

AIMA News

AIMA'S MONTHLY E-MAGAZINE

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

OCTOBER 2016



Dear Readers,

It gives me great pleasure to present the October issue of AIMA News. With your continued support and encouragement AIMA continues to strive to spread management thought and build capability through its various initiatives and programmes.

The past month saw AIMA conduct the 54th edition of its Shaping Young Minds Programme (SYMP) in collaboration with Lucknow Management Association. AIMA's SYMP, is a unique programme which provides a platform for young professionals and students to interact with leading icons from different fields. The icons speak anecdotally from their own career and experience with an aim to inspire and guide the young management aspirants. The SYMP held last month was attended by more than 800 participants and received very positive feedback. You will find more details inside.

AIMA also concluded its 20th Student Management Games (SMG) competition. SMG, popularly known as 'Chanakya', is a National Competition for B-schools based on AIMA's business simulation programme. Regional rounds were successfully conducted across the nation with over 120 teams from 30 B-schools participating. Winning teams were declared from the Northern, Western and Southern Regional rounds.

AIMA's Testing Division continued to offer its Recruitment and Admission Testing Services to various organisations and institutions during the period. On the Education front, AIMA is working closely with The World Bank and EDII Ahmedabad, to launch a new programme on 'Dispute Resolution & Skill Based Entrepreneurial Education' shortly.

AIMA's training programme on 'Behavioural Skills for Executive Assistants / Secretaries' is now endorsed by NOCN, a leading UK Awarding organisation. The 4th edition was recently held in Mumbai and over 100 EA's have availed this programme till date. In addition, AIMA conducted several in-company training programmes and workshops for professionals and students. AIMA continued to organise special interactive sessions for its members and students, brief reports of which can be found inside.

This issue of AIMA News also carries updates from the Local Management Associations and some interesting articles on management, titled '7 ways people quit their jobs' and 'A Data-Driven Guide to Becoming an Effective Boss'.

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

Rekha Sethi
Director General

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Ms Smita Das

CONTENTS



04 Shaping Young Minds Programme

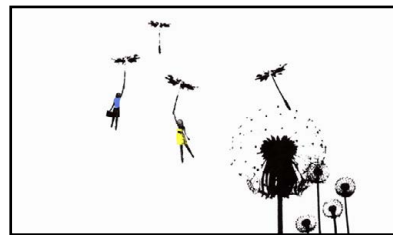
AIMA SNAPSHOTS

FEATURES

05 20TH STUDENT MANAGEMENT GAMES



10 7 WAYS PEOPLE QUIT THEIR JOBS



06 TRAINING PROGRAMME



14 A DATA-DRIVEN GUIDE TO BECOMING AN EFFECTIVE BOSS



07 INTERACTIVE SESSION



18 LMA NEWS

36 AIMA EVENTS CALENDAR

14TH HRM Summit

Jobs in the Era of Automation

1ST December 2016 - Hotel Le-Meridien, New Delhi



Summit Chairman

TV Mohandas Pai

Chairman, Manipal Global Education Services

Session Themes

- Managing Enterprises in the Era of Automation - CEO's Perspective
 - HR Organisation in the Age of Automation
 - Developing Human Capital in the New Workplace
 - Disrupting HR with Technology
 - What are the New Jobs in the Era of Automation?

Compete & Win

- Prepare and submit a report in not more than 1500 words on the theme of the summit.
 - Last date to submit the report is 18th November, 2016
 - Participation Fees at the Contest: ₹15,000 per submission.

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Shaping Young Minds Programme



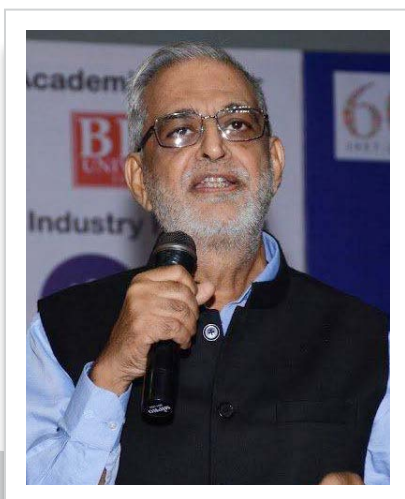
Raghunath Medge, Nutan Mumbai Tiffin Box (Mumbai Dabbawala's) lighting the lamp

AIMA organised the 54th Shaping Young Minds Programme on 22nd October 2016 at Lucknow in collaboration with Lucknow Management Association. This programme

provides a platform for young professionals and management students to interact with achievers from various fields. The programme aims at helping the participants synchronise personal and career goals through exposure to the experience and wisdom of successful people.

The programme was addressed by Mr Vijay Thadani, Vice Chairman & Managing Director, NIIT Ltd, Justice N Santosh Hegde, Former Lokayukta, Government of Karnataka, Ambassador Deepak Vohra, Veteran Diplomat and Mr

Raghunath Medge, Nutan Mumbai Tiffin Box (Mumbai Dabbawala's). The programme was well received with an audience of over 800 participants.



Vijay Thadani, Vice Chairman & Managing Director, NIIT Ltd



Deepak Vohra, Veteran Diplomat



Justice N Santosh Hegde, Former Lokayukta, Government of Karnataka

20th Student Management Games



Western Region Winning Team

The 20th Student Management Games (SMG) popularly known as 'Chanakya' is a National Competition for B-schools, organised by All India Management Association. AIMA has been conducting this competition for the last 19 years in the country. SMG for the year 2016 successfully concluded on 21st October 2016. The 20th SMG 2016 competition was held in the Northern, Western and Southern Region. 'Chanakya' is a computer based simulated game that sensitises and strengthens business acumen in students where participants are

handed over a hypothetical company to run. A team of 4 students form a company and run it in a virtual environment created by Chanakya. This year about 120 teams from approximately 30 B-schools participated in the competition. Master School of Management, Meerut emerged as Northern Regional winners. Pacific Institute of Management, Udaipur and IIM Bangalore were the winners of Western Region and Southern Region respectively.

Training Programme



Participants of Behavioural Skills for Executive Assistants / Secretaries training programme

AIMA Centre for Skill Development and Training conducted a training programme on 'Behavioural Skills for Executive Assistants / Secretaries' on 20-21 October 2016 at Mumbai. The two day training programme focused on administrative professionals, including Executive Assistants, Office Secretary and Executive PA, Secretaries and other members of the administrative support staff. The programme covered topics like Managing Pressure and Conflicting Demands, Influencing Skills Gaining Support and Cooperation of Others, Managing Human Relations, Communicating with Stakeholders, Effective Management of Client Relationships, Planning, Prioritising & Monitoring and Maintaining Confidentiality.

The training programme is now endorsed by NOCN, a leading UK Awarding organisation and the participants received certificates awarded by AIMA and endorsed by NOCN, UK. The training was attended by 26 participants from over 19 organisations.

An in-company training was conducted on 14th October 2016 for Biotechnology Industry Research Assistance Council (BIRAC), Department of Biotechnology, Ministry of Science And Technology, Govt of India. The topic of the training was 'Managing Stress For Higher Performance And Work Life Balance'. The training covered topics like overcoming work overload, taking the stress out of working relationships,

surviving the stress that can't be avoided and exploring our limited beliefs. The training was very well received by the participants.

