

AIMA News

AIMA'S MONTHLY E-MAGAZINE

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

AUGUST 2020



Dear Readers,

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

A pioneer in the field of education, a large number of students and working professionals / academia have benefitted from AIMA's management education programmes and courses over the years.

In another first, AIMA conducted its Silver Jubilee Convocation online for the first time on a specially curated digital platform. The Chief Guest, Mr Ramesh Pokhriyal 'Nishank', Minister of Education, Ministry of Education, Government of India along with Prof Anil D Sahasrabudhe, Chairman, AICTE presented the honours to the 2020 batch of scholars virtually at the 25th AIMA Convocation. Over 1500 students were awarded management qualifications, of which 17 scholars were awarded PhD in Business Administration, through the Aligarh Muslim University. More details are carried inside.

As part of its Digital Transformation, AIMA not only launched new programmes and initiatives, but also converted some of its existing ones into their digital avatars. AIMA successfully conducted the 29th edition of its hugely popular National Management Games (NMG) online. The programmes was rolled out pan India in a virtual mode with more than 120 teams participating from companies across various sectors. In addition, the 46th National Competition for Young Managers was also conducted in the digital space on the theme 'Transformational Leadership: Winning Strategies in uncertain Times'. After conducting regional rounds across India, the virtual Grand Finale was successfully held a few days back. Brief reports can be found in this issue.

AIMA's LeaderSpeak Series continued to gain momentum with several industry leaders and stalwarts addressing various sessions held on pertinent and topical themes. Over the past few weeks sessions were organised with Dr RS Sodhi, Managing Director, Gujarat Co-operative Milk Marketing Federation Limited; General JJ Singh, Former Chief of the Army and Governor of Arunachal Pradesh; Mr Aditya Ghosh, Member, Board of Directors, OYO Hotels & Homes and Mr Manish Sabharwal, Chairman and co-founder, Teamlease Services; with several more on the anvil. This series has become extremely popular, witnessing a viewership of several hundred at each session.

AIMA's Young Leaders Council too continued to roll out online sessions for its members and several training programmes, courses, testing and assessment services were also availed during the period. Detailed reports are carried inside along with updates from the Local Management Associations and some interesting articles on management.

In a few days from now, AIMA will see its customary change of guard at the 47th National Management Convention which is being held online, on a specially curated platform. With more than 50 speakers over 20 plus sessions, the 47th edition of the NMC is set to surpass all previous Conventions in terms of participation, reach and galaxy of speakers. We invite you to join the NMC which will also be streamed live on AIMA's social media channels – Facebook, Twitter and YouTube. We look forward to reporting details on this mega event in our next issue.

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

With best wishes for your health and safety.

Rekha Sethi
Director General

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Chairman & Managing Director
Kirloskar Brothers Ltd

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Ms Rekha Sethi

Published by

AIMA, Management House,
14, Institutional Area,
Lodhi Road, New Delhi-110003
Tel : 01124645100
Fax : 01124626689
E-mail : dlma@aima.in
Website : <http://www.aima.in>

Managing Editor
Ms Smita Das

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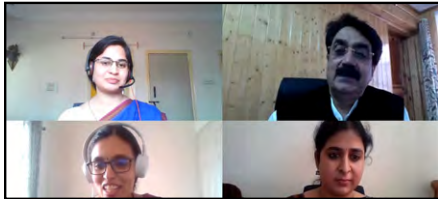
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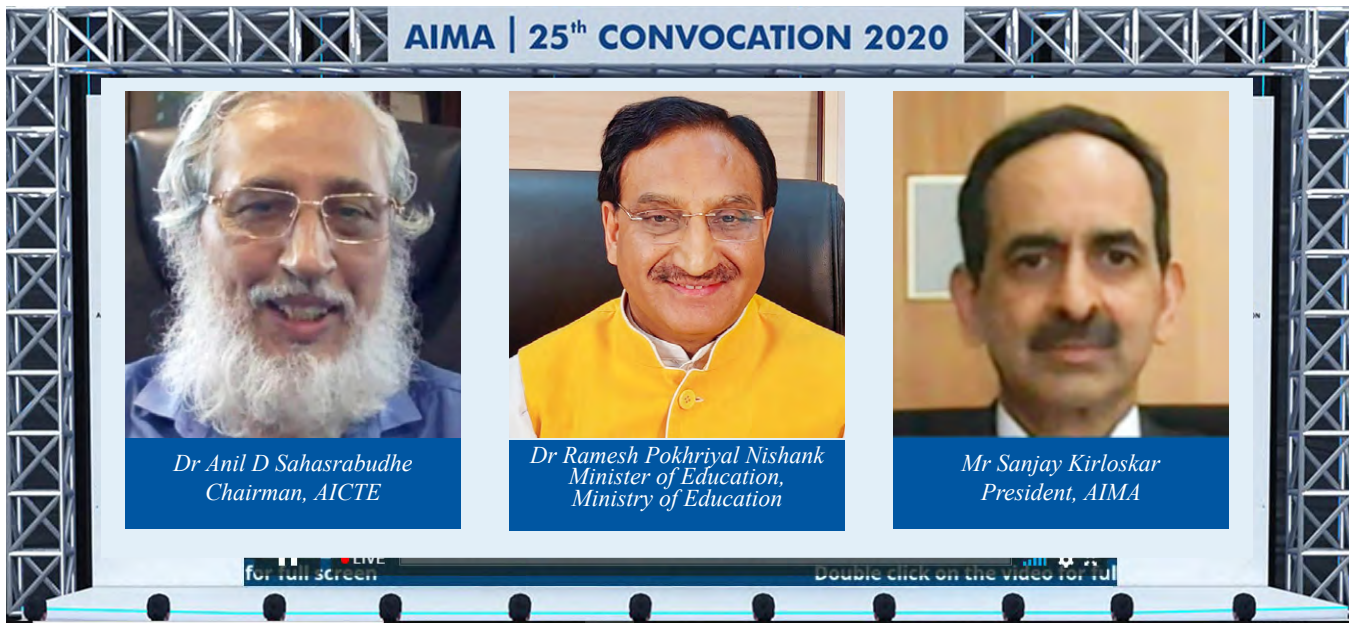
Ravi Jangra (Deputy Director)

All India Management Association, Management House, 14 Institutional Area, Lodhi Road, New Delhi - 110 003

D: (+91) 011 24608513 | M: +91 - 981 181 1231 | E: rjangra@aima.in

25th AIMA Convocation

AIMA's Silver Jubilee Convocation was held virtually for the first time



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

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



Dr Ramesh Pokhriyal Nishank, Minister of Education



Mr C. K. Ranganathan, Chairman & Managing Director, CavinKare Pvt Ltd

Dr Ramesh Pokhriyal Nishank told the students that India’s \$5 trillion economy would come through them. He added that when India achieves the \$5 trillion economy target, 1.5-2 lakh new managers would be needed in the country. The Minister said that the New Education Policy (NEP) was the foundation stone of a new golden India. “The NEP is India centric and technology centric,” he said. He pointed out that India would be the first country

to offer online courses from the world’s top 100 universities. He appreciated AIMA’s initiative in promoting online education and testing and asked the organisation to promote the objectives of the NEP. Mr Sanjay Kirloskar, AIMA President and Chairman & Managing Director, Kirloskar Brothers Ltd. hailed the Minister of Education for introducing a visionary education policy. “I congratulate the government for providing a state-of-the-art framework for modernising education in India,” he said.



Mr Harshpati Singhania, Sr Vice President, AIMA and Vice Chairman & Managing Director, JK Paper Ltd



Dr Anil D Sahasrabudhe, Chairman, AICTE

in the world to introduce Artificial Intelligence as a subject from the 6th standard in school. Dr Nishank declared that the new curriculum of management and engineering institutes would be developed in partnership with the industry. He also stated that now onwards 50% of the students of IIMs and IITs would work with the industry during their studies.

The Minister said that India would lead the online education revolution and efforts would be made

AICTE Chairman, Dr Anil Sahasrabudhe delivered the keynote address of the convocation. He appreciated AIMA for holding the country’s first entirely online convocation. Earlier Mr C K Ranganathan, Vice President, AIMA and Chairman & Managing Director, CavinKare Pvt Ltd introduced Dr Anil D Sahasrabudhe, Chairman, AICTE. Ms Rekha Sethi, Director General, AIMA expressed confidence in the capacity of AIMA graduates to do well in a tough economy.



Ms Rekha Sethi, Director General, AIMA



Dr Bhimaraya Metri, Chairman, Board of Studies, AIMA and Board Member, IIM Trichy and Dr Raj Agrawal, Director, AIMA-CME

Dr Bhimaraya Metri, Chairman, Board of Studies, AIMA and Board Member, IIM Trichy, presented a report of education and research activities of AIMA during the year.

Closing the convocation, Mr Harshpati Singhania, Sr Vice President, AIMA and Vice Chairman & Managing Director, JK Paper Ltd appreciated the participation of the Education Minister and the AICTE Chairman and thanked them for sharing their

vision for Indian education's future. More than 3000 students, academics and delegates attended the virtual convocation through video conferencing and social media channels.

29th National Management Games (NMG-2020)

The 29th National Management Games (NMG) popularly known as 'Chanakya' is a National Competition for Corporates, organised by All India Management Association. AIMA has been conducting this competition for the last 28 years in the country. NMG for the year 2020 successfully concluded online on 1st September 2020.

The 29th NMG competition was held online in the Northern, Western, Eastern and Southern Region. Mr. Manoj Agarwal, AGM, Maruti Suzuki India Limited was the chief guest for the event. This year about 120+ teams participated in the competition. NTPC emerged as the national champions in NMG-2020; SAIL Rourkela and SAIL Burnpur followed as the first and second runners up.

AIMA LeaderSpeak Series

A series of sessions organised with thought leaders and experts



Dr R S Sodhi, Managing Director, Gujarat Co-operative Milk Marketing Federation Limited



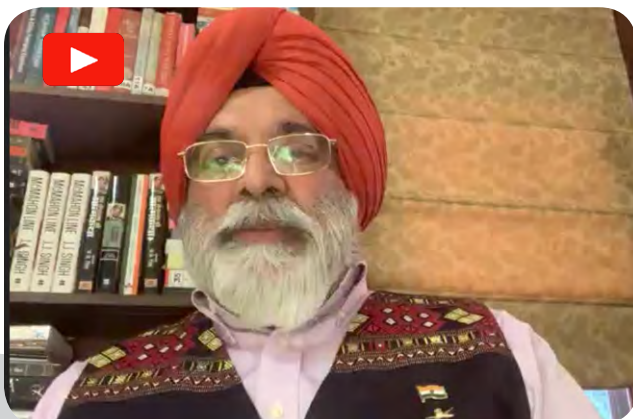
Mr Sanjay Kirloskar, President, AIMA and Chairman & Managing Director, Kirloskar Brothers Limited

AIMA continued its LeaderSpeak Series - a series of webinars conducted with thought leaders including industry captains, spiritual gurus, senior government functionaries including ministers and bureaucrats, on topical themes and subjects.

The twenty-sixth LeaderSpeak session was held on 14th August 2020 on the theme 'Doing Well and Doing Good' with Mr Aditya Ghosh, Member,

Board of Directors, OYO Hotels & Homes and Mr Sanjay Kirloskar, President AIMA and Chairman & Managing Director, Kirloskar Brothers Limited as the session moderator. The session focused on the need to merge interest of the firm with an interest of society with a proper strategy laid out for these current times.

Another edition of The LeaderSpeak series was organised with Dr R S Sodhi, Managing Director,



General J J Singh Former Chief of the Army and Governor of Arunachal Pradesh



Mr Aditya Ghosh, Member, Board of Directors, OYO Hotels & Homes



Ms Rekha Sethi, Director General, AIMA

Gujarat Co-operative Milk Marketing Federation Limited and Mr Sanjay Kirloskar, President, AIMA and Chairman & Managing Director, Kirloskar Brothers Limited on 25th August 2020. The theme of the session was ‘Making India a Food Provider of the World’. Dr Sodhi said that he firmly believed that food provider and farmer played an equally important role as the medical COVID warriors as it is them who have made India Atmanirbhar with regard to the food supply.

The twenty-eighth LeaderSpeak session was organised on 1st September 2020 on the theme ‘Trouble at the Borders: Can India win a two-frontier war’. General J J Singh Former Chief of the Army and Governor of Arunachal Pradesh was the speaker of the session. Ms Rekha Sethi, Director General, AIMA introduced to Gen J J Singh and session was chaired by Mr Sanjay Kirloskar, President, AIMA and Chairman & Managing Director, Kirloskar Brothers Limited. Gen Singh shared that the rapid military growth between the countries with issues boiling, the negotiated agreement seems difficult. There is a need for leaders of the countries to come together to help resolve more than the military officers trying to resolve.



Mr Manish Sabharwal, Chairman and co-founder, Teamlease Services

Mr Manish Sabharwal, Chairman and co-founder, Teamlease Services was the speaker of the twenty-ninth LeaderSpeak session held on 7th September 2020. The theme of the session was ‘Covid Policy Window- Challenges & Opportunities’ and was moderated by Mr Pranjal Sharma, an Author, Economic Analyst and Columnist. Mr Sabharwal emphasised that it is an important time for all. How countries, companies and investors and individuals balance the next quarter and plan for the next quarter-century will determine the life after-COVID. All the sessions were very well received with participants joining through Zoom, Facebook and YouTube.



Mr Pranjal Sharma, an Author, Economic Analyst and Columnist

Inner Engineering Online

“As there is a technology to create external wellbeing, there is a whole dimension of science and technology to create inner wellbeing.”
Sadhguru



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Course Benefits



Maintain high energy and alertness throughout the day



Enhance mental clarity, emotional balance and productivity



Stress free life that can alleviate chronic ailments



Improve communication and interpersonal relationships



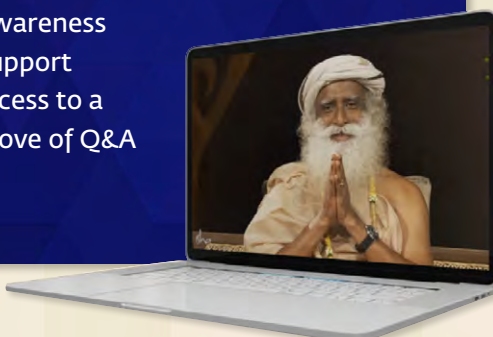
Eliminate fear and anxiety



Achieve joy, tranquility and fulfillment

Course Highlights

- Practical Tools for Effortless Living
- Meditations to address key aspects of life
- Rejuvenating and Balancing Yoga Practices
- Tools for Awareness
- Ongoing Support
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Harvard Medical School Research

Inner Engineering Online found an over 50% reduction in stress in participants

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Rutgers University Research

Inner Engineering Online results in a significant increase in energy, joy, and work engagement

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Sadhguru

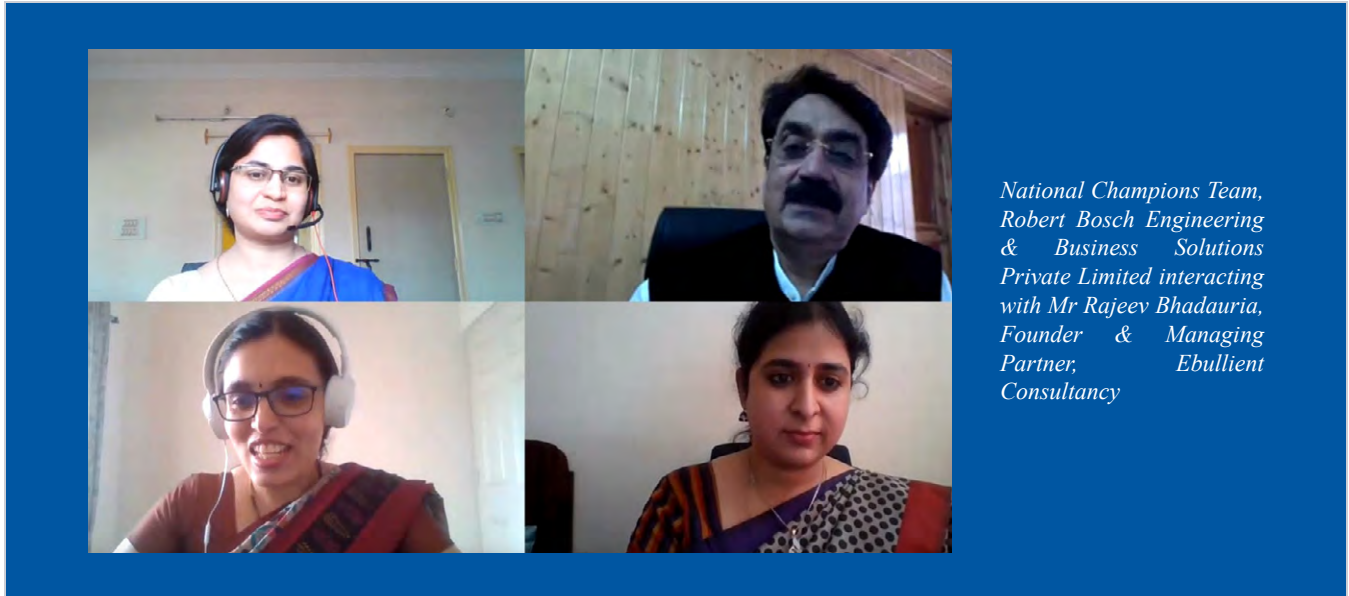
Sadhguru is a yogi, mystic, and visionary. Named one of India's 50 most influential people, Sadhguru's work has touched the lives of millions worldwide through his transformational program. An internationally renowned speaker and author of the New York Times Bestseller 'Inner Engineering: A Yogi's Guide to Joy', Sadhguru has been an influential voice at major global forums including the United Nations and the World Economic Forum, addressing issues as diverse as socioeconomic development, leadership and spirituality. He is regularly invited to speak at leading educational institutions including Harvard, Yale, Oxford, Stanford, Wharton and MIT.

Isha Foundation

Isha is a volunteer-run, international nonprofit organization dedicated to raising human consciousness and fostering global harmony through individual transformation. Guided by Sadhguru, it is an essential resource for exploring the ancient science of Yoga in all its depth and dimensions. Supported by over nine million volunteers in over 300 centers worldwide, its powerful Yoga programs and inspiring projects for society and environment are appreciated worldwide – reflecting in Isha's accreditation by UN Environment and consultative status with the United Nations Economic and Social Council. The foundation offers a variety of programs that provide methods for anyone to attain physical, mental and spiritual wellbeing.

