

# AIMA News

AIMA'S MONTHLY E-MAGAZINE

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

APRIL 2019



Dear Readers,

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

The previous month saw AIMA reach out, not just to the Indian management community, but to its international peers as well.

AIMA participated with a high profile delegation at Asian Association of Management Organisation (AAMO)'s 20th Triennial Conference followed by an Awards Night in Kuala Lumpur, Malaysia. Dr Mahathir Bin Mohamad, Prime Minister of Malaysia was awarded the 'AAMO Visionary and Nation Builder Award' in the presence of Mr Harshavardhan Neotia and Presidents of the National Management Organisations of Australia and Malaysia. Mr Sanjiv Goenka was also presented with the 'AAMO Asian Leadership Award 2019'. Mr Pramod Bhasin delivered the opening keynote address of the Triennial Conference on the theme 'Dealing with Disruptions in a Changing Marketplace'.

The first AAMO Council meeting for the year 2019- 2020 was also held a day earlier. AIMA will be taking over the Presidency of AAMO in October this year. More details carried inside.

Closer home, AIMA continued its close collaboration with the Local Management Associations. AIMA, jointly with Kerala Management Association organised the 4th Regional Management Conclave at Kochi on AIMA's theme of the year - 'Innovation in the Age of Disruption'. The Conclave was addressed by several eminent speakers and attended by over 350 CEOs, management professionals and students. AIMA also collaborated with Kanpur Management Association and Lucknow Management Association in organising the 72nd Shaping Young Minds Programme at Kanpur. Young professionals and management students had a unique opportunity to interact with achievers from various fields. The SYMP was addressed by iconic speakers and was well received. Brief reports carried inside.

Keeping true to its endeavour of providing platforms to young leaders to shape the management destiny of the country, the AIMA Young Leaders Council organised the first Mumbai Chapter event with Mr R Gopalakrishnan as the keynote speaker. An Interactive Session was also organised with Mr Satyendra Jain, Senior Cabinet Minister, Delhi Government at New Delhi. Both events were well attended by young leaders and professionals from various fields.

In addition AIMA continued to reach out the academic and management fraternity through its testing services, education & training programmes, workshops, and interactive sessions. You will find more details inside along with updates from the LMAs and some interesting articles on management.

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

**Rekha Sethi**  
Director General

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Ms Smita Das

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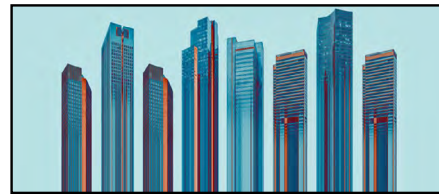
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# 16<sup>th</sup> Global Advanced Management Programme

**AIMA**  
ALL INDIA MANAGEMENT ASSOCIATION

*Disruptive Innovation & Open Business Models in the Changing Global Landscape*

23<sup>rd</sup> - 29<sup>th</sup> June, 2019  
Silicon Valley, USA



## Programme Director

**Solomon N Darwin**

Executive Director, Center for Corporate Innovation  
Haas School of Business, University of California, Berkeley

## Programme Objectives

- Insights into the latest models and frameworks for understanding business problems
- Strategies for identifying new opportunities and capitalising on them
- Rethinking business models and management approaches as a global leader
- Deeper understanding of organisational dynamics to improve implementation of new initiatives/ideas

## Programme Framework

- Class Room Lectures and Interactions
- Keynotes by Silicon Valley Startups and CEOs
- Visits to and interaction with the top management teams of companies and institutes like Intel, Cisco Systems, Wells Fargo Bank, Standard Chartered Bank, PayPal Inc, IBM Research, VISA, GE Co-Innovation Lab, Fujitsu Open Innovation Center, UC Berkeley Campus amongst others.

## Participation Fee

**Delegate Fee per participant:** INR equivalent of USD 9000 per Participant

**Inaugural Discount:** USD 750 per participant for registrations received along with participation fee by 15th April, 2019.

**Early Bird Discount:** after 15th April, 2019 a discount of USD 500 per participant available for registrations received along with participation fee by 15th May, 2019.

GST: 18% as applicable on the date of fee payment will be charged on the participation fee.

AIMA GSTIN No. 07AAATA1644A1ZH     AIMA PAN no.: AAATA 1644 A

Online registration available, please visit [www.aima.in](http://www.aima.in)

## Bijoy Philip

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

## AAMO Triennial Conference and Awards



*Presentation of AAMO Visionary Leader and Nation Builder Award' to Dr Mahathir Bin Mohamad, Prime Minister of Malaysia. (L-R) Sivanganam Rajaretnan, CEO, Malaysian Institute of Management (MIM); Tieh Chuan Ng, AAMO President; Haji Mohammed Hanif Bin Omar, President, MIM; Harshavardhan Neotia, Chairman, Ambuja Neotia Group & President, AIMA; Ann Messenger, President, Institute of Managers and Leaders, Australia*

Asian Association of Management Organisation (AAMO) brought together industry stalwarts and leaders from the Asia Pacific Region to build a dialogue towards High Impact Leadership and celebrate management excellence, at the 20th AAMO Triennial Conference followed by an Awards Night in Kuala Lumpur, Malaysia.



On receiving the AAMO Visionary Leader and Nation

*Sanjiv Goenka, Chairman, RP-Sanjiv Goenka Group receiving the AAMO Asian Leadership Award 2019 from Tieh Chuan Ng, AAMO President as Rajive Kaul, Chairman, NICCO Group and Vice President, AAMO looks on*



*Dr Mahathir Bin Mohamad with Rajive Kaul, Harshavardhan Neotia, Sanjiv Goenka and Rekha Sethi, Director General, AIMA*

Builder Award, Malaysian Prime Minister Dr Mahathir Bin Mohamad shared, "As long as I live, I will try not to allow this nation of ours to flounder and fall, to lose its dignity and sense of purpose." The Award was presented to the Prime Minister by Mr Tieh Chuan Ng, President, AAMO; Mr Harshavardhan Neotia, President, AIMA and Chairman, Ambuja Neotia Group; Ms Ann Messenger, President, Institute of Managers and Leaders, Australia and Mr Haji Mohammed Hanif Bin Omar, President, Malaysian Institute of Management.

Mr Sanjiv Goenka, Past President of AIMA and Chairman, RP-Sanjiv Goenka Group, was also presented the AAMO Asian Leadership Award 2019. The award acknowledges the contribution of leaders from AAMO member countries towards building management.

The other awardees included Professor Dr

Abdul Bari Khan, CEO and Founder, The Indus Health Network, Pakistan, and Dr Jeffrey Cheah AO, Founder and Chairman, Sunway Group, Founding Trustee, Jeffrey Cheah Foundation, Malaysia. The Awards night was attended by over 600 senior leaders.



*Pramod Bhasin, Chairman, Clix Capital addressing the opening keynote session*



*AAMO Council Members at the 20th AAMO Triennial Gala Dinner & Awards Night 2019*

AIMA will be taking over the Presidency of AAMO in October this year. Mr Rajive Kaul, Past President, AIMA and Chairman, NICCO Group is the current Vice President of AAMO.

AAMO also organised the 20th Triennial Conference on this occasion, which brought together over 200 industry experts and thought leaders to deliberate on the theme 'Towards High Impact Leadership'. Mr Pramod Bhasin, Council Member AIMA and Chairman, Clix Capital, while delivering his insightful opening keynote address, said, "Disruption is doing new things which make the old obsolete. Disconnecting is important to connect. The notion that a new design must have ROI is foolish."

AIMA is an important and long-time member of AAMO, an association of National Management

Organisations of Asia Pacific, which promotes professional management in the Asia Pacific region. Some of the key member countries, apart from India, include Malaysia, Australia, Hong Kong, Macau, Philippines, New Zealand, Sri Lanka, Republic of Korea, Nepal, Pakistan, among others.

The first AAMO Council meeting for the year 2019- 2020 was also held on this occasion on 28th April 2019, where AAMO representatives from different member country National Management Organisations (NMO) met to work out a road map to take AAMO forward and spread the development of professional management in the Asia Pacific region.





*AAMP representatives at the 1st Council Meeting*



## Regional Management Conclave



*(L-R) C S Kartha, Managing Partner, Karthas Shipping Solutions; R Gopalakrishnan, Former Director, Tata Sons; Dinesh P Thampi, President, Kerala Management Association, Vice President & Delivery Centre Head – Kerala, Tata Consultancy Services; Professor Debashis Chatterjee, Director, Indian Institute of Management, Kozhikode and V George Antony, Honorary Secretary, Kerala Management Association & Non-Executive Vice Chairman, UAE Exchange & Financial Services Ltd*

All India Management Association jointly with Kerala Management Association organised the 4th Regional Management Conclave on 30th April 2019 at Kochi. The theme of the Conclave was Innovation in the Age of Disruption. The keynote speakers on the occasion were Mr R Gopalakrishnan, Former Director, Tata Sons and Professor Debashis Chatterjee, Director, Indian Institute of Management, Kozhikode. Mr Gopalakrishnan delivered the keynote address on 'Innovation in the Age of Disruption' and Professor Chatterjee addressed on 'Capitalising on Industry 4.0: Leadership Insights' during the inaugural session. Mr C S Kartha, Managing Partner, Karthas Shipping Solutions was the Chairperson of the Regional Management Conclave.

Mr Dinesh P Thampi, President, Kerala Management Association, Vice President & Delivery Centre Head – Kerala, Tata Consultancy Services set the context of the conclave and



*P Dwarakanath, Chairman, GSK Consumer Healthcare Ltd*



*Vivek K Govind, Immediate Past President, Kerala Management Association & Partner, Varma & Varma Chartered Accountants with Sunil Bhaskaran, CEO & Managing Director, AirAsia India Ltd*

the vote of thanks was delivered by Mr V George Antony, Honorary Secretary, Kerala Management Association & Non-Executive Vice Chairman, UAE Exchange & Financial Services Ltd. On the occasion; Mr R Gopalakrishnan's new book 'Crash: Lessons from the Entry and Exit of CEOs' was also released by the panel.

The four plenary sessions held on the themes Tech tonic for growth : Capitalising on Industry 4.0; Fostering Innovation : Managing creativity; Marketing disrupted : Reinventing persuasion and Augmented workforce : HR in the age of automation were addressed by several eminent speakers including Mr Sunil Bhaskaran, CEO & Managing Director, AirAsia India Ltd; Dr Bhimaraya Metri, Director, Indian Institute of Management, Tiruchirappalli; Mr P Dwarakanath, Chairman, GSK Consumer Healthcare Ltd; Dr Amith Singhee, Senior Scientist, IBM Research; Mr A Balakrishnan, Executive Director, Geojit Financial Services Ltd; Mr Vinod Chandran, Director, Business

Strategies, Logic School of Management; Ms Anusha Shetty, CEO, Autumn Grey; Mr Abhay Kapoor, Head HR, Northern Region, Amazon; Mr R Madhav Chandran, Vice President, Kerala Management Association & Founder & Mentor - Cyberland Group of Companies; Mr Vivek K Govind, Immediate Past President, Kerala Management Association & Partner, Varma & Varma Chartered Accountants; Mr Jibu Paul, Senior Vice President, Kerala Management Association, CEO & Brand Strategist, Brandbrains and Ms Rajasree R HR Head, Tata Consultancy Service, Kochi.

The Conclave saw a participation of over 350 which included CEOs, management professionals and students. The Conclave was very well received.



*Dr Bhimaraya Metri, Director, Indian Institute of Management, Tiruchirappalli addressing*

# Young Leaders Council Interactive Sessions



*Mr Satyendra Jain, Senior Cabinet Minister, Delhi Government with Young Leaders Council Members*

AIMA Young Leaders Council organised the first Mumbai Chapter Event on 24th April 2019 with Mr R Gopalakrishnan, Former Director of Tata Sons Ltd and CEO, The Mindworks as the keynote speaker on the theme 'India for the Young: Taking Charge'. The event was chaired by Mr Vineet Agarwal, National Chairman, YLC & MD, Transport Corporation of India Limited and the welcome address was given by Ms Kirti Poonia, Member YLC and Head Okhai. Guests showed keen interest in joining YLC and members were driven to take things further from the first event. The session was very well received by the participants.

Another Interactive Session with Mr Satyendra Jain, Senior Cabinet Minister, Delhi Government was organised on

4th May 2019 at New Delhi. The session was very interesting & insightful where YLC members raised their concerns on Delhi pollution, roads, electricity, healthcare etc. The session was very well received by the participants.