Another in-company training was organised on 'Motivating Employees for their Best' for mid-level Engineers of Jharkhand Bijli Vitran Nigam Limited (JBVNL) on 17-18 October 2016 at Ranchi. 26 participants attended the training.

A two day in-company programme on 'Managerial Effectiveness' was conducted successfully for senior-level Engineers of Jharkhand Bijli Vitran Nigam Limited (JBVNL) on 19-20 October 2016 at Ranchi.

AIMA CSDT organised a two day training programme for the Directors, Chief Medical Officers, Dy CMO's, various Department Heads of Hospitals and Medical Units working under Jharkhand Rural Health Mission Society (JRHMS), Government of Jharkhand on 'Motivating Employees for their Best' & 'Managerial Effectiveness' on 20 – 21 October 2016 at Ranchi, Jharkhand. The training programme was attended by 36 participants and was very well received.

Interactive Session



(L-R) Kartikeya Kompella, Founder, Purposeful Brands; P Dwarakanath, Advisor, Group Human Capital, Max India Limited; Damodar Mall, CEO, Grocery Retail, Reliance Retail Limited and K V Sridhar, Chief Creative Officer, SapientNitro, India

AIMA organised an Interactive Session on 'What's Changed - 25 years of Liberalisation in India' on 18th October 2016. The session included a panel discussion on India's liberalisation revolution. The panel comprised of Mr Damodar Mall, CEO, Grocery Retail, Reliance Retail Limited; Mr Kartikeya Kompella, Founder, Purposeful Brands and Mr K V Sridhar, Chief Creative Officer, SapientNitro, India. Each panelist spoke on a key effect of liberalisation. The session was chaired by Mr P Dwarakanath, Advisor, Group Human Capital, Max India Limited.



5TH YOUNG LEADERS RETREAT

A country for the Young- Building a New Destiny

2-4 December, 2016 - Hotel Vivanta by Taj, Fort Aquada, Goa

Retreat Co-Chair

Sanjeev Bikhchandani

Founder and Executive Vice Chairman
Naukri.com

Vineet Agarwal

Managing Director
Transport Corporation of India Ltd

Programme Director - Pranjal Sharma, Host - The Appointment, Zee Network

Eminent speakers include

Sanjeev Bikhchandani, Founder and Vice
Chairman, Naukri.com

Piyush Pandey, Executive Chairman and Creative
Director, South Asia, Ogilvy & Mather

Parikshit Sahni, Indian Film and Television Actor

Pramod Bhasin, Founder and Vice Chairman,
Genpact & Chairman, The Skills Academy

D Shivakumar, Chairman and CEO,
PepsiCo India Holdings Pvt Ltd

Mahesh Rangarajan, Researcher, Author and Historian

Amit Burman, Vice Chairman, Dabur India Ltd

Vineet Agarwal, Managing Director,
Transport Corporation of India Ltd

Vineet Gautam, CEO & Country Head, Bestseller India

Participation Details

- Rs 90,000.00 plus 15% Service Tax Per Participant which includes the course fee, study material, cost of accommodation from 2 - 4 December 2016 (02nights), breakfast, lunches, dinners as per itinerary.
- For online registration, please visit www.aima.in

For more details, kindly contact
Surajit Bit – Deputy Director

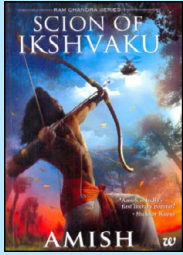
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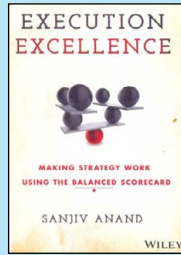
For online registration and payment please visit www.aima.in

New Additions in AIMA Library



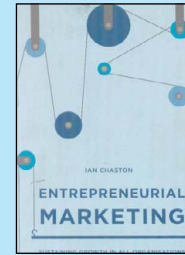
Amish

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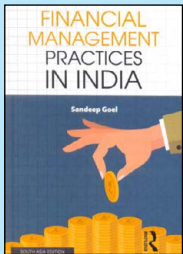
Sanjiv Anand

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strategy work using the
balanced scorecard.
New Jersey: John Wiley & Sons,
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Ian Chaston

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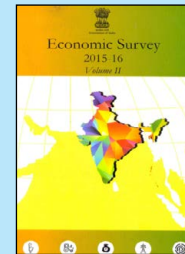
Sandeep Goel

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London : Routledge, 2016,
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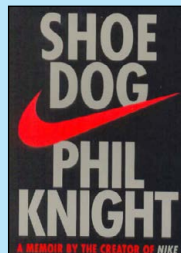
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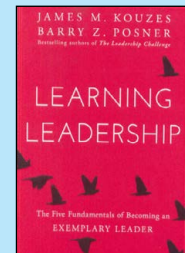
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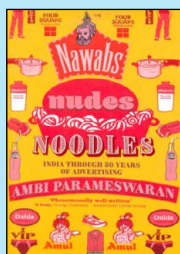
Phil Knight

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Simon & Schuster, 2016,}
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James M. Kouzes,

Learning Leadership/James M.
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, 2016, P 248.



**Ambi
Parameswaran**

Nawabs, Nudes, Noodles.
New Delhi: Macmillan, 2016,
P 301.

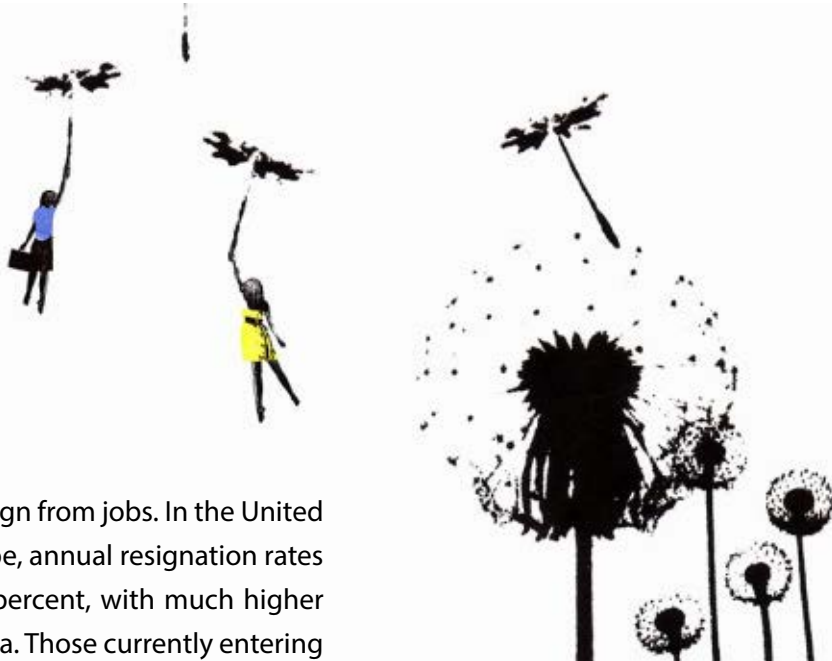


David S. Rose

The Starup checklist.
New Jersey : John Wiley
& Sons, 2016,
P 306.