46th National Competition for Young Managers

Transformational Leadership: Winning Strategies in Uncertain Times



AIMA organised its 46th National Competition for Young Managers on the theme 'Transformational Leadership: Winning Strategies in uncertain Times' online for the first time. The regional rounds were successfully conducted from 17th August to 2nd September and the Grand Finale was held on 4th September 2020. The competition was opened for academicians as well for the first time.

Robert Bosch Engineering & Business Solutions Private Limited emerged as National Champions, Runner-up position was shared by Bosch Limited and Indian Oil Corporation Limited. Ms Pavithra

Ravishankar from Robert Bosch Engineering & Business Solutions Private Limited emerged as Best Young Manager.

This year's jury members at the grand finale were Mr Rajeev Bhadauria, Founder & Managing Partner, Ebullient Consultancy; Mr Vivek Mehra, CEO, Sage Publications; Mr D V Shastry, Executive Director, GAIL; Mr Mario Schmidt, Managing Director, Lingel Windows and Doors Private Limited and Mr Ramashankar Pandey, Managing Director, Hella India Lighting Private Limited. Around 70 teams participated in the competition from corporate as well as academics.

YLC Online Sessions

Inspiring and building Leaders of the Future



Mr Gurcharan Das, Author, Management Guru and Public Intellectual



Mr Kartik Sharma, Director, Agnitio & National Events Chair, YLC

AIMA YLC organised an online session on 'LGBTQ Inclusion in Indian Workplace' on 28th August 2020. Mr Parmesh Shahani, Author Queeristan: LGBTQ inclusion in the Indian Workplace and Vice President at Godrej Industries Ltd; Ms Anubhuti Banerjee, Manager, Analytics & Insights (Marketing), Lead – Wings, Tata Steel LGBT+ Network and Mr Nanjappa Somanna, Vice President Head Employee Relations, Infosys

Ltd and YLC Mentor and Ms Manu Narang Wadhwa, CHRO, Sony Pictures India Pvt Ltd were the eminent speakers of the session. The session witnessed active participation and was very well received by the audience.

Another session with Mr Gurcharan Das, Author, Management Guru and Public Intellectual was organised on 4th September 2020. The theme



Ms. Latha Nathan, Vice President Fidelity Investments, YLC Mentor



Mr. Rajendran Dandapani, Builder of Mobile Apps for Zoho, Teacher of Software Engg at ZohoUniv



Mr. Saurabh Saxena, Founder CEO Uable also Co-Founder of Vedantu & Lakshaya

of the session was 'How to make a better India.' Mr Kartik Sharma, Director, Agnitio & National Events Chair, YLC was the session moderator. The session was very well received by the audience.

A YLC Session on 'Building Learner-Centric Products' was conducted on 11th September 2020 with speakers Mr. Rajendran Dandapani, Builder of Mobile Apps for Zoho, Teacher of Software Engg at ZohoUniv and Mr. Saurabh Saxena, Founder CEO Uable also Co-Founder of Vedantu & Lakshaya. The session was chaired

and moderated by Ms. Latha Nathan, Vice President Fidelity Investments, YLC Mentor.

The session started with Mr Saurabh sharing his experience of building Uable keeping his daughters requirements in mind and later on the idea flourished to a bigger business. Uable is a skill development platform for kids predominantly between age 6-12 yrs. Mr Rajendran spoke on building products and to start up. He guided entrepreneurs on what to build, who to build it with and how to build products. The session had very encouraging response from audience.



Mr Parmesh Shahani, Author Queeristan: LGBTQ inclusion in the Indian Workplace and Vice President at Godrej Industries Ltd



Ms Manu Narang Wadhwa, CHRO, Sony Pictures India Pvt Ltd



Ms Anubhuti Banerjee, Manager, Analytics & Insights (Marketing), Lead – Wings, Tata Steel LGBT+ Network



Mr Nanjappa Somanna, Vice President Head Employee Relations, Infosys Ltd and YLC Mentor

AIMA Young Leaders Council's other new initiatives are also progressing well. YLC Mentor-Mentee Forum is gradually strengthening with more mentors and members enrolled for the programme. The interaction amongst them is also picking up pace. YLC Special interest Group Chairs are actively engaging with members enrolled for their SIG. Group chairs are also arranging for open forum sessions which is quite beneficial for participants.

Online Training

AIMA organised its first discussion with members of AIMA's Vice Chancellors Council on the new National Education Policy (NEP) 2020 on 11th August 2020. The first education policy of the 21st century, aiming to address the many growing developmental imperatives of our country. The members deliberated on proposed sweeping changes for students and institutions of learning and on the revisions of all aspects ranging from education structure, its regulation and governance. The discussion saw enthusiastic participation and contribution from all the senior members of Vice Chancellors Council.

A three day customised online training programme was conducted for senior officers of GAIL during 25th to 27th August 2020. Mergers

and Acquisitions in Oil & Gas Industry was the topic of the training. The Concepts, Strategies and Tactics, Legal Aspects of M&A, Competition Law, Accounting and Taxation Aspects, Funding & Valuation were the topics covered by the expert trainers. The training was well appreciated.

AIMA as a knowledge partner of IndianOil Institute of Petroleum Management conducted a training programme on 1-2 August and 22-23 August on the fourth Industrial Revolution and how is it redefining the global business trends, specifically in the energy sector. AIMA also conducted an online training on Problem Solving & Decision Making on 21st August, 2020. All the training programme were very well received by the participants.

Webinar

AIMA in collaboration with BML Munjal University conducted a webinar on the theme 'The New Perspectives in Teaching & Writing: COVID 19 Implications' on 16th August 2020. The session was inaugurated by Dr Vishal Talwar, Dean, BML Munjal University. The other eminent speakers included Dr Payal Kumar, Professor and Chair, HR/OB, Head of Research and International Collaborations at BML Munjal University; Dr Gita Bajaj, Professor & Chairperson

PGDM DCP, IMT Dubai; Dr Sudhanshu Shekhar, Assistant Professor, IIM Ranchi; Dr Ayesha Khan, Manager Communication & Case Research Unit, LUMS, Pakistan and Dr Raj Agrawal, Director, AIMA-CME. The workshop emphasised on online teaching methods and challenges related to online teaching and was attended by around 130 participants consisting of faculty members from different B-Schools.

Jumping the Queue

Indo-Soviet friendship is now decades old. Despite all our interaction, trade and cultural exchange, there is one national trait where the two countries - definitely the two capital cities - are poles apart. If Muscovites make a queue even for using a public convenience; Delhiwalas get a special thrill out of jumping the queue in every field. Such opposite ethos is strange considering that the Soviets jokingly refer to India as their sixteenth republic!

I will never forget the time my five-year old pointed out the futility of making a queue in Delhi. We were attending one of those engagement jamborees where a couple of hundred people are wined and dined at a five-star hotel. My little fellow asked for food and we went and joined the long queue. This was perhaps the first time he had to stand in queue for dinner; so followed the inevitable questions and (not very convincing) conditions about the need for a queue etc. Notwithstanding his repeated entreaties "But, papa, I am hungry" we waited patiently. Just when we were close to our goal came a group of pompous, ever painted, bejewelled women; they nonchalantly grabbed plates and started helping themselves. This was too much for the young man who immediately protested. "Papa, why are these aunties not standing in the queue?" When this had no effect on the gross gluttons and my dear one saw no signs of movement on my part, he just walked up to the fattest of the group and loudly told her to go take her place at the end of the queue!

What followed was a chorus of "So Sweet" and "Sorry Darling, we didn't realise there was a queue etc; but the message had gone home and while my hero got his meal a few formidable figures sheepishly melted into the crowd.

Well, a kid could exercise his prerogative but we elders stand back and condone such shameless behaviour all the time. Food - particularly desserts - at big parties brings out the animal in most well-off Delhiwalas and they behave as if it's their first (or last) good meal. It's the same thing at a supermarket or fruit shop of the golgappawala where the illiterate vendor has to often tell his impatient customers that he can only serve them one at a time, and preferably in an orderly queue.

The story is repeated at lifts, bus stops, railway stations, airline check-in counters, banks, post offices and milk depots. Almost every morning I see unruly crowds in front of the few slow moving elevators in my office building. Strangely the same chaps behave properly when goaded to do so by a mere peon.

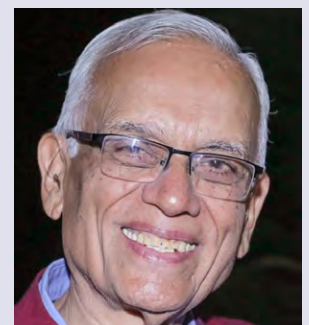
On the other hand, Muscovites patiently queue up for catering a coffee shop, taking taxicabs, buying rarely seen green vegetables, getting shoes polished, buying a cold drink, tickets for the Kremlin museum... anything. There is never a scramble despite chronic shortages of almost all consumable including food. It's indeed their natural ethos.

Citizens of Delhi don't behave like barbarians only for the mundane things of life. When it comes to getting licenses and quotas, permits, export incentives or what have you, queue-jumping becomes an art, perfected by the high class liaison men known as lobbyists. The bigger the organisation the more senior is their man in Delhi.

The malady extends to all aspects of city life. Some of the worst sufferers perhaps are the mugs who follow traffic rules. In some strange way, control of the accelerator makes maniacs out of many otherwise same men and women.

'Lane driving is insane driving' seems to be their motto. And so our queue-breaking, lane jumping heroes meander their way through every possible crevice, making the traffic look like a river nearing its delta -fast, unrestrained, twisting, turning and full of eddies.

If Soviet cops can learn a lesson or two in crowd control from their Indian counterparts, don't we stand to gain more in individual control and civic discipline by deflecting a part of the tourist traffic to Moscow? But then the danger in the age of glasnost is that it may work the other way!



by Krishan Kalra
Past President, AIMA



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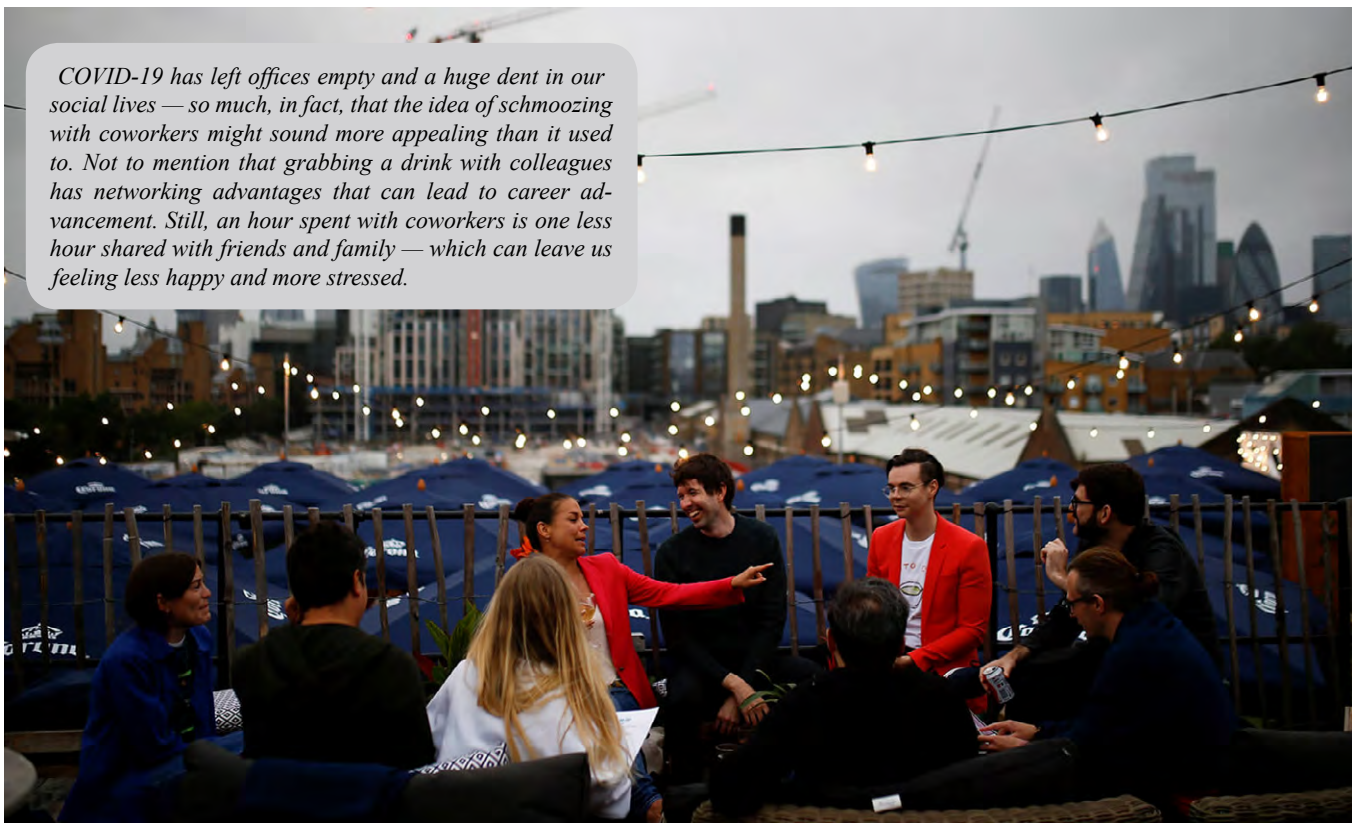
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Schmoozing with Coworkers After Hours Has Professional Benefits — and Personal Costs

A new study shows that workers’ pay structure — hourly vs. salaried — affects how they perceive and spend their downtime.

September 3, 2020 | by Maggie Overfelt

COVID-19 has left offices empty and a huge dent in our social lives — so much, in fact, that the idea of schmoozing with coworkers might sound more appealing than it used to. Not to mention that grabbing a drink with colleagues has networking advantages that can lead to career advancement. Still, an hour spent with coworkers is one less hour shared with friends and family — which can leave us feeling less happy and more stressed.



People who get paid by the hour tend to do more socializing with coworkers — and less of what they really enjoy. | Reuters/ Henry Nicholls

There’s a clear trade-off between devoting time to personal enrichment and devoting it to professional development, a tension that Jeffrey Pfeffer, professor of organizational behavior at Stanford Graduate School of Business, examines

in a study recently published in *Organizational Behavior and Human Decision Processes*.

Pfeffer conducted the research with Sanford DeVoe, who earned a PhD from Stanford GSB in

2007 and is now an associate professor at UCLA's Anderson School of Management, and Jieun Pai, who is a PhD candidate at UCLA.

Previous research had found that workers who networked more often received better on-the-job evaluations — but at a cost of increased emotional exhaustion. Pfeffer's new research reveals a greater tendency among hourly-paid workers than salaried employees to devote more of their downtime to coworkers if it means possible career advantages down the road.

"When people think of time as money, they make very different decisions on how they use their time," says Pfeffer. "You're much more willing to trade time for money even though we know that work time is people's least happy time. How people think about the time-as-money can cause them to make decisions that make them unhappy."

Annual Salaries vs. Hourly Wages

Exploring how income is related to employees' social relationships, the paper uses a four-study approach to show that people earning a high income and paid by the hour are more likely than lower-paid hourly workers or those not paid by the hour to hang out with colleagues outside of work.

In one study, the researchers polled 1,503 workers and asked a sample of those with annual salaries to convert their earnings into an hourly wage. Participants were also asked to imagine that they could change the way they spend their time and then rate how much time they would spend socializing with coworkers and supervisors, and family and friends.

Those who calculated how much their time was worth per hour said they'd prefer to spend more time socializing with colleagues. "To the extent that you evaluate time from an economic frame, you're more likely to spend time in a way that's more economically relevant but might not make you happier," says Pfeffer.

To this last point, the authors asked participants in a variety of ways whether they view spending time with colleagues as fun. They first found that individuals who were motivated to spend extra time with coworkers did so for career advancement; two later experiments looked at how many minutes workers spent on LinkedIn (a career-oriented decision) versus Facebook (a more personal, enjoyable activity) once they knew exactly how much money their time was worth. As predicted, users spent more time surfing LinkedIn — a social networking activity they perceived to be more professionally useful, when they were economic evaluators of their time.

Thinking about time in monetary terms, says Pfeffer, impacts your willingness to work more for more money, which in turn may detract from other, more personally gratifying uses of your time, such as volunteering, hanging out with friends or family, or just enjoying time alone.

A Wakeup Call for Employers?

The new paper is the most recent iteration of almost a dozen studies by Pfeffer and DeVoe, who started thinking about time as money more than a decade ago when DeVoe was at Stanford. "There was this moment when Stanford changed its IT system and everyone became an hourly worker," says Pfeffer, who remembers no-

ting a new calculation on his paystub: what he earned per hour.

Looking into research about workplace health and happiness, the duo realized that while many papers studied the link between material wealth and workers' tendency to fraternize with people across different categories — friends, family, and neighbors — mingling with colleagues outside of work had been overlooked.

This new research, says Pfeffer, speaks to why some people spend more time thinking about work and other instrumental goals — which can increase stress levels — and less time doing what brings them pleasure with the people who make them happy.

It could also be a wakeup call for companies and other workplaces to consider how they pay their employees, perhaps moving away from an approach that could unintentionally have a negative impact on worker health and well-being. Pfeffer points to a growing body of research that shows that trading leisure time for more work time — and thus more material wealth — doesn't lead to greater happiness.

"This speaks to how pay regimes affect people's lives outside of work," says Pfeffer. "How you're paid at work affects how you think of time outside of work."

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Graduates of Elite Universities Get Paid More. Do They Perform Better?

September 04, 2020 | by Vasyl Taras , Grishma Shah , Marjaana Gunkel and Ernesto Tavoletti



A busy HR manager is reviewing stacks of applications for a position that just opened in the company. The HR manager knows that a host of factors determine employee performance: prior experience, training, interpersonal skills, personality, IQ, emotional intelligence, and work ethic. But after reviewing hundreds of resumes, as many HR managers do, the details on each applicant blur together. And so the HR manager does what many employers do: defaults to selecting hires based on the prestige and rank of the university from which graduates hail.