*(L-R) Vineet Agarwal, National Chairman, YLC & MD, Transport Corporation of India Limited; R Gopalakrishnan, Former Director of Tata Sons Ltd and CEO, The Mindworks and Kirti Poonia, Member YLC and Head Okhai*



**AIMA**  
ALL INDIA MANAGEMENT ASSOCIATION

# Chanakya

## Business Simulation

Growing Business Should Now  
Be The Tendency In The Competition

## 28<sup>th</sup> National Competition for Business Management Simulation (NMG - 2019)

### About National Management Games (NMG)

NMG is a unique platform for Corporate Managers to experience the thrill of Managing Business in competitive mode. It is one of the most awaited and prestigious annual event based on Business Management Simulation, organised by AIMA. The participants get exposed to the intricacies of running a company with focus on resource management, market trends, cost analysis, product positioning, production planning, inventory control etc. The winners of NMG represent India in the Asian Management Games (AMG).

### Standard Slab - Participation Fee

| NO. OF TEAMS    | AIMA/LMA MEMBERS  | NON-MEMBERS       |
|-----------------|-------------------|-------------------|
| 1 – 3 Teams     | ₹ 30,000 per team | ₹ 32,000 per team |
| 4 – 6 Teams     | ₹ 26,000 per team | ₹ 28,000 per team |
| 7 Teams & above | ₹ 25,000 per team | ₹ 26,000 per team |

### Premium Slab - Participation Fee (With Extra Training)

| NO. OF TEAMS    | AIMA/LMA MEMBERS  | NON-MEMBERS       |
|-----------------|-------------------|-------------------|
| 1 – 3 Teams     | ₹ 40,000 per team | ₹ 42,000 per team |
| 4 – 6 Teams     | ₹ 36,000 per team | ₹ 38,000 per team |
| 7 Teams & above | ₹ 35,000 per team | ₹ 36,000 per team |

- AIMA GSTIN No. 07AAATA1644A1ZH
- AIMA PAN No.: AAATA 1644 A
- GST will be charged extra
- Participation Fee through Cheque/Demand Draft should be sent in favour of "All India Management Association", payable at New Delhi.
- For online registration, please visit <http://simulation.aima.in>

### Dates and Venues

| VENUE                       | ROUNDS                                       | DATES        |
|-----------------------------|--|--------------|
| Mumbai (Western Round)      | Training Round, Prelim Round, Regional Final | 20 – 23 May  |
| Bhubaneswar (Eastern Round) | Training Round, Prelim Round, Regional Final | 10 – 13 June |
| Bengaluru (Southern Round)  | Training Round, Prelim Round, Regional Final | 24 – 27 June |
| New Delhi (Northern Round)  | Prelim 1<br>Training Round, Prelim Round     | 1 – 3 July   |
|                             | Prelim 2<br>Training Round, Prelim Round     | 8 – 10 July  |
|                             | Prelim 3<br>Training Round, Prelim Round     | 15 – 17 July |
|                             | Northern Regional Final                      | 18 July      |

**GRAND Finale : 20 July, 2019**

Associate Sponsor



Venue Hosts



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# Shaping Young Minds Programme



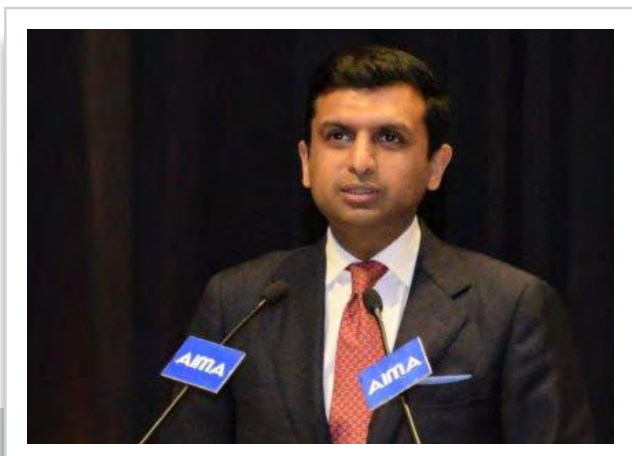
*Richard Rekhy, Board Member, KPMG in Dubai*

All India Management Association in collaboration with Kanpur Management Association and Lucknow Management Association organised the 72nd Shaping Young Minds Programme on 16th April 2019 at Kanpur. The speakers who addressed the participants included Mr Richard Rekhy, Board Member, KPMG in Dubai; Mr Vineet Agarwal, Managing



*Raghunath Medge, Nutan Mumbai Tiffin Box, Mumbai Dabbawala's*

Director, Transport Corporation of India Ltd; Ambassador Dr Deepak Vohra, Special Advisor, Prime Ministers of Lesotho and Guinea-Bissau & Ladakh Autonomous Hill Development Council, Kargil and Leh and Mr Raghunath Medge, Nutan Mumbai Tiffin Box, Mumbai Dabbawala's. The programme was very well attended by over 900 students.



*Vineet Agarwal, Managing Director, Transport Corporation of India Ltd*



*Deepak Vohra, Special Advisor, Prime Ministers of Lesotho and Guinea-Bissau & Ladakh Autonomous Hill Development Council, Kargil and Leh*

## Faculty Development Programme



*Participants and trainers of the Faculty Development Programme*

A Faculty Development Programme on 'Curriculum Building for Data Science & Business Analytics in collaboration with SAS India was held from 23-25 April 2019 at AIMA, New Delhi. The trainers from SAS provided rich technical knowledge about the analytical software. Participating faculty members were also made aware of trends and best practices in data scientists and business analytics from the experiences of Industry experts. Some

of the key takeaways from the programme included hands-on practice through SAS tools on Data Management, Big Data and IoT, Analytical & Machine learning and Text Mining. The participants later worked in teams to the developed curriculum for Business Analytics and Data Science programme for a various target audience. 22 participants from academia attended the programme.

## Interactive Session



*Sumit Chaudhuri, Chairperson and Managing Director, Third Millennium Business Resource Associates Pvt and Dr Rekha Shetty, Founder, Mindspower Brand and Managing Director, Farstar Distribution Network*

AIMA organised an Interactive Session on Innovation Sutra with Dr Rekha Shetty, Founder, Mindspower Brand and Managing Director, Farstar Distribution Network on 26th April 2019. Dr Shetty has also authored a book on this subject. Dr Shetty covered aspects like Innovation Secrets of Indians CEOs, The Innovation Thinking Tools for success and profitability, The Navarasas of the positive field and the Emotional Quotient, How to measure your Innovation Quotient. Mr Sumit Chaudhuri, Chairperson and Managing Director, Third Millennium Business Resource Associates Pvt Ltd chaired the session.

## Training Programme

AIMA organised a Digital Marketing training programme for MBA students of G.L. Bajaj Institute of Management and Research on 15th April 2019. The purpose of the training was to equip the students with contemporary skill sets required in the current job market and make them job ready. It was an industry-oriented hands-on training where the participants worked on tools like Google Adwords, Social Media platforms like Facebook and LinkedIn, Content marketing tool CANVA and many others. The training also involved assignments,



*Student participants of Digital Marketing Training Programme*

project work and Certification. The programme was very well received by the students.

# 4th Capability Building Workshop on Case Writing

AIMA India Case Research Centre (ICRC) in collaboration with Meerut Institute of Engineering and Technology (MIET) organised a two-day Capability Building Workshop on Case Writing for their faculty members on 29-30 March 2019 at Meerut. The workshop was conducted by Dr Anuja Pandey, Programme Director, PGCM & Faculty Coordinator, India Case Research Centre (ICRC) and Prof Amit Bhatnagar, AIMA.

The objective of the workshop was to equip the participants with the skill of case writing and drafting teaching notes in a structured manner. The cases submitted by the participants after the workshop will be reviewed by the ICRC review committee and the editors before publishing them in the AIMA's ICRC's Case Journal CASEPEDIA. The workshop was attended by 30 participants and was very well received.

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# AIMA

ALL INDIA MANAGEMENT ASSOCIATION

## 4th Digital & Social Marketing Retreat

### Digital for Driving Every Business

17-19 May, 2019: Hotel Taj Fort Aguada Resort & Spa, Goa

#### Retreat Co-Chair



**D Shivakumar**  
Group Executive President-  
Corporate Strategy & Business  
Development, Aditya Birla Group



**Mithun Sundar**  
Chief Revenue Officer  
Myntra

#### Confirmed Speakers



**Karthik Raghupathy**  
Chief Strategy  
Planning and Operations  
PhonePe



**Kushe Bahl**  
Partner, McKinsey & Co



**Anil Goteti**  
Head of Marketing  
Monetisation and  
Merchandising, Flipkart



**Anusha Shetty**  
Founder & CEO  
Autumn Worldwide



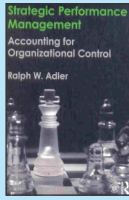
**Anant Rangaswami**  
Editor of Storyboard, the  
Advertising, Media and  
Marketing Show, CNBC TV18

For further details and to register, please contact

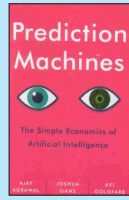
**Mansoor Hassan**, Manager - CMD

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# New Additions in AIMA Library



**Strategic Performance Management**  
Accounting for Organizational Control  
Ralph W. Adler  
Ralph William Adker, London: accounting for organizational control/ Ralph William Adler. . London : Routledge Taylor:Francis Group, 2018, P215



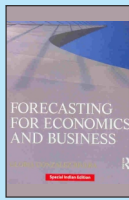
**Prediction machines**  
Ajay Agrawal  
Boston: the simple economics of artificial intelligence/Ajay Agrawal. Boston : Harvard Business Review Press, 2018, P250



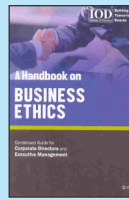
**Smart skills for students**  
S. Anandamurugan,  
New Delhi: Siya Publishing House, 2018, P127  
Page, 2018, P213



**Becoming a successful early career researcher**  
Adrian Eley.  
(etal). London : Routledge Taylor:Francis Group, 2018, P143



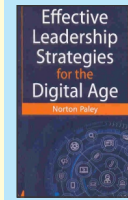
**Forecasting for economics and business**  
Gloria González-Rivera.  
London : Routledge Taylor:Francis Group, 2018, P490



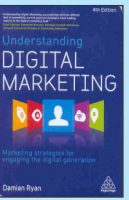
**A handbook on business ethics**  
Institutes of Directors.  
New Delhi : Institutes of Directors,2016, P79



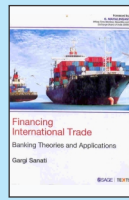
**Indian economy since independence**  
Uma Kapila.  
New Delhi : 19th ed. Academic Foundation,2018, P560



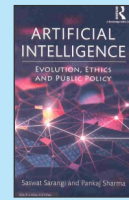
**Effective leadership strategies for the digital age**  
Norton Paley.  
New Delhi : Viva Books Pvt. Ltd, 2018, P266



**Understanding digital marketing**  
Damian Ryan,  
New Delhi: marketing strategies for engaging the digital generation. 4th ed. Kogan Page, 2017, P 424.



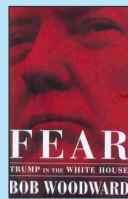
**Financing international trade**  
Sanati Gargi  
New Delhi : Financing international trade: banking theories and applications/Gargi,San ati. Sage Publications India vt.Limited,2017, P264



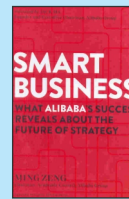
**Artificial intelligence**  
Sarangi Saswat  
London: evolution,ethics and public policy/Saswat Sarangi and Pankaj Sharma. Routledge Taylor:Francis Group, 2019, P150



**Change management**  
Frank Voehl  
H. J. Boca Raton: manage the change or it will manage you/Frank Voehl,H. James Harrington, CRC Press, 2016,P 390



**Fear**  
Bob Woodward,  
New Delhi : Trump in the White House/Bob Woodward. : Simon & Schuster,2018, P420



**Smart business**  
Ming Zeng,  
Boston: Alibaba,the future of strategy,and what it means for you/Ming Zeng. Harvard Business Review Press, 2018, P296

## Morning Encounters

*A common topic of discussion among the three of us in our morning walk is the other walkers. It is incredible how we can keep track of every single absentee, especially when it happens to be a woman! Since we are in the young-at-heart-old-men group there are no fantasies and no 'plans to conquer'. But perhaps a twinge of envy is not ruled out when an attractive female strikes an acquaintance with an older gentleman and starts walking with him.*

*Let me start with the 'Reluctant Debutante'. Actually she does not come out for a walk. We see her standing by the roadside, waiting for a lift - perhaps a teacher in a nearby school. Mannequin like figure, elegant clothes, elaborate hairdo, strong perfumes - all this at 7.15 in the morning but never ever a smile on her face. She just sees through you, without the slightest hint of recognition. Well, we haven't lost hope!*