7 Ways People Quit Their Jobs

by Anthony C. Klotz and Mark C. Bolino



Every day, employees resign from jobs. In the United States and Western Europe, annual resignation rates hover at just below ten percent, with much higher rates found in parts of Asia. Those currently entering the workforce are expected to engage in even more job hopping than prior generations, suggesting that employers may want to move beyond the simple notice policy in the company handbook and learn to encourage employees to resign in constructive ways.

Despite the prevalence of resignations in today's workplace, researchers know little about how employees tend to go about quitting their jobs, and what causes workers to depart in ways that are more destructive or constructive for organizational functioning. Understanding what drives resignation behavior is particularly important for companies,

given recent examples of employees using high profile forums to announce their resignation and tarnish their former employer's reputation (e.g., Greg Smith's resignation from Goldman Sachs that was published in the New York Times, and Marina Shifrin's video resignation from her animation company that went viral). Employees themselves are often confused about the right way to resign, too, as evidenced by the abundance of websites offering tips and advice for employees who want to know how to quit their jobs.



To better understand the different ways that employees resign and why employees may resign in more constructive or destructive ways, we collected and examined the accounts of nearly 300 recently resigned employees, and over 200 managers of employees who had recently resigned.

We found that employees use one of seven different resignation styles when they quit. The two most common resignation styles were what we called “by the book” and “perfunctory” resignations. By the book resignations involve a face-to-face meeting with one’s manager to announce the resignation, a standard notice period, and an explanation of the reason for quitting. Perfunctory resignations are similar to by the book resignations, except the meeting tends to be shorter and the reason for quitting is not provided. Although not as frequent, many employees resigned using a grateful goodbye approach, in which they expressed gratitude

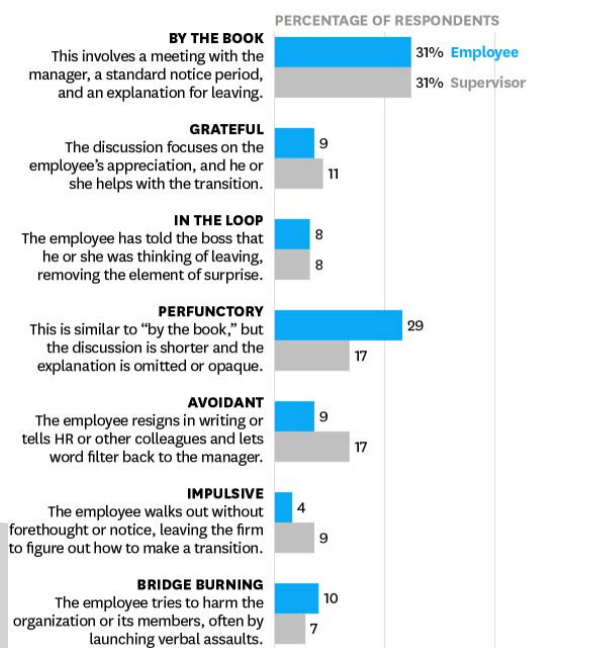
toward their employer and often offered to help with the transition period. In the loop resignations were also fairly common, and these are typified by employees confiding in their manager that they are contemplating resigning, or are looking for another job, before formally resigning.

On the darker side of the resignation spectrum, some employees choose to resign in an avoidant manner, or by bridge burning. Avoidant resignations occur when employees let other employees (e.g., peers, mentors, or HR representatives) know that they plan to leave rather than giving notice to their immediate boss. Perhaps the most notorious way to quit, about one in ten employees seeks to harm the organization or its members on their way out the door, often through verbal assaults, thereby burning any potential bridges between themselves and their former employer.

The final, and rarest, resignation style is arguably not a resignation at all. That is, some employees simply walk off the job, never to return or communicate with their employer again. This impulsive quitting can leave the organization in quite a lurch, given it is the only style in which no notice is provided.

Beyond identifying the different ways in which employees quit, we wanted to understand why employees chose one resignation style over another. What we found is that employees often view their resignation as the final chance to get even with their organization and their manager, for better and worse. Indeed, the two factors that were most predictive of resignation styles involved whether or not employees felt they were treated fairly by their organization, and the extent to which they felt their direct supervisor acted in an abusive manner toward

The Seven Resignation Styles Employees Say They Use and Supervisors Say They Encounter





them. Employees who felt that they had been treated well by their organization or their boss were more likely to go the extra mile when they quit. But when they perceived that they had been treated unfairly or abused by their supervisor, they tried to get even by resigning in a more harmful way.

In short, how well you take care of your employees does not just predict whether or not they will voluntarily quit their job, but it also determines how they will go about leaving. Not surprisingly, we also found that while most voluntary turnover tends to be unpleasant for managers, they are particularly

frustrated and angry when employees leave in a perfunctory, avoidant, or bridge burning manner. So employees who want to leave on good terms should steer clear of these strategies.

There is also another lesson for organizational leaders and HR personnel to be gleaned from our findings. When a company experiences a rash of ugly resignations, rather than blaming those harmful departures on employees' character, organizations should instead consider the possibility that their employees feel mistreated and explore whether the managers involved need to learn to supervise employees more adeptly.

About Author:

Anthony C. Klotz is an assistant professor of management at Oregon State University's College of Business.

Mark C. Bolino is a professor of management at the University of Oklahoma's Price College of Business.

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A Data-Driven Guide to Becoming an Effective Boss

A good boss shares a vision, teaches well, and helps employees meet their career goals.

by Steve Hawk

Most leadership advice is based on anecdotal observation and basic common sense. Stanford Graduate School of Business professor Kathryn Shaw tried a different tack: data-driven analysis.



Through research done in collaboration with a very large, undisclosed technology-based company that has a penchant for collecting data, Shaw found that employees who work under good bosses were more productive. “There are bad bosses out there,” she

says, “but what’s not talked about as much is that there are also good bosses.”

Shaw, along with fellow Stanford GSB professor Edward Lazear and Harvard Business School’s Christopher Stanton, published a 2015 paper titled



“The Value of Bosses,” in which they gathered data from the tech company in an attempt to see whether they could show that bosses matter and, if so, how much. As part of their research, the authors asked company employees and managers, “What are the traits of a good boss?” They found that bosses matter substantially.

Shaw pursued this same topic separately in a Stanford GSB case study of the Royal Bank of Canada (RBC), which had developed an in-house analysis of this same question as part of a drive to develop people analytics. In addition, she examined similar research from Google, which also tried to quantify the impact of good (and bad) managers.

Shaw recently sat down with Insights to discuss her findings, and to share three keys to effective employee management.

Track Records Matter

At the unnamed technology-focused service company, workers’ performance was gauged by the number of customers they served per hour. Shaw and her coauthors found “an enormous range” of productivity levels, depending on the quality of a worker’s boss. “If you have a change in bosses and you get someone who has a history of being a good boss, you become more engaged in your work and your productivity goes up,” she says.

Shaw notes that RBC has looked at their “employee engagement” data, which is based on questions like, “Do you feel motivated on your job? Do you identify with your company?” Better managers, RBC found, have more engaged employees.

As expected, employees who were motivated and who more strongly identified with their company were also higher performers. Which led to the next logical question: “What are their bosses doing differently?”

Three Things Good Bosses Do

The first thing an effective manager does is to vividly describe the company’s vision and mission, and to explain in detail how each employee fits into that vision, Shaw says.