Presumably, better universities attract better students and provide better training, so it makes sense to use the university rank as a predictor of employee performance. This, after all, is why employers offer higher starting salaries to hires selected from prestigious schools. But is it a good hiring strategy? Do university rankings predict job performance? Our research suggests yes — but only to a degree.

Why top-tiered college graduates perform (nominally) better than their peers

In a recent study, we tested the relationship

between the university rank and performance of graduates. We tracked the performance of 28,339 students from 294 universities in 79 countries. The students came from 294 universities that ranked from Top 10 to about top 20,000 in the Webometrics global university rankings that rank over 30,000 universities worldwide. We observed the students' performance for two months as they were working in global virtual teams on real-life business consulting projects for a number of corporate clients. Importantly, we captured not only the quality of the output, but a wide range of hard and soft competencies including cooperation with team members, leadership, language proficiency, technical skills, emotional intelligence, creativity, and more.

Our results offer some solace to the traditional recruiters. After controlling for age, gender, and the year of study, we found that graduates from higher-ranked universities performed better, but only nominally and only on some dimensions of performance. Specifically, the overall performance improved by only 1.9% for every 1,000 positions in the Webometrics global university rankings. When comparing the performance of candidates whose universities rank further apart — a graduate from a top university versus a “global average” university — the performance differential jumps to 19%.

The 19% difference in performance between the top and the average seems significant, but keep in mind that this is for graduates from universities that are 10,000 university ranking positions apart. At a given organization, candidates are likely to be selected from within a much narrower pool, perhaps from universities whose rankings differ by a couple

of hundred positions. In this more realistic case, the predicted difference in performance would be closer to 1%.

We found several reasons why the graduates from the top universities performed somewhat better than those from the lower-ranked schools. The first was selection: higher-ranked universities usually can choose from a larger pool of applicants, which leads to steeper competition and a higher quality of the incoming class. Corroborating the selectivity hypothesis, our data demonstrated that students at higher-ranked universities indeed score higher on general cognitive ability tests, have more international experience, better English proficiency, and higher cultural intelligence. However, competitive selection suggests that these competencies may have been attained earlier in their education and, thus, is not a result of their university studies.

Second, higher-ranked universities should provide better training. Top universities employ better instructors, offer access to better-equipped facilities, attract better speakers and guests to campus, which in turn, should lead to better training and subsequent performance. Indeed, our data suggest that students at higher-ranked universities score higher on competencies that could be attributed to better training, such as superior technical and business writing skills, are more knowledgeable in subjects related to the business project, and score higher on team leadership and coordination.

Finally, while it might be expected that higher-ranked institutions might provide a more stimulating academic environment, we did not

document that this had an effect on graduates' work performance. Indeed, education is not only lectures and seminars. Having notable, hardworking, celebrity-status professors, along with being around intelligent, highly-motivated, achievement-oriented peers, positively affects self-efficacy, motivation, effort, and work ethic. However, our study revealed no difference in these performance-related attributes. Based on our data, the institutional environment did not seem to play a role in enhancing performance. Graduates from lower-ranked universities showed an equal level of motivation and work ethics, so this could be more affected by personality and other individual factors.

The downsides of superior academic pedigree

Despite their slightly better overall performance, hiring graduates from higher-ranked institutions could have a downside. Our data suggest that students from higher-ranked universities might damage team dynamics, sometimes inadvertently. We found that graduates from higher-ranked universities tend to excessively focus on the instrumental tasks, often at the expense of paying insufficient attention to interpersonal relationships. In some instances, graduates from top universities tend to be less friendly, are more prone to conflict, and are less likely to identify with their team.

Numerous studies have shown that interpersonal relationships at work play a critical role in employee motivation, job satisfaction, and, ultimately, performance and career success. As good interpersonal relationships are critical for organizational success, lacking collegiality

and a propensity towards conflict could present adverse effects not only on personal performance, but also team and workgroup efficacy, possibly leading to an overall net loss.

Notably, graduates from high-ranking universities tend to share a common identity and could see themselves as different from their team members from a lower-ranking university, and this social categorization can lead to us-vs.-them dynamics. As a result, graduates from top universities could be perceived by their co-workers with less impressive academic pedigrees as arrogant and snobby, and because of that not liked by their peers. Our data did not confirm that this was the case. In fact, students from more prestigious universities tended to be more modest in their self-evaluations than some of their peers from lower-ranked institutions. However, we found that while students from higher-ranked universities generated more conflict, engaged in fewer non-instrumental conversations, and displayed less team commitment and identification with their teams.

So, whom should you hire?

While job candidates from more prestigious universities may slightly outperform their peers, data from Payscale and the U.S Department of Education show that these graduates are also more expensive to hire. For example, the average early career salaries of graduates from the top 10 colleges (\$72,160) in the United States are 47% higher than those with degrees from the ten colleges within the City University New York (CUNY) school system (\$48,960), many of which are ranked within the top 100. At the

6-year mark, that gap jumps to 108 percent.

Is the extra cost worth the investment? To answer this question, employers need to carefully consider the worth of the increase in performance for the firm. For some companies, the difference between a hypothetical graduate from an “average” vs. “top” university may be well worth the extra pay. Yet, for others, the added cost may not result in a positive return on investment and, thus, may not be justified. All in all, our results suggest that hiring graduates from higher-ranked universities would lead to a nominal improvement in performance. However, the university rank alone is a poor predictor of individual job performance. Employers can get a much better deal by hiring the “right” students from lower-ranked institutions, than “anyone” from better-ranked institutions. It would also be wise to use additional tests designed to evaluate the technical and interpersonal competencies needed for the job.

Considering the growing gap between skills acquired in college versus on-the-job readiness, any modest performance advantage stemming from the university rank might also be mitigated by on-the-job training. Since employers already

invest significant resources into training new hires, such training may be a much better determinant of performance than the rank of the university from which the hire hails.

To a large extent, the answer would also depend on specific job demands. Does the job require a top performer from a higher-ranked university where even a 2% improvement in performance is critically important and offsets any pay differential? Or can the performance criteria be met by graduates from lesser-ranked universities? To make the most strategic decision, an HR manager should know the answer to this question before they look at an applicant’s college pedigree.

Contributors to this article include: Alexander Assouad, assistant professor of IB and Strategy at Belmont University; Alfredo Jimenez, associate professor at KEDGE Business School; Justin Kraemer, lecturer at Mae Fah Luang University; Anna Svirina, Dean of Engineering Economics and Entrepreneurship School at the Kazan National Research Technical University; Weng Si (Clara) Lei, program coordinator of Tourism Event Management and Assistant Professor at the Macao Institute for Tourism Studies.

Vasyl Taras is an associate professor and the Director of the Master’s or Science in International Business program at the University of North Carolina, Greensboro, USA. He is an associate editor of the *Journal of International Management* and the *International Journal of Cross-Cultural Management*, and a founder of the *X-Culture*, an international business competition.

Grishma Shah is the Director of Global Business Studies and Associate Professor of Management at Manhattan College, USA. Her research interests include globalization and cultural change, emerging markets and cross-cultural management.

Marjaana Gunkel is a professor of Organization and Human Resource Management at the Free University of Bozen-Bolzano, Italy. Her research interests lay in the areas of international human resource management and international organizational behavior.

Ernesto Tavoletti is an associate Professor of Business Management, International Marketing and International Business Strategy at the University of Macerata, Italy. His research interests focus on international business and innovation management.

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Ahmedabad Management Association

Ahmedabad Management Association organised a panel presentation on 'Export Opportunities for MSMEs' on 10th August. The inaugural address was given by Mr. J Ranjeeth Kumar, IAS, Commissioner, MSME, Government of Gujarat. Mr Suhayl Abidi, GoG-AMA Centre of International Trade and Mr S M Chaturvedi, Export-Import Consultant gave presentations. It was attended by 117 participants.

Mr R D Barhatt, Joint Commissioner, MSMEs, Office of Industries Commissioner, Government of Gujarat and Mr. Ambar Patel, Managing Director, Shilp Gravures Ltd addressed on 'MSMEs: Survival, Revival and Growth' on 22nd August.

Dr Ketan Patel, CMD, Troikaa Pharmaceuticals and an Innovator and Dr P M Vachharajani, Hon. Secretary - Family Physicians Association, Gujarat, Past President, Ahmedabad Medical Association and Founder of Swasthya Setu addressed on 'Opportunities for Healthcare & Pharma in the COVID and Post-COVID Time' on 29th August.

Several Lecture Programmes were organised during the month. Mr Shailesh Haribhakti, Chairman, NSDL e-Governance and Chairman, L&T Finance addressed on 'Digital Transformation of Indian Businesses' on 6th August. Professor K Ramachandran, Indian School of Business, Hyderabad addressed on 'Rebooting Family Business – How to Respond to The Current Crisis' on 7th August. Mr. Sanjay Agarwal, Head-IT Business, GNFC Ltd. addressed on 'Leading and Managing Organizations of Future' on 8th August. Mr. Ashok Garde, Former Director, ATIRA addressed on 'A Commentary on Chanakya' on 14th August. Dr. Nayana Shah, Consultant & Trainer, Manthan Centre for Human Development addressed on 'Right Career Right Choice' on 18th August. Dr. Anil Khandelwal, Former Chairman & MD, Bank of Baroda addressed on 'Leading Through the Crisis to A Brighter Future' on 21st August. Dr. G. Immanuel, Chairman, ISCE Board addressed on 'The Future of School Level Education' on 28th August. Mr. M K Angajan, Vedanta Philosopher, Founder, Life Mastery Foundation, South Africa addressed on 'SATYAMEVA JAYATE: The Power of Integrity for True Greatness' on 29th August.

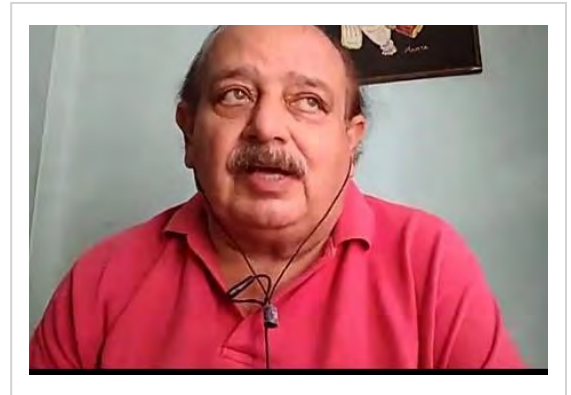
AMA in association with Skillsoft – Percipio, one of the most modern learning experience platform conducted the following webinars as a part of the AMA – Digital Learning Knowledge Bytes webinar series. Dr Savan Godiawala, Partner, Corporate Finance, Deloitte Touche Tohmatsu India addressed on 'Finance for Non-Finance' on 1st August. Mr Eli Itin, Director & Innovation Consultant, Northern Star Innovation, Australia & Israel addressed on 'Creative & Innovative Thinking in Challenging Times' on 4th August.

The 17th Research Forum was conducted by Dr Paresh Kariya on 'How to Plan Effective Research Proposal' on 22nd August.

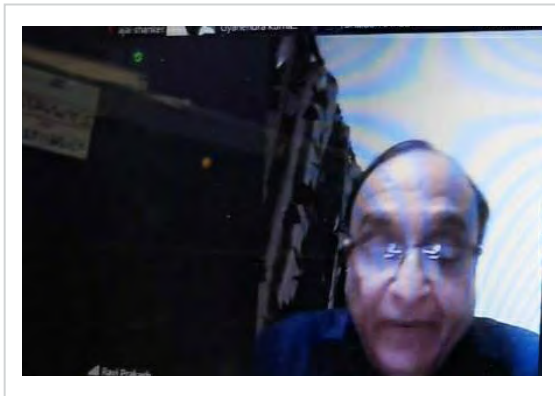
AMA conducted 37 MDPs and 1 In-Company Programme in this month focusing on a variety of subjects. Total 628 participants benefitted from these programmes.

Allahabad Management Association

Allahabad Management Association organised a workshop on 28th August on the topic 'How to utilise and make the best use of online classes post Covid' by Mr Vibhav Bajpai, President AMA, for the students of Bishop Convent School, Naini. The workshop was well received and attended by 32 students.



Mr Vibhav Bajpai, President AMA, addressing the students



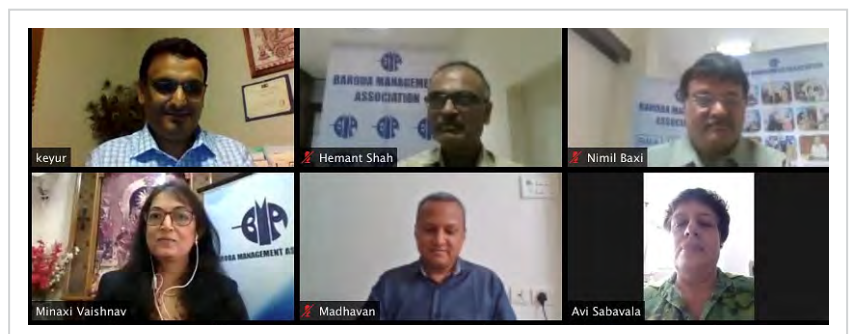
Mr Ravi Prakash, Vice President, AMA addressing the webinar

AMA organised a webinar on 26th August on the theme 'Re-building India Post COVID 19 – Opportunities and disruptions' by Mr Ravi Prakash, Director, Big Earners, Vice President, AMA. The session was discussed that during Covid times, there will be opportunity for growth in the sectors like agriculture, digital technology, retail & e commerce, healthcare, wellness, online education which would may be face with some disruptions. It was well received and attended by 27 participants followed by a Q&A session.

Baroda Management Association

Annual Day

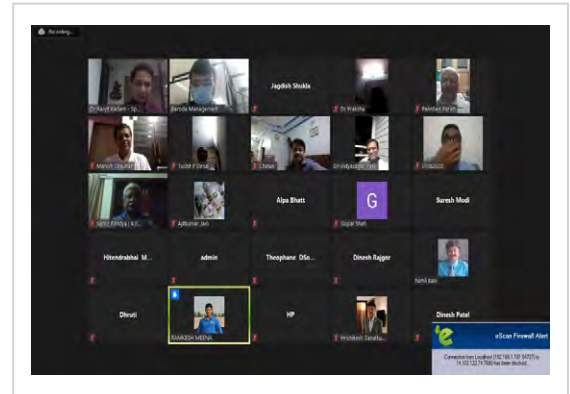
BMA held its 62nd Annual Day virtually on 26th July which started with the AGM and followed by installation of new Office Bearers. The Guest of Honour was Mr. H Madhavan, Basin Manager, ONGC and Dr. Prof. J D Jadeja, Vice Chancellor, Krantiguru Shyamji Krishna Verma Kachchh University. Ms. Sarita Singa, the outgoing Hon. Secretary shared a brief overview of the activities and events held in the year 2019-20. The event concluded with an inspiring speech by the Guest of Honour.



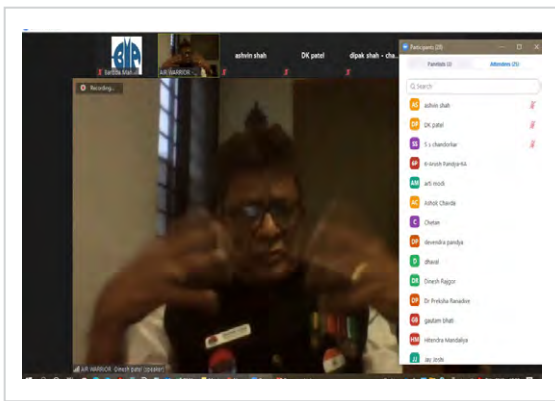
Speakers at the programme

Friday Evening Talk

BMA organised an evening talk on 7th August with Dr. Ranjit Kadam on the topic 'Eye, refractive errors & lockdown'. The speaker talked about functioning of the eye, genesis of the refractive errors of the eye and impact of extensive work in electronic screen especially in the current lockdown.



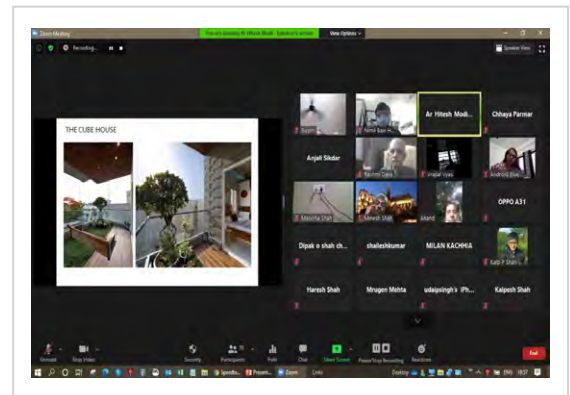
Session in progress



Mr. Dinesh Patel addressing

An evening talk was organised on 14th August with Mr. Dinesh Patel on the topic 'Living Life on War Footing'. He shared inspiring life experiences of the Armed Forces, thrills of war, life lessons on living on war footing, making a career in modern armed forces.

Another evening talk was organised on 21st August on 'My Home Beautiful & Inspiring' with Ar. Hitesh Modi. He talked about how to transform and design homes into beautiful inspiring spaces by incorporating wisely the five elements of nature prithvi, jal, agni, vayu and aakash.



FET on 'My Home Beautiful & Inspiring'

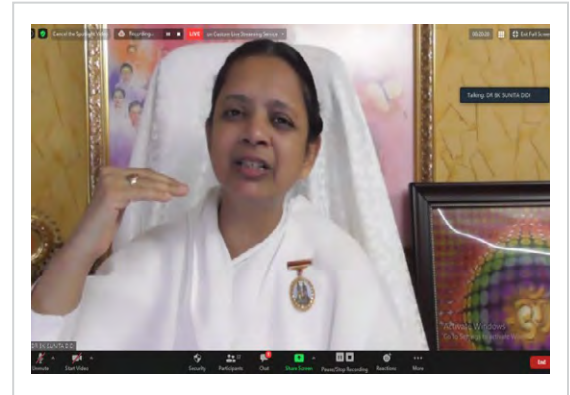
MDP

BMA organised an MDP on 18th July on 'Financial Planning for Working Professionals' by Mr. Hussain Ali. Mr. Hussain said that wealth is the ability to fully experience life and you must gain control over money or the lack of it will forever control you. The idea is not to have more money but the goal is to live life on your own terms.