*Then there are the 'Patton tanks' - we have the same name for both husband and wife! He runs so powerfully, we couldn't think of anything more appropriate. She walks like one - chin up, chest out, ramrod straight; only difference is she has a very charming face. Another couple have been christened the Ranchers. This guy is a very fit 55 or so - he is always running, perhaps 10 km every morning - June or December, he is always dressed in proper P.T. shorts and T. shirts and sweating away to glory while we lesser mortals shiver in our heavy woollies. Wife also walks very briskly and they sort of keep - crossing each other all the time.*

*The most 'looked forward to' female on the circuit is known as the 'Whiff of Fresh Air'. This one is young, may be thirty, pretty and invariably dressed for an evening party; pleasant printed salwar suits, lovely pastel walking shoes. When she initially started walking, her eyes were always downcast and the inevitable dupatta on her shoulders. Gradually the needless garment has disappeared and the eyes now see level, yet there is no recognition, no smile ever except for the lucky old man*

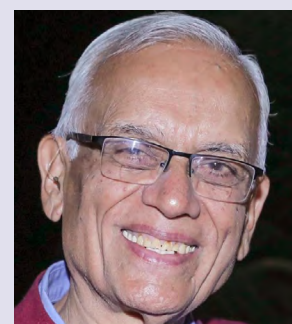
*with whom she has been seen walking on some days.*

*We have our 'Grand Old Man' - some retired secretary - always elegantly dressed, complete with a walking stick and a designer dog on the leash. We also have the 'Arrow' - a former NRI who is probably the fastest walker on the course and he is only 65! There's the bull - who looks and walks exactly so, but strangely has an almost effeminate smile. A young marathoner is for ever asking me, why don't I walk early?*

*Then there is the very tall athletic Sikh - who wears a cap - with his attractive jeans-clad, plump wife who has a good height, but looks puny with her beau. Let me not forget the Black Beauty, some habitual flower collectors, few 'neem-ka-datum' enthusiasts. Guess it takes all kinds to make the world.*

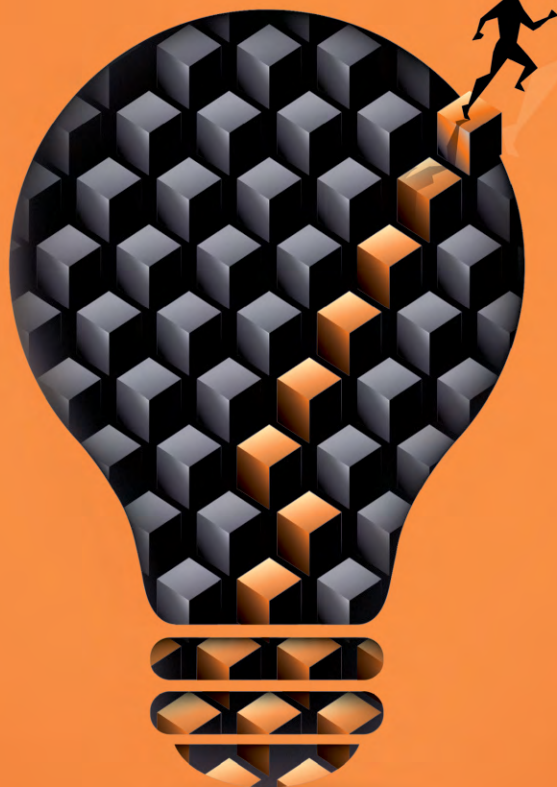
*And for some days we had our 'Local'. When we first saw her, she looked like a cow and followed her husband around like a lamb. Her gawky looks and bawdy dresses got her the sobriquet 'Local'. But she changed, and how - it was the 'Glamourisation of the Local' - within two months, her Kohl-lined doe eyes looked pretty, her dresses were mod and she walked with a spring in her gait. Somehow the husband did not change at all except that he started walking two steps behind - yes you guessed it right - like a lamb!*

*We have many cases of young marriageable girls who come specifically for slimming - before the big day. Most interesting case is of the one who was forced to walk by her father - actually lost over 20 kg - got married - gained 30 kg and is now being goaded all over again, by the husband who obviously cannot pay her food bills.*



*by Krishan Kalra  
Past President, AIMA*

# Ph.D (Business Administration) in collaboration with Aligarh Muslim University



## Admission Procedure

Entrance Test: Research Management Aptitude Test (RMAT) to be held on 2<sup>nd</sup> June 2019 (Sunday) at Ahmedabad, Bangalore, Chennai, Delhi, Hyderabad, Kolkata, Mumbai followed by an Interview at AIMA, New Delhi for RMAT shortlisted candidates. The syllabus outlines for the Entrance Test (RMAT) and the criteria to qualify are available on the website.

## How to Apply

Obtain crossed Demand Draft (DD) of Rs. 1500/- in favour of "All India Management Association" payable at New Delhi from any bank. Register online at website link <http://apps.aima.in/phd2019june> along with the DD details. While registering online, the candidates may also pay using credit/debit card. The Detailed Syllabus of the Entrance Test (RMAT), Information bulletin & other details of PhD programme can be accessed at the same website link as given above.

## Eligibility

A candidate will be eligible for admission to a course of study leading to the degree of PhD in Business Administration subject to fulfilling the following criteria:

- **Educational Qualification:** Master's Degree in Management or allied subjects like Commerce, Humanities, Science, Engineering and Law etc., or a PGDM/PGDITM approved by AICTE, or Chartered Accountancy, Cost Accountancy or any other professional qualifications, which are considered equivalent to two years full time Master Degree by the University, with at least 55% marks or equivalent grade along with minimum 50% marks in Graduation.
- **Work Experience:** The candidate should be a full time employee with at least five years of experience (after post-graduation) at Managerial level in Industry/Government/Ministry/NGO/Defense/Military organisation or a full time Faculty at a Management Institute approved by AICTE or affiliated to a University with at least five years of experience after post-graduation.

Last date for online registration

: 20<sup>th</sup> May 2019 (Monday)

Last date for submission of printout of completed online registration form to AIMA, New Delhi : 25<sup>th</sup> May 2019 (Saturday)

For further details contact:

**Kiran Rawat, Manager (PhD Programme)**

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## The Ups and Downs of India's Digital Transformation

Arvind Gupta and Philip Auerswald

May 06, 2019



Jorg Greuel/Getty Images

More than two years have passed since India's demonetization policy — which removed high denomination banknotes from the economy — became a reality. That bold move was met with a mix of support, confusion, and criticism. In an analysis we wrote in November 2017, we argued that demonetization was only part of India's larger, strategic digital transformation. Since then, the institutional and economic evolution in India has accelerated in many ways and some of that change has been reactive and corrective.

Despite a significant rise in digital payments since demonetization and Indian banks having issued a billion debit cards, many Indian consumers still rely on cash transactions. While no single move can make a country the size of India cashless, demonetization succeeded in significantly reducing the anonymity and lack of traceability of money in the Indian economy by routing all currency through a formal banking channel. Comparing the current demand for cash with the historic rate of growth of the economy we have calculated that the Indian

economy is operating at an estimated \$33 billion less cash than it would have without demonetization. (We computed this by taking the 20-year long term trend of growth rate of currency in circulation and extrapolating it post-demonetization. The difference between the predicted currency and the actual currency is an estimate of the reduction in circulation caused by demonetization.) Clearly, the behavioral changes required to accomplish a larger digital banking transition were not going to happen overnight or even in the span of a single year.

Meanwhile, the digital backbone of the world's second-most-populous country and largest democracy has continued to develop. When compared with the status quo even five years ago, our view — one of us is an academic and the other a tech entrepreneur who has worked with and within the Indian government — is that India is leapfrogging into the Fourth Industrial Revolution, with government still at the center of that transformation.

Let's look at a few examples of what has worked and what's hasn't in this massive transition:

Digital India and the India Stack. Digital India was conceived five years ago as a way to push the country's digital transformation forward and empower citizens in the process. The base of these efforts has been the government's emphasis on developing infrastructure to enable affordable internet access for all and for every Indian to possess a digital identity. Today, 99% of Indian adults have enrolled in Aadhaar — a goal that not too long ago would have seemed improbable.

Unlike a traditional driver's license or the U.S. Social Security Card, the government sought to utilize Aadhaar as a platform for financial inclusion, the direct transfer of government benefits and low-cost

citizen engagement. The Digital Identity project quickly transformed into what is now known as the India Stack, a set of interoperable software layers supporting digital payments, verified paperless records, business and service transactions and finally, a still-in-progress user consent architecture, all seamlessly linked with Aadhaar.

Combining digital identity with the paperless layer provided by India Stack enabled the opening of over 350 million verified Jan Dhan ("zero-balance") accounts. The government envisioned that Jan Dhan Accounts would serve as low-cost and hassle-free bank accounts encouraging participation in the formal banking economy. Over 85% of Jan Dhan account-holders now use these accounts to access credit and savings products. With more than half the country owning smart phones and accessing their accounts via mobile banking, the Jan Dhan-Aadhaar-Mobile (or JAM) trinity of service has been fundamental in encouraging financial inclusion. The Indian Government, which had to navigate a maze of offline infrastructure to effectively reach the beneficiaries of government benefits, has been able to leverage the JAM infrastructure to ensure prompt disbursement of funds with zero systemic leakage — this means that when \$100 leaves the government coffers, all of it reaches the intended beneficiaries.

The rapid adoption of India Stack by government, businesses, and citizens has led to public and legal debates about balancing privacy with innovation, service delivery, and technology. One such debate led to a judgement by the Supreme Court of India preventing the use of Aadhaar by the private sector due to privacy concerns. Given the enormous transformational impact of the platform — the technology had allowed for the opening of bank accounts in as few as 55 seconds and a decrease in customer on-boarding costs for telecom companies

— the government later issued an ordinance ensuring the continued voluntary usage of Aadhaar by the private sector while emphasizing the norms set for use of the system, including how personal identifying information is stored.

Formalization of the economy and tax reform. Due to the requirement for each person to submit a unique ID to verify bank accounts, duplicity and anonymity in bank accounts has been alleviated post demonetization. This traceability of funds, whether flowing from personal accounts or businesses, has allowed the Indian government to identify over 225,000 “shell companies” with little activity but large flows of funds. These companies often used to siphon money and avoid tax liability.

Data generated by the digital economy also has affected individual taxation. Income tax buoyancy, which is a measure of fiscal sustainability calculated as the change in income tax over the change in GDP, is at a decade high of 2.20. This means that an increasing number of citizens are paying taxes. For a country where the income tax base has traditionally been in the lower single-digit percentage, digitization is beginning to solve the long-term and systemic problem of tax compliance.

Demonetization also set the stage for the implementation of a unified national Goods and Services Tax (GST) that occurred in July 2017. At that time, India removed over 17 national and state taxes that had been impeding trade and business in the country, replacing them with a single nationwide tax. While the initial deployment of the GST was hampered by excessive complexity and other challenges of execution, the uptake of the new system has nonetheless been rapid and widespread. As of our writing, over 12 million enterprises have

registered with the GST.

Small and Medium Enterprises (SME) have been the primary beneficiaries of the introduction of GST through the benefits they have accrued by formalizing their business. The biggest benefit to these businesses of entering the formal economy has been the ability to leverage an “input tax credit” which allows business to offset output tax against the tax already paid at the stage of procuring the product, reducing their overall tax burden. Businesses enrolled with GST are able to seek credit of up to \$150,000 from public sector banks by submitting their tax invoices and bank statements, with approvals in less than an hour.

Ease of doing business. India’s digitally-enabled policy initiatives have contributed to a significant shift in the country’s ranking in the World Bank’s Ease of Doing Business Index. Where India, four years ago, was ranked 142, it is now 77th, a jump of 65 places. India is one of the 10 economies that improved the most in the past two years; it is also the only large economy among those 10.

The biggest improvements have been in the ease of getting construction permits and the ease of trading across borders, both of which have been transformed by digitization and associated structural reforms. The process of starting and liquidating a business is today far simpler than it has ever been, as evidenced by India having become the world’s third-largest ecosystem for start-ups.

Another key dimension of India digital transformation has been the increase in the adoption of technology and the digital means of payments for businesses of all sizes. India now has the second-highest number of mobile phones in the world. The price of an entry level smartphone has come down to as low as \$20,

allowing for uptake across economic classes. Mobile manufacturers have recognized and seized this opportunity. Five years ago, India had two mobile manufacturing plants. Over 50% of the country was relying on imported phones. Today, the country has over 127 mobile manufacturing plants, with one of the biggest mobile manufacturing factories in the world now located an hour's drive from New Delhi.

The cost of mobile data has also radically reduced, with Indians now paying around 20 cents per gigabyte per month for data. While much of this data consumption can be explained by the rise in availability of local content and videos, consumer transactions and business services of various types are on the rise through mobile devices.

Policymakers have to keep up. The speed of the changes we have described has challenged policy makers to keep pace, especially around data privacy and security.