“The next thing they do is drive results,” she says. To ensure that individuals (and teams) are productive and have a sense that their contributions are valued, attentive bosses set aside time to coach, guide, and motivate.

An often overlooked aspect of strong people leadership is to help employees achieve their personal career goals.

The third and often overlooked aspect of strong people leadership is to help employees achieve their personal career goals. Shaw says it’s “incredibly motivating” when an employee’s long-term career vision and values are aligned with those of the organization. “A good boss will share that vision with them and give them guidance and feedback to help them along the path.”

A World Without Bosses?

Not long after Google was founded, its army of self-driven engineers bristled at the idea of even having bosses, so the company began to cut back on the number of managers. But, Shaw says, that turned out to be a burden for company leaders, who found themselves besieged by rank-and-file employees

asking them to perform routine tasks. “They found out they really needed low-level managers,” she says. “So they needed to find out, ‘What makes a good manager?’”

Because Google is used to making decisions based almost exclusively on data analysis, it applied the same process in trying to identify the traits that make up a good boss. The characteristics they identified largely aligned with the traits that Shaw found among the best bosses at RBC. “You pay attention to your employees,” she says. “You give them a vision. You motivate them. And you set out career goals for them.”

An Effective Boss Has Lingering Impact

Shaw also found that high-performing workers who have been trained well by a good boss continue being productive even if they start working for someone who’s measurably less effective.

It turns out that a willingness to serve as a teacher is one of a good boss’s most important characteristics, because once a worker has learned something, she carries it into her future work. “The lesson could be how to do your job correctly, or it could be something like how to be motivated about your career goals,” Shaw says. “One way or another, a good boss teaches something that lingers.”

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AIMA Certified Trainer (ACT) Endorsed by NOCN, UK

AIMA's ACT Certification is recognition of competencies and skills acquired by an individual as a Trainer and is **recognised and endorsed by NOCN, UK a leading British assessment and awarding organisation.**

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For details contact:

Saumya Singh - Assistant Director
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Management House, 14, Institutional Area, Lodi Road, New Delhi-110 003
Ph.No.011-24608531 (D), 9810475327, Email:saumya@aima.in
www.aima.in

Ahmedabad Management Association

Management Forum

'How to create a Will' a presentation EzeeWill was conducted by NSDL E-Governance Infra Ltd. on 14th October. It was conducted by Mr. Madhu Menon, Chief Executive, Oxyzen Financial. Mr. J. B. Mistri & Ms. Darshana Gajjar, Value Team professional, Government Registered Valuer & Management Consultant addressed on 'Business Valuation' on 26th October.



Presentation on eZee Will

Member Connect Initiatives

Mr. Jay Vasavada, Motivational Speaker and Writer addressed on 'Game Changers – Pushing Limit' on 7th October. 'Life begins when you do' was addressed by Mr. Hiren Vakil on 13th October.



Mr. Jay Vasavada addressing the Youth

A book forum on the book 'Future Smart: Managing the Game changing trends that will transform your world' was addressed by Ms. Rama Moondra, Corporate Trainer on 15th October.

Book Release

'HRD, OD and Institution Building: Essays in Memory of Dr. Udai Pareek' was launched on 3rd October by Dr. Ashish Nanda, Director, IIMA; Dr. T V Rao, Dr. Anil Khandelwal and Dr. Pradip Khandwalla.

Developing Perspectives

'Wildlife Protection and Impact on Environment' was addressed by Dr. Sandeep Kumar, IFS, Dy. Conservator of Forests on 8th October. Dr. Darshana Thakkar, Director, Sarjan Healthcare, Sarjan Communication addressed on 'The Power of Social Media' on 21st October.



Dr. Darshana Thakkar addressing on Social Media



Mr. Nalin Thakur addressing on Business Communication

Management Development Programmes

AMA conducted 45 Management Development Programmes in this month focusing on Developing Communication Skills, Export Documentation and Procedures, Optimising Cost through Team Work, E-Commerce for Entrepreneurs, Effective Team Working, Integrated Planning and Budgeting System, Cost Reduction Strategies, First AID Training, Business Communication, Leadership Skills etc.

Allahabad Management Association

Special Session

A special session for the executive committee members was organised by Allahabad Management Association on 14th October. Mr. Ravi Prakash Director – Academics, HP4 & Secretary, Allahabad Management highlighted the deliberations at the LMAs workshop and AGM of AIMA held at New Delhi on 21st and 22nd September. All the plenary sessions were highlighted as well as the details of LMAs workshop and the award winners. The Diamond Jubilee Logo of AIMA was also displayed and guidelines of AIMA about the diamond jubilee celebrations were discussed. A Q & A session was next on the agenda.



Mr. Ravi Prakash, Secretary AIMA addressing

Student Chapter

The Core Committee Allahabad Management Association held a one to one interaction with the managing committee and Director, BBS College of Engineering and Management on 20th October and an MOU was signed for opening the student chapter of AMA and the details of the inaugural function to be held in November. The Director Dr. C.P. Singh welcomed the committee members and assured full cooperation.

Baroda Management Association

Friday Evening Talk

Baroda Management Association organised a Friday Evening Talk on 7th October on the topic 'Action Speaks Louder than Words'. Mr Shetal Gonsai, an International Trainer was the speaker for the session.

Another Friday Evening Talk was held on the topic 'NRI Bride/ Groom – Dream or Nightmare' on 14th October. Ms Smita, Advocate was the speaker for the session. The session was well received by the participants.

A Friday Evening Talk on the topic 'Fitness: Posture and Exercise for good health' was held on 21st October. Dr. Meeta Saxena, HOD Physiotherapy Department, KG Patel Children Hospital was the speaker for the session.

Another Friday Evening Talk was conducted on 28th October on the topic 'Inspirational Video on Life Experiences of Shri Guru Narayana'.



Mr. Shetal Gonsai addressing the FET on the topic 'Action Speaks Louder Than Words'

28th Annual Management Convention

Baroda Management Association organised its 28th Annual Management Convention on 19th & 20th October. The theme for the convention was 'India of My Dreams'. Mr Sunil Parekh was the Chief Guest for this convention. The programme started with a welcome address by Ms Avi Sabavala, President - BMA. Mr Darshan Jariwala, Actor was the inaugural speaker. The valedictory session was conducted by Dr. Vinod Rao, IAS - Municipal Commissioner, Vadodara.



Mr. Darshan Jariwala addressing the convention



Ms. Rajashree Birla addressing the Convention on the 2nd Day.

Some of the other speakers included Justice (Retd) C K Buch; Mr Hemant Bhattbhatt; Dr. Ranjan Banerjee, Dean, SPJIMR Mumbai; Mr Pradeep Vaishnav, Transition and Integration Coach; Ms. Dilnavaz Variava; Ms Jyoti Unadkat, Journalist; Mr Arjun Singh Mehta; Ms Rajashree Birla, Philanthropist; Ms Madhulika Sharma Chief, Corporate Sustainability, TATA; Ms Bhavna Advani, Director, Advisory Services, KPMG; Mr Kaisad Gustad; Ms Pavithra, Managing Director - Vindhya - e Infomedia Pvt. Ltd.