Bharuch District Management Association

Women's Forum

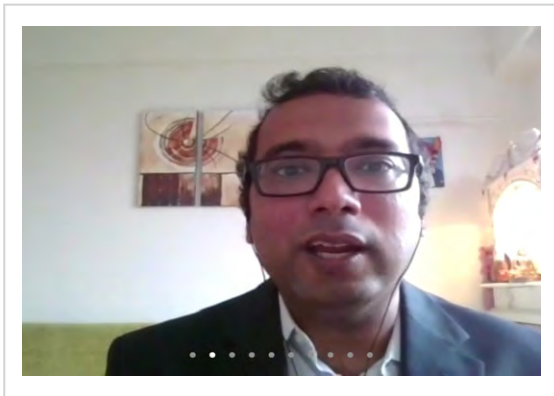
Women's Forum and Inner Wheel of Rotary Club, Bharuch jointly organised a session on 'Let's Lead the Change from Hurt to Hope' on 8th August. The talk by Rajyogini Dr. BK Sunita Didi was focused on ways to assimilate a positive, optimistic change in attitude and behaviour in one's self, to overcome the loss of normalcy due to Corona pandemic. The talk was well appreciated by the attendees.



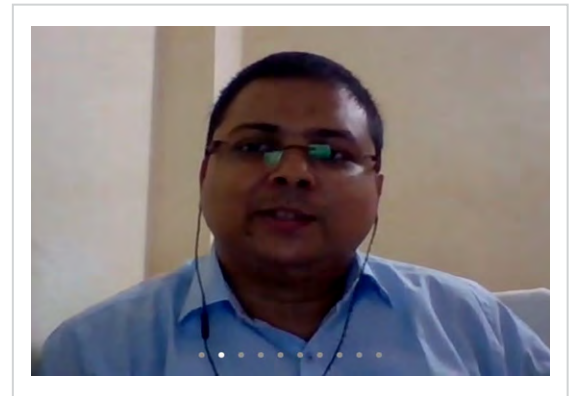
Rajyogini Dr. BK Sunita Didi addressing the session.

Finance & Taxation Forum

Finance & Taxation Forum organised a webinar on the topic - 'Indirect Tax Updates', 'GST E-Invoice' and 'Ammendmmts in Return Utility' on 21st August with the speakers CA Kirti Oswal & CA Saurabh Jain from B S R & Associates, Mumbai. They talked about the latest changes and recent ammendments. About 35 finance professionals attended the session.



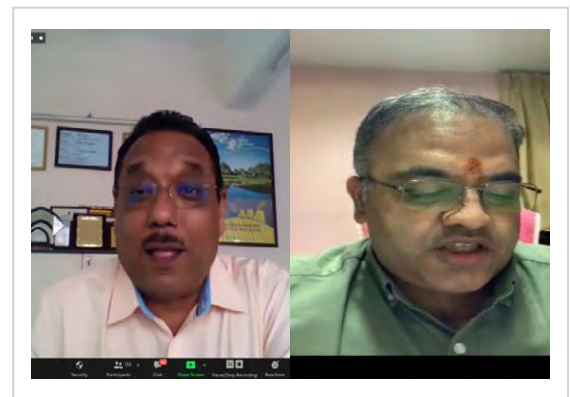
CA Kirti Oswal, addressing the webinar



CA Saurabh Jain, addressing the participants

EHS Virtual Conclave

BDMA organised its 'EHS Virtual Conclave 2020' on 26th & 27th August on the theme 'Atmanirbhar Bharat in Environemnt, Health & Safety Excellence – A Step towards Nirmal Swasth Surakshit Bharat'. It was attended by more than 160 EHS professionals & students. The Guests of Honour in the event was Mr. A. V. Shah, Member Secretary, Gujarat Pollution Control Board, Gandhinagar and Mr. P. M. Shah, Director – Industrial Safety & Health, Govt. of Gujarat, Ahmedabad. The other eminent speakers were Mr. Nitesh Mehta, Co-founder



The Guests of Honour, Mr. A. V. Shah & Mr. P. M. Shah addressing the conclave

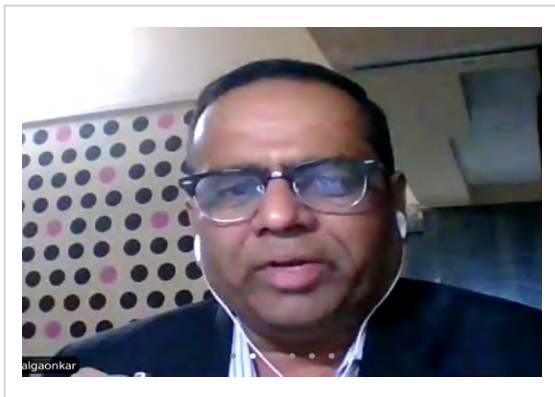
& Director, Green ChemisTree Foundation; Dr. Bharat Jain, Member Secretary, GCPC, Gandhinagar; Dr. Prasad Modak, Executive President, Environmental Management Center LLP & Director – Ekonnnect Knowledge Foundation; Dr. Tejas Prajapati, Industrial Toxicologist & Forensic Medical Expert, Ahmedabad; Dr. Rakesh Dubey, Former Director – Disaster Management Institute, Bhopal and NDMA Core Group Member and Dr. Harbans Kaila, Research Scientist, National Safety Council, India.

Webinar

BDMA in association with Rotary Club of Bharuch organised a webinar on 27th August on ‘Covid-19 : Warriors & Volunteers’ with Mr. Kamlesh Udani, ED-JBCPL & Past President-BDMA, Past President – Rotary Club of Bharuch shared his experience with the participants as the esteemed guest speaker.



Mr Kamlesh Udani interacting with the participants



Dr. Prashant Salgaonkar addressing HR professionals

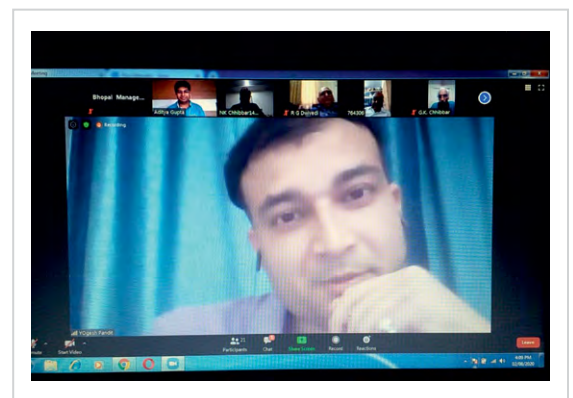
HR Forum

HR Forum organised its 44th meet on the topic ‘Working with Different Nationalities – My own Cultural Journey’ on 28th August with the speaker Dr. Prashant P. Salgaonkar, CHRO – Shapoorji Pallonji E&C. He shared his vast experience of working with different nationalities and cultures. It was a very interactive meet which was well received by the participants.

Bhopal Management Association

Leader Speak Series

BMA organised a Leader Speak Series on 2nd August on the topic ‘Ensuring Cyber Security and Fighting Fake News’ by Mr. Yogesh Pandit, Cyber Expert Director-Techilaw, Cyber Lawyer, Certified Ethical Hacker, Cyber Crime Investigator. It was moderated by Dr. Aditya Gupta, Associate Professor, Department of Management and Director - Training and Placement, RKDF University. The programme was hosted by Mr. Pradeep Karambelkar, Co-Chairman, BMA. The vote of thanks was given by Mr. N.K. Chhibbar, Hon. Secretary, BMA. The programme was appreciated and attended by about 30 members of BMA.



Mr Yogesh Pandit addressing the participants

BMA organised another BMA Leader Speak Series on 29th August on the topic 'Effective Governance and Future Challenges in Professional Organisations' with Mr. P. Dwarkanath, Chairman, GSK Consumer Healthcare Limited. The programme was moderated by Dr. Sangeeta Jauhari, HOD, Management and IQAC Coordinator and Dr. Deepti Maheshwari, Dean, Faculty of Commerce, RNT University. It was presided by Dr. Mahesh Shukla, Chairman, BMA and supported by AISECT. The vote of thanks was given by Mr. N.K. Chhibbar, Hon. Secretary. About 60 members of BMA and students of RNT University participated in the programme.



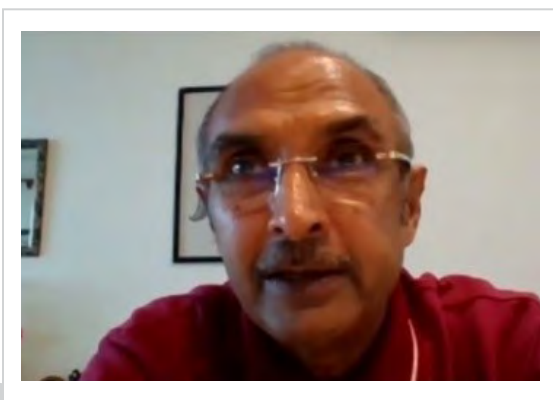
Mr. P. Dwarkanath speaking on Leader Speak Series

Bombay Management Association

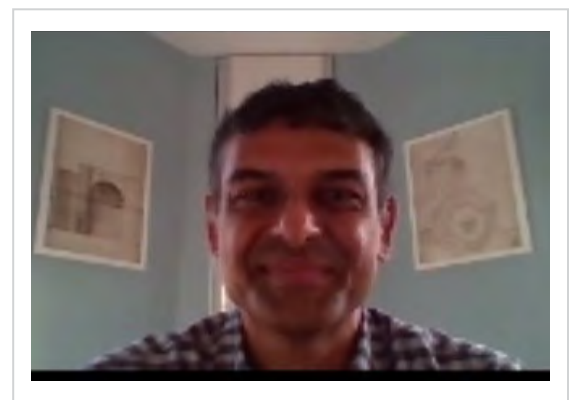
BMA under the leadership of our new President Prof RSS Mani continued reaching out to our members as enthusiastically. We are happy to share the news of launching HR Convention in the digital format.

HR Convention

BMA organised HR convention on the theme 'Business Raising Toast to HR' on 15th August. The first session 'The elements of good judgement' was addressed by Mr. Yogi Sriram & Dr. Mukund Ranjan, Chairman, Ecube Investment Advisors. The session was aimed to provide CEOs, CHROs, business heads, HR leaders, practicing managers, consultants and students, ideas about how to leverage human capital. The session was very well received by the participants.

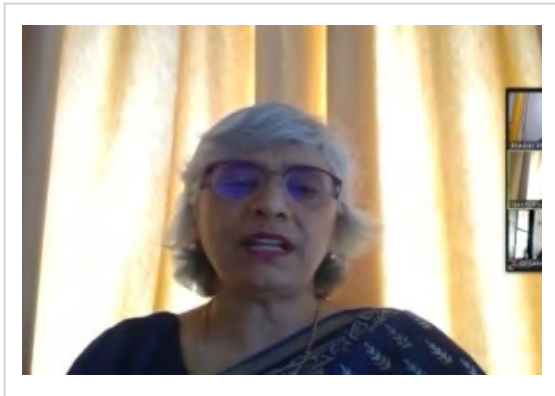


Mr Yogi Sriram addressing the participants

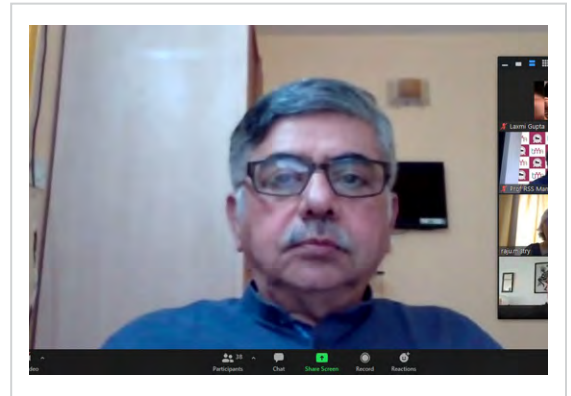


Mr. Mukund Ranjan addressing the participants

A session on 'The Changing world - what has changed at work? Writing new chapters over traditional stories' was held on 22nd August with speakers Mr. Bhaskar Bhat, Board Member Tata Sons Ltd & Tata Chemicals Ltd, Chairman Rallis India Ltd, Former MD Titan Co Ltd and Dr. Raju Mistry, Global Chief People Officer - CIPLA. The participants enjoyed the session thoroughly.



Dr. Raju Mistry addressing the participants



Speaker - Mr. Bhaskar Bhat addressing

On 29th August the session was held on Digitalisation of HR: The opportunities for L&D, Analytics, Gamification and gaining insights on employee behavior through predictive analysis. The speaker was Mr Rajesh Save & Ms. Emrana Sheikh, Enterprise HR Head - India & South Asia, Johnson & Johnson.

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SESSION 3

29th August 2020
Digitalisation of HR. The opportunities for L&D, Analytics, gamification & gaining insights on employee behaviour through predictive analysis

ITM Group of Institutions

HR Convention
BUSINESS, RAISING A TOAST TO HR
15th August - 10th October 2020
Every Saturday 4.00p.m. to 6.00p.m.
In Digital Format

Ms. Emrana Sheikh
Enterprise HR Head - India & South Asia
Johnson & Johnson

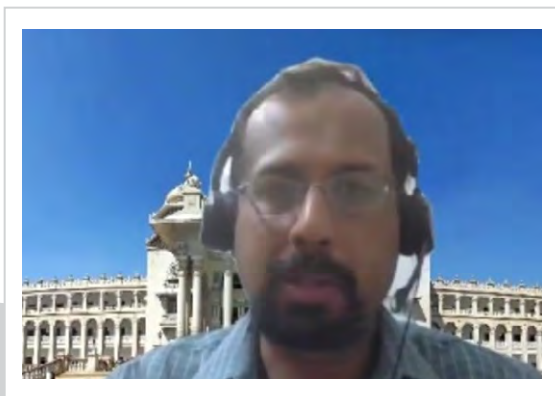
Mr. Rajesh Save
Co-Founder
Centroid Analytics

CONTACT

Ms. Laxmi Gupta
Manager Marketing & Sales
7738149513
laxmi.gupta@bma-india.com

Prof. RSS Mani
President, BMA
7498016842
profssmani@itm.edu

The speakers - Ms. Emrana Sheikh and Mr. Rajesh Save



Mr. Girish Gourishankar addressing the participants

Webinar

BMA organised a webinar on 5th August on 'Future of Drones' by Flight Lieutenant, AT Kishore (Retd) and Mr Girish Gourishankar. They are drone experts, consulting various government and semi government organisations and startups. The session was very well received and facilitated by EC Member Mr. Chintan Oza.

MDP

An online MDP was held on 12th August on 'Know your Costs and Increase your profits' by Prof Anil Joshi. He explained the various types of costs and how contribution analysis can improve profitability. The session was facilitated by EC Member CA RSR Murthy.



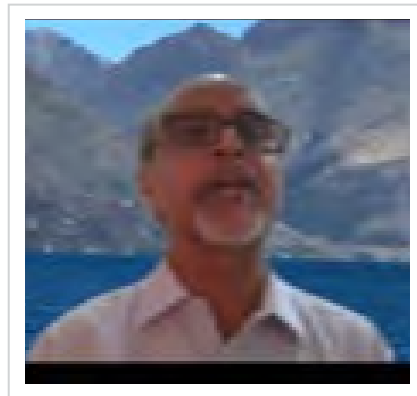
Prof Anil Joshi

National Education Policy 2020

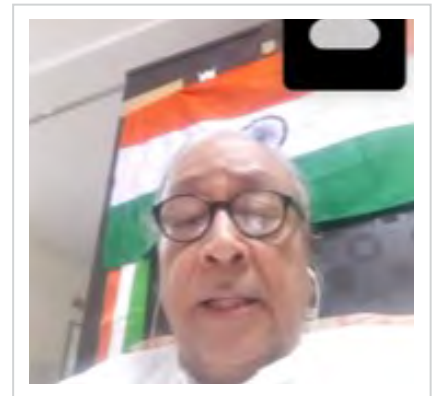
A session was conducted on 19th August on 'National Education Policy 2020: It's Impact on Transforming India as a Knowledge Hub'. The panelists were Dr. Sanjay Muthal and Dr AK Sen Gupta and the session was moderated by Prof RSS Mani, President-BMA. The participants enjoyed the webinar and each of the panelists brought forth various facets of the subject with emphasis on the role of the shapers.



Prof. RSS Mani, President-BMA



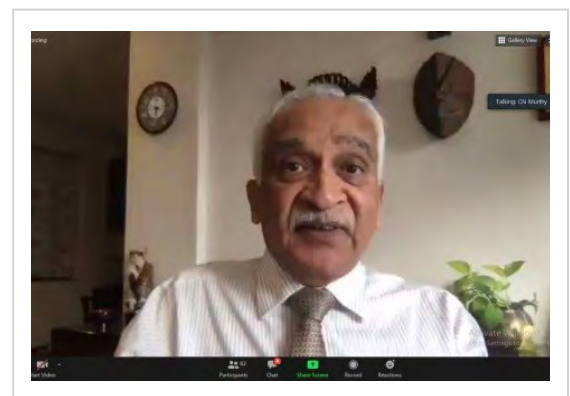
Dr. Sanjay Muthal during the session



Speaker Dr. AK Sengupta

Coaching – Its Increasing Relevance in a VUCA World

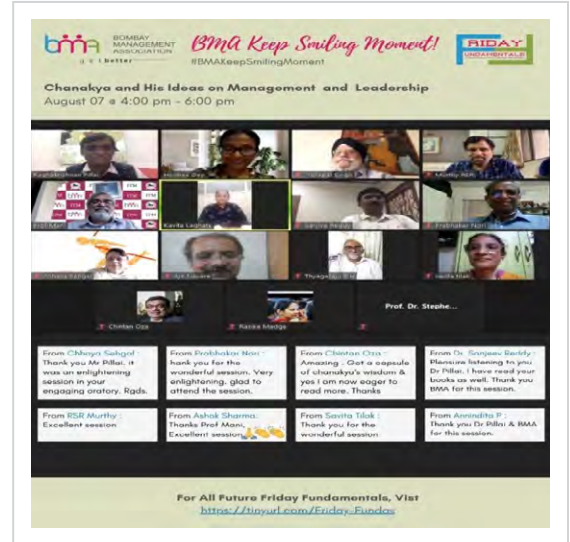
BMA organised a webinar on 'Coaching – Its Increasing Relevance in a VUCA World' on 26th August with Mr CN Murthy. The participants gained an understanding into coaching and how we can use it today. The session was facilitated by EC Member Mr. Shripad Ranade and attended by 100 participants.



