'. The faculty of the programme included Mr. M. Anil Kumar, Vice President, CMA and Mr. K.A. Ajayan, Managing Committee Member of CMA.



Group Discussion in progress

Calcutta Management Association



Mr Sandip Ghose, Director, NISM receiving a memento from Dr Paramita Sarkar, Professor, J D Birla Institute (Dept of Management).

Calcutta Management Association, in collaboration with The Calcutta Stock Exchange is regularly organising 'Student Education Programme'. The latest programme was organised on 27th April at NSHM Business School & J D Birla Institute (Dept. of Management), simultaneously and exclusively for their students. Mr Sandip Ghose, Director, National Institute for Securities Market, graced the occasion as the Chief Guest and interacted with the students. On behalf of The Calcutta Stock Exchange, Mr Sanat Bharadwaj spoke extensively on the Capital Market at large. This programme is organised regularly as a part of the financial literacy initiative undertaken by Calcutta Management Association & The Calcutta Stock Exchange.

Delhi Management Association

Plant Visit

A group of DMA members visited Havells India Ltd, Faridabad on 4th April where Mr. Vinod Kumar Sharma, Asstt. General Manager - HR, Havells India made a presentation about their organisation, its products and its vision and mission followed by an interactive session with Mr. Gian S Chaudhary, Associate Vice President of the company. Participants were taken around the plant and shown functioning of various departments and R & D facilities.



DMA Members with the Havells officials at the plant.

Expert talk

DMA in collaboration with APE Communication organised its 4th Expert talk series on 'Water, Sanitation & Hygiene (WASH): Transforming India into a Sanitized Nation' on 22nd April at New Delhi.

Mr. Rajan Pandhi, Director, DMA welcomed the eminent speakers and the participants and also briefed about DMA and its salient activities. In the inaugural session Mr. Vimal Tripathi, Vice President, HDFC delivered the keynote address and highlighted CSR Model- Sanitization being an Essential Component and CA Subhash Mittal, Partner, Subhash Mittal & Associates as a Speaker of Excellence shared his views on CSR Scenario & Insights in India. The session was chaired by Dr. Seema Singh, Head, Department of Humanities, Delhi Technological University.

Some of the other speakers included Mr. Raj Jani, Livelihoods & Marketing Expert, EEDS-DFID Project, M.P.; Ms. Sarita Chauhan, DGM, National Yuva Cooperative Society and Mr. Raj Pathak, President, APE Communication.

2nd National Seminar

Centre for Education Growth & Research (CEGR) in collaboration with IMS, Ghaziabad organised the 2nd National Seminar on 'Higher Education: What India Needs?' and book launch of 'Entrepreneurship: Learning and Implementation' on 24th April. The welcome address was delivered by Prof. (Dr.) V. P. S. Arora, Vice Chancellor, Supertech University and President-CEGR. Mr. Vikas Khanduri, Vice President, CEGR and Founder, Viva Voyages; Mr. Hashan Haputhanthri, Head TVS Motors, Sri Lanka; Prof. (Dr.) V K Jain, Vice Chancellor, Doon University, Dehradun; Prof. (Dr.) Furqan Qamar, Secretary General, Association of Indian Universities; Mr. J. P. Yadav, Former Minister of State and Honourable Member of Parliament; Dr. Arun Kumar, Honourable Member of Parliament were the eminent speakers who shared their views on the theme. Prof. (Dr.) Urvashi Makkar, Director, IMS Ghaziabad and Advisor, CEGR, Chairperson, Skill Enhancement Department, CEGR, briefed about the Entrepreneurship book. Mr. Lokesh Mehra, Director, Education Services, Symantec and Vice President, CEGR spoke about the prestigious Rashtriya Shiksha Gaurav Puraskar and Ms. Meenakshi Lekhi, Senior BJP Leader and Member of Parliament launched the book on 'Entrepreneurship: Learning and Implementation'. The programme was supported by DMA.