Bharuch District Management Association

MDPs

Bharuch District Management Association organised a one day training programme on 'Behaviour Based Safety Management System (BBSMS)' on 18th October. Faculty Mr. Bhagirath Chandak led the session & helped the participants to identify unsafe behaviour & actions and make good decisions to work safely.



Participants taking Safety oath during the programme on 'Behaviour Based Safety Management System'



Participants at the programme on 'Labour Laws' with the faculty Mr. Sunil Acharya

Another MDP was conducted at BDMA on 24th October on 'Labour Laws- A Manager should know'. Mr. Sunil Acharya was the leading faculty for this programme. The participants learnt about the different labour laws prevailing in India. The programme was well attended by large number of participants.

EHS Meet

An EHS meet on the topic 'Process Risk Assessment' was organised by BDMA on 25th October. Mr. Bhavesh Rami, Head-EHS from Indofil Ltd., was the speaker for the session. The meet concluded with a Q & A session.



Mr. Bhavesh Rami addressing the audience on the topic 'Process Risk Assessment'

Bhatinda Management Association

Bhatinda Management Association organised 'The Story of Champion' on 15th October with Mr. Neeraj Seth, Managing Director Zebra Innovation Pvt. Ltd. (Formerly Celforst Innovation Pvt. Ltd.). He shared his story from working as salesman to owning a 100 crore company. The programme witnessed a participation of 108 and was very well received.



Felicitation of the speaker

Bhopal Management Association

Bhopal Management Association successfully organised a workshop on 'Grooming Skills' on 8th October with Mrs. Sonia Dubey Dewan, Director & Chief Image Consultant, bPOSH & Member of AICI, Mumbai as the guest speaker.

Dr. Avinash Bajpai, HOD MBA, Makhanlal University welcomed BMA and other participants. Mr Vishwas Ghushe, Hon. Secretary gave brief about the BMA. The workshop was coordinated by Mr Dhiran Datta, E.C Member in a very interesting manner. Mr Vishnu Khanna, E.C Member introduced the speaker. Mr R.G Dwivedi, E.C Member gave the vote of thanks and Adv. G.K Chhibbar, Co-Chairman, BMA presented the memento. About 100 management students of Makhanlal University, Sagar Institute of Res. & Tech, members of BMA attended the workshop.



Workshop on 'Grooming Skills'

Bombay Management Association

MDPs

A half day programme was conducted by Dr. Shrinivas Gondhalekar on 14th October, at BMA Knowledge Enrichment Facility. The audience was mostly senior management and business owners.



Dr. Shrinivas Gondhalekar with participants



Faculty Mr. Harshil Karia with the participants

Crucial Conversations with Leaders

Another 'Crucial Conversations with Leaders' Series was held with Mr. Harshil Karia, Co-Founder & MD, Schbang on the theme 'Leading the Millennials' was held on 14th October. The concept was simple, leading millennials is about honest communication and respecting their perspective - be a mentor, not a manager.



Mr. Vineet Kaul addressing the participants

Crucial Conversations with Leaders' Series with Mr. Vineet Kaul, Advisor-Group Human Resources, Aditya Birla Group on the theme 'Leadership Challenges in A Vuca World' followed by Extra Sensory Perception Show by Mr. Deepak Rao.

Industrial Visit

A half day Industrial Visit to Siemens Plant at Airoli was conducted on 15th October. This plant manufactures Control Components for Low Voltage (less than 690V) Electrical systems for Industry Automation. Participants visited the Plant's Metal Shop, Plastic Shop, R&D Centre etc. and were very delighted as they got an opportunity for Q & A session with the Plant Head.



Industrial Visit to Siemens Plant

Calicut Management Association

A lecture on 'My Insights in Managing the 3Ms of a Manufacturing Company' was held on 29th September. Mr K. E Shanavas, Chairman of Confederation of India Industries (North Kerala) and Joint Managing Director of Peekay Steel Castings (P) Ltd. spoke on the occasion. The session was inspiring and highly interactive.



Mr K. E Shanavas, Chairman of Confederation of India Industries (North Kerala)



Er Sreekumar Narayanan, Director - XPERTISEHUB with other panelists

Another session on 'Automation & Robotics – Opportunities And Challenges' was held on 24th October. The speaker was Er. Sreekumar Narayanan, Director - XPERTISEHUB. The presentation enabled the thought process on how 'Automation & Robotics' is going to positively impact our economy and social engagements soon.

Chandigarh Management Association

Pledge

In order to celebrate a clean and green Diwali Chandigarh Management Association organised an activity with its members and took a pledge not to use Chinese products in the Diwali Celebration. Dr. Aneet Bedi, President, CMA interacted with the members and requested them to say no to Chinese products and ask them to buy the Indian products from the local vendors for Diwali celebration.



Taking the Diwali pledge

Leadership Summit

Leadership Summit was organised with an objective to bring the India's most innovative minds at one platform. The Summit witnessed the participation of CEOs, Presidents, senior management, leaders and aspiring leaders, entrepreneurs. This mega event was inaugurated by Punjab Governor and Administrator of UT Chandigarh, Mr V P Singh Badnore. Leadership Awards were presented on the occasion.

The leadership summit concluded with the panel discussion on 'Industry Academia Interface- Bridging the Skill Gap'. Dr. Anet Bedi, President, CMA members represented Chandigarh Management Association in a Panel Discussion organised by ASSOCHAM India in collaboration with CMA.



Speakers and awardees at the Leadership Summit

Coimbatore Management Association

National Student Management Games, popularly known as NSMG organised by AIMA is one of the prestigious event in the management calendar of the country. NSMG is conducted annually since 1997.

This year AIMA NSMG Prelims were held on 6th & 7th October and Regional Finals held on 8th October at Sri Krishna College of Technology, Coimbatore. 44 teams from various business schools participated in the games. The winner was IIM Bangalore and the 1st & 2nd runners up was Amritha School of Business, Coimbatore.



National Student Management Games

Delhi Management Association

Interactive sessions

DMA organised an interactive session on 'Branding Imperatives in the Social Era' on 18th October. Mr. Rajan Pandhi, Director, DMA welcomed Mr. Kamalendu Bali, Sr. Director, Concentrix, the Session Chairperson, Dr. Urvashi Makkar, Director General; GLBIMR and the delegates from different corporate houses. In the open-house session members queries were answered by the panelists.



Interactive session on 'Branding Imperatives in the Social Era'

DMA in collaboration with International Consulting Professional Institute conducted an interactive session on 'Employee Engagement in Turbulent Times' on 25th October. Mr. Rajan Pandhi, Director, DMA welcomed the guest speaker Ms. Pooja Malik, Vice President- HR, Anand Automotive and the participants. Ms. Malik spoke about VUCA World, Importance of Employee Engagement, the Drivers of Employee Engagement, the Role of Leadership, the Performance Management System.



Interactive session on 'Branding Imperatives in the Social Era'

Ghaziabad Management Association

National Seminar

Ghaziabad Management Association and ABES Engineering College jointly organised a national seminar on 'Role of Cloud Computing in Contemporary Business' at ABES-EC campus on 1st October. The Chief Guest was Mr. V.K Dubey, MD, CCIL and Guest of Honour was Mr. Anil Garg, Founder Doodle Power & Former Secretary CSI Ghaziabad Chapter. Some of the other speakers included Dr M K Jha, Director, ABES Engineering College; Mr. Aurbind Sharma, CEO & Founder TED Consulting; Dr. R.K Singhal, HOD, Department of Business Administration, ABES Engineering College.