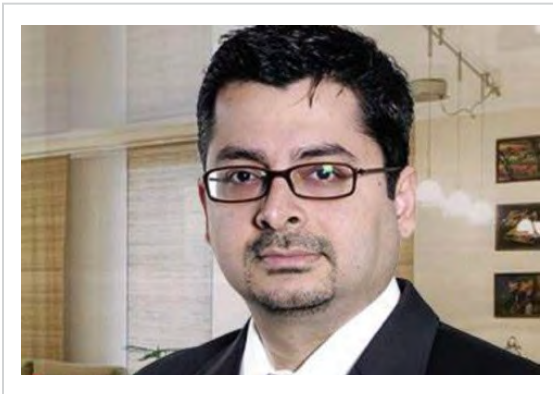
Mr. CN Murthy addressing the participants

Chanakya and His Ideas on Management and Leadership

BMA organised a session on the topic 'Chanakya and His Ideas on Management and Leadership' by Dr Radhakrishnan Pillai on 7th August. In his book 'Corporate Chanakya', he simplifies the age-old formula of success for leaders of the corporate world. The session was facilitated by the Vice President Dr. Kavita Laghate.



Webinar on 'Chanakya and His Ideas on Management and Leadership'



Speaker - Mr Avinash Jhangiani

Hacking Career Growth with Design Thinking

BMA organised a webinar on 14th August on the topic 'Hacking Career Growth with Design Thinking' with Mr Avinash Jhangiani. The interactive session let allowed participants to express themselves while providing a guiding framework to think about their future. The session was facilitated by EC Member Mr. Jagmohan Singh Rishi.

How to deal with the difficult people

BMA organised a session on the topic 'How to deal with the difficult people?' on 21st August by Dr. Anil Garg. We are living in a dynamic world which is fast changing. It is therefore important for the organisation to keep pace with the changing environment and update the knowledge and skills of its team members, so they can face all upcoming challenges with passion and enthusiasm. The session was facilitated by our EC Member Mr. Arun Chitlangia.



Dr Anil Garg addressing the participants

CEO Workshop

BMA organised a CEO Workshop 'Decoding the New Normal' on 28th August by Schafer Ruia Associates. The workshop by Schafer Ruia Associates helped the participants understand the risks and build a pathway to post-COVID success. The workshop was attended by the CEOs, C- Suite executives across manufacturing companies, CXOs, MDs, Directors and senior management.



CEO Workshop

Succeeding as an MBA inspite of COVID -19

On 18th August, Prof RSS Mani, President, BMA addressed the batch in the valedictory session on the occasion of the orientation programme for the PGDM batch 2020-22. The session was facilitated by EC member Dr. Kiran Yadav. It was an insightful session for all the participants.



PGDM Orientation Programme

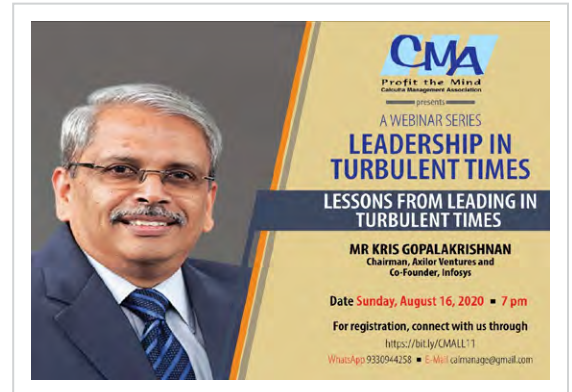
BMA was an associate partner for the Indo American Bilateral 'Investment Conclave, Advantage USA' conducted by Indo-American Chamber of Commerce in association with Invest India for the second session on 11th August on 'Investments into India and USA'. The session was facilitated by Vice President, Dr. Kavita Laghate and well received by the participants.



Indo American Bilateral Investment Conclave

Calcutta Management Association

Calcutta Management Association organised a session under its webinar series – Leadership in Turbulent Times. On 16th August, Mr Kris Gopalakrishnan, Chairman, Axilor Ventures & Co-Founder, Infosys spoke on ‘Lessons from leading in Turbulent Times’.



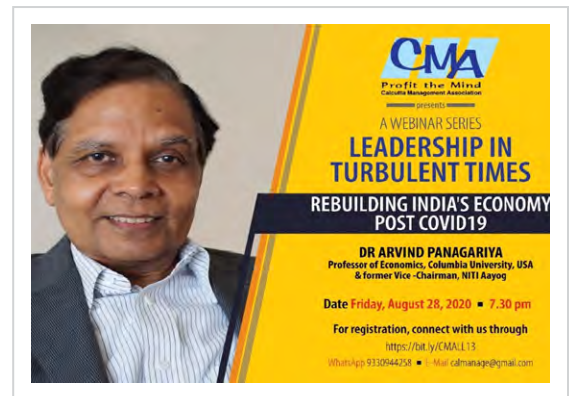
Mr Kris Gopalakrishnan, Chairman, Axilor Ventures & Co-Founder, Infosys – Leadership in Turbulent Times



Dr Arvind Gupta, Innovation Evangelist, Technology Entrepreneur & Policy Advisor

On 23rd August a lecture was organised with Dr Arvind Gupta, Head & Co-founder, Digital India, Innovation Evangelist, Technology Entrepreneur and Policy Advisor. He spoke on the theme ‘Opportunities in a new Digital World’.

Another lecture series was organised on 28th August with Dr Arvind Panagariya, Professor of Economics, Columbia University, USA & former Vice -Chairman, NITI Aayog. Dr Panagariya spoke on ‘Rebuilding India’s Economy post Covid19’.



Dr Arvind Panagariya – Leadership in Turbulent Times



Speaker – Mr Saumik Barua

Workshop

CMA organised a workshop on 22nd August on ‘Digital Analytics’. The speaker of the session was Mr Saumik Barua, Asst Vice President, Analytics & Information Management – India, Citicorp India Services Pvt Ltd.

CMA Conversations

Calcutta Management Association organised a Webinar Conversation on 25th August with Usha Uthup and Jimmy Tangree.



Webinar conversation with Usha Uthap and Jimmy Tangree

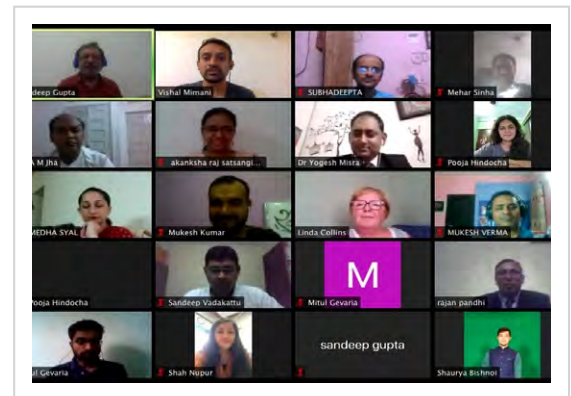
Delhi Management Association

Online Training

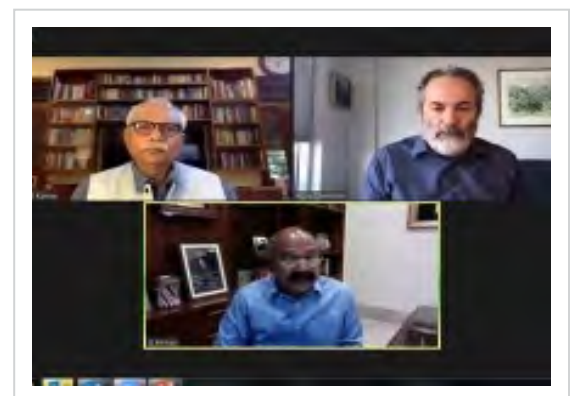
DMA launched its first 20 hours of intense online training on 'Integrative Mindfulness: Developing Skills to Thrive in the New-Normal' from 1st August till 5th September. In the Inaugural session Mr. Rajan Pandhi, Director, DMA welcomed Dr. Yogesh Misra, President, DMA and Vice President, Thomas Assessments, the highly acclaimed Indian and International Speakers – Mr. Sandeep Gupta (India), Mindfulness, Transformation & Productivity; Ms. Priyanka Dutta (India), Psychodrama, NLP & Transformation; Ms. Linda G. Robert (Canada), Coach, Career Consultant & Educator; Ms. Cecilia Kindelan (Spain), Strategic-Communication & Networking Specialist; Mr. Glen Vats (Turkey), Chakra Meditation & Yoga and the fellow participants from across the country and overseas. In the welcome address, Dr Misra shared that there is a growing global consensus that the socio-economic environment in the times to come (post-covid-19) is going to volatile, uncertain and stressful for the world.

Online Symposium

DMA organised the third session in the online Symposium Series titled 'Essential Mantras for Family Business, in collaboration with Parampara Family Business Institute on 1st August on 'How We Change' by Dr Ross Ellenhorn, Sociologist, Psychotherapist and Social Worker. The session was anchored by Mr. Prasad



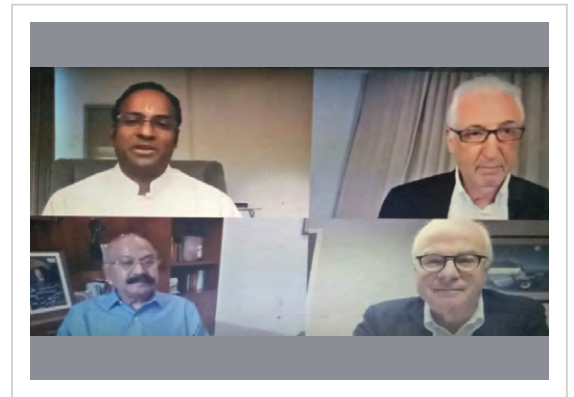
Participants during online training



Speakers during the session

Kumar, Founder and Family Business Advisor, Human Endeavour Associates. Based on Ross Ellenhorn's recently published book of the same title – 'How We Change (And 10 reasons why we don't)'. The session was well attended by over 1000 plus participants from across 8 countries.

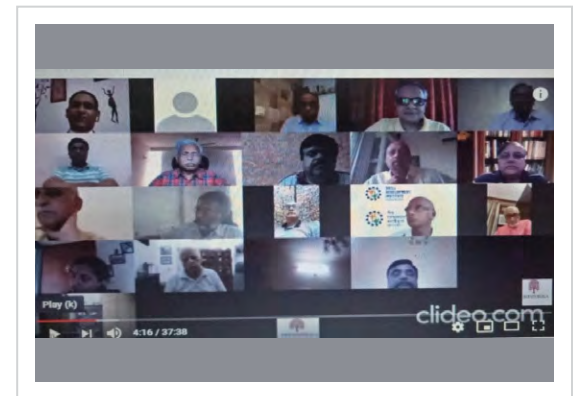
On 8th August the fourth session on 'The Challenge for Successors- Managers or Entrepreneurs' was organised in collaboration with Parampara Family Business Institute. Dr Ivan Lansberg, Organisational Psychologist was the eminent speaker and Peter Leach, Founder & Chairman, Peter Leach Associates Ltd and Mr Tatwamasi Dixit, Chairman, Family Business Research International Centre were the moderators. Dr Lansberg discussed ideal mantras for the family businesses to thrive and transition through generations. The session was attended by over 1000 plus participants from across 14 countries.



Speakers addressing the session

Webinars

DMA in collaboration with HR Pathshala organised a webinar on 9th August on 'GO GIG: GO AGILE' by Dr. G P Rao, Founder, Good People Relations. Dr Yogesh Misra, Vice President, Thomas Assessments and President, DMA welcomed the participants and shared his insights about the topic with the participants. Dr. Rao shared detailed insights on GIG, Interim Management, Flexi-Talent, Benefits, Deployment- Levels/Duration, Sourcing, Planning, Hiring, Utilising, Separating and Challenges & Mitigation. The session was moderated and concluded by Mr. Rahul Khandelwal. About 100 participants attended the session from various industries.



Session in progress

Virtual workshop

On 14th August a workshop was organised by Mentor Dost on 'Stress Management' with the support of DMA and Work Junction. Mr. Amit Arya, Vice President, Accenture and Secretary, DMA welcomed the keynote speaker, Prof. Pawanindra Lal, Executive Director, National Board of Examinations, Director Prof of Surgery, Maulana Azad Medical College & Associated Lok Nayak Hospital, New Delhi. The moderator of the session was Mr Sanjay Anand, Founder, Shanvi Infotech. According to Prof



Prof. Pawanindra Lal addressing the workshop

Lal, managing stress is all about taking charge of your thoughts, emotions, schedule, environment, and the way you deal with problems. Around 60 participants attended the workshop and the vote of thanks was given by Mr. Amit Arya.

DMA along with NHRD Delhi & NCR Chapter organised a webinar on 21st August on the topic 'Navigate to Future' with Y – LEAGUE. The speakers were Jonas Prasanna, International HRBP, Boeing; Aastha Bhatia, DGM- HRBP, Bharti Airtel; Ankita Poddar, Senior HRBP, Amazon; Atma Godara, Lead- Digital HR Transformation, OYO and Digwanta Chakraborty, India Talent Acquisition, Head – Technology, Digital & Analytics- Digital BCG (APAC) BCG. The session was anchored by Agniwesh Thakur, Accenture & Core team NHRDN.

DMA in association with International Institute of Entrepreneurship and Technology (iCreate), Ahmedabad and DTU-DCE Fraternity Forum launched a webinar series on 26th August on the theme 'Atmanirbhar Bharat' and the topic of the first webinar was 'How to convert Technological Innovation into a Successful Stat-up Business'. Mr. Rajan Pandhi, Director, DMA welcomed the speakers and the fellow participants. Dr. Yogesh Misra, President DMA mentioned that while globalisation was the norm before COVID- 19 pandemic, many countries of the world realised its risk particularly in the healthcare sector and started looking inwards, focussing on creating local manufacturing capacities. Dr. Navneet Kumar Sharma, Chairperson, of the 'Government, Industry- Academia Interface Committee' of DMA and Founder & President of DTU-DCE Fraternity Forum emphasised the need for making Indian manufacturing and services sectors cost competitive to achieve the objectives of 'Atmanirbhar Bharat'. Mr. Anupam Jalote, CEO, iCreate gave

NHRD
Delhi & NCR Chapter

Y-LEAGUE
(Young Leadership Guidance & Experience)
NAVIGATE TO FUTURE

21 AUG 2020
6PM to 7PM

Jonas Prasanna
International HRBP
BOEING

Aastha Bhatia
DGM - HRBP
BHARTI AIRTEL

Ankita Poddar
Senior HRBP
AMAZON

Atma Godara
Lead - Digital HR
Transformation
OYO

Digwanta Chakraborty
India Talent Acquisition
Head-Technology,
Digital & Analytics -
Digital BCG (APAC)
BCG

Anchored By

Agniwesh Thakur
ACCENTURE &
Core Team NHRDN

Y-League is a platform for understanding & appreciating minds of leaders below and around 40 years.

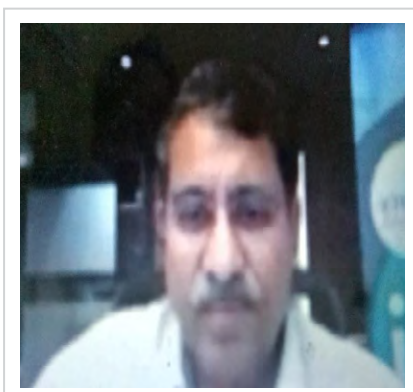
WEBINAR ID : 394-047-747
Registration URL :
<https://attendee.gotowebinar.com/register/6681853516915930380>

Supported By

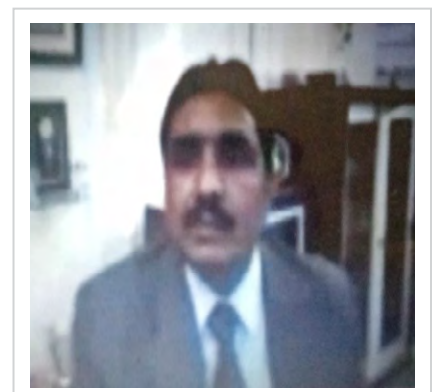
Webinar on 'Navigate to Future'



Dr. Yogesh Misra, President DMA



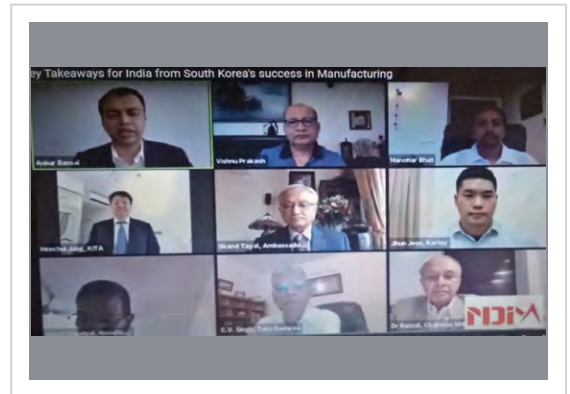
Mr. Anupam Jalote, CEO, iCreate



Dr. Navneet Kumar Sharma

very thoughtful insights and took a variety of questions from the participants. The webinar drew overwhelming response from all the participants including members of DMA, students of DTU, faculty members and budding entrepreneurs. The vote of thanks was given by Mr. Rajan Pandhi.

A webinar was organised by NDIM with the support of DMA on 28th August on 'My learnings from Korean Companies: Relevant for Tomorrow'. Mr. Ankur Bansal welcomed the eminent speakers Mr. Manohar Bhat, VP and Head of Sales & Marketing, KIA Motors; Mr. Jihun Jeon, Director, KORLOY; Mr. Heechul Jung, Chief Representative, KITA; Mr. Shashi Maugal, Former CEO, Novellis Korea; Mr. C V Singh, Former VP, Tata Daewoo; Mr. Avinash Gandhi, Former President, Hyundai Motors India and Independent Director, Lumax Auto Technologies; Mr. Vishnu Prakash; Mr. Parth Sharma, Reliance, the session moderated Mr. Skand R Tayal, Ambassador(Retd.) & President, IRKFS. The welcome address was delivered by Dr. Vishwa Mohan Bansal, Chairman, NDIM and PHDCCI Education Committee. The vote of thanks was given by Mr. Avinash Gandhi.



