

AIMA News

AIMA'S MONTHLY E-MAGAZINE

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

JANUARY 2021



Dear Readers,

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

The past few weeks have been busy at AIMA as the organisation continued to reach out to aspiring and practicing managers through its various services and programmes.

AIMA organised its 6th Global Procurement Summit in partnership with the Ministry of Finance, the World Bank and Asian Development Bank. Mr Pratap Chandra Sarangi, Minister of State, Ministry of Micro, Small & Medium Enterprise was the Chief Guest of the programme, which focused on the impact of Covid-19 on procurement and supply management functions. Mr Harsh Pati Singhania delivered the welcome address, while Mr Junaid Kamal Ahmad from the World Bank and Mr Takeo Konishi from Asian Development Bank delivered the special address. Several other eminent speakers and experts from India and abroad also shared their views over multiple sessions. More details are carried inside.

Continuing in its endeavour to help management professionals and organisations cope in these challenging times, AIMA unveiled the 2nd edition of its popular BusinessUnusual Series recently. Two such programmes were held which were addressed by senior industry captains and thought leaders including Mr Sunil Kant Munjal, Brahmakumari Sister Shivani, Mr Suresh Narayanan, Mr D Shivakumar, Mr Sanjiv Bikhchandani, Mr Devendra Chawla, Mr Arun Kumar amongst others.

AIMA's hugely popular LeaderSpeak Series continued to gain traction with the roll out of the thirty seventh programme in the series. Mr Anant Maheshwari held an insightful session on 'Skilling for the digital future', chaired by Mr Harsh Pati Singhania. Separately, a special session was also organised with Mr Ameya Prabhu on his book 'The Rock Babas and Other Stories'. Both programmes witnessed participation in large numbers with viewers joining through Zoom, Facebook, Twitter and YouTube.

The 15th edition of the BML Munjal Awards 2020 was held recently, where AIMA was on the Jury Panel for the BML Munjal Awards for 'Business Excellence through Learning & Development'. As a jury member, I had the privilege to read out the citation for the Best Public Sector in Service Award, which was presented to Delhi Metro Rail Corporation. Further details can be found inside.

AIMA participated in the Asian Association of Management Organisation's 1st Council Meeting for the year held online via Zoom. AAMO representatives from Australia, Hong Kong, India, Macau, Malaysia, Nepal, Pakistan, Philippines and Sri Lanka joined to discuss the current and future plans of the organisation. AIMA is an important and long-time member of AAMO, and currently the Presidency and Secretariat is with AIMA (India).

Brief reports can be found inside along with other updates on the 5th National Competition for Managers and various AIMA YLC sessions. During the period AIMA continued to offer its education programmes to aspiring and practicing managers; and its testing and assessment solutions to students and leading organisations & institutions.

This edition of AIMA News also brings you updates from the Local Management Associations and some interesting articles on management.

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

Warm Regards

Rekha Sethi
Director General

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CONTENTS



04 Global Procurement Summit 2021

AIMA SNAPSHOTS

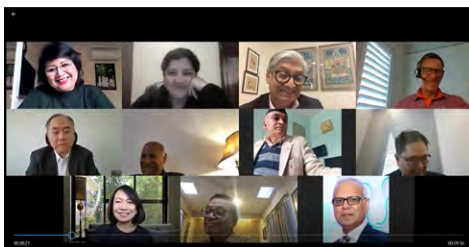
06 AIMA'S 2ND BUSINESSUNUSUAL SERIES



08 AIMA ON BML MUNJAL AWARDS JURY



09 AAMO 1ST COUNCIL MEETING 2021 & EXTRAORDINARY GENERAL MEETING



10 SPECIAL SESSION

11 LEADERSPEAK SESSION

12 YLC SESSION

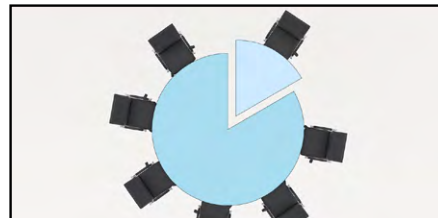
13 NATIONAL COMPETITION FOR MANAGERS 2021

IN LIGHTER VEIN

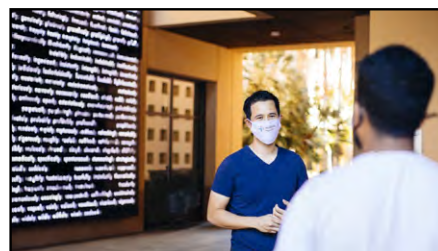
14 CHARADE OF GIFTS

FEATURES

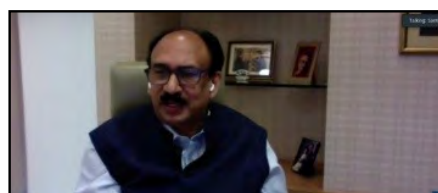
16 WHAT HAPPENED WHEN INDIA MANDATED GENDER DIVERSITY ON BOARDS



20 HOW TO BUILD BETTER RELATIONSHIPS



25 NEWS FROM LMA's



65 AIMA EVENTS CALENDAR



ADVANCED CERTIFICATE PROGRAMME IN BUSINESS CONSULTING

The Advanced Certificate Programme in Business Consulting is aimed at catering to the growing need for trained and skilled management consultants. This programme will help the participants in gaining knowledge and developing skills to act as a business/management consultant and further develop them as experts who can help the organisations to come out of the problematic situations they face.