Speakers at the Inaugural Session

125 participants from industry, research, academics & students from B.Tech, MBA & MCA streams participated and discussed on various issues with experts providing suggestions on solving them.

Interactive Session

Ghaziabad Management Association organised an interactive session on 'Emotional Outburst to Settled Living' on 14th October. The speaker on the occasion was Acharya Prashant, Head of Prashant Advait Foundation, Noida. The programme was well attended by GMA members, faculty and students of IMS. The discourse generated great deal of interactions and the people asked a lot of questions regarding settled style of living.



Acharya Prashant during his discourse

Scrolls

SCROLLS - Student's Creative Oratory Learning Skills, an annual National Level Technical Paper presentation contest was organised by AKGEC in association with Ghaziabad Management Association on 21st October. The

Chief Guest was Mr. I. C. Agarwal, Chairman and Managing Director, Spectra Group of Companies. Dr. R.K. Agarwal, Director, AKGEC and President GMA; Mr. Vinay Gupta, Executive Director GMA; HODs, Deans, Professors and senior faculty members, many of whom during presentation by students later in the day acted as judges for the respective domain contests.

A total of 272 synopsis covering six domains were initially received, of which 120 were selected for final presentation on 21st October 2016. Cash prizes and certificates would be disbursed during annual convention of GMA.



The Chief Guest and other panelists during the inauguration

Goa Management Association

Goa Management Association (GMA) held its 41st Annual General Body Meeting on 7th October. President GMA, Mr. Nitin Kunkolienker, presided over the meeting and the Chairman, Mr. D. Kumar Pillai conducted the proceedings of the AGM. The AGM was followed by GMA Annual Day Function. Dr. Jaijit Bhattacharya, Partner, Infrastructure & Government Services, KPMG, was the Chief Guest and Keynote Speaker who addressed the gathering on the topic 'India Soars High'.

The GMA Annual Awards 2016 were also presented to the winners by the Chief Guest. Dr. Pradeep Salgaonkar, Vice Chairman, GMA, has taken over as the Chairman of GMA for the term 2016-18, after conclusion of GMA 41st AGM & Annual Day Function.



(L-R) Dr. Pradeep Salgaonkar, Vice Chairman, GMA; Dr. Jaijit Bhattacharya, Chief Guest and Keynote Speaker; Mr. Nitin Kunkolienker, President, GMA; Mr. D. Kumar Pillai, Chairman, GMA and Mr. Harshvardhan Bhatkuly, Hon. Secretary, GMA

Guwahati Management Association

Session

The Guwahati Management Association organised a session on 3rd October for discussion on implementation of GST recently passed by the Parliament. Mr. R.K. Bhuyan & Mr. S.K. Beria, both well-known CAs in Assam, explained the benefits of GST to day economic growth, and also explained the road map to implement the GST. The meeting was attended by the members and the guests including Mr. L. W. Khongwir, Ex. Director, IOC, Bongaigaon, Refinery.



Session on Goods & Services Tax

Hardwar Management Association

Hardwar Management Association held a session on 'Unlocking the Secrets of the Past: History, Science and The Mahabharata' on 1st October. Mr. Christopher C Doyle, bestselling author was the chief speaker of the programme. The occasion was graced by ED, HEEP and Patron HMA, Mr Prakash Chand; ED, CFFP, Mr N.R. Eddki; Patron Ladies Club, Ms. Jayotsana Aswani; HMA President, Mr R.B. Bhatnagar; General managers of BHEL, other dignitaries, members and students.



Felicitation of the speaker

Hyderabad Management Association

Panel Discussion

The Hyderabad Management Association in association with University of Hyderabad jointly conducted an interactive Panel Discussion titled 'Health Care in Digital Era' on 4th October. The speakers included Dr V Pravin Krishna, Director, L V Prasad Eye Institute; Dr P S Dattatreya, Consultant Medical Oncology, Omega Hospital and Dr R Gopala Krishna Rao, Chief Medical Auditor, Aarogyasri Health Care Trust. The Welcome Address was given by Prof P Appa Rao, Vice-Chancellor, University of Hyderabad.



Dr Pravin Krishna, Director, L V Prasad Eye Institute addressing the gathering

Lecture Meeting

Hyderabad Management Association conducted a Management Lecture Meeting on 'How to grow YOUR Career in the Digital Era' by Prof O R S Rao, AIMA Member & Vice Chancellor, ICFAI University, Jharkhand on 25th October. Prof Rao underlined the need to define a goal on the basis of one's interests and abilities. Mr. Sravan Kumar Madap, President of Hyderabad Management Association presided over the occasion and Mr. Ravi Kumar Peesapati, Secretary, HMA gave the vote of thanks.



(L-R) Mr. Ravi Kumar Peesapati, Secretary, HMA; Prof O R S Rao, AIMA Member & Vice Chancellor, ICFAI University, Jharkhand; Mr Sravan Kumar Madap, President, HMA and Mr K Harishchandra Prasad, Vice President & Convenor, HMA Management Lecture Meetings

Indore Management Association

Training@Doorstep

Indore Management Association (IMA) organised a Training@Doorstep workshop on the topic 'Getting Results without Authority' on 28th September at Force Motors, Pithampur.

IMA organised another Training@Doorstep workshop on the topic 'Conflict Management and Resolution Essentials' on 25th October at Cipla Limited Pithampur. The Trainer for the workshop was Prof. Pankaj Kothari.



Training@Doorstep at Force Motors, Pithampur



Prof. Pankaj Kothari addressing



Mr. R. Gopalakrishnan addressing

Student Chapter

IMA inaugurated first eleven IMA Student Chapters with Mr. R. Gopalakrishnan on 3rd October. With an aim to cultivate and maintain a fine balance between theory and practice, IMA (IMA) has established IMA Student Chapters. Mr. R Gopalakrishnan inaugurated the first eleven IMA Student Chapters and addressed on the topic 'Awakening Young Minds'.

IMA organised Student Chapter Programme on 19th October. The speaker for the session was Mr. Aseem Shrivastava, Former Managing Director at Kirloskar Ebara Pumps Ltd. Pune, India.



Mr. Aseem Shrivastava addressing



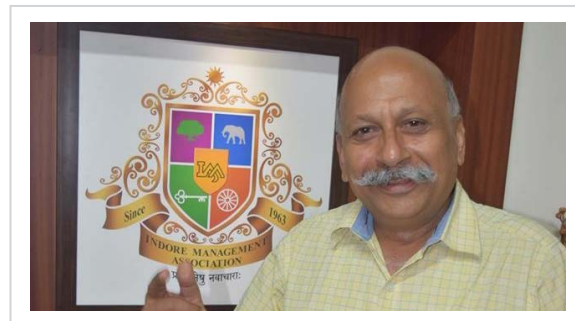
Ms. Claudia Joshi at the session

Centre of Excellence

IMA organised Centre of Excellence (COE), an evening talk on the topic 'Power of Positive Attitude' on 4th October. The Facilitator for the session was Ms. Claudia Joshi.