The kickstart to the Indian digital economy two years ago has culminated into the draft version of the Indian Data Protection Framework, which aims to design data privacy standards for all intermediaries or companies that process, store and share data and empower individuals around use of their data. The vision is for the owner and creator of the data to have ultimate — and informed — authority on those with

whom they want to share their data. For example, if an individual wants access to the best customized health insurance scheme and wants to share her health data with different insurance providers, she should be entitled to do so in a manner where she controls what data to share, which providers should have access to it, and for how long. This is the ultimate goal of the new data protection framework, which, when fully implemented, will complete the India Stack and make safer sharing of this data possible through a singular, secure, and easy to use platform.

The tectonic shifts that we wrote about in 2017 have continued their motion and they have been sometimes slow and grinding, sometimes sudden and sharp. But we are encouraged by the reach and possibility of this digital change. Obstacles and unanticipated detours notwithstanding, India is making continuous strides towards a digital-first economy.

At the crux of transformation are the investments that the country has made in its digital infrastructure. In India, as in other countries, technological advance has continued to outpace policy evolution. While India may be leapfrogging into the “Fourth Industrial Revolution,” the story of its societal transformation as driven by digital disruption has just begun.

**Arvind Gupta** is the CEO MyGov India. He is a digital innovator, Eisenhower Innovation Fellow, and member of the World Economic Forum's Digital Economy & Society Futures Council. He tweets @buzzindia.

**Philip Auerswald** is an Associate Professor at the Schar School for Policy and Government, George Mason University. He is most recently the author of *The Code Economy: A Forty-Thousand-Year History* (Oxford University Press, 2017). He tweets @auerswald.

**Disclaimer:**

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# 20<sup>th</sup> National Management Quiz - 2019

Special category added for First-time participating organisation

## Topics

The quiz will consist of questions from the world of brands, business, marketing, advertising, HR, management theories, personalities and current affairs.

## Eligibility criteria

AIMA invites participation from entrepreneurs, employees of private and public sector and academicians from professional institutes. There is no age criteria and no limit in the number of teams participating from an organisation.

## Participation fee (per team)\*

| 1 Team     | 2-5 Teams                | 6-10 Teams               | 11 Teams Onwards        |
|------------|--------------------------|--------------------------|-------------------------|
| ₹ 12,000/- | ₹ 11,000/-<br>(per team) | ₹ 10,000/-<br>(per team) | ₹ 9,000/-<br>(per team) |

Plus 18% GST, GST No. AAATA 1644 AST001, PAN No. AAATA 1644 A

\*Each Team consists of 2 members

Registrations will be confirmed upon receipt of payment only

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| <b>BENGALURU</b> | 23 <sup>rd</sup> May, 2019 |
| <b>KOLKATA</b>   | 24 <sup>th</sup> May, 2019 |
| <b>DELHI</b>     | 31 <sup>st</sup> May, 2019 |

**Grand Finale - 31<sup>st</sup> May, 2019**

Quiz Master - Ajay Poonia

Account Name : All India Management Association  
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# Why Was the Last Recovery Slower Than Usual? Actually, It Wasn't

A new study of financial crises going back to 1870 shows that they make for unusually nasty recessions.

April 3, 2019 | Edmund L. Andrews



*For years after the 2007 financial crisis kicked off a deep recession, many analysts were mystified that the recovery was so slow. It didn't follow a traditional "V" shape, in which the rebound mirrors the speed and force of the downturn.*

*Hiring should be a strategic decision, says one Stanford GSB professor, and AI isn't ready for that role. | Reuters/Brian Snyder*

Some critics blamed President Obama's economic policies, while others pointed to a weak global economy.

It turns out that both schools of armchair historians may have been wrong. A new study of financial crises going back to 1870, coauthored by Arvind

Krishnamurthy at Stanford Graduate School of Business, finds that the recession of 2007–09 played out pretty much as expected.

Regardless of whether government policy was helpful or not, the study finds, recessions triggered by financial crises have almost never been followed by snappy rebounds.

That's because a financial crisis is very different and more painful than a "normal" economic slowdown, such as the one spurred by soaring oil prices in the early 1970s. Recessions tied to financial crises, where major banks collapse and credit dries up, have historically been followed by slow and agonizing recoveries.

"It's true that if you benchmark to a non-financial-crisis recession, the usual rule of thumb has been a V-shape — the deeper the recession, the faster the recovery," says Krishnamurthy, who teamed up with Tyler Muir of UCLA. "But if you benchmark yourself to financial-crisis recessions, you get a different outcome and slower recovery."

#### Credit Bubbles and Busts

If anything, Krishnamurthy says, the recovery that began in 2009 was quicker than the historical patterns would have suggested.

The heart of the new study is about the role of credit bubbles and busts.

**I wasn't sure if the recent U.S. crisis was a one-off case. What the data confirmed to me is that what happened here fits right in with historical patterns.**

#### *Arvind Krishnamurthy*

As almost anyone who went through the financial crisis will remember, that collapse was preceded by an explosion of dubious mortgages and reckless financial practices. Banks and Wall Street institutions made trillions of dollars' worth of risky home loans on amazingly easy terms. Remember "no-doc" mortgages, where borrowers didn't have to document their income or assets? The banks, meanwhile, were themselves relying on trillions

of dollars in overnight "repo" loans. It was a credit bubble that fueled a housing bubble, and it all crashed when borrowers began defaulting in record numbers.

As extreme as that was, Krishnamurthy says, the financial crisis and the sluggish recovery both followed patterns that were eerily similar to most financial crises going back to 1870.

In almost all those earlier cases, the researchers found, a financial crisis was preceded by a surge or bubble in easy credit — followed by big losses, a panicky reversal, and a credit crunch.

#### "Credit Spreads" as Yardsticks

Krishnamurthy and Muir tracked these boom-bust financial crises through changes in "credit spreads," the difference between rates charged to low-risk and high-risk borrowers. Narrow spreads mean that risky borrowers, such as those with shaky credit histories or little collateral, aren't paying much more than safer customers.

In the run-up to most financial crises, the researchers found, credit spreads usually became very narrow and the volume of lending ballooned. The crisis would begin when some sort of surprise, such as a jump in loan defaults, would scare lenders and prompt them to dramatically widen the spreads.

Wider spreads make it more expensive for many borrowers to get loans, if they can borrow at all. But the wider spreads also translate to big capital losses to the banks themselves, because they indicate that a bank's existing portfolio of loans is riskier and less valuable than previously thought. As a result, the cost of borrowing spikes at the same time that a bank's available capital is being shrunk by losses.

Krishnamurthy and Muir tracked much of this historical story by painstakingly collecting data

on bond spreads from old periodicals, such as the Investors' Monthly Manual.

#### The Lingering Burden of Debt Overhang

The researchers caution that their study doesn't explain why financial crises make recessions so much deeper and recoveries so much slower.

But Krishnamurthy has a strong suspicion that the special burden of a financial-crisis recession is the "debt overhang," a huge debt load that remains on households and financial institutions after their capital has been depleted by losses. Until people and banks shore up their balance sheets, which can take years, they will be hard-pressed to borrow, spend, or invest.

The researchers note that some financial shocks, such as the crash of the dot-com bubble in the early 2000s, cause a lot of financial losses but don't lead to full-blown crises. One reason, they suggest, is that a financial crisis typically requires both a big relaxation in lending standards and an unusually big increase in total borrowing credit. That didn't really happen with the dot-com bubble, but it did in the mortgage meltdown.

Krishnamurthy suggests that there's some comfort in knowing that the great financial crisis wasn't as unprecedented or mysterious as it seemed to many.

"I wasn't sure if the recent U.S. crisis was a one-off case," he says. "What the data confirmed to me is that what happened here fits right in with historical patterns."

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## Ahmedabad Management Association

This month marked the initiation of AMA's Summer Workshops 2019 for school and college children. This year's Summer Workshops began on 8th April. Till 30th April, 41 workshops were conducted on a variety of interesting subjects and more than 860 students took benefit of these workshops.



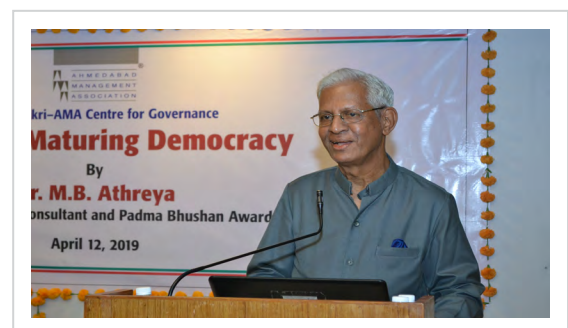
*Panel Discussion on Reach for Gold - IP and Sports*



*Ms Rohini Nilekani delivering the 12th Lalita Iyer Memorial Lecture*

AMA organised a talk-cum-Panel Discussion on the theme 'Reach for Gold – IP and Sports' on World IP Day, 26th April. The panel members included Mr Sanjay Adesara, CEO, Gujarat Fortune Giants; Mr Rajinder Singh Rahelu, Powerlifting Coach & Arjuna Award Winner and Mr Jatin Trivedi, Sr Member, Y J Trivedi & Co.

Several Lecture Programmes were organised during the month. Mr Tushar Shukla, Eminent Poet & Playwright addressed on 'Secrets of Managing Life' on 5th April. Mr Bhaskar Joshi, Management Consultant and Mr Suryanarayanan Iyer, Leading HR & Technology Expert addressed on 'Careers in Emerging Sectors (AI, Cloud Computing, Machine Learning, Design Thinking)' on 6th April. Dr M B Athreya, Management Consultant addressed on 'India – A Maturing Democracy' on 12th April. Ms Rohini Nilekani, Founder-Chairperson, Arghyam delivered the 12th Dr Lalita Iyer Memorial Lecture on the theme 'Gender Equity – Including Young Men and Boys' on 13th April. Mr G Balachandran, Well-known Trainer & Management Educator addressed on 'You, the Effective Leader' on 19th April. Mr Anubhav Chaturvedi, Developer & Project Manager, Vnurture and Mr Nikhil Shah, VP (Strategy & Business Development), Predikly addressed on 'Blockchain – The Technology of Future' on 20th April.



*Dr M B Athreya addressing on 'India - A Maturing Democracy'*

AMA also conducted AMA Health & Wellness Lecture Series from 25th – 27th April. Renowned experts from various fields of Health & Wellness addressed on the following topics: 'Office Executive Disorders' – delivered by Dr Dhyani Patel, Renowned Orthopaedic Surgeon, Samved Hospitals on 25th April. 'Role of Exercise & Diet in Cardiovascular Diseases' – delivered by Dr Tejas Patel, Chairman & Chief Interventional Cardiologist, Apex



*Mr Nikhil Shah addressing on 'Blockchain - The Technology of Future'*

Heart Institute and 'Obesity' – delivered by Dr Parag Shah, well-known Diabetologist & Endocrinologist on 26th April. 'Stroke Prevention' – delivered by Dr Keyur Patel, Stroke & Interventional Neurologist, Neuro1 Stroke Hospital on 26th April. 'Obesity & Nutrition' – delivered by Ms Sohini Shah, renowned Nutritionist and 'Arthritis & Joint Replacement' – delivered by Dr Bharat J Patel, Sr. Joint Replacement Surgeon on 27th April.

During the month, 2 Forum Meetings were conducted. On 7th April Mr B N Dastoor conducted the 19th Learners' Forum on the topic 'Success Sutras for an Enriched Life (practical lessons from Shrimad Bhagvad Gita)'. The Speakers' Forum was coordinated by Mr Suresh Mashruwala on the topic 'In the Middle of Every Difficulty, Lies an Opportunity' on 27th April.

AMA conducted 51 MDPs and 7 In-Company Programmes in this month focusing on a variety of subjects. Total 986 participants benefitted from these programmes.



*Ms. Sohini Shah addressing during AMA's Health & Wellness Lecture Series*

## Allahabad Management Association

### Workshop

Allahabad Management Association organised a workshop on 'Goal Realisation Through Yoga' on 3rd April in collaboration with Ruchi Institute of Creative Arts. The workshop started by a presentation by the noted yoga expert CMA Arun Kumar Prasad wherein he highlighted the role of yoga in improving memory, mind coordination and concentration to improve the efficiency at workplace and set legitimate and achievable goals. This was followed by a practical demonstration of various yogic exercises and postures by Mr. Prasad and his team.

Ms Ruchi Mittal, Director, Ruchi Institute of Creative Arts introduced the speaker and proposed the vote of thanks.

About 100 students of Rica Institute, their faculty and 55 members of AMA attended the workshop.