Speakers addressing the session

Faridabad Management Association

Webinars

Faridabad Management Association held a webinar on 1st August on 'Why Good People have Bad Times' with the speaker Shriman Rambhadra Das, President ISKCON, Gurugram. The welcome address was given by Ms. Preeti Subberwal, CEO – Thoughtful Engagement. It was attended by participants from industry as well as, academia. The vote of thanks was given by Mr. V. Thyagarajan, Executive Director, FMA.



Shriman Rambhadra Das, President ISKCON, Gurugram



Webinar on 'Unleashing Growth Opportunities using Design Thinking'

Faridabad Management Association and Yung Minds jointly organised a virtual Interactive Panel Discussion on 2nd August on 'Unleashing Growth Opportunities using Design Thinking'. The speakers were Ms. Harini Srinivasan, Partner, Semcostyle Institute India; Mr. Sanjeev Shivesh, Founder of The

Entrepreneurship School and Ms. Saloni Kaul, Founder & CEO It's People. The session started with a welcome address by Ms. Shaifaly Sangal, Founder & CEO of Yung Minds and was moderated by Ms. Gitanjali Saksena, Director- Lagom Works Consulting. It was attended by participants from various industry. The vote of thanks was given by Mr. V. Thyagarajan, Executive Director, FMA.

FMA held an Interactive session on 'Innovation for Business Transformation' on 8th August with the speakers Ms. Gitanjali Saksena, Director-LagomWorks Consulting and Mr. Krishnan Naganathan, IMBB Innovation Management Black Belt and CEO of Think Horison consulting. The welcome session was given by Ms. Saloni Kaul, Secretary, FMA & Founder CEO, It's People. It was attended by the participants from corporates across sectors. The vote of thanks was given by Mr. V. Thyagarajan, Executive Director, FMA.



Session on 'Innovation for Business Transformation'



Webinar with Mr G P Rao ,Founder, Good People Relations

FMA in collaboration with HR Pathshala and DMA organised an interactive session on the topic 'Go GIG: GO AGILE' on 9th August with speaker Mr. GP Rao, Founder, Good People Relations. The session was hosted by Mr. Rahul Khandelwal of HR Pathshala and the Q&A session was taken by Mr. Abhay Kapoor, President FMA & Dr. Yogesh Mishra, President DMA. It was attended by participants from industry & academia.



Session on 'Y-League: Navigate to Future'

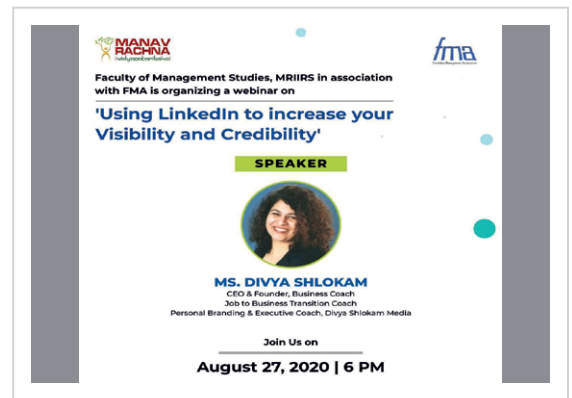
FMA supported NHRD Y League, Delhi & NCR Chapter on 21st August in organising a webinar on 'Y-League: Navigate to Future' with speakers Mr. Jonas Prasanna, International HRBP, Boeing; Ms. Aastha Bhatia, DGM-HRBP, Bharati Airtel; Ms. Ankita Poddar, Senior HRBP, Amazon; Mr. Atma Godara, Lead – Digital HR Transformation, OYO; Mr. Digwanta Chakraborty, India Talent Acquisition, Head – Technology, Digital & Analytics – Digital BCG (APAC), BCG. The event was moderated by Mr. Agniwesh Thakur, Accenture & Core Team NHRDN. It was attended by the participants from corporate and management institutes.



Speaker - Mr Mahesh Balakrishnan and Ms Anamika Sharma

FMA with People Bridge organised a webinar on 22nd August on 'How to Leverage Social Media for E-commerce Marketing' with Mr. Mahesh Balakrishnan, Director, Human Touch, Singapore and Ms. Anamika Sharma, Social Media Manager, People Bridge. The welcome address was given by Ms. Preeti Subberwal, Founder Director, Thoughtful Engagement. It was attended by the participants from industry and academia. The vote of thanks was delivered by Mr. V. Thyagarajan, Executive Director, FMA.

FMA and Manav Rachna International Institute of Research & Studies held a webinar on 27th August on 'Using LinkedIn to Increase your Visibility and Credibility'. It was attended by the faculty, students of Manav Rachna and members of FMA.



Speaker Ms Divya Shlokam



Panel discussion on 'Rethinking Performance Management Post Covid'.

Faridabad Management Association in collaboration with NHRD Network, Delhi & NCR Chapter and Manav Rachna International Institute of Research & Studies – Faculty of Management Studies organised a virtual panel discussion on 29th August on 'Rethinking Performance Management Post Covid'. The speakers were Mr. Agniwesh Thakur, Human Capital Management, Accenture; Ms. Megha Gupta, Human Resource Director, Fiserv; Dr. Vijay Deshpande, Human Resource Advisor, JK Tyre & Industries Ltd for their Global Business; Ms. Harpreet Datta, Corporate HR Head, Talent Acquisition & Management, GMR Group; Mr. Manas Kumar Sarkar, CHRO Network Services Business, Sterlite Technologies Ltd and Mr. Amit Mohan, Head – Human Resources at Ecolab. The session was moderated by Prof. Anindita Chatterjee of Manav Rachna and the welcome address was given by Mr. Alok Narain, Hon. Secretary, National HRD Network, Delhi & NCR Chapter. The vote of thanks was

given by Mr. Abhay Kapoor, President, FMA. It was attended by the faculty and students of Manav Rachna and participants from industry in various sectors.

Ghaziabad Management Association

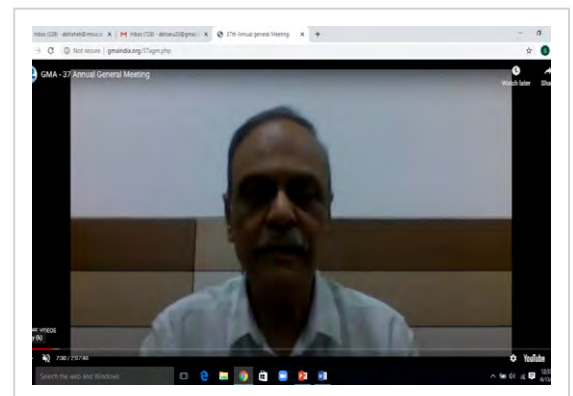
Virtual Industrial Visit

GMA along with STUGMA (Student body of GMA) Department of Business Administration, ABES Engineering College organised a virtual industrial visit for MBA students on 8th August at Shriram Pistons & Rings Ltd. (SPRL), Ghaziabad. Dr. R.K. Singhal (HOD-MBA, ABESec) and Mr. Vinay Gupta (Executive Director, GMA) also participated in the session. It was a very educative and knowledge enhancing industrial visit which benefitted all the participants. Total 63 students participated in the virtual industry visit.

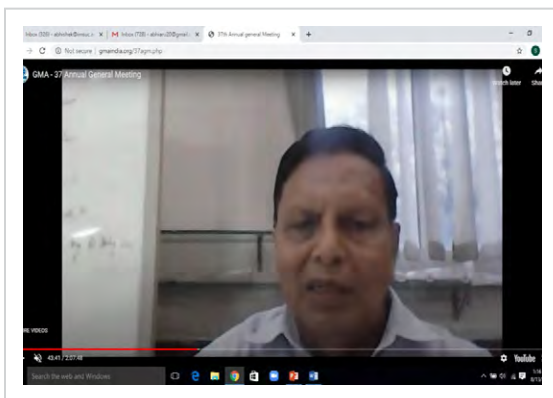
Annual General Meeting

GMA successfully organised its 37th Annual General Meeting on 10th August on the virtual platform. This was attended by more than 1050 participants including corporate members, Institutional members, and senior officers of organisations, faculty of the Institutions, Individual members and STUGMA members.

Mr. Vinay Gupta, Executive Director, GMA read out the minutes of previous year's AGM which was approved by the members. CA. Gulshan Thapar, Hony. Treasurer shared the GMA Audited accounts of 2019-20.



Mr Vinay Gupta, Executive Director at the AGM



Mr. I.C. Agarwal, Founder Member & Patron of GMA

The session was followed by Mr. S K Tiwari, the Hony. Secretary, sharing highlights of the GMA activities from the last AGM till 30th June 2020. Mr. I C Agarwal, Patron and Founder member of GMA appreciated GMA's work in fulfilling its vision and mission.

CA. (DR) Rakesh Chharia, President, GMA welcomed the Chief Guest, Mr. Harsh Pati Singhania, Sr. Vice President, AIMA and Vice Chairman & MD of JK Paper Ltd. The Chief Guest addressed the members on the subject of 'Future of Work and Compassionate Leadership'. He stressed on the new normal situation which is likely to continue for long and we will have to re-architect our organisation to meet the requirements of digital interface in working.

GMA felicitated Dr. Asit Khanna and Dr. Ashish Agarwal as corona warriors for their dedication in treating COVID-19 patients in Ghaziabad. The certificates were virtually presented and the Chief Guest spoke in honour of their dedication and noble profession. Mr. Dharmendra Singh, Sr. Vice President, GMA proposed a vote of



President GMA welcoming the chief Guest



The chief Guest addressing the participants during the AGM

thanks to the Chief Guest, all the participants and the team IMS, who conducted the programme on virtual platform.

Webinars

The speaker of the session was Mr. Kunal Chaudhari, who is Director at renowned MEP Consulting Firm Udayan Chaudhari & Associates Pvt. Ltd. He shared sustainable designs with proactive use of state-of-the-art technology for designing internal air quality arrangements for maintaining an environment conducive to the present pandemic situation. 35 members attended the webinar and showed interest in treating their work areas environment for combating the pandemic situation.

GHAZIABAD MANAGEMENT ASSOCIATION
Invites you to a Webinar on
CORONAVIRUS BUILDING/ HVAC SOLUTIONS
(Surface & Air Purification and Disinfection Systems)



By: Kunal Chaudhari

Kunal Chaudhari is a '2nd Generation Consultant', and Director at renowned MEP Consulting Firm 'Udayan Chaudhari & Associates Pvt. Ltd'. He is a Mechanical & Automation Engineer by qualification. He has successfully delivered several prestigious projects in India and Abroad.

The industry knows him as someone with an 'eye for detail', and having an appetite for concluding complex MEP design assignments.

The Webinar will focus on innovative & sustainable solutions in the pandemic situation by sharing knowledge on design & development of HVAC plant & equipment, utilizing Hydroxyl Radical Generators & Ion Jet Filtration system to meet the need of Indoor Air Quality under new Normal conditions-post the COVID-19 outbreak for Industrial, Institutional & Commercial HVAC installations-users. He will show how the existing HVAC infrastructure can be made more robust by lopping-it-up suitably.

Date: Thursday, 27th August 2020
Time: 6.00 pm - 7.00 pm
At Zoom
Meeting ID : 574 338 0621
Password: 677727

Speaker - Mr Kunal Chaudhari



Prof. M.M Goel addressing during the webinar

GMA organised a webinar on 30th August on 'Needonomics - For Revival of Indian Economy' in collaboration with Department of Business Administration, ABES Engineering College with Prof. M.M Goel, Former Vice Chancellor & Professor of Kurukshetra University. His presentation was based on the teachings of

Bhagwat Gita and as an 'Idea of India', which is nonviolent, ethical and spiritual in nature confining to needs. Around 35 participants attended the session.



A webinar was organised on 31st August on the topic 'Re-defining Sales strategies by SMEs in post - Covid era' with Mr. Sanjay Kher, a management consultant, President of Oceanic B2B Consulting. Mr Kher explained explained how to redefine the sales and marketing plans, how to re-vamp SMEs sales and what process need to be followed for ensuring proper implementation of it. The session was attended by around 54 participants.

Presentation on 'Re-defining Sales strategies by SMEs in post - Covid era'

Guwahati Management Association

Guwahati Management Association formed a sub-committee to suggest the Government of Assam on revival of Assam's economy post Covid. On 6th August, a team comprising of Mr Swapananil Barua, IAS (Retd), Chairman of the Sub-Committee; Mr. S B Sarmah, President GMA and Mr Bibhuti Dutta, Jt. Secretary, GMA submitted the report of the recommendations to Mr Kumar Sanjay Krishna, IAS, Chief Secy, Assam. A copy of the report was also submitted to Mr. Shantanu Bharali, advisor to Chief Minister Assam.

GMA organised a formal meeting on 29th August in the premises of Bangladesh Asst High Commission which was webcast and attended by 90 guests and members. Mr S B Sarmah President, GMA welcomed Dr. Shah Mohammad Tanvir Monsur, Asst High Commissioner of Bangladesh High Commission as the Guest of Honour at the GMA's Golden Jubilee Foundation. The chief guest spoke about various new trade possibilities, like carrying clinkers, instead of limestone, and manufacture of cement in Bangladesh. Mr. B. Hazarika, Hony. General Secretary, GMA felicitated the guest of honour and the vote of thanks was given by Mr. Bibhuti Dutta, Jt Secy, GMA.



H.E Dr. Shah Mohammad Tanvir Monsur Asst. High Commissioner Bangladesh Asst. High Commission Guwahati (Center) delivering his speech

GMA organised a webinar on 29th August, a monthly meeting on the theme 'Atmanirvar Assam and its prospects in the rural sector' with the speaker Mr Bhrigu Barthakur, Social Entrepreneur. The welcome address was given by Mr S B Sarmah, President, GMA who emphasised the possibilities of promoting local industry. The speaker discussed on the possibilities in the rural economy and the good work done by the Assam rural livelihood mission in sectors like fisheries, animal husbandry, poultry etc and mentioned the work of ARTFED in the handloom and handicraft sectors. It was attended by 60 participants and the vote of thanks was given by Mr Bibhuti Dutta.



Mr Bhrigu Barthakur, Social Entrepreneur

Hyderabad Management Association



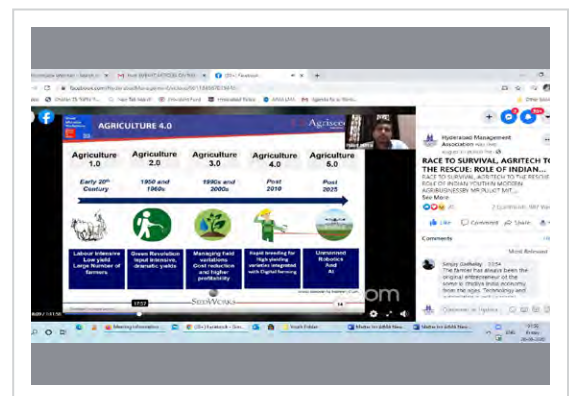
(L-R) Mr Suresh Kochattil, Convenor Website & Social Media; Mr Sanjay Kapoor, President HMA; Mr Ramakrishna, Dy. Dir Gen, Doordarshan Hyderabad; Mr. S.V. Prasad, Jt Sec HMA; Ms. Geeta Mallikarjunan, COO HMA and Ms. Surekha Aithabathula, Dy. Dir Doordarshan

HMA Management Review

On 15th of August, Mr. T.S. Ramakrishna, the Deputy Director General (Engg) Doordarshan Kendra Hyderabad inaugurated the newsletter and spoke about Hyderabad Management Association. He said that management is in all fields of life and one cannot do without it. He stated that professionals in Hyderabad Management Association can show us the way.

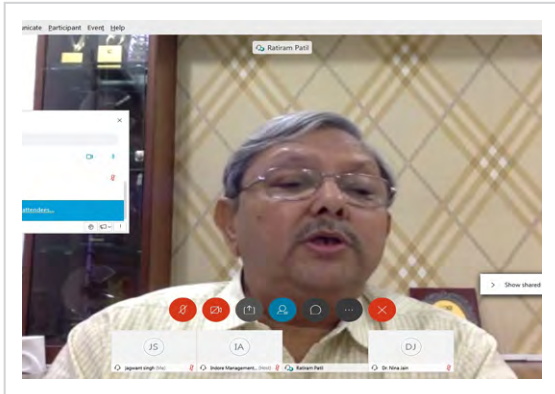
Youth development

HMA organised a webinar on 19th August on the topic 'Race to Survival, AgriTech to Rescue – Role of Indian Youth in Modern Agribusiness' by Mr Pulkit Mittal, Associate Vice President – Digital Transformation at SeedWorks International Pvt. Ltd. A recipient of the HMA Young Manager Award, Mr Mittal presented to the 120+ participants the unique definition of agriculture as specialised activity undertaken by Indian entrepreneur called farmer. He further introduced the term agribusiness and the rising concerns for the population. According to him the agriculture industry is set to disrupt and turn into a high-tech industry. He outlined the evolution of AgriTech sector and talked about the focus & investments attracted in past few years. More than 120 participants attended the webinar.



Mr Pulkit Mittal during the session

Indore Management Association



Speaker, Mr R S Patil addressing the members

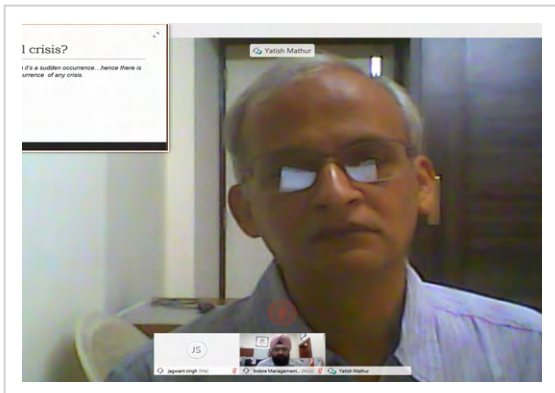
Webinar

Indore Management Association organised a webinar on 5th August for management professionals & students on the topic 'Productivity - Explained Practically' with the speaker Mr. R. S Patil, Chairman & Managing Director of Deccan Group.