Reader’s Clique

IMA organised a book review on the book ‘The Godfather’ for management professionals and students in IMA Reader’s Clique on 14th October. The Moderator for the session was Mr. Rahul Jain, Managing Director, PSPL Advertising Pvt. Ltd. and Director, Swift Intermedia Convergence Pvt. Ltd.



Workshop

IMA organised Evolution for Excellence workshop on ‘A Conscious living for Corporate World – UltaPulta Way to success’ on 18th October. The Faculty for this workshop was Mr. Aseem Shrivastava, Former Managing Director, Kirloskar Ebara Pumps Ltd., Pune.

HR Forum Meeting

IMA organised an HR Forum Meeting on the topic ‘Multi-skilling- today’s need’ on 25th October. Different corporates, academicians, industrialist, bankers put their views on the topic and the challenges, possibility and scope of multi skilling were also discussed in the same.

Kerala Management Association

Evening Meeting

An evening lecture meeting was jointly organised with CREDAI, Indian Institute of Architects & Builders Association of India on 4th October. It was addressed by Ar. Iqbal Habib, MD of VITTI Brindo Ltd., Dhaka, Bangladesh on the topic ‘Urban Development & Vision’.



Ar. Iqbal Habib addressing members of professional bodies



Dr. M.D. Nair addressing KMA members

Another evening lecture meeting was addressed by Dr. M.D. Nair, Former Vice President of SPIC & Consultant to WHO on 14th October on the topic ‘Developmental Trends in Diseases Management’.



Mr. K. Madhavan addressing

An evening lecture meeting was addressed by Mr. K.Madhavan, Managing Director, Asianet Satellite Communications Ltd on the topic ‘The making of a Media Empire’ on 28th October.

Management Education Programme

A two day workshop on 'Making an Impact with your Communication and Presentation Skills' was held on 14th & 15th October. The programme facilitator was Ms. Vijayanti Jagannathan, HRD Consultant, Chennai.



Ms. Vijayanti Jagannathan interacting with participants

Lucknow Management Association

Interactive Session

LMA in collaboration with TiE organised an event 'Rethink, Redesign and Recreate-Take Your Business Life to the Next Level', a thought provoking interactive session with motivational speaker and corporate trainer Mr Ranil Nair on 8th October. The programme helped entrepreneurs and others address some of the challenges they encounter and innovative and effective solutions as they navigate their life and business to greater heights and possibilities.



'Rethink, Redesign and Recreate-Take Your Business Life to the Next Level'



Jagadguru Shankaracharya Swamy Shri Nischalananda Sarsawati addressing

LMA jointly with University of Lucknow hosted His Holiness Jagadguru Shankaracharya Swamy Shri Nischalananda Sarsawati at an Interactive and Blessings Session on 19th October. His Holiness, Peethedheeshwar of Rig Vedic Goverdhan Monastery of Eastern Region Puri, Orissa was born in a highly illustrious Brahmin family of Bihar in the year 1939.

AIMA SYMP

Inauguration of AIMA's Shaping Young Minds Programme on 22nd October was held in presence of Mr. Alok Ranjan, President LMA; Mr. Raghunath Medge Dabbawala; Prof A.K. Mittal; Vice Chancellor, BBD University and Mr. A.K. Mathur, Vice President, LMA.



AIMA's Shaping Young Minds' Rtqi tco o g

Workshop

LMA in association with JNPG College organised a Workshop on ‘Career, Personality & Life-skills Counseling & Planning’ on 25th October. The speaker was Mr. Ashutosh Pandey, an experienced polyglot HR professional in the field who has worked for many years in MNC and Indian companies.

Madras Management Association

Mr Suresh Narayanan, Chairman & Managing Director, Nestle India Ltd addressed the MMA members on ‘Crisis Management – the Maggi issue’ on 21st October. Mr R Srikanth, President, MMA & Joint Managing Director, Brakes India Pvt Ltd chaired the session. Following the welcome address by Gp Capt R Vijayakumar, VSM, Executive Director, MMA; Mr Suresh Narayanan comprehensively explained to the members, the manner in which the Maggi crisis in Nestle was handled. The feedback of the programme was positive with requests for more such initiatives by MMA.



Mr Suresh Narayanan, Chairman & Managing Director, Nestle India Ltd addressing as Mr R Srikanth, President, MMA & Joint Managing Director, Brakes India Pvt Ltd looks on

Meerut Management Association

Symposium

A Symposium on ‘Make in India: Prospects & Challenges’ was organised by School of Business Studies, Shobhit University, Meerut, Uttar Pradesh, in association with Meerut Management Association on 8th October. Dr. R L Bishnoi, Director, Bank of India, Meerut was the Chief Guest and Mr. Rakesh Kohli, Managing Director, Stag International, Meerut was the Guest of Honour.



(L-R) Dr. Jayanand, Registrar, Shobhit University, Meerut; Dr. R. L. Bishnoi, Director, Bank of India, Meerut; Mr. Rakesh Kohli, Managing Director, Stag International, Meerut and Dr. Ashok Kr. Gupta, Coordinator, Shobhit University, Meerut

Workshop

Meerut Management Association and Indian Industries Association jointly organised a Workshop on Cyber Crime ‘Problems and Preventions’ on 12th October. Mr. Rakshit Tandon, Cyber Security Expert was the distinguished speaker. Members of Meerut Management Association and Indian Industries Association were present where all were updated by Mr. Rakshit Tandon on the problems of Cyber Crime and how to prevent them.



(L-R) Mr. Anurag Agrawal, Secretary IIA, Meerut, Mr. A. N. Malhotra, Chairman IIA, Meerut; Mr. Rakshit Tandon, Cyber Security Expert and Mr. Ankit Singhal, Immediate Former President, MMA, Meerut

Noida Management Association

An evening talk was organised on 1st October on the subject 'Decision making Process in the organisation'. Mr Anil Bhatnagar an eminent Corporate Trainer, Professional, Technocrat, and Academician was the speaker. He spoke on how effective and successful decision makes profit to the company and unsuccessful one makes losses. Mr SK Tomer, President, NMA welcomed the members and the speaker. 60 participants attended the programme from various industries in Noida and Greater Noida. The programme was a great success and members were highly impressed with the lecture programme.

An another programmeme was organised on 15th October on 'Goods & Services Tax' by Mr Chitresh Gupta, a fellow member of the Institute of Chartered Accountants of India and Member of Indirect Taxation Committee of NIRC of ICAI and PHD chamber of Commerce. Mr SK Tomer, President, NMA welcomed the members and the speaker. The programme was a great success with around 70 participants.



Felicitation of the speaker



Lecture on 'Goods & Services Tax'

Palghat Management Association

Palghat Management Association organised a session on 'Productivity' with Mr N. Nagarethnam, Chief Executive Officer, Abhilasha Jewelers P Ltd Coimbatore on 5th October.



Mr. N. Nagarethnam addressing

Panchkula Management Association

A Seminar on GST was held on 12th October to spread awareness of GST bill among members, industries and general public by experts. The Chief Guest was Mr Arun Grover, CMD Amartex & Chairman Panchkula Industrial Welfare association. Some of the other speakers included Mr. Rakesh Bhalla, Former Chairman NIRC (ICAI), Chief GM Isuzu Ltd.; Mr Anil Sharma, Secretary NIRC and Col. (Retd.); Dr. PK Vasudeva,



Mr. Arun Grover CMD Amartex and Chairman Panchkula Industrial Welfare association

Member, AIMA. About 50 participants from Panchkula management association, Panchkula Industrial welfare association and Panchkula consumer association attended the meeting.