*CMA Arun Kumar Prasad demonstrating yogic postures*

## Seminar

Allahabad Management Association organised a high profile seminar at Allahabad Museum on 23rd April in collaboration with Ministry of Cultural Affairs and Allahabad Museum. The theme was 'Planning, Vision & Execution Kumbh 2019 Prayagraj'. The first speaker Dr. Ashish Goel, Divisional Commissioner Prayagraj highlighted the vision and conception of the idea Divya Kumbh Bhavya Kumbh. In the second session Mr. Vijay Kiran Anand, IAS, Mela Adhikari discussed at length the crowd management and highlighted how his team was able to successfully manage the 30 crore people present on the bathing days. The third session was conducted by Ms. Saloni Goel, an expert on bio waste management. She emphasised about the sanitation and health management of the Kumbh 2019. The event was deftly conducted by the Vice President AMA, Mr. Ravi Prakash.

Dr. Sunil Gupta, Director Allahabad Museum welcomed the speakers while Mr. Vibhav Bajpai, President and Dr. Shanti Chaudhri, EC member introduced the panel. 75 members and guests were present in the seminar.



*Mr. V. Bajpai, President AMA presenting a memento to the Div. Commissioner Prayagraj*

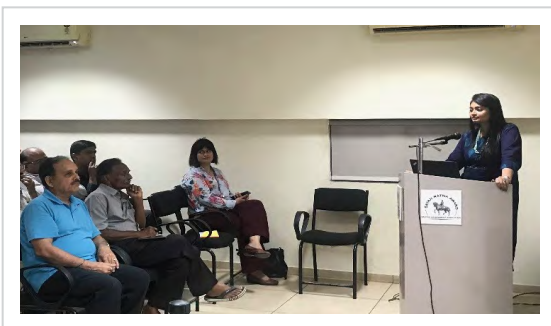
## Baroda Management Association

### Friday Evening Talk

Baroda Management Association organised a Friday Evening Talk on 'Big Brand Sutras' on 5th April with Mr. Himadri Sinha at the Faculty of Management Studies, M.S University. He shared how Big Brands can be built without spending Big money and that it's easy to do it if you are willing to invest little time and effort on a consistent basis.



*Mr. Himadri Sinha addressing*



*Ms. Urvi Fansalkar addressing*

An FET on 'Seven Holy Steps: Flexibility, Mobility & Strength' was held on 12th April by Ms. Bipasha Choudhuri at BMA. Ms. Bipasha shared the importance of staying fit and how one should deal with physical pain.

Another FET on 'Digital Marketing' was held on 19th April by Ms. Urvi Fansalkar at BMA. Ms. Urvi shared about the social media and its engagement in today's generation. She also explained the power of Digital Media and Digital Marketing.

An FET on 'Dancing to the rhythm of work and music of life' by Ms. Ayswaria Warier was held at BMA on 26th April. Ms. Ayswaria Warier explained the rhythm in dance and in life and also introduced the graceful dance style of 'Mohiniyattam'. She explained the art of communication through dance.



## Bharuch District Management Association

### Soft Skills Development Programme

BDMA organised a Soft Skills Development Programme, maiden programme for ITI students, titled 'Campus to Industry - Attitude and Motivational Aspects' on 15th April. Mr. Sushil Kumar, Consultant & Ex-President, RIL was the distinguished speaker for the programme. Final year students of ITI - AOCF (Chemical) and Electrician along with regular faculty members were the participants for the programme.



*Mr. Sushil Kumar addressing the programme*



*Participants at the Forum Meet*

### 28th HR Forum Meet

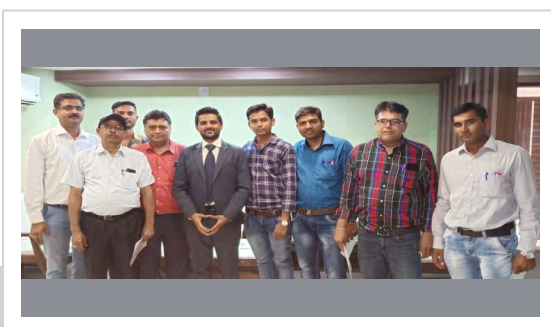
BDMA completed its 28th HR Forum Meet on 18th April on the topic 'C1 to C2 - The Cultural Advancement at Lubrizol'. The speaker for the meet was Mr. Manthan Joshi, HR Manager of Lubrizol. Around 30 HR professionals attended the meet.



*Mr. Anantha Prasad S. addressing the forum meet*

### EHS Forum Meet

BDMA organised its EHS forum meet on 24th April on the topic 'Barrier based Risk Management & Bowtie Methodology'. Mr. Anantha Prasad S, Mechanical Engineer & EHS Professional, Co-Founder, M/s Sudaksha Management Solutions LLP was the speaker at the meet. The meet was very fruitful and participants gave excellent feedback.



*Dr. Nirav Majmudar with the participants at the program*

### MDP

BDMA organised a full day programme on the topic 'Ownership at Work Place' on 25th April. Around 35 employees from different companies participated in the programme. Dr. Nirav Majmudar was the facilitator of the programme.

**BE Forum Meet**

BDMA organised its BE Forum Meet on 26th April on the topic '5S Activities'. The speaker for the meet was Mr. Devendra Kumar Gupta, Plant Head, Tega Industries. The 5S activities which are to be practiced as the daily activities within the organisations were discussed. The participants gave excellent feedback.



*Mr. Devendra Kumar Gupta and participants*

**Bhopal Management Association**

**Elections of Executive Committee**

Elections of Executive Committee of BMA for 2019-21 was held on 18th April where Mr. Shrikant Phatak, Tally Consultant and Life Member, BMA was the Election Officer. Mr. Subhash Vithaldas, Director, Permali Wallace Pvt. Ltd. has been elected as Chairman.



*EC members 2019-21*

**National Conference**

A two day National Conference Sagar Manthan 2K19 was held on 19th & 20th April in collaboration with the Bhopal Management Association the topic 'Impact of Dynamic changes happening in India in Technology and Management Sector on Global Economy'. Mr. Subhash Vithaldas, Director, Permali Wallace Pvt. Ltd., Bhopal was the Chief Guest. In his insightful address he pointed out industrial requirements to be fulfilled by the budding managers and executives.

The other speakers included Mr. Anubhav Dubey, Co-Founder-Chai Sutta; Dr. Amitabh Kodwani, Professor-HRM, IIM, Indore and Dr. Shibani Basu Dubey, South Asia Management Association. The programme was presided by Er. Sanjeev Agrawal, Chairman, The SAGE.

The sessions were chaired by Dr. Mukesh Chansoria, Professor-LNCT & Chairman BOS, BU, Bhopal; Mr. Suneel Bhargava Industrialist & Owner Bhargava Industries, Bhopal and Mandideep; Dr. Parag Dubey, Professor, NITTTR, Bhopal; Prof. V. P. Singh, Advisor-MBA, SGI; Dr. Vivek Sharma Director- CRIM, Bhopal; Dr. Syed Iftikhar Ali, Executive Chairman; M.H.K (Pvt.) Industrial Training Institute, Bhopal.



*Chief Guest Mr. Subhash Vithaldas addressing*

In the valedictory session the Chief Guest was Dr. P. K. Mishra, Ex VC DAVV, Indore. Speaking on the occasion he dealt in detail about the rapid technological development taking place in the world. He also appreciated the efforts of Sagar Group of Institutions MBA for promoting and encouraging research through conferences, seminars, workshop etc. The Special Guest of the function was Dr. Amit K Nag from South Asia Management Association. Certificates were distributed to the participants and Best Paper Presentation Awards were also given. The conference was attended by about 200 research scholars and students, many prominent academicians and subject experts were present.



*L to R: Mr. Suneel Bhargava, Prof. V.P Singh and Dr. Mukesh Chansoriya*

## Bombay Management Association

### MDP

A Management Development Programme on 'Performance Appraisal & Feedback Skills for First Time Managers' was held on 12th April. The educative and content intensive session was facilitated by Mr. Vincent D'Silva, Founder, Silva Management Services.

10 plus participants who formed part of the interactive day-long session were fully satisfied with the insightful session.



*Mr. Vincent D'Silva – Founder, Silva Management Services with participants*

### AIMA Young Leaders Council

AIMA conducted a programme on 'Young Leaders Council' on 24th April. The session was facilitated by Mr. R Gopalakrishnan, Author and Corporate Advisor, Former Director TATA Sons Ltd and CEO The Mind works. The objective of the Council is to create a non-lobbying platform for young leaders who are ushering in the new era of change and building the new age India to engage with each other on a regular basis. 30 members from BMA participated in this session.

### Management Development Services

BMA Management Development Services on 'Commodity Hedging And Price Risk Management' was held on 27th April. The session was facilitated by Mr. G. Chandrasekhar, Economic Advisor, IMC and Director IMC – ERTF. Mr. G. Chandrasekhar conducted an engaging session for the members of BMA.



*Mr. Hitesh Shukla addressing the participants*

BMA Management Development Services on ‘Family Business: Survival Beyond Third Generations’ was held on 27th April. The session was facilitated by Mr. Hitesh Shukla, Academic and Shaper of the family business field. The 15 plus participants actively participated in the interactive session.

**South Bombay Chapter Meeting**

Bombay Management Association conducted a meeting for BMA South Bombay members to share the Business plan for BMA 2019 and asked from member to give their suggestion for betterment of BMA. A short session was conducted by Mr. Ganesh Iyer, who shared glimpses of his farm and how he had grown plants at his terrace garden without using soil.

**Book Reviews**

BMA has started a Book Review section on the BMA website. Members can now give reviews of good books .



*Mr. E A Vimal Nathan presiding over the South Bombay meeting*

**Chandigarh Management Association**

Chandigarh Management Association conducted an interactive session on ‘Constitution amendments Governance and Citizen Rights’ on 30th April by Mr P K Khurana, Chairman cum Managing Director of Quick Relations Private Limited. Mr Khurana explained in a very effective way the implications of amendments in constitution and how they affect citizen rights. He explained how through an amendment concept of Supremacy of the Parliament has been put forward and how Parliament can now change the constitution, reject the constitution and even abolish a constitutionally setup Institute. The programme, attended by about 30 members, was very well received.



*Participants with the speaker*

**Coimbatore Management Association**

**Monday Musings**

Dr.T.G.Sundara Raman spoke on the topic ‘Energy Conservation and Efficient Energy Conversion Coupled with Circular Economy’ on 1st April. Advanced energy conservation schemes with successful case studies related to diverse manufacturing industrial sectors were delineated in the presentation.

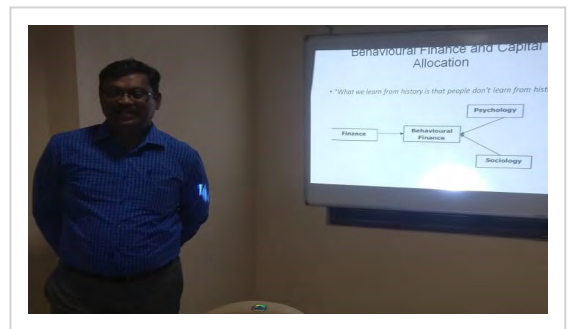


*Dr T.G. Sundara Raman, President, High Value Consultancy Pvt Ltd. Technical Advisor – Enmas Pulp & Paper Projects Pvt Ltd.*



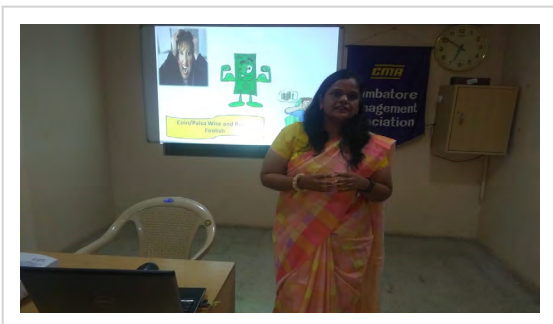
*Dr Deepa Venugopal Associate Professor, DJ Academy for Managerial Excellence*

Dr Deepa Venugopal spoke on the topic 'Unfurling Trends in Finance – Beyond the Oblivion' on 8th April. She took the audience through a new journey into the FINTEC world which is exhilarating and disruptive.



*Prof V.L. Mangesh, Professor, Coimbatore Marine College*

Prof V.L. Mangesh spoke on the topic 'Behavioral Finance and its influence on Capital Allocation' on 15th April. He briefed on how an individual or an organisation can invest money using scientific methods and the ways to handle the investment decisions.



*Dr K Ramya, Assistant Professor Department of Business Administration at Avinashilingam Institute*

Dr K Ramya spoke on the Topic 'Coin Wise and Rupee Foolish' on 22nd April. The session focused on new budgeting techniques to maximise savings and minimise debt.

## Delhi Management Association

DMA in collaboration with ICPI and NHRD Network organised a Round Table Meet on 'Coaching: Dynamics for Success' on 22nd April. Mr. Deepak Bharara, Director, ICPI welcomed Mr. Rakesh Seth, Trustee and Director, ICPI, Dialogue Initiator and fellow participants. The session was chaired by Mr. Sumit Chaudhuri. Mr. Seth shared his views on the benefits of coaching, coaching requirements, skills sets for coaching, acceptance of Coach in Indian Corporate Sector and designing coaching as career. The session was well received and appreciated by the participants. Mr. Rajan Pandhi, Director, DMA gave the vote of thanks.