Participants at the 4th CSR Expert talk

Ghaziabad Management Association

Lecture

Ghaziabad Management Association organised a lecture cum interactive session on Cyber Security in association with Institute of Technology & Science (ITS), Mohan Nagar at their campus on 4th April. The facilitator was Prof. Kapil Mohan Garg, presently, a faculty member at ITS - Mohan Nagar, Ghaziabad, in the area of Information Technology Management. A lot of queries were raised during the session which was very informative and interesting.



Prof. Garg being felicitated on behalf of GMA

Interactive Session

Ghaziabad Management Association organised an interactive session on 'How to be successful in life and in occupation' on 11th April. The interaction was with Dr. Laxmikant Tripathi, Palmist, Ayurvedacharya, Author, Journalist. The principles of 'Karmyog' were explained and the session generated a great deal of interest.



Dr. Laxmikant Tripathi being felicitated by Mr. V K Dubey, M.D. Continental Carbon India Ltd.

MDP

GMA in association with IMS Ghaziabad and Noida Management Association (NMA) organised an MDP on 'Finance for Non-Finance Executives' on 18th April. Mr. Dinesh Jain, Joint President, Group-HR, Uflex Ltd. & President Noida Management Association was the chief guest and delivered the presidential address, Mr. V.K. Jayaswal, Executive Director, Shriram Pistons & Rings Ltd. was the guest of honour and delivered the keynote address, while CA Anil Agarwal CEO, Anil Kumar & Associates addressed the delegates about the importance of finance in all functional domains. Mr Vinay Gupta, Executive Director, Ghaziabad Management Association; Mr. Sudhir Mohan Mittal, MD, Sukriti Vidyut Udyog Ltd. and Mr. Babu Khan, CEO at Aura Green Technologies, Ghaziabad former AGM at Central Electronics Ltd. were the distinguished guests. Mr. Ratnesh Kumar, AGM Finance, NTPC Ltd. and Dr. Ambika Prasad Dash, Senior Professor-Finance & Strategy, PMI, NOIDA, were the expert speakers in technical sessions.



Participants and panelists at the MDP

Guwahati Management Association

Signing of MoU

On 24th April, the President of GMA signed two separate MoUs with the Principal of Birinchi Kr. Barooah College and The Principal of SBMS College to help the colleges in curriculum design, industrial training visit, research and development, skill development programme, arranging guest lecturer, placement of training and faculty development programme.



Mr D N Barua, President GMA, Mr S B Sarmah Vice President GMA with principals of colleges



(L-R) Mr D N Barua, President, GMA; Mr Kishore Kumar, Director, Reform Prayas and Mr S B Sarma, Vice President, GMA

Talk

Guwahati Management Association organised a talk on 'Change Management' by Mr Kishore Kumar, Director, Reform Prayas, Guwahati on 28th March.

Hardwar Management Association

HMA organised a talk by Dr. Anil Sethi, Founder GK Group of Company, Motivational speaker, Corporate Trainer on the subject 'How to lead a powerful life and achieve your dreams' on 13th March. The talk was focused on various aspects of human behaviour which makes them better human beings and helps in leading a successful life. The programme was well received by large audience.

Mr Anubhav Srivastava, the concept creator, producer and director of the movie 'Carve Your Destiny' delivered a talk on the various steps or principles which should be adopted by any person who desires to achieve the best in his life, thereby carving one's own destiny on 16th April. The programme was attended by a large number of HMA members.



Dr. Anil Sethi addressing the session



Mr Anubhav Srivastava speaking on 'Carve Your Own Destiny'

Indore Management Association

Management Film Show

Indore Management Association organised a Film Show, based on the famous Hollywood movie 'Wall Street' for management professionals and students on 14th April. The moderator for the session was Dr. Vivek S Kushwaha, Director, IPS Academy, Institute of Business Management & Research, Indore.