Another Seminar on 'Financial Management' was held on 22nd October. The Chief Guest was Lt. Gen (Retd) Naresh Kumar, Armed Forces Medical Services. The other speakers included Mr. Pramesh Rastogi, Deputy Manager BDM BSE and Dr. Monika Aggarwal, Panellist. The participants expressed their gratitude to PMA and BSE for helping them to understand the various investment options, which will further help them to plan their investments in better way.



PMA Office Bearers with Mr. Pramesh Rastogi (second from right)

Quilon Management Association

Quilon Management Association (QMA) jointly with The Institution of Engineers (India), Kollam Local Centre (Chemical Division Board of IEI) arranged a talk on the topic 'Prospects of Cashew Industry in Kollam' on 27th October. Honorable Minister for Fisheries and Harbor of Kerala, Ms. J Mercy Kutty Amma inaugurated the function and gave the keynote speech. Dr S Jagadesh, Former DMO Kollam talked on heart fullness meditation. Mr Rajendra Prasad chaired the session and Mr Sreeraj gave the welcome speech. Mr Harilal T introduced the chief guest and Mr Sivadasan, Hon secretary of IEI proposed the vote of thanks.



Honorable Minister for Fisheries and Harbor of Kerala Ms. J Mercy Kutty Amma talking on the subject Prospects of cashew Industry in Kollam.

Rohilkhand Management Association

Rohilkhand Management Association organised a one day Workshop on 'Effective Execution' on 8th October with Mr. Anil Bhatnagar, an acclaimed professional corporate trainer. He shared useful tips for effective execution such as align strategies, break up strategies, be courageous and courteous in communication, identify difference between desired and actual outcomes and find causes and ways to address the same timely, enable strategy with actions, behaviour and commitment, foster culture of accountability, goals should be smart, hit and grip the goals smartly. The programme was well appreciated.



Mr. K.K. Damani, President RMA delivering the welcome address

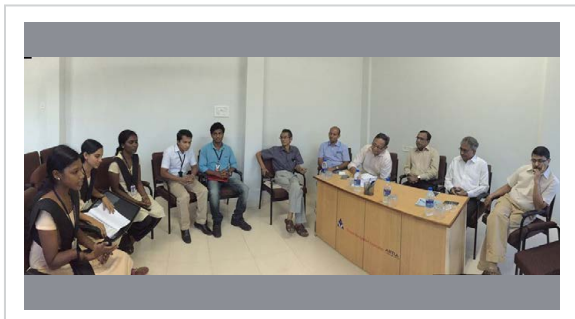
Thrissur Management Association

Address

TMA President, Er. Anand Menon addressed the 49th Engineers Day celebration by Architects and Engineers Association Thrissur Dist. on 24th September. The programme was attended by members of Architects and Engineers Association, Thrissur Dist.



TMA President Er. Anand Menon addressing



Meeting with Young Entrepreneurs

Session

A Mentoring session for Management Students with entrepreneurial ambition was held on 4th October. TMA has a mentoring committee consisting of successful entrepreneurs and professionals guide and advise management students regarding their entrepreneurial ideas. During October 2016 TMA mentored 5 such students .

Guest Lecture

TMA's monthly Guest Lecture was held on 15th October with Prof. Gino Paul G D, Prof, Tata Institute of Social Science, Mumbai. He spoke on the theme 'How Digital is India's Small Businesses-Insights from Big Data'. An analysis of digitalisation of businesses was given to members for their benefit which the members really appreciated.



Prof. Gino Paul G D addressing members of TMA



Mr. Sanjith Thandasherry addressing

Student Chapters

TMA Student Chapters: Managerial Development Programme was held on 26th October with Mr. Sandith Thandasherry as Chief Guest. The theme of the MDP was 'Entrepreneurship and Business Management Programme'. Mr. Thandasherry gave a valuable insights to management students on how to build and develop an organisation.



AIMA
ALL INDIA MANAGEMENT ASSOCIATION

13th National Competition for Young India

NCYI 2016

Formerly National Competition
for Management Students

**Theme – Breaking Through: Making
India a Creative Superpower**

Regional Rounds

- Bangalore 16th November, 2016
- Hyderabad 18th November, 2016
- Chennai 21st November, 2016
- Mumbai 24th November, 2016
- Delhi 28th November, 2016

Participation Fee (For a Team of 2 members each)

1 Team	2-5 Teams	6-10 Teams	11 and above
₹ 6,900 (Per Team)	₹ 5,750 (Per Team)	₹ 4,600 (Per Team)	₹ 3,450 (Per Team)

The participation fee is inclusive of Service Tax AIMA Service Tax No AAATA 1644 AST 001, Pan No – AAATA1644A

*Participation Fee through Cheque/Demand Draft should be sent in favour of "All India Management Association" payable at New Delhi.
The fee paid is non-refundable /non adjustable, although participation by a substitute team is allowed.*

For online registration, please visit www.aima.in



Grand Finale : 6th December 2016, The Claridges Hotel, New Delhi

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Poonam Rawat, Manager - Center for Management Development
ALL INDIA MANAGEMENT ASSOCIATION

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AIMA Events Calendar

Event	Conference Director	Venue	Date
13th National Competition for Young India		Bangalore Hyderabad Chennai Mumbai New Delhi Grand Finale	16 November 2016 18 November 2016 21 November 2016 24 November 2016 28 November 2016 06 December 2016
14th HRM Summit	TV Mohandas Pai Chairman, AIMA Manipal Global Education	New Delhi	01 December 2016
5th Young Leaders Retreat	Sanjeev Bikhchandani Founder and Executive Vice Chairman, Info Edge Vineet Agarwal, Managing Director, TCIL	Goa	02-04 December 2016
Shaping Young Minds Programme		Goa	19 January 2017
2nd Social & Digital Marketing Retreat	D Shivakumar, Chairman and CEO - India Region, PepsiCo India Holdings Pvt Ltd	Goa	19-21 January 2017
2nd India - Dubai Conference	Sunil Kant Munjal President, AIMA & Chairman, Hero Corporate Service	Dubai	30 January 2017



Event	Conference Director	Venue	Date
Shaping Young Minds Programme		Kolkata	07 February 2017
7th Senior Leadership Retreat	Sunil Kant Munjal President, AIMA & Chairman, Hero Corporate Service	Goa	10-12 February 2017
61st Foundation Day & 11th National Management Day		New Delhi	21 February 2017
3rd National Leadership Conclave	Sanjiv Goenka Chairman, RP Sanjiv Goenka Group	New Delhi	22-23 March 2017
Managing India Awards 2017	Sanjiv Goenka Chairman, RP Sanjiv Goenka Group	New Delhi	22 April 2017

To view full calendar please visit www.aima.in

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- To share the benefits and uses of Search Engine Optimization and its significance.
- Use of Google Analytics and other tools.
- Use of Social Media Marketing in today's global environment

Joint Certification

Professional Certificate in digital marketing and analytics

Course Outline

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

Program Fee

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

Class Schedule

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

For more details, please contact:

Rahul Bhatia, Program Manager
All India Management Association

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AIMA
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