*Participants at the programme*

**T20 Programme**

DMA in collaboration with NHRD, WE SCHOOL and ICPI organised a 'T20 Programme' on 29th April. Mr. Deepak Bharara, Director, ICPI chaired the session. Mr. Mohit Gupta, Communication & Public Speaking Expert; Ms. Gitranjali Saxena, Founder of Lagom Works Consulting and Mr. Ajay Sahoo, Founder Director of IRHS, a management consulting firm, were the eminent speakers who shared their views on building relationships & network, design thinking and high performance work systems HPWS. Members queries were answered by the panelists. Mr. Sumit Chaudhuri, Trustee, ICPI



*Meeting in progress*

gave the vote of thanks. The session was well received and appreciated by the participants.

**Guwahati Management Association**

**Managers Competition**

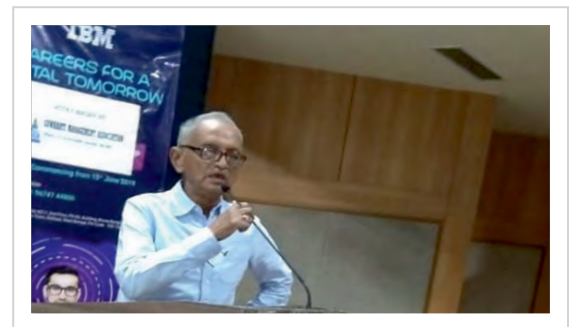
Guwahati Management Association celebrated the closure of this year's Managers competition on the 29th March with a glittering ceremony. Dr P Bharali, Retd Director, Oil India Ltd was the guest speaker for the occasion, who in his speech spoke about early days of corporate culture in this part of the country. Mr Swapnanil Barua, IAS Retd and former Commissioner Industries & Commerce Assam headed the jury bench. Dr S P Singh, VC, Royal Global University, Guwahati, presided over the function.



*Presentation of the 1st prize*

**Careers for Digital Tomorrow**

A Joint Programme with International Institute for Advance Studies, Kolkata titled 'Careers for Digital Tomorrow' was organised on 26th April. Prof Saukat Sen of IIAS Kolkata elaborated about the new digital business platform that has engulfed the marketplace in recent times. Prof Ali Amjad, also from IIAS Kolkata, offered guidelines for training on specific skills that will help pupils to be ready for new age employment. Mr S B Sharma, President GMA welcomed students, faculty members and IIAS Kolkata to the seminar.



*Mr D Gohain offering the vote of thanks*

### Monthly Meeting

The Guwahati Management Association organised a Monthly Meeting on 27th April on the theme 'Creation of Employment utilising Rural Raw Materials'. The theme speaker was Mr Manoj Das, former Director, Indian Institute of Entrepreneurship and presently Dy G M, N E Dev Finance Corp Guwahati. Mr S B Sharma, President GMA expressed satisfaction that members and guests took interest in the meeting with active interaction.



Mr Manoj Das delivering the theme address

## Hyderabad Management Association

### Student Development Programme

AMS School of Informatics organised Student development programme in collaboration with Hyderabad Management Association (HMA) on 'Campus to Corporate World – A Road Head' on 3rd April. Chief Guest Mr. Ravikumar Peesapati, President HMA; Mr K. V. Achalapathi Joint secretary, HMA; Mr. Shivadar Soma Treasurer HMA; Mr Ravichandra Chada CEO, Diabeticindiastore.com graced the occasion. Prof K. Vijayalakshmi welcomed the guests. Prof K. V. Achalapathi spoke about the benefits students can avail by joining HMA. It was a highly interactive session. Director Prof. K. Vijayalakshmi presented mementos to all the guests.



Mr Ravi Kumar Peesapati, Honorary President, HMA inaugurating the Student Chapter at AMS School of Informatics

### Book Launch

A Book launch on 'Not Just a Civil Servant' by Mr Anil Swarup, IAS (Retd). Former Principal Secretary for Coal, Government of India, New Delhi was conducted on 21st April in association with ASCI.

### Interactive Lecture

The Hyderabad Management Association (HMA) in collaboration with the Indian Institute of Management & Commerce (IIMC) conducted a Management Interactive Lecture on 'Making Things Happen in the Government' by Mr Anil Swarup, IAS (Retd), Former Principal Secretary for Coal, Government of India, New Delhi on 22nd April.



Mr Anil Swarup, IAS (Retd) receiving a memento from Mr Nagesh Vishwanatham and Mr Ravi Kumar Peesapati

**MDP**

The Hyderabad Management Association (HMA) conducted a one-day Management Development Programme on ‘Creating Organisation Culture as a Key Differentiator’ by Mr V S Sudhaker, Senior Management Consultant on 27th April.



(L-R) Mr Shivadhar Soma, Convener, MDP; Mr Ravi Kumar Peesapati, President, HMA inaugurating the MDP, Mr V S Sudhaker, Trainer and Mr Vijay Vedantam, Secretary, HMA

**Indore Management Association**

**Center of Excellence**

Indore Management Association organised Centre of Excellence (COE), an interactive session on the topic ‘Achieve Your Goals in Adhyatmik Manner’ on 3rd April. The facilitator for the session was Acharya Shekhar Pandey – An Astrologer & Vastuvid.



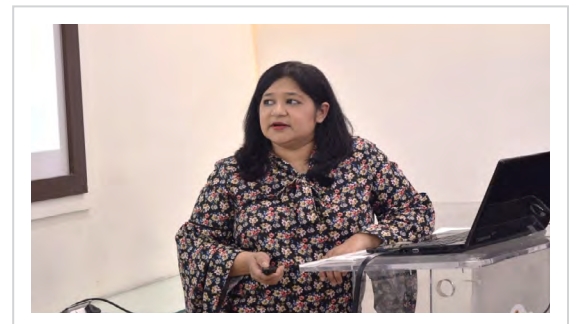
Acharya Shekhar Pandey addressing on Women’s Day



Prof. Swapnil Garg addressing the participants

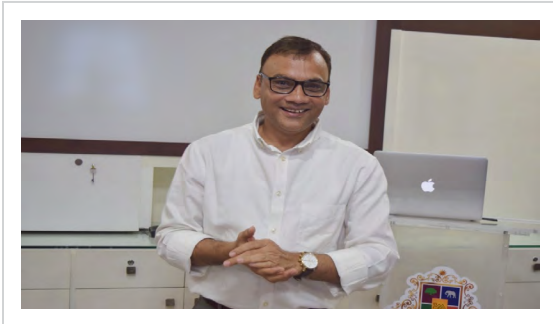
Indore Management Association organised Centre of Excellence (COE), an interactive session on the topic ‘Strategic Thinking – An Essence of Management’ on 10th April. The facilitator for the session was Prof. Swapnil Garg -Associate Professor (Strategic Management) at IIM, Indore.

Indore Management Association organised Centre of Excellence (COE), an interactive session on the topic ‘Creativity and Design Thinking for Entrepreneurship Development’ on 15th April. The facilitator for the session was Dr. Poorva Dharkar - President at the Association of Women in Science, Bethesda chapter.



Dr. Poorva Dharkar addressing the participants.





CA B.P. Inani addressing the participants.

### Reader's Clique

Indore Management Association organised a book review session on the book 'Difficulty of Being Good' for management professionals and students under the programme IMA Reader's Clique. The programme was organised on 22nd April. The narrator for the session was CA B.P. Inani – Director, Swan Finance Ltd.



Participants during the session

### HR Forum

Indore Management Association organised HR Forum Meeting, on the topic 'Managing Employee Behaviour Problem'. The programme was organised on 24th April. The facilitator for the session was Mr. Rupak Aich - Founder of Rivita Hotels and Resorts - A Unit of Sparsh Magic.



Mr. Rakesh Jain 'Prakhar' addressing the students

### Centre of Excellence – IMA Student Chapter

Indore Management Association - Student Chapter organised Centre of Excellence on topic – Startuppreneurs : Aspire, Innovate, Achieve for Students of Shri Atal Bihari Vajpayee Govt Arts & Commerce College, Indore on 10th April. The speaker for the session was Mr. Rakesh Jain 'Prakhar'.

Indore Management Association - Student Chapter organised Centre of Excellence on topic – Expectations of Financial Industry from Students at Acropolis Institute of Management Study & Research, Indore on 30th April. The speaker for the session was Mr. Dhruv Mishra, Head – Training & Development at Indra Securities Pvt Ltd.



Mr. Dhruv Mishra addressing the students

**IMA Open Forum Programme**

Indore Management Association organised a talk show by Mr. Chetan Bhagat, Management Guru and Author in association with Hello Hindustan on the topic ‘Don’t Wait for Opportunities Create Them!’. An initiative of Indore Literature Festival under #IndoreLitFest #LoveBooks Campaign on 2nd April.



*Mr. Chetan Bhagat addressing the participants.*

**Training@ Doorstep**

Indore Management Association organised Training@Doorstep workshop on the topic ‘Power of Persuasion and Negotiation’ on 4th April at Pratibha Syntex Ltd., Pithampur. The faculty for this workshop was Capt Jaison Thomas (Corporate Trainer).



*Capt Jaison Thomas addressing the participants.*

Indore Management Association organised Training@ Doorstep workshop on the topic ‘Effective Interpersonal Communication for Managerial Growth’ on 19th April. The faculty for this workshop was Ms. Monica Anand (Corporate Trainer).



*Participants of the session.*

**In-house Training**

Indore Management Association organised in-house workshop on the topic ‘Excel Workshop’ on 5th-6th April. The facilitator for the session was Mr. Sandeep Tahilramaney, Corporate Trainer.



*Mr. Sandeep Tahilramaney addressing the participants.*

**IMA Exclusive Session**

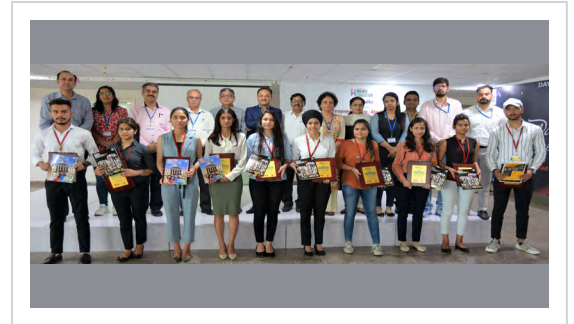
Indore Management Association in association with Indore Branch of CIRC of ICAI organised an Exclusive Talk on ‘Inner Engineering’ by Brahmishi Guruvanand Swami – Founder of Brahmishi Ashram on 20th April.



*Brahmrishi Guruvanand Swami addressing the audience.*

## Jalandhar Management Association

Jalandhar Management Association organised a session on the topic 'Entrepreneurship, Start Ups & Building Careers in the Age of Disruption' at the DAV University, Jalandhar. The talk was delivered by Vinod K. Pandita, an international consultant & a business coach. He dwelled on how the students should focus on developing certain skills and remain agile and flexible in the world full of innovative disruptions. More than 200 students from various streams participated in the session. The talk was followed by a ceremony to honour 10 Young Achievers who had excelled in the field of academics, sports, entrepreneurship & social service. They were presented mementos & complimentary copies of the Higher Education Plus magazine, the media partners for this session.



10 Young Achievers being honoured for showing excellence in diverse fields.

## Kanpur Management Association

Kanpur Management Association and Lucknow Management Association jointly co-organised AIMA's Shaping Young Minds Programme (SYMP) at PSIT Kanpur on 16th April. More than 900 management students from various colleges of Kanpur participated in the programme. Some of the speakers included Mr Richard Rekhy, Board Member KPMG Dubai; Ambassador Dr Deepak Vohra, Special Advisor Prime Minister of Lesotho and Guinea Bissau & Ladakh Autonomous Hill Development Council, Kargil and Leh; Mr Raghunath Medge, Nutan Mumbai Tiffin Box popularly known as Mumbai Dabbawalas; and Mr Vineet Agarwal, Managing Director, Transport Corporation of India Ltd. Mr Lalit Kumar Khanna, President, Kanpur Management Association welcomed the guests and Mr Arun Mathur, Sr Vice President, Lucknow Management Association delivered the vote of thanks.



KMA and LMA representatives with Ambassador Deepak Vohra

## Kerala Management Association

### KMA-CEO Conclave 2019

Kerala Management Association (KMA) conferred the KarmaYogi Award to Govindbhai Dholakia, Founder, Shree Ramkrishna Exports, Surat on 17th of April. He is the founder and Chairman of the country's leading diamond cutting and polishing firm. The Karmayogi award was presented to him on the occasion of the CEO Conclave organised by the KMA with



Chief Guest, Govindbhai Dholakia, delivering the Keynote Address at the KMA CEO Conclave 2019.

the primary aim of deliberating over the present and future challenges in the fast-changing business environment and fulfilling the expectations of various stakeholders.