Indore Management Association organised a webinar on 2nd, 9th, 16th, 23rd and 30th August on the Bhagvad Gita by Dr. Vikrant Singh Tomar.



Speaker – Dr Vikrant Singh addressing



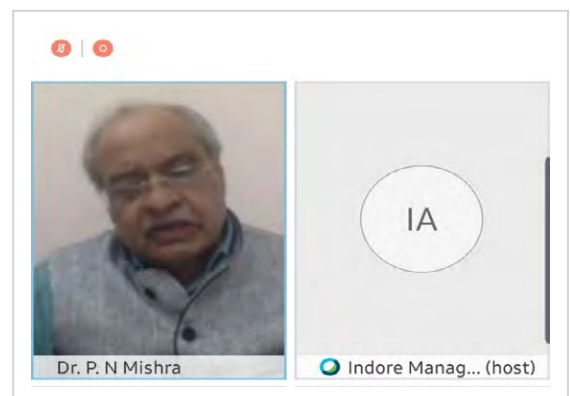
Speaker - Mr Yatish Kumar Mathur

Evening Session

Indore Management Association organised a session on 19th August on the topic 'Crisis Management' with Mr. Yatish Kumar Mathur, Former Vice President, Force Motors, Pithampur.

Contemporary Learning

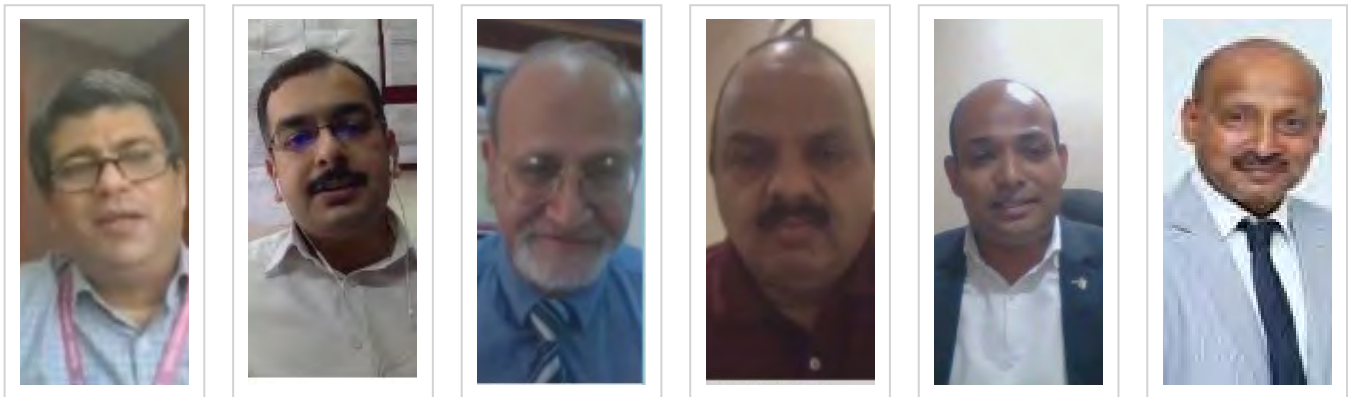
Indore Management Association organised a session on 26th August on the topic 'Economy Vs Health'. The speaker of the session was Prof. Prabhu Narayan Mishra, Professor of Management and Head, School of Economics, Devi Ahiliya University, Indore.



Prof. Prabhu Narayan Mishra

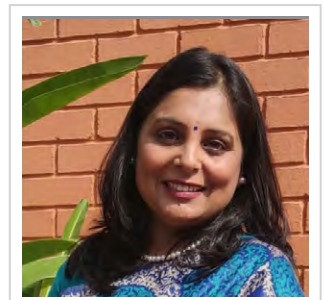
IMA Student chapter –Webinar

Indore Management Association Student Chapter organised a webinar on 8th August on the topic ‘Respond and Thrive – Future work scenario’. The speakers of the session were Mr. Amitabh Tiwari, Regional Head, TCS; Mr. Ashish Jha, Head of Operations, Finished Leather business, Tata International; Dr. Upinder Dhar, Vice Chancellor, Vaishnav Vidhyapeeth Vishwavidyalaya; Mr. Vijay Chandran, Director Operations, Indore Marriott Hotel; Mr. Debashish Chakravorty, Plant Head, Piramal Enterprises Ltd.



(L-R): Mr Amitabh Tiwari, Regional Head, TCS; Mr Ashish Jha, Head of Operations, Finished Leather business, Tata International ; Dr Upinder Dhar, Vice Chancellor, Vaishnav Vidhyapeeth Vishwavidyalaya; Mr Manoj Jain ,MD, Shriram Finance; Mr Vijay Chandran, Director Operations, Indore Marriott Hotel & Mr Debashish Chakravorty, Plant Head, Piramal Enterprises Ltd.

Indore Management Association Student Chapter organised a webinar on 14th August on the topic ‘A Journey of Personal Branding’ by Dr. Rachanaa Datey, Founder Director — Quest Edustation.



Dr. Rachanaa Datey, Founder Director, Quest Edustation

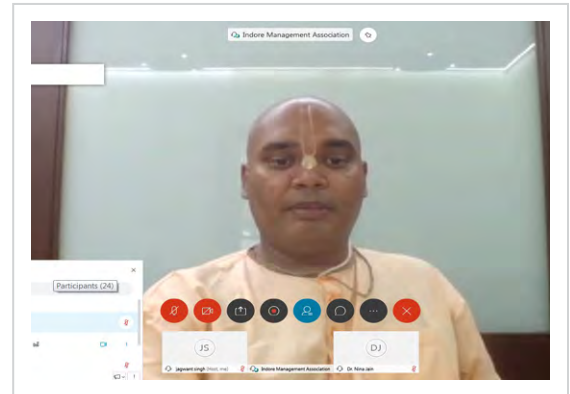


Ms. Sujata Singh Bundela during the session

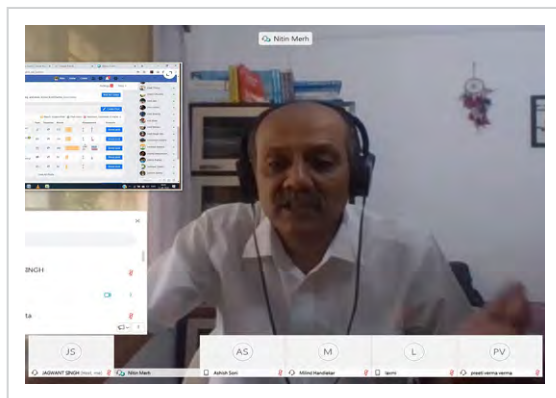
Indore Management Association Student Chapter organised a webinar on 27th August on the topic ‘How to Face Virtual Interview’ with Ms. Sujata Singh Bundela, AGM Corporate HR at Commercial Syn Bags Limited.

IMA Exclusive Session

Indore Management Association organised a session on 6th August on the topic 'Managing Stress at Workplace!!!' with the speaker HG. Krishna Archana Das, (ISKON Indore).



Webinar Live for IMA Gold & Platinum Members



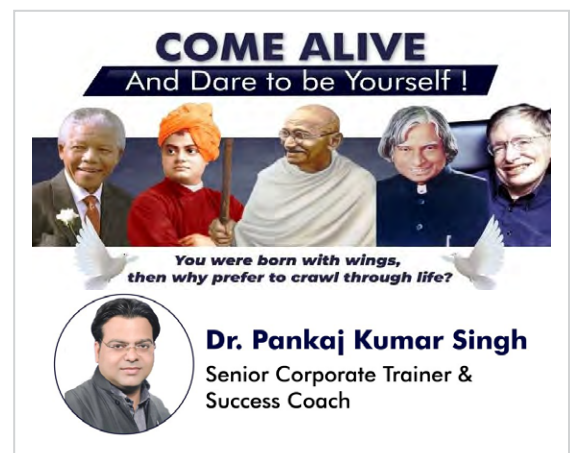
Webinar for IMA Professionals & IT Forum

IMA Skill Development

Indore Management Association organised a webinar on Skill Development on 12th & 13th August on the topic 'Digital Media Marketing'. The speaker for the session was Dr. Nitin Merh, SVKM's NMIMS University, Indore.

IMA Evolution of Excellence

Indore Management Association organised a session on 20th & 21st August on WebEx on the topic 'Topic Come Alive & Dare to Be Yourself'. The speaker for the session was Dr. Pankaj Kumar Singh, Senior Corporate Trainer.



Speaker - Dr. Pankaj Kumar Singh, Senior Corporate Trainer

Lucknow Management Association

Knowledge Sharing Webinar

LMA organised a Knowledge Sharing webinar 10th August on 'Tools for Solving using DMAIC Technique and PDCA Cycles' by Dr Dheeraj Mehrotra who is a Corporate Trainer, Academic Evangelist, Author, TEDx speaker, President of India Awardee Educationist and Limca Book Record Holder and Secretary LMA. The event was moderated by Mr. A.K. Mathur, Vice President, LMA.

Webinar by Dr Dheeraj Mehrotra

Speaker - Dr Dheeraj Mehrotra

On 12th August, LMA organised another knowledge sharing webinar on 'Mindfulness through Successful Quality Practices' with Dr Dheeraj Mehrotra a Corporate Trainer, Academic Evangelist, Author, TEDx Speaker, a President of India Awardee Educationist and Limca Book Record Holder. The session was attended in larger number by the bureaucrats, students & academicians. The speaker was introduced & welcomed by Mr Rajiv Pradhan, Executive Director, LMA and the vote of thanks was given by Mr A.K. Mathur, Vice President, LMA.

Web Series

LMA with Mind Spa launched a web series on 'Happy Healthy and Successful Being: Conscious and Sub-conscious techniques' on 9th August with Dr Manju Agarwal, Professor of Psychology & Dean Student Welfare, Amity University. The Chief Guest on the occasion was Ms Sunita Aron, Senior Editor, Hindustan Times and the speaker was introduced by Mr. Rajiv Pradhan, Executive Director, LMA.

Session on 'Happy Healthy and Successful Being: Conscious and Subconscious techniques'

Webinars

Lucknow Management Association in association with AWOKE India Foundation organised a webinar 1st August on 'Biomimicry and it's Industrial Applications' with Mr Ved Kishna, Head of Strategy at Yash Pakka at Ayodhya, Faizabad. Mr A K Mathur, Vice President, LMA introduced the speaker and Mr. Pravin Dwivedi, President AWOKE India Foundation and Sr. Vice President, LMA moderated the session & also proposed the vote of thanks.



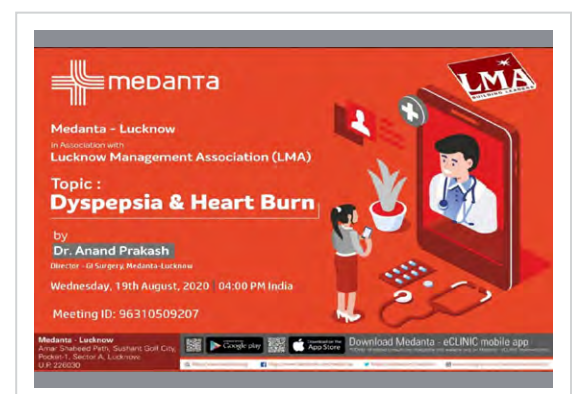
Speaker Mr Ved Kishna



Webinar on 'Introducing Principles of Commodity Trading in Management Programmes'

A webinar was organised on 11th August in association with Abdul Kalam Technical University on 'Introducing Principles of Commodity Trading in Management Programmes'. The speakers were Mr. Siraj Chaudhery, MD & CEO, National Collateral Management Services Ltd. (NCML); Mr. Manek Gupta, MD and Country Head, Glencore Agriculture India Pvt Ltd and Mr. Sanjeev Asthana, Chief Executive Officer, Ruchi Soya Industries Ltd. The speakers were introduced by Mr A.K. Mathur, Vice President LMA and the vote of thanks was given by Mr Pravin Diwedi, Sr Vice President LMA.

LMA along with Medanta Lucknow organised a webinar on 19th August on the subject 'Dyspepsia & Heart Burn' by Dr Anand Prakash, Director-GI Surgery, Medanta, Lucknow. Dr Anand Prakash has performed more than 4000 advanced Laparoscopic GI surgeries, and also worked as faculty in Deptt. of Surgical Gastroenterology, SGPGI, Lucknow for 13 years. The speaker was introduced by Mr Rajiv Pradhan, Executive Director LMA and the vote of thanks was given by Mr Pravin Diwedi, Sr Vice President LMA .



Session by Dr Anand Prakash on 'Dyspepsia & Heart Burn'

On 22nd August a session was organised on 'Tenets of Transformational Leadership' by Dr Rajeev Puri, a Mumbai based management & motivational speaker. Mr A K Mathur, Vice President, LMA introduced the speaker and the vote of thanks was given by Mr Pravin Kumar Diwedi, Senior Vice President, LMA.

LMA in association with AWOKE India Foundation organised a webinar on 28th August on 'Upscaling MSME in Uttar Pradesh post COVID 19-Recommendations of National Task force for MSME 2020'. The keynote speaker on

the occasion was Dr. K.P. Krishnan, former Secretary, Ministry of Skill Development, Government of India and Chairman of National Task Force on MSME; including Mr. Brajesh Kumar Singh, General Manager, Bank of Baroda & Convener SLBC (UP); Mr. Rajiv Kumar, General Manager SIDBI; Mr. Rajneesh Sethi; Secretary IIA and Mr. Janak Raj, President Laghu Udyog Bharti. The session was chaired by Dr. Navneet Sehgal, Additional Chief Secretary MSME, GoUP & President LMA. The speakers were introduced & welcomed by Mr A K Mathur, Vice President, LMA and the vote of thanks was given by Mr. Pravin Dwivedi, Sr. Vice President LMA.

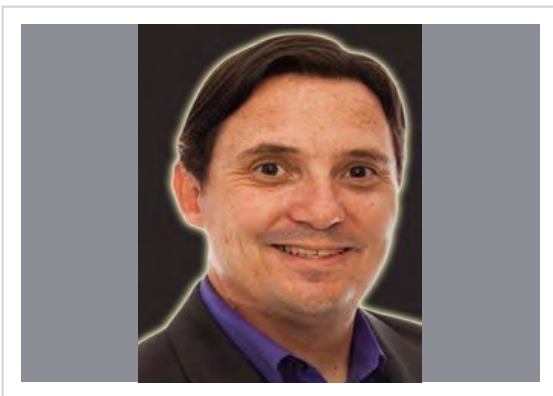
Meerut Management Association

Webinars

Meerut Management Association in association with Haridwar Management Association organised a webinar on 11th August through Zoom on the theme 'Key Environmental Regulation & Standards' by Mr. Manish Sachan, DGM, Pollution Control Research Institute, BHEL, Haridwar and Secretary, HMA. The moderator of the session was Mr. Gaurav Jain, President, MMA. It was attended by members of both MMA and HMA.



Speaker - Mr. Manish Sachan



Speaker - Mr. Stanley Beckett

MMA organised a session along with Carving Talent on 15th August on the theme 'Future Proof Your Business' with the speaker Mr. Stanley Beckett, CEO, Change Creator SA, South Africa. The moderator of the event was Mr. Gaurav Jain, President, MMA. Members exchanged questions and additional inputs were shared during the session. It was widely appreciated by all attendees.

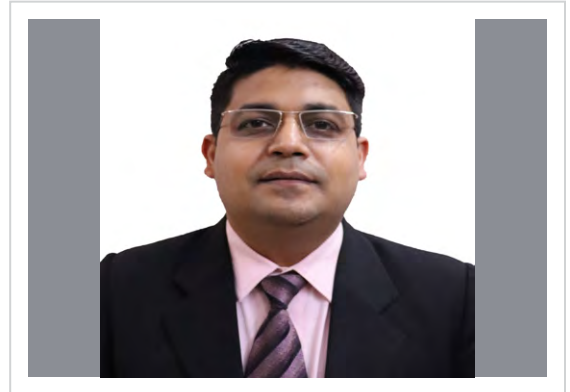


MMA members hoisting the National Flag

Independence Day Celebration

MMA celebrated the Independence Day with social responsibility by planting trees at MMA House, Meerut. The National Flag was hoisted by Mr. Gaurav Jain, President MMA and Mr. Yogesh Garg, former President, MMA.

On 21st August, a webinar was organised by MMA with MIET and WEDO on the theme 'Passion to Profit Nurturing Women Entrepreneurship'. The speaker was Mr. Gaurav Jain, President, MMA and Ms. Kadambari Umapathy, Founder at WEDO and visionary Women Circle. The convenor of the event was Ms. Akanksha Agarwal, Founding Member of MIET Group of Institutions.



Speaker- Mr. Gaurav Jain, President, MMA



Releasing of Endeavour Souvenir by the dignitaries.

33rd Annual Convention

Meerut Management Association organised 33rd Annual Convention on 29th and 30th August on the theme 'The New Age Recycle Economy'. The speakers of the convention were Mr. Satish Sinha, Associate Director, Toxics Link; Mr. Pawan Pushkarna, Head Projects, Ecowa Solutions Pvt. Ltd; Mr. Sandeep Bhargava, Managing Partner Alliances, Karo Sambhav Pvt. Ltd and Mr. Abhinav Rastogi, Promoter, P. S. Greengas. Mr. Gaurav Jain, President, MMA; Mr. Sidharth Singhal, Convention Chairman; Mr. Sameer Goel, Convention Co-Chairman and former President MMA, Mr. Ankur Jaggi welcomed the speakers and participants. MMA's Endeavour Souvenir was released by Mr. Gaurav Jain, Mr. Sidharth Singhal, Mr. Sameer Goel and Mr. Nishant Jain. The vote of thanks was delivered by Mr. Ankur Jaggi. It was well attended by members, guests, and students of engineering and management institutes.