Dr. Vivek Kushwaha moderating the Film Show.

Reader's Clique

Indore Management Association in its Reader's Clique organised a book discussion on the book 'Eat, Pray, Love' a book by Elizabeth Gilbert for management professionals and students on 15th April. The moderator for the same was Ms. Yogeshwari Phatak, Director, Prestige Institute of Management & Research, Indore.

IMA Evolution for Excellence Workshop

IMA organised its Evolution for Excellence a one-day Workshop on 17th April. The module for the workshop was 'Stepping into Leadership' and the speaker for the session was Mr. Vijay Shahani, Business Consultant. Mr. Vijay Shahani discussed about various frameworks being used in leading organisations on Leadership identification and Leadership Development. The participants learnt the real life management and leadership problems and solutions through the management games.



Mr. Vijay Shahani in discussion with participants during the workshop.

Workshops

IMA organised its training and certification programme on 'Excel Essential Skills' on 21st April with Dr. Durgesh Kumar Mishra, Chairman Computer Society of India (CSI) Division IV Communication (2014-2016). Dr. Mishra explained different ways to design spread sheet and analysis process.

Day two of the training and certification programme was held on 27th April. The session was highly enthusiastic & full of learning.



Dr. Durgesh Kumar Mishra with the participants during the workshop on Ms. Excel

Training @ Doorsteps

IMA has organised its Training @ Doorsteps a one-day Workshop on 23rd April at Mahindra Two Wheelers Limited, Pithampur. The module for the workshop was 'Critical Thinking and Creative Problem Solving' and the facilitator for the workshop was Mr. Rakesh Jain, Director Outdoor Learning resources Pvt. Ltd.

HR Forum Meeting

IMA organised its HR Forum Meeting on 27th April on the topic 'Approaches to change: Building Capability and Confidence' and also the Best HR Practices of Volvo Eicher and Commercial Vehicles. The facilitator for the session was Mr. Sudeep Kumar Dev, General Manager HR & Admin Volvo Eicher Commercial Vehicles, Pithampur. Mr. Sudeep Kumar Dev discussed the various HR practices practised at VECV.



Dr. Durgesh Kumar Mishra with the participants during the workshop on Ms. Excel

Kerala Management Association

Annual Competition for Young Managers

The 33rd Annual Competition for Young Managers of KMA was held on 9th April. The Chief Guest for the function was Mr. Ajayaraj Palasseri, CEO of Nagarjuna Ayurvedic Centre Ltd. Thirty one teams from various corporates in Kerala participated in the competition held on the topic 'Bridging the Gap between Education and Employability in Kerala'. UST Global International Pvt. Ltd. was adjudged as the Best Team to win the KMA Nagarjuna Ayurvedic Rolling Trophy.



Mr. Ajayaraj Palasseri, CEO of Nagarjuna Ayurvedic Centre Ltd Delivering the inaugural address at the Young Managers Contest

Management Leadership Award

Management Leadership Award, established in 1979 is the highest honour that KMA confers on any individual management leader for his outstanding contribution to business and industry in the state of Kerala. Mr. M. S. A. Kumar, Former Managing Director of AVT Natural Products Ltd. has been selected for the Management Leadership Award this year by an eminent jury panel. The award was presented by Mr. Srinivasan. K. Swamy, Chairman of R. K. Swamy Hansa Group and Past President of AIMA on 16th April.



Mr. Srinivasan. K. Swamy presenting the Management Leadership Award to Mr. M.S.A. Kumar

Evening Meeting

An Evening Lecture Meeting held on 24th April was addressed by Dr. Philip Jose, Assistant General Manager, Advanced Engineering, Engineering Research Centre, Tata Motors Ltd., Pune on the topic 'Sustainable Public Transportation for Indian Cities'.