Speaking on the occasion, Govindbhai Dholakia, explained his personal philosophy and the secrets to successfully building a billion-dollar diamond empire in the country. The event was presided by Dinesh P Thampi, President KMA and Mr Bibu Punnooran, Chairman, CEO Conclave welcomed the gathering and introduced the speaker. Mr Deepak L Aswani, Chairman, Awards Committee, KMA announced the Karma-Yogi Award winner and Mr V George Anthony, Hony. Secretary KMA, proposed the vote of thanks.

**AIMA Regional Management Conclave**

“The pace at which technology and the way business is changing today necessitates managers to re-iterate their management style and foresee their functions”, said R. Gopalakrishnan, Former Director, Tata Sons and Past President AIMA, and keynote speaker at the Inaugural Session of the conclave at the AIMA Regional Management Conclave jointly hosted by the All India Management Association and Kerala Management Association in Kochi on the 30th of April.

Prof. Debashish Chatterjee, Director, IIM Calicut said that it is in times of need and while facing challenges, that people will find a way to solve problems.

The conclave witnessed Mr Dinesh P. Thampi, President Kerala Management Association setting the context of the theme, Mr C.S Kartha, Chairman Regional Management Conclave, welcomed the gathering and Mr V. George Antony, Honorary Secretary, KMA, delivered the vote of thanks.

The event saw many speakers of eminence and management leaders Dr Amith Singhee, Mr A. Balakrishnan, Mr Sunil Bhaskar, Dr Bhimarai Methri, Mr Vinod Chandran, Ms Anusha Shetty, Mr P. Dwarakanath and Mr Abhay Kapoor contemplating on the need for innovation in the age of disruption. The sessions were moderated by Mr Jibu Paul, Mr Madhav Chandran, Mr Vivek Krishna Govind and Ms Rajasree R.



*Chief Guest, Govindbhai Dholakia along with managing committee members and invitees to KMA CEO Conclave 2019.*



*R. Gopalakrishnan, Former Director, Tata Sons, delivering the Keynote Address*



*Delegates at the AIMA Regional Management Conclave*

## Lucknow Management Association

### Workshop

LMA Young Managers Forum in collaboration with Department of Commerce, Lucknow University organised a workshop on 'Memory Management' on 2nd April. Mr. Devesh Agarwal, Chartered Accountant and coordinator YMF was the faculty for the session.

LMA collaborated with S.P. Jain Institute of Management & Research Mumbai for one day workshop on 27th April on 'Preparing your NGO for CSR and working with Government'. The workshop was conducted by Mr. Noshir Dadrawala, CEO, Center for Advancement of Philanthropy – India and a renowned lawyer and practitioner.

LMA Young Managers Forum collaborated with Hoener College for a Workshop on 'Mindfulness' on 30th April. The workshop was conducted by Dr. Dheeraj Mehrotra, Academic Evangelist, Next Education India Pvt. Ltd and a National Teacher Awardee.

### Presentation

LMA in association with LeadWynn, a Service Science Consultancy and The Centurian, a large Buffet and Fine Dining setup organised a presentation on 'Supplementing Service Management with Service Science for Improved Service Delivery in Hospitality Business' on 2nd April. Dr. Rajan Johri, Managing Partner, LeadWynn was the lead speaker.



*Mr. Devesh Agarwal, Treasurer LMA and coordinator YMF with the participants*



*Dr. Dheeraj Mehrotra, Secretary, LMA addressing students of Hoener College, Lucknow*



*Mr. A.K. Mathur, Sr. Vice President, LMA and Dr. Dheeraj Mehrotra, Secretary, LMA attending the interactive session with other LMA members*

### Interactive Sessions

LMA joined PHDCCI and Initiative for Development and Action (IDA) for an Interactive Session on 'Lifestyle Diseases: Prevention and Cure' with Dr. Manoj Srivastava, MD, DFID, a leading physician and diabetologist on 6th April. Several LMA members and Ms Sunita Aron, Editor, Hindustan Times were present on the occasion.

LMA in collaboration with AWOKE India foundation organised an interactive session on 'Economic Policy and Electoral Politics' on 30th April. The keynote speaker was Mr. S.S. Upadhyay, Former District Judge, a faculty in the State Institute of Judicial Training and Research and Adviser to Hon. Governor of Uttar Pradesh. Mr. Pravin Dwivedi, President AWOKE India Foundation also addressed the participants.



Mr. Pravin Dwivedi, Vice President, LMA & President, AIF addressing

LMA-Young Managers Forum jointly with Brahma Kumari's Ishwariya University organised an interactive session 'Enlightening Your Inner Self' on 14th April. The session was led by Dr. Bhupendra Singh, Associate Professor, King George's Medical University (KGMU), Lucknow.

**SYMP**

Lucknow Management Association and Kanpur Management Association jointly co-organised AIMA's Shaping Young Minds Programme (SYMP) at PSIT Kanpur on 16th April. More than 900 management students from various colleges of Kanpur participated in the programme. Some of the speakers included Mr Richard Rekhy, Board Member KPMG Dubai; Ambassador Dr Deepak Vohra, Special Advisor Prime Minister of Lesotho and Guinea Bissau & Ladakh Autonomous Hill Development Council, Kargil and Leh; Mr Raghunath Medge, Nutan Mumbai Tiffin Box popularly known as Mumbai Dabbawalas; and Mr Vineet Agarwal, Managing Director, Transport Corporation of India Ltd. Mr. A.K. Mathur, Sr. Vice President, LMA delivered the vote of thanks.



Mr. A.K. Mathur, Sr. Vice President, LMA and Mr. Lalit Khanna, President, KMA with Mr. Vineet Agarwal, Managing Director, TCIL and Dr Awadh Dubey, Chairman, R K Devi Eye & Health Care Services

**Wellness Programme**

LMA joined Rotary Club of Lucknow and Lymphoma Support Group (India) in a Cancer Awareness and Health Camp for free consultation on 20th April. The consultants team participating in the programme comprised Dr. Munish Goirala, MD DNB Radiation Oncologist; Dr. Dinesh Bhurani, MD, DM Clinical hematologist; Dr. Anand Mishra, M.Ch, FICS, FACS Consultant Surgeon; Dr. Madhup Rastogi, MD Radiation Oncologist; Dr. N.A. Siddiqui, MD FCCM, MFHom (UK), Clinical Oncologist; Dr. Anshul Gupta MD, FNB Clinical Hematologist, and Dr. Priyanka Varma, MD, FNB Clinical Hematologist.

As a part of its wellness programme series, LMA collaborated with Rotary Club of Lucknow, IIT Alumni Association and Cadila Pharma in organising a talk on 'Osteoporosis - Arthritis - Knee Replacement' by Dr. R.P. Singh, a reputed orthopedic and knee replacement surgeon on 28th April.



Consultant Doctors being welcomed in Cancer Awareness and Health Camp



Dr. R.P. Singh, a reputed orthopedic and knee replacement surgeon addressing the participants

**Skill Development Project**

LMA joined AWOKE India Foundation in Micro-Enterprise Tailoring Skill Development Project (supported in NABARD) which was inaugurated on 20th April by Hon. Mayor of Lucknow, Ms. Sanyukta Bhatia. 50 underprivileged women participated in the programme.



*Skill Development Project being inaugurated by Ms. Sanyukta Bhatia, Hon. Mayor of Lucknow*



*Mr. A.K. Mathur, Sr. Vice President, LMA presenting memento to Mr: Girish Venkat General Manager, SBI Wealth Mumbai*

**Knowledge Sharing Session**

LMA in association with IIT Roorkee Alumni Association, Indian Medical Association, Rotary Club Lucknow and SBI Wealth organised a knowledge sharing session on ‘Wealth Creation in Present Economic Scenario’ on 24th April. Mr. Girish Venkat, General Manager, SBI Wealth Mumbai was the speaker.

Another Knowledge Sharing session was organised by Lucknow Management Association in collaboration with Clean and Green Environmental Society on ‘Floriculture for Peace, Pleasure and Lucrative Business’ on 27th April. The speakers included Dr. S. C. Sharma, General Secretary CGES; Mr. S.C. Shukla, a Horticulture Entrepreneur and Prof. S. K. Barik, Director, CSIR-National Botanical Research Institute, Lucknow.

**Outreach Programme**

LMA in collaboration with AWOKE India Foundation and Kiranajay society organised an outreach programme at village Kalli Pashchim (Block Sarojni Nagar). Financial Literacy of the villagers, a medical camp and preparation of Ayushman golden card for eligible persons, were organised in the programme. The event was organised with support of Chief Medical officer Lucknow. Dr. Y. P. Singh, Additional COM, Lucknow and Dr. Milind Wardhan, Superintendent, Mohan Lal Ganj Hospital were present along with their teams.



*Dr. Milind Wardhan, Superintendent, Mohan Lal Ganj Hospital with LMA members and the villagers*

## Ludhiana Management Association

### Lecture Session

Students Forum of Ludhiana Management Association organised a lecture session on Managing Business in a VUCA Environment by Dr. Prem Kumar, Executive Director (Education), Bahadur Chand Munjal Foundation, Ludhiana on 10th April.



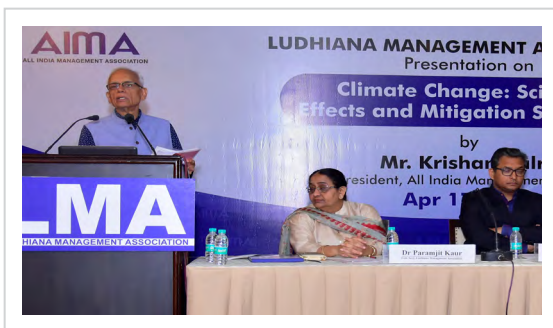
*Dr. Prem Kumar addressing the Student Members of LMA*

Dr. Prem Kumar emphasised on the need of change and innovativeness in-order to cope up with such an environment which is Volatile, Uncertain, Complex and Ambiguous. More than 250 students members of LMA from different management institutes of Ludhiana participated in the event.

### Seminars

Ludhiana Management Association organised a seminar on, 'Climate Change – Science, Effects and Mitigation Strategies' on 17th April conducted by Mr. Krishan Kalra, Past President AIMA. Mr. Kalra maintained that climate change and its consequences of Global Warming were leading to frequent droughts and floods at multiple places in the world. The session followed by long discussion on the subject was attended by members of Ludhiana Management Association.

Women Forum of Ludhiana Management Association organised a Seminar on 'Gender Equality at Workplace- Are Transgenders getting their Rights?'- a highly informative session on raising alarming questions for society regarding the issues concerning the third gender conducted by Ms Mohini Mahant, the first Transgender member from Punjab of the National Lok Adalat, Ludhiana.



*Mr. Krishan Kalra addressing members of Ludhiana Management Association*



*Mohini Mahant addressing women members of LMA*



## Navsari Management Association

### NMA Talk

Navsari Management Association organised a NMA TALK SHOW on 7th April on 'Ripple Effect' and the keynote address was delivered by Dr. Pawan Gupta, Director of Head & Neck, Max Institute of Cancer Care, Delhi NCR and National President of I Can Win Foundation. Dr. Gupta explained how impacting life of one person can take the shape of revolutionising an entire community. Nearly 153 citizens and members of NMA participated. It was a very impactful talk on tobacco and cancer and how to prevent it.



*Dr. Pawan Gupta addressing the gathering*



*Mr. Nikhil interacting with one of participants*

### Workshops

Navsari Management Association organised a workshop jointly Special Economic Zone – SURSEZ, Sachin Surat Unit Holders' Association on 17th April. The faculty was Mr. Nikhil Walkikar, Director at Manah Srushti Centre for Psychological Development and Studies, Mumbai. He gave many examples and trained the participants on various life issues like depression, anxiety, career etc. There were 35 participants and the workshop was very well received.

NMA jointly with Anavil Sanskar Trust, organised a unique workshop designed to train kids and women for self-defense. The trainer was Mr. Vispi Kasad – 5 Times Guinness World Record holder of India and Karate Trainer. He demonstrated many effective and result oriented skills for self-defense. Nearly 39 participants benefitted of the training.

## Noida Management Association

Properly administered discipline in the workplace helps a business stay away from several common problems and helps the company's productivity. Organisational discipline aims to create an amicable atmosphere of acceptable behaviors from employees and make them aware of the objective of the disciplinary rules and procedure. Noida Management Association organised a programme on 'Disciplinary Procedures and Practices at Work Place' on 29th March. The programme was inaugurated by Mr Dinesh Jain, President, Legal & Corporate Affairs, UFlex Ltd. and Mr S.S. Yadav, Executive Director – HR, KRIBHCO Ltd. The programme was well attended by delegates across industries in Noida.