Pala Management Association

Annual General Meeting

PMA held its AGM on 6th August which was attended by 20 members through Zoom. Mr VS Radhakrishnan, President, PMA addressed the general body for electing the new Executive Committee for the coming year. The Secretary General, Mr PG Mukundan, presented the annual report and audited accounts which was approved by the general body. The list of new Executive Committee members after the election and mutual consultation was approved by the general body and the vote of thanks was given by Mr Shaji Austin.

Executive Committee Meeting

On 17th August, Mr V S Radhakrishnan, President, PMA welcomed the members and congratulated them for being elected on the committee. The newly elected office bearers were announced. The newly elected President,

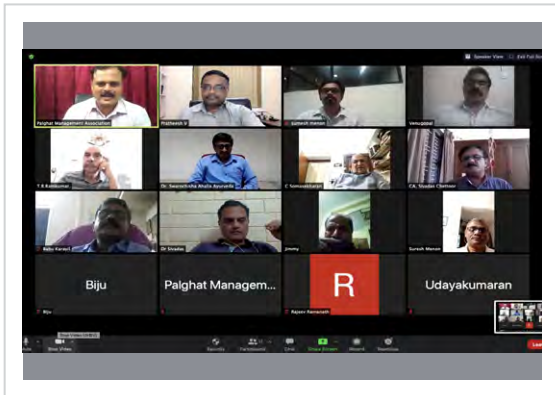
Dr Jubilant J Kizhakkethottam thanked all and requested support of all members for leading the association forward. The other members participated in the meeting congratulated the newly elected office bearers and extended their full support to the new team. Total 12 members of the newly elected executive committee participated in the meeting and the vote of thanks was given by Mr James Mathew Poovathumkal.

Palghat Management Association

Palghat Management Association celebrated Independence Day with the flag hoisting by the PMA President and members gathered at Management House, Palakkad with joy and happiness. After the National anthem, the president delivered the Independence Day message by strictly following the social distance protocol laid down by the government.



The National Flag hoisting at PMA



Participants during the session 'On Beat the Stress'

PMA in association with Ahalya Ayurveda's community organised a Yoga session on 21st August through a webinar on 'On Beat the Stress' by Dr Swarochisha, Ahalya Ayurveda Medical College Hospital. It was very well attended by the participants.

On 29th August, as a gesture of social commitment, PMA distributed Onam festival kit to the most deserving and needy people who are economically backward and live near PMA office. The kit contained pulses, grains and other essentials items which a family can enjoy during the Onam festival.

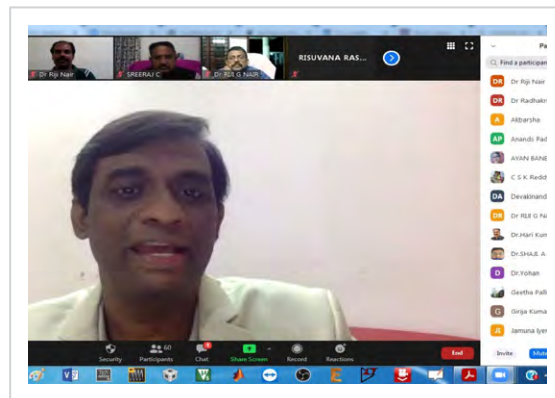


Distribution of kits on Onam festival

Quilon Management Association

Webinar

Quilon Management Association organised a session on 25th August through Zoom with Dr. Radhakrishnan Pillai, author of best-selling book 'Corporate Chanakya'. The session was welcomed by Mr. Sreeraj. C, Secretary General, QMA and chaired by Dr. Riji G Nair, President, QMA. The speaker was introduced by Prof. Biju. K, secretary (programmes) QMA. Dr. Pillai simplified the age-old formula of success for leaders of the corporate world during his speech by quoting some sutras. The vote of thanks was given by Mr. Jayachandran, Treasurer, QMA. Around 70 members participated in the session.



Dr. Radhakrishnan Pillai addressing QMA members

Rajkot Management Association

Webinar

Rajkot Management Association organised a session on 16th August with Mr. Harshit Shah on the topic 'Get Yourself More Engaging in Virtual Show-up'. The session gave a glimpse of how to make interactive and engaging presentations.

RMA held a session on 17th August with Mr. Ajesh Kamania on how to prepare for the exams and get admissions, visas in the best countries in this difficult time of pandemic.

A session was organised on 18th August on the topic 'Secrets of Lasting First Impressions' with Ms Dharti Rathod, CEO, IMARK Consulting & Training, Corporate Coach and Brand Consultant. She said that first impressions matter, you have only one chance to create a great, first impression that lasts for a lifetime.

Mr. Viral Raval spoke on 19th August on the topic 'Demystifying Digital Transformation'. He explained the basics, background and hard realities of digital pursuits, which will help everyone to understand and appreciate the



Webinar - Personal and Business Growth Series



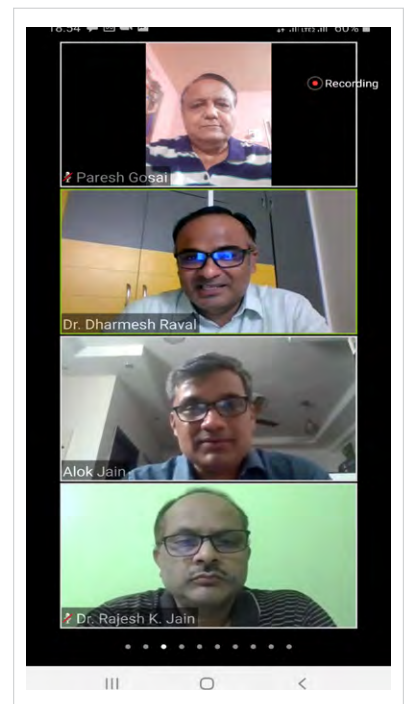
Conference on Quality beyond 2020

Rajkot Management Association organised a virtual conference on 22nd August on the theme 'Quality Beyond 2020' jointly with American society of Quality, LMC, Ahmedabad. The theme was elaborated by Mr. Parag Jobanputra, RMA President and the welcome address was given by Dr. Rajesh Jain, Chair, ASQ LMC Ahmedabad. The speaker Mr. Shrikant Mehta spoke on the topic 'Evolution of Quality Management & What is next'. Mr. Alok Jain, spoke on 'Quality Infrastructure – Its role in responding to COVID – 19 and post Covid era'. Prof. Arnab Laha, spoke on the topic 'India – A Global Manufacturing Hub? The Quality Challenge'. The programme was concluded by Mr. Jayen Kotecha, RMA, Vice President and the vote of thanks was given by Mr. Paresh Gosai, Hon. Secretary, RMA. The session was attended by around 110 participants.

journey. It also covered basics of cyber security which is an essential part of any digital transformation.

RMA organised a session on 20th August with Mr Jeyur Shah. During the session, the importance of financial investments especially in times of a pandemic was discussed.

Mr. Sagar Dubal, CEO, Autobits Labs Pvt. Ltd spoke on 'Towards smart manufacturing & Industry 4.0' on 21st August. He spoke about Industry 4.0 and how does that affect us. The programme was very well received.

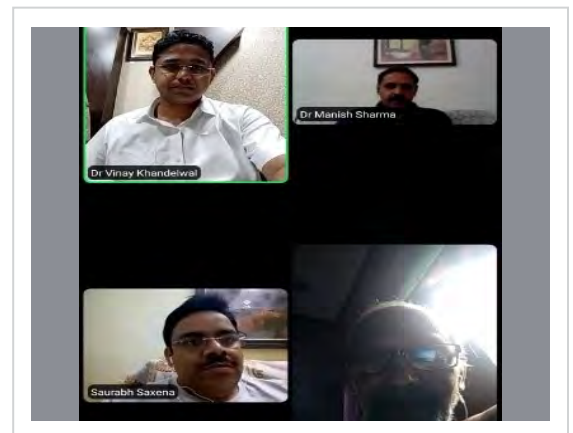


Speakers addressing the webinar

Rohilkhand Management Association

Annual General Meeting

Rohilkhand Management Association held its AGM on 14th August through Zoom. The President, RMA welcomed all the members and Secretary, RMA presented the annual Report for the year 2019-20. Twenty meetings of different committees was organised during the year. RMA will provide job opportunities for the unemployed employees and labourers who have come from other states during Corona pandemic in Bareilly and adjoining districts. The meeting was attended by 20 members.



AGM through webinar

Lecture

Rohilkhand Management Association organised lecture series webinar programme on 20th August with Dr. Neeraj Saxena, Director, Rakshpal Bahadur Management Institute on the topic 'Digital Marketing'. He critically defined the digital marketing and explained its requirement, process, channels, web analytics and advantages. It was well received by the participants.



Speaker - Dr Neeraj Saxena delivering the lecture

Silchar Management Association

Webinars

SMA organised a session on 'Fighting and Overcoming Cyclothymia through Art' on 1st August hosted by Mr. Dhritiman Chanda, an esteemed member of SMA; Mr. Amit Kumar Das, Secretary of SMA, and other members of SMA. The Guest of Honour was Mr. Shamik Chanda, Founder and Secretary of 'Umeedd- A Better Tomorrow'. The session ended with some dance performances and heartfelt discussions.

On 8th August a session was organised on 'Problems and Prospects of Online Education: Students' Perspective'. The Guests of Honour were Mr. Biswarup Bhattacharjee, President, Assam University Students' Union; Mr. Jakrimra R. Marak, President, Post Graduate Students' Union, NEHU; Mr. Anurag Kalyan Borgohain, President, Post-Graduate Students' Union, Guwahati University and Mr. Jyotishpal Deka, President, Tezpur University Students' Council. The session was moderated by Mr. Monosijo Bhattacharjee; Mr. I. B. Ubhadiya, President SMA, Manager, Rosekandy Tea Estate and Mr. Amit Kumar Das, Secretary SMA.

Another session was organised on 15th August on the topic 'Starting -Up in Barak Valley: Opportunities and Challenges'. The Guests of Honour were Mr. Sajal Bhattacharjee, Proprietor Ramee Exportable Cane Industry, Panchgram, Hailakandi; Mr. Suman Chakraborty, Director, South - Assam Cement Paints Pvt Ltd, Karimganj; Mr. Ankur C. Basak, Partner, Tirthamoyee Metal Industry, Silchar; and Mr. Navin Gulgulia, Proprietor, United Industries, Silchar. The moderators of the session were Mr. Debasish Swamy, MD, Kay Dee Cold Storage Pvt Ltd & Managing Partner, Modern Flour Mill, Silchar; Mr. I. B. Ubhadiya, President SMA and Manager, Rosekandy Tea Estate and Mr. Amit Kumar Das, Secretary SMA.

SMA organised a session on 22nd August on 'Mental Health and Management in the Pandemic'. Dr. Himabrata Das, MD (Psychiatry), an Executive Post Graduate Diploma in Hospital Administration, TISS Mumbai, currently

working as a Registrar, Department of Psychiatry, Tezpur Medical College and Hospital was the Guest of Honour. It goes without saying how mental health has been a crucial factor of consideration for an individual after the world has been hit with the pandemic. He ended by quoting 'Ignorance is the root of all sadness' and continuous improvement coming from within is the most important way out.

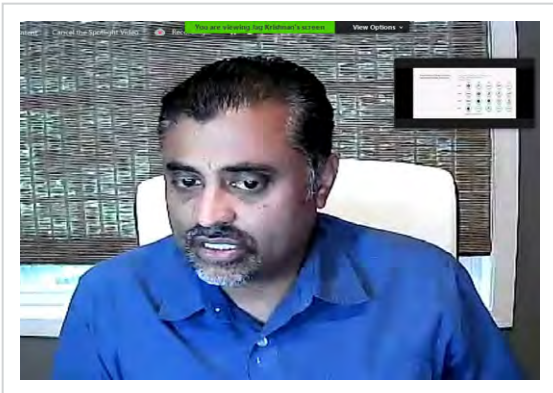
Thrissur Management Association

Webinars

TMA organised a webinar on 1st August jointly with the Malappuram Management Association on the topic 'Living with the New Normal in Post COVID World' with the speaker Mr. SR Nair, Co-Founder, Mentorguru. Mr. Nair spoke about the new normal emerging after the post Covid world. It was attended by around 108 members.



Mr. SR Nair, Co-Founder, Mentorguru

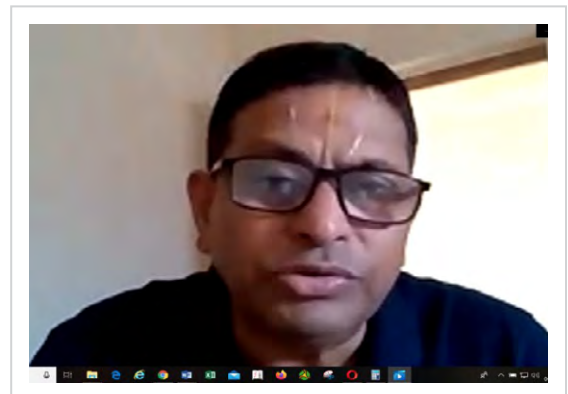


Mr. Jag Krishnan, Vice President CDO, Bose Corporation, USA

A webinar was organised on 7th August on the topic 'Re-mastering Digital Relationship with Customers' with the speaker Mr. Jag Krishnan, Vice President, CDO, Bose Corporation, USA. He emphasised the importance of digital relationship of the organisation with its customers. The programme was well received and attended by 110 participants.

FDP

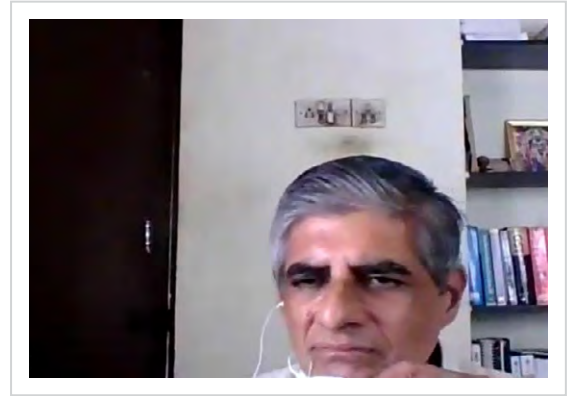
A five day online certificate course was conducted from 24th to 28th August on 'Case Analysis & Discussion' in collaboration with Case Research Society of India. The session was led by the eminent faculty CA. K.M Padmbananban; CA. Raghavan S; Ms. Meera Ravisanker; Prof. Ravichandran N, former Director, IIM Indore. It was attended by 20 faculty from various Business Schools.



Prof. N Ravichandran, Former Director, IIM Indore



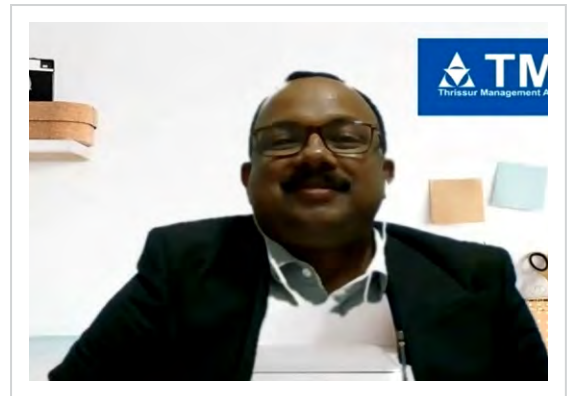
CA. K M Padmanabhan, & Former Director ONGC at the FDP.



CA. S Raghavan addressing the participants



Ms Meera Ravishankar, Corporate Trainer addressing the participants in FDP



President, CA SONY C.L addressing during FDP

TMA Student Chapter organised a webinar on 28th August on 'Ethics for the Digital Age' with the speaker Mr. P K Vijayakumar, IRS (Retd) Director, Dhanlaxmi Bank & Former Director General of Income Tax Investigation, Insurance Ombudsman for Kerala and Lakshadweep. It was well received and attended by the participants from industries, academicians and students from various colleges. Around 60 members attended the session.

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AIMA Events Calendar

Event	Programme Chairman /Director	Venue	Date
Online Training on Effective Presentation Skills for Cracking Business Deals		Online	18 September 2020
47th National Management Convention	Sunil Kant Munjal Chairman, Hero Enterprise	Online	21-22 September 2020
Online Training on Managerial Effectiveness in the New Normal: To be Aware, Adapt and Act		Online	25 September 2020
30th LeaderSpeak Series	Keki Mistry Vice-Chairman and CEO Housing Development Finance Corporation (HDFC)	Online	9 October 2020
Pragati – Celebrating Achievements of Women	Veena Swarup Former Director (HR) Engineers India Ltd	Online	9 October 2020
Online Training on Sustainable Habit Development for Leaders		Online	10 October 2020
AIMA Masterclass Series Digital Transformation: Driving Digital Transformation, a winning strategy?		Online	17 October 2020
Online Training on Finance for Non- Finance		Online	24 October 2020
9th Innovation Practitioners Case Study Contest, Awards and Summit		Online	October/ November 2020
AIMA Masterclass Series New Age Leadership		Online	21 November 2020
AIMA Masterclass Series Brands and Consumption		Online	28 November 2020
National Management Quiz		Online	November 2020
HRM Conclave	SY Siddiqui Executive Advisor Maruti Suzuki India	Online	03 December 2020

Event	Programme Chairman /Director	Venue	Date
2nd BusinessUnusual Series Agile innovation: Surviving Shocks and Shaping the Future		Online	11 December 2020
Corporate Management Olympiad		Online	December 2020
2nd BusinessUnusual Series Adaptive Strategy : Winning by Changing		Online	15 January 2021
2nd BusinessUnusual Series Disruptive Technologies and Industry 4.0		Online	22 January 2021
Young Manager's Simulation		Online	January 2021
2nd BusinessUnusual Series Instant karma: Marketing at the speed of byte		Online	05 February 2021
2nd BusinessUnusual Series The Great Reset: Leadership in a Transformed World		Online	12 February 2021
65th Foundation Day and 15th National Management Day		New Delhi*	20 February 2021
National Competition of Managers		Online	February 2021
2nd BusinessUnusual Series Programme on HR Leadership		Online	05 March 2021

* Subject to the Covid situation at that time

To view full calendar please visit www.aima.in

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ALL INDIA MANAGEMENT ASSOCIATION

All India Management Association

Management House, 14 Institutional Area, Lodhi Road, New Delhi-110003

Tel: 011-24645100, 43128100 ; Fax: 011-24626689

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