Dr. Philip Jose addressing KMA Members

Ludhiana Management Association

Students Forum

In January 2015 Ludhiana Management Association formed Students Forum of LMA. Every month a seminar or training programme is organised in an Institute where all student members are invited to participate. This effort of LMA for training & development of management students in & around Ludhiana has been appreciated by the Institutes and students.

Session

On 10th April, LMA organised a session on 'Improving your Skills through Transactional Analysis' by Dr M A Zahir, Chairman, Synetic Business School. 300 student members from different institutes attended this session which was interactive & enriching.

Seminar

LMA organised a seminar 20th April where Dr Shalini Chawla, Senior Fellow, Centre for Air Power Studies, New Delhi delivered a talk on 'Understanding Pakistan's Strategic Culture'.

Dr Chawla expressed that understanding the strategic, culture of India and Pakistan is very important for growth and development of both the countries. Mr Sachit Jain, President, LMA while giving his presidential remarks said that strong economic and social relations with neighbours are very important for the development of regional harmony.



Panelists at the seminar

Lucknow Management Association

Health Talk

A wellness programme was organised by Lucknow Management Association on 4th April with two eminent specialist speakers from Fortis Escorts Bone & Spine Institute, New Delhi. Dr. Harshvardhan Hegde Executive Director, Bone and Spine Institute spoke on 'Managing Spinal Problems' and



Wellness programme in progress

Dr. Alok Sharma Dr. Alok Sharma Sr. Consultant - Trauma & Joint Replacement spoke on 'Arthritis of Knee and its Management'.

Launch of LMA Publication

On 9th April, Mr Akhilesh Yadav, Chief Minister of U.P. released Lucknow Management Association's publication 'Driving U.P's Growth through Power Sector' and 'Manage, Live & Lead' authored by Mr. Venkat Changavalli, Former CEO, Symrise India Pvt. Ltd. and Emergency Management and Research Institute and currently Advisor (Home and Health), Govt. of U.P.



Mr Akhilesh Yadav, Chief Minister, U.P. releasing the LMA publication



Panelists at the session

Panel Discussion

Lucknow Management Association jointly with North Indian Sugarcane & Sugar Technologists' Association (NISSTA) and University of Lucknow organised a panel discussion on 'Crisis of North Indian Sugar Industry: Issues and Opportunities' on 18th April. The speakers included Mr Madhukar Jetley, Advisor to GoUP on Externally Aided Projects and NRI Department; Dr SB Nimse, Vice Chancellor, University of Lucknow; Prof Narendra Mohan, Director NSI Kanpur; Dr BK Yadav, MD, UP Cooperative Sugar Factories Federation Ltd.; Dr S Solomon, Ex Director IISR; Mr NC Paliwal, ED Dalmia Sugar Group; Prof Arvind Mohan, Director, IMS and Professor of Economics, Lucknow University and Mr AK Malik, Technical Advisor, Haryana Federation of Cooperative Sugar Factories Ltd., Panchkula.

Madurai Management Association

A speaker meeting was held on 19th April to discuss ways to ease traffic, regulate auto rickshaws, pedestrian crossing and one way roads. Mr M. Shunmugasundaram, Hon. Secretary & CEO chaired the panel discussion. Mr. K. Kalayanakumar, Regional Transport Officer, Madurai North was the Chief Guest and participated in the panel discussion with members and press. The programme was very well received.



Mr M. Shunmugasundaram, Hon. Secretary & CEO and Mr. K. Kalayanakumar, Regional Transport Officer, Madurai North addressing the panel discussion

Mangalore Management Association

Video Show

On 24th March, Mangalore Management Association (MMA) in association with S.D.M. PG Centre for Management Studies & Research, Mangalore organised a video show on 'Waste Management'. Mr M. R. Vasudeva, President, Mangalore Management Association presided over the programme while Dr. Devaraj K., Director, SDM PG Centre gave a brief introduction of the programme.