Eligibility

- Post-Graduate or equivalent in any discipline from a recognised university
- Minimum work experience of 5 years is desirable

Duration

The duration of the programme is 6 months.

Programme Fees

The programme fees for this course is ₹ 41,300/- (including GST @18%) which include cost of Course Learning Material & Examination fees.

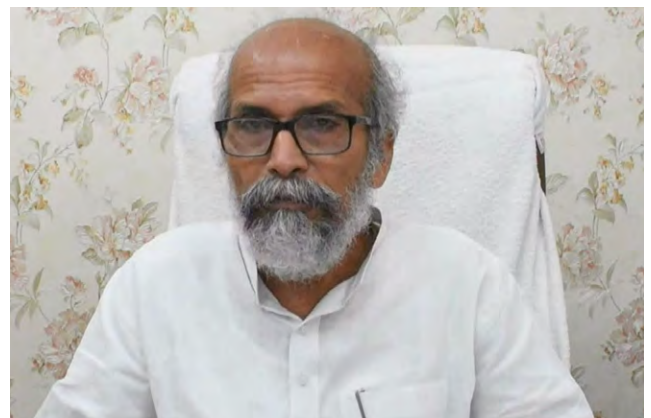
Global Procurement Summit 2021



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

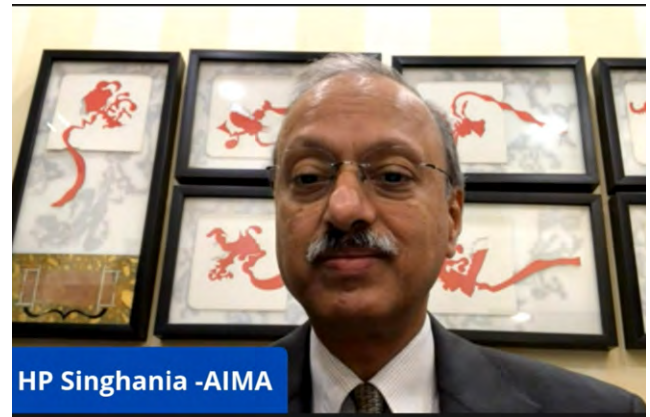
AIMA organised its 6th Global Procurement Summit 2021(GPS) in partnership with the Ministry of Finance, Government of India, the World Bank and Asian Development Bank on 3th - 4th February 2021 virtually. The theme of the summit was 'Procurement can be enabler for COVID-19 Emergency Responses'. Mr Pratap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

on the impact of COVID-19 on procurement and supply management functions and came out with recommendations for the way forward.



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

Some of the other eminent speakers included Mr Baldeo Purushartha, Joint Secretary, Department of Economic Affairs, Ministry of Finance; Mr Sanjay Aggarwal, Advisor, Procurement Policy Division, Ministry of Finance; Mr Rajeev Kandpal, Joint Secretary & CFO, Government e-Marketplace; Mr K.R.M Rao, Executive Director (C&P), GAIL (India) Limited; Ms Pratibha Jain, Founding Partner, Nishith Desai Associates; Ms Deepika Kinhal, Lead (Judicial Reforms) & Senior Resident Fellow Vidhi Centre for Legal Policy; Mr K Rajendran, Chief Vigilance Officer, Cochin Shipyard Limited; Mr Mihály Fazekas, Assistant Professor, Central European University, Non-resident Research Fellow, University of Cambridge (UK) and Senior Research Associate, The University College London; Ms Yamini Sarangi, Managing Director, Odisha State Medical Corporation; Ms Bernadine Fernz, Global Head of Infrastructure, Open Contracting Partnership (UK); Mr Gaurav Godhwani, Co-Founder and Director, Civic Data Lab (India); Mr Mayank Mehrotra, Director, Deloitte India; Ms Eliza Niewiadomska, Senior Counsel-Public Procurement, European of Reconstruction and



Mr Harsh Pati Singhania, President, AIMA & Chairman & Managing Director, JK Paper

Development and Mr Ashutosh Dutta, Senior scientist and 5G Chief Strategist, Hopkins University Applied Physics Laboratory (JHU/APL), USA amongst others.