*Lighting of the lamp by Mr S.S. Yadav, Dinesh Jain, Surinder Mohan & others*

## Palghat Management Association

### Palakkad Angel Network – Ideation Meet

Palghat Management Association conducted Palakkad Angel Network – Ideation Meet on 4th April.

The event was conducted as part of the continuous effort of PMA on bringing a visible change in the business landscape of Palakkad. People discussed and deliberated on the possibility of starting an Angel investment network out of Palakkad.

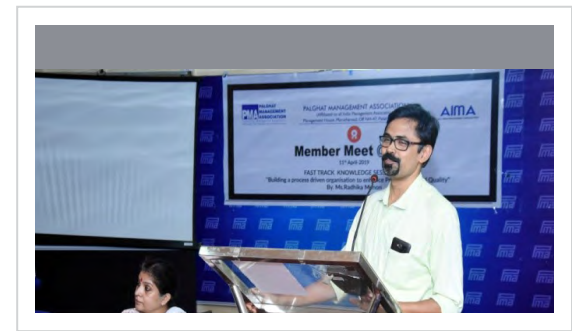
The event was inaugurated by Dr. Saji Gopinath, CEO of Kerala Startup mission, and there was a theme presentation by Mr Shilen Sagan, Chairman of Malabar Angel Network based out of Calicut. PMA President, Mr Sumesh K Menon welcomed the gathering and detailed the objective of the meet.

### Member Meet

PMA organised a Member Meet on 11th April during which selected members showcased their products to the members. Also there was Fast Track Knowledge section lead by Ms Radhika Menon who deliberated the importance of Building a process driven organisation to enhance productivity and quality.



*Dr. Saji Gopinath, CEO of Kerala Startup mission addressing*



*Presidential address by Sumesh K Menon, President, PMA.*

## Panchkula Management Association

### Lecture

Panchkula Management Association (PMA) organised a lecture on Municipal Solid Waste Management on 5th April. Dr SK Sharma, Professor Emeritus, Panjab University and Former member Haryana Pollution Control Board was the Guest speaker. Professor Sharma said that India is facing a grave problem of municipal solid waste management, as nearly 42 million tons of waste is generated annually and it is growing at a rate of 5% per year, due to accelerated urbanisation and fast changing consumption pattern. The lecture was appreciated by all present.



*Dr SK Sharma, Professor Emeritus Panjab University delivering his lecture*

**Management Mantras**

Ar Vijay Uppal, President, Panchkula Management Association (PMA) addressed the students of College of Engineering Technology and Architecture, Payyanur District Kannur, Kerala. This rural based college was the ideal place for spearheading the management movement of AIMA and to speak on management mantras. The students were very eager to learn how to manage their affairs with whatever limitations they had. They also discussed their strengths and weaknesses to get best results from the management mantras shared.



*Ar Vijay Uppal, President, PMA addressing at Kerala*

**Quilon Management Association**

**Industrial Visit**

The Quilon Management Association organised a factory visit to Yanjing Beer Factory, Beijing on 8th April. The Yanjing Beer Factory was established in 1993. Yanjing beer uses natural mineral water that comes from the Beijing Yan Shan Mountain; therefore, it has a clean, smooth and refreshing taste. QMA members got opportunity to see and understand the chemical process of beer manufacturing in detail during the visit.



*QMA members in front of Yanjing Beer Factory*

**International Conference**

An international conference was organised by QMA at Beijing on 9th April. The subject of the conference was 'Solid waste management' and a paper was presented by Er. Sayi Viswadev, Former Executive Engineer and District Chief of Kerala State Pollution Control Board. During his presentation, Er. Sayi Viswadev highlighted that the solid waste management is one of the major environmental problems of all cities.



*Er. Sayi Viswadev, Former Executive Engineer and District Chief of Kerala State Pollution Control Board presenting a paper on solid waste management.*

Dr. Riji G Nair, President Quilon Management Association presided the function and Mr. Sreeraj C, Secretary General of QMA welcomed the gathering. Mr. Rajendra Prasad, Former President QMA introduced the Chief Guest and Dr. Sasidharan Pillai Vice-President, QMA proposed the vote of thanks.

## Rajkot Management Association

RMA organised an expert Talk on 'From Here to Eternity through SWOT Analysis' on 24th April at Marwadi University –Rajkot where 150 students, faculty members of Business Management, Research & Engineering were present. The speaker was Mr Dinesh Kakkad. RMA executive council members, along with Chairman & IPP, President, Hon. Secretary were present. The programme was very well received.



*Panelists and delegates with the speaker*

## Ranchi Management Association

### Career Conclave 2019

Ranchi Management Association Ranchi, SBC Career Awareness Ranchi and Vatan Desire Infotech Pvt. Ltd, Ranchi jointly organised one day event on 'Career Conclave 2019' on 5th April. The objective of the programme was to give an open platform to the teachers, entrepreneurs and students to interact on job versus self employment opportunities in Jharkhand as well as in the country. In an opening remark, Mr Abhijit Ghosh, Ex-Chairman cum Managing Director, HEC Ltd, and Director Jharkhand Rai University, Ranchi underlined the need to build up a strong and effective eco-system for promotion and development of entrepreneurship and networking between business support organisations. Dr. Sushil Kumar, General Secretary and CEO, Ranchi Management Association, Ranchi explained the tips to become successful entrepreneurs. He suggested that students develop their capabilities in view of global business competitiveness.



*Distinguished Guests at the Career Conclave 2019 at Jharkhand Rai University, Ranchi*

Mr Raman Ballabh President, SBC Career Awareness Ranchi stressed that every institute right from the secondary school level to higher academic institutions should open Career Counselling Cell so that the talent of the students could be smartly utilised and shape their career in global perspective.

On the occasion, Mr Amar Priyadashi, CMD VDIPL, Ranchi talked about career in private sector. Career opportunities in the field of Mutual Fund, Insurance, Broking, Capital Market, Banking, Government establishments, Finance, Marketing, Entrepreneurship were also discussed in details.

The programme concluded with vote of thanks proposed by Mr Piyush Ranjan, Registrar, Jharkhand Rai University, Ranchi.



*Dr. Sushil Kumar, General Secretary & CEO, Ranchi Management Association, Ranchi and Professor & Head (Department of Management Studies) Institute of Science & Management, Ranchi*

### Study Tour

Ranchi Management Association, Ranchi coordinated a study tour of PGDM students of Institute of Science & Management, Ranchi to Tata Steel Ltd, Ghato on 12th April. Mr Praveen Kumar Sinha, Chief (HRD), Tata Steel Ltd, Ghato acquainted the students with modern HRD practices which were being implemented in Tata Group. Mr Sujit Mishra, Manager (HRD), Tata Steel Ltd, Ghato explained about application of latest technologies being implemented in mining, power generation and environment protection. Prof. (Dr.) Sandeep Kumar and Prof. Dharmendra Kumar Verma ISM Ranchi were also present in the study tour.



Students of PGDM Course of ISM, Ranchi at Tata Steel Ltd, Ghato

## Thrissur Management Association

### 28th Annual Management Convention

The 28th Annual Management Convention and Presentation of Management awards was held on 10th April. ‘Nimbleness in the age of disruption’ was the theme of convention. The welcome address was given by CA Sony C L, Convention Chairman and Sr. Vice President TMA. Er. N I Verghese President TMA delivered the presidential address.



28th Annual Management Convention of TMA



Keynote address by Dr. Debashis Chatterjee (Director, IIM Kozhikode)

Mr. Jacob Punnoose IPS (Retd. DGP & Former State Police Chief Kerala) was the chief guest of the night. Dr. Debashis Chatterjee (Director, IIM Kozhikode) was the keynote speaker of the Convention.

During the function TMA’s Management Awards were also presented to winners. The TMA-Dhanlaxmi Bank Scholarship was also presented to two students by Dhanlaxmi Bank MD & CEO, Ms. T Latha. The 9th TMA-Hykon Business Plan Contest prize distribution was also held during the function.

TMA Secretary Mr. Padmakumar C proposed the vote of thanks. Kalyan Jewellers CMD, Mr. T S Kalyanaraman; Past President, V P Joseph; Immediate Past President, Er. Christo George & about 220 members participated in the event

**Students Management Leadership Conclave 2019**

The 1st TMA-Students Management Leadership Conclave 2019 was held on 11th April. TMA Sr. Vice President, CA Sony C L welcomed the delegates. Er. N I Verghese delivered the presidential address.

Conclave Chairman, Er. M R Gopalakrishnan briefed about the conclave. IAS Probationer, Mr. Vishuraj P shared his experience and insights.

Some of the other speakers included Former CGM KSE Ltd. & TMA Past President, Er. Anand Menon; Ms. Beena Kannan, CEO of Seemaati; CA T S Anantharman, Former Chairman Catholic Syrain Bank and Past President TMA; Mr. Kochouseph Chittilappily, Chairman of Vguard Industries; Er. Christo George CMD Hykon & Imm. Past President TMA; Ms. Ardra Chandramouli Biotech entrepreneur and MD of Aeka Biochemicals Pvt Ltd; CA Santhakumar K, Past president TMA was the moderator of the session. Mr. Padmakumar C proposed the vote of thanks. About 680 delegates attended this event.



*Dr. K R Viswambharan IAS, Chairman, Oushadhi won the TMA Life Time Achievement Award*



*Inaugural Session*



*Address by Mr. Vishnuraj P, IAS Probationer*

**Trivandrum Management Association**

Trivandrum Management Association organised an Evening Lecture programme on 'Management in Industrial Revolution 4.0' by Dr. Manoj A.S, Senior Knowledge Officer, ICT Academy of Kerala, Technopark, Trivandrum on 22nd April. The programme was very informative and was well received by the 35 participants.



*Dr. Manoj A.S, Senior Knowledge Officer, ICT Academy of Kerala, Technopark addressing the participants*

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## AIMA Events Calendar

| Event  | Programme Chairman /Director   | Venue   | Date  |
|--|--|---|---|
| 4th Digital & Social Marketing Retreat       | D Shivakumar, Group Executive President- Corporate Strategy & Business Development, Aditya Birla Group and<br>Mithun Sundar, Chief Revenue Officer, Myntra | Goa   | 17-19 May 2019  |
| National Management Quiz                     |  | Mumbai<br>Bengaluru<br>Kolkata<br>New Delhi<br>Grand Finale     | 22 May 2019<br>23 May 2019<br>24 May 2019<br>31 May 2019<br>31 May 2019                 |
| National Management Games 2019               |  | Mumbai<br>Bhubaneswar<br>Bengaluru<br>New Delhi<br>Grand Finale | 21-24 May 2019<br>10-13 June 2019<br>24-27 June 2019<br>01-18 July 2019<br>20 July 2019 |
| Global Advanced Management Programme 2019    | Solomon N Darwin<br>Executive Director,<br>Center for Corporate Innovation Haas School of Business,<br>University of California, Berkeley                  | California,<br>USA  | 23-29 June 2019   |
| CEOs Delegation to Israel                    |  | Tel Aviv, Israel  | 14-18 July 2019   |
| HR Leadership Retreat                        | TV Mohandas Pai<br>Chairman<br>Manipal Global Education Services Pvt Ltd   | Goa   | August 2019   |
| Innovation Practitioners Summit              |  | New Delhi   | August 2019   |
| National Competition for Young Managers 2019 |  | New Delhi<br>Bangalore/Hyderabad<br>Kolkata<br>Mumbai           | August 2019   |



| Event  | Programme Chairman /Director   | Venue          | Date                 |
|--|--|----------------|----------------------|
| Shaping Young Minds Programme                        |  | Shillong       | 30 August 2019       |
| 46th National Management Convention                  |  | New Delhi      | 17-18 September 2019 |
| US-India Conference                                  | Sunil Kant Munjal<br>Chairman, The Hero Enterprise & Past President AIMA   | UC Berkeley    | 27 September 2019    |
| CEOs Delegation to Silicon Valley                    | Sunil Kant Munjal<br>Chairman, The Hero Enterprise & Past President AIMA   | Silicon Valley | 30 Sep-03 Oct 2019   |
| AI & Big Data Retreat                                | Soumitra Dutta<br>Professor of Management<br>Former Founding Dean<br>SC Johnson College<br>of Business Cornell<br>University, New York | Goa            | 11-13 October 2019   |
| Global Advanced Management Programme- Beijing, China | Mr Claude Smadja<br>former Managing Director<br>World Economic Forum   |                | 17-22 November 2019  |
| HRM Summit   |  | New Delhi      | November 2019        |
| Senior Leadership Retreat                            | Sunil Kant Munjal<br>Chairman, The Hero Enterprise & Past President AIMA   | Goa            | 13-15 December 2019  |

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