Lecture Meeting

MMA in association with S.D.M. PG Centre for Management Studies & Research, Mangalore organised a talk on 'Yoga & Stress Management' by Dr. Krishna Sharma, Chairman, Dept. of Human Consciousness and Yogic Sciences, Mangalore University, Mangalagangothri, Mangaluru on 16th April at SDM-MBA Conference Hall, Mangalore.



Dr. Krishna Sharma, delivering a talk on 'Yoga & Stress Management'.

Meerut Management Association

An interactive session was organised at Abha Manav Mandir (an old age home), Disha School, Janhit Foundation, at Ganga Nagar Meerut. Members from Meerut Management Association and from other organisation attended the session.

Mr. Alok Sinha I.A.S. (Commissioner) Meerut Zone, inaugurated the 15 kilowatt Solar Power System at Abha Manav Mandir. Emphasis was given on the use of solar power and other renewable energies, and their benefits.



Interaction with the members of Abha Manav Mandir.

Navsari Management Association

Navsari Management Association organised a public lecture with transgender Laxmi Tripathi on 22nd March. The programme was very well received.

On 9th March, NMA organised a a lecture on budget with AXIS Mutual Fund head, Mr Nilesh Shah which witnessed a participation of over 300 people.



Dr DK Joshi, President, Navsari Management Association welcomes Laxmi Tripathi



Mr Nilesch Shah delivering the lecture



Students with NMA members

On 26th April, NMA organised a performance of differently abled team of students from Ability Unlimited, New Delhi as an attempt to showcase that nothing is impossible.

Noida Management Association

On 4th April, Noida Management Association organised an Evening Talk by Mr Nagendra Pratap Singh (IAS), District Magistrate, Gautam Buddh Nagar. Mr Singh spoke to NMA members on Corporate Social Responsibility and welfare issues connected with the construction workers, Environmental Management, Stake Holders Engagement, Labour Standard and working conditions of employees.

Mr Dinesh Jain President NMA, and other dignitaries on dias included Mr S.C Kulshrestha, Labour Law Advisor; Mr SN Singh Asst. Vice President U flex. The talk was attended by more than 70 members of NMA.



Panelists at the session

Rajkot Management Association

Rajkot Police recently organised an unique Self Defence Awareness Zumba class for women empowerment and Self Defence Dance Event specially for women between 8 to 58 years of age. This event was supported by Rajkot Management Association. 8500 women from across the society attended this event and New Indian and Asian Guinness Book of Records were created. On the occasion a new version of 'Be Aware 2014-15' video was launched and showcased. Mr Mohan Jha, IPS Police Commissioner, Rajkot and C.A. Kothari, President Rajkot Management Association with Mr. Parag Jobanputra, Secretary launched this new public awareness programme of RMA.



Be-Aware-2015' programme launched by Rajkot Police Commissioner Mohan JHA at Guinness Record event

Tarapur Management Association

Installation Ceremony

Tarapur Management Association organised the Installation Ceremony on 4th April. Mr. GVS Kumar, incoming President along with the team of New Executive Committee members were present during the Installation Ceremony. Six past presidents, Mr. B.K. Shah, Mr. V.D. Sudame, Mr. P.R. Desai, Mr. E.R. Mudaliyar, Mr. Partho Ghosh, and Immediate Past President Mr. Narayan Mohite also graced the occasion.



Mr. GVS Kumar, incoming President along with the team of New Executive Committee members

Evening talk

An evening talk on the topic 'What it takes to be World Class Company' was held at TMA Management House on 18th April. Mr. Bhaskar Joshi, Past President BMA was the Guest Speaker of the evening and the programme was attended by senior executives from various industries.