On the occasion, the GPS souvenir was also released. The summit was well attended by around 1000 delegates through Zoom, Youtube and Facebook from various countries like USA, UK, Africa, Bangladesh, Thailand and Sri Lanka. The topical themes and in depth discussions were highly appreciated by the delegates.



Mr Baldeo Purushartha, Joint Secretary, Department of Economic Affairs, Ministry of Finance addressing

AIMA's 2nd BusinessUnusual Series



Mr Suresh Narayanan, Chairman and Managing Director, Nestle India



Brahmakumari Sister Shivani, Spiritual & Motivational Teacher



Mr Sunil Kant Munjal, Chairman, Hero Enterprise

The third programme under the 2nd BusinessUnusual Series was held on 15th January 2021 on the theme 'The Great Reset - Leadership in a Transformed World'. The programme focused on the need of reimagining the leadership in the changed business scenario. Mr Sunil Kant Munjal, Chairman, Hero Enterprise chaired the programme which was addressed by Brahmakumari Sister Shivani, Spiritual & Motivational Teacher; Mr Arun Kumar, Chairman & CEO, KPMG India; Ms Meagan Fallone, Founder Step Up AdvisErs Ltd and Board of

Director & Former CEO, Barefoot College International; Mr Sanjiv Bikhchandani, Founder & Executive Vice Chairman, Info Edge and Mr Pranjal Sharma, Economic Analyst, Advisor and Writer & Author-India Automated.

The speakers focused on factors like health crisis, economic stress, ways of working in the new normal, new legislations like ESG and rise of technology that have changed the way of doing business and leadership in this world means resetting goals, standards and



Mr Sanjiv Bikhchandani, Founder & Executive Vice Chairman, Info Edge



Mr D Shivakumar, Group Executive President – Corporate Strategy and Business, Aditya Birla Group



Mr Devendra Chawla, CEO & MD, Spencer's Retail Ltd



Mr Arun Kumar, Chairman & CEO, KPMG India

structures. Leaders need to make sure that the new transformed world is responded to with a new mind set and strategy. The programme was attended by more than 20 delegates from different industries like PSUs, FMCG, FMCD, Consulting, Building & Construction and Education.

The fourth programme under the 2nd Business Unusual Series was held on 6th February 2021 on the theme of ‘Instant Karma - Marketing at the speed of Byte’.

The programme was curated and anchored by Mr Devendra Chawla, CEO & MD, Spencer’s Retail Ltd. Mr Suresh Narayanan, Chairman and Managing Director, Nestle India; Mr D Shivakumar, Group Executive President, Corporate Strategy and Business, Aditya Birla Group; Mr Mithun Sundar, Chief Executive Officer, Lendingkart; Mr Bhaskar Ramesh, Director, Technology, FMCG, Auto, Media & Entertainment, Google India. The programme focused on the new branding opportunities and the related increased risk that digital and social media have created. Reinvention of marketing to gain the trust of consumer and deliver results also was discussed. There were 37 delegates from different industries like FMCG, FMCD, Automobile, Building & Construction and Education attended the programme.



Ms Meagan Fallone, Founder Step Up AdvisErs Ltd and Board of Director & Former CEO, Barefoot College International



Mr Bhaskar Ramesh, Director - Technology, FMCG, Auto, Media & Entertainment, Google India



Mr Mithun Sundar, Chief Executive Officer, Lendingkart

AIMA on BML Munjal Awards Jury



Rao, Director, IIT-Delhi; Mr Richard Heald, Group Chair, UK India Business Council; Mr Sandip Patel, Managing Director, India & South Asia, IBM; Mr Atul Sobti, Director General, SCOPE and Ms Naina Lal Kidwai, Chair, India Sanitation Coalition. The awards recognise organisations that successfully create and implement innovative strategies for learning and development. It acknowledges organisations that effectively harness employee talent through training and learning in order to gain a competitive advantage.

The 15th edition of the BML Munjal Awards 2020 was held on 29th January 2021. AIMA Director General, Ms Rekha Sethi was on the Jury Panel for the BML Munjal Awards for 'Business Excellence through Learning & Development'. The jury members included Mr Sunil Kant Munjal, Chairman, Hero Enterprise; Mr T.V. Mohandas Pai, Chairman, Manipal Global Education; Dr Anurag Batra, Chairman & Editor in Chief, BW Businessworld; Mr Kishore Jayaraman, President, Rolls Royce India & South Asia; Ms Vinita Bajoria, Executive Director, Titagarh Wagons Limited; Mr Vishesh Chandio, CEO, Grant Thornton Bharat; Prof V Ramagopal

Ms Rekha Sethi, Director General, AIMA read out the citation for the Best Public Sector in Service Award, which was presented to Delhi Metro Rail Corporation. In her citation, she said, "Delhi Metro Rail Corporation has emerged as a world class mass rapid transportation firm over the past decade. It has trained and developed 15000 employees with a strong focus on safety, reliability, and punctuality." Some of the other awards presented on the occasion included Best Private Sector in Service Award, Best Private Sector in Manufacturing Award; Best Emerging Stars Award and Best Sustained Excellence Award.

AAMO 1st Council Meeting 2021 & Extraordinary General Meeting



Asian Association of Management Organisation's (AAMO) 1st Council Meeting 2021 & Extraordinary General Meeting

AIMA participated in the Asian Association of Management Organisation's (AAMO) 1st Council Meeting 2021 & Extraordinary General Meeting held on 14th January 2021 via Zoom, due to the ongoing Coronavirus global pandemic. AAMO representatives including those from Australia, Hong Kong, India, Macau, Malaysia, Nepal, Pakistan, Philippines and Sri Lanka joined to discuss the current and future plans of the organisation. AIMA is an important and long-time member of AAMO, an association of National Management Organisations (NMOs) of Asia Pacific,

which promotes professional management in the Asia Pacific region.

At the meeting, AAMO representatives focused on working out a road map to enhance the reach and scope of AAMO. Member countries also charted out avenues for closer collaboration between the NMOs to create more platforms for sharing best management practices. AAMO International membership was also discussed. International Reciprocal Membership, is currently offered by All India Management Association; Institute of Managers & Leaders – Australia & New

Zealand; Management Association of Pakistan and Macau Management Association.

AAMO is a partnership of NMOs in the Asian Pacific region whose purpose is to share and actively leverage

resources to enhance the achievement of their respective missions. The current 11 countries of AAMO include Australia, Hong Kong, India, Macau, Malaysia, Nepal, New Zealand, Pakistan, Philippines, Sri Lanka and Korea.

Special Session



Mr Ameya Prabhu, a Writer and Financial Services Entrepreneur, Founder and Managing Director of NAFA



Ms Rekha Sethi, Director General, AIMA



Mr Pranjali Sharma, Author, Economic Analyst and Columnist

AIMA organised a special session with Mr Ameya Prabhu, a Writer and Financial Services Entrepreneur, Founder and Managing Director of NAFA Capital and a Partner in UAP Advisors, on his book - The Rock Babas and Other Stories on 15th January 2021. Mr Pranjali Sharma, Author, Economic Analyst and Columnist was session chaired. Ms Rekha Sethi, Director General, AIMA briefly shared her views on the book and introduced the speaker and session chair. Mr Ameya Prabhu shared how The Rock Babas

and Other Stories was a map of human fragilities and resilience. He shared how the challenges that life throws up on people make them rise to the occasion to meet the challenges. Another important aspect, Mr Ameya Prabhu focused on the need for mental well-being through spirituality and meditation. People should stay positive and concerned but not worried. One must align interest and actions to get results. The session was very well received by the participants.

LeaderSpeak Session



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

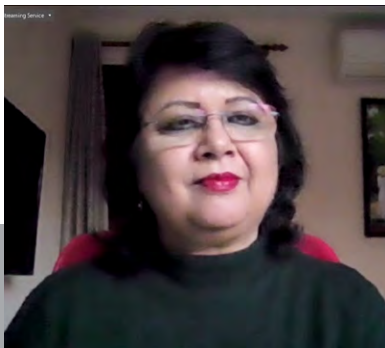


Mr Anant Maheshwari, President, Microsoft Corporation India Pvt Ltd

AIMA conducted the thirty seventh LeaderSpeak Session on 'Skilling for the digital future' with Mr Anant Maheshwari, President, Microsoft Corporation India Pvt Ltd on 28th January 2021. Mr Harsh Pati Singhania, President, AIMA and Vice Chairman & Managing Director, JK Paper Ltd chaired the session. Ms Rekha Sethi, Director General, AIMA shared her views on the subject and briefly introduced the speaker. Mr Anant Maheshwari emphasised on how for a large number of organisations, digital has become the preferred way to operate, jobs are becoming digital oriented.

Mr Maheshwari strongly believed that technology adoption, technology capability and trust were the key determinants of the intensity with which an organisation can implement digitalisation. Today it is important not only to acquire digital skills but also continuous upgrading of skills. There is a need for each one of us to disrupt our digital capabilities to lead the way forward. The sessions were very well received with participants joining through Zoom, Facebook and Twitter and YouTube.

YLC Session



Ms Rekha Sethi, Director General, AIMA



Mr Parthasarathi Trivedi, CEO & Co-Founder, Sklyo Technologies



Ms Syna Dehnugara, Chief Brand Officer, LetsVenture & YLC Co-Chair Tech Startup

AIMAYLCorganised an online