Mr. Bhaskar Joshi, Past President BMA and the Guest Speaker being felicitated by Mr. GVS Kumar, President Tarapur Management Association

Thrissur Management Association

Inauguration of Management House

On 5th April the silver jubilee and new TMA house were inaugurated by Hon. Governor of Kerala (Rtd) P. Sathasivam. Mr CN Jayadevan, Member of Parliament presided over the meeting. Adv. Therambil Ramakrishnan, MLA delivered the keynote address. Mr. Sanjay Grover, Director, AIMA and Padmasree CK Menon, Chairman, Behzad Group were felicitated on the occasion. The president of TMA, Er. Gopalakrishnan M R made a special address in the inaugural meeting.



Inauguration of Management House by Hon. Governor of Kerala, Justice P Sathasivam

Student Chapter

A new Student Chapter was inaugurated at Nehru College of Management Science Paampadi on 18th April. Adv Dr Krishnadas inaugurated the function. Er. Gopalakrishnan M R presided over the meeting. Mr PM Jose, convener of the programme welcomed the members and Dr VM Xaviour was felicitated in the function. Dr CA Venugopal conducted a seminar on 'Motivation'.



Inauguration of Student Chapter at Nehru College of Management Science, Paampadi

Sessions

On 21st April, Thrissur Management Association arranged the Caliber Upgradation for Engineering students at Vidya Academy of Science and Technology Thrissur. Er Rajeevan C G, the former senior vice president of Manipal Hospital made a presentation on 'Career Opportunities and Corporate World'. Another session was on 'Globalization Opportunities' by Mr Alex P George, MD Alco Fastens Thrissur. A seminar on 'Youthfulness for a Better World' by Rev. Fr. Roy Joseph Vadakkan, Project manager, Jyothi Engineering College Cheruthurithy was also conducted. Immediately after the seminar a mock interview was organised by Mr K R Raju, Mr V P Joseph, and Col. Prathap Chandran.

Vaikom Management Association

Vaikom Management Association arranged a talk by Er. Saifudeen, Former Principal, PETRAC and Deputy Chief Engineer, KSEB on 'Fine Tuning The Attitude' for managers and another talk on 'Values of Life' by Mr. TRS Menon, Corporate Trainer for students. The programme was very well received.



Talk on 'Fine tuning the Attitude'

AIMA Events Calendar

Event	Conference Director	Venue	Date
Recent Advances in Research Methods		Delhi	15-18 May 2015
24th National Management Games 2015		Bhubaneswar Bangalore Mumbai Delhi Grand Finale	5-6 May 2015 14-15 May 2015 28-29 May 2015 17-19 June 2015 20 June 2015
4th HR Leadership Retreat	Mohandas Pai	Goa, Fort Aguada	12-14 June 2015
7th Business Responsibility Summit	Rajiv Bhaduria, Group HR, Jindal Steel & Power	New Delhi	23 June 2015
Training Programme on Case Teaching and writing		Delhi	July 2015
National Competition for Young Managers – 2015		Bangalore Kolkata Mumbai Delhi Grand Finale	26-27 June 2015 3-4 July 2015 10-11 July 2015 17-18 July 8 August 2015
9th Global Advanced Management Programme 2015		Silicon Valley, USA	5-11 July 2015
Training Programme on Logistics and Distribution Value Chain		Delhi	August 2015
Training Programme on Presentation Skills		Delhi	August 2015
National Competition for Management Students – 2015		Bangalore Mumbai Kolkata Delhi Grand Finale	6-7 August 2015 13-14 August 2015 17-18 August 2015 21-22 August 2015 28 August 2015
20th Annual Convocation		New Delhi	13 August 2015

Event	Conference Director	Venue	Date
Training Programme on E-Procurement		Delhi	September-October 2015
SYMP		Hyderabad	11 September 2015
42nd National Management Convention		New Delhi	22-23 September 2015
SYMP		Goa	30 September 2015
3rd Marketing Retreat		Goa	October 2015
4th Young Leaders Retreat		Goa	November 2015
HRM Summit		New Delhi	December 2015

To view full calendar please visit www.aima.in

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ALL INDIA MANAGEMENT ASSOCIATION

All India Management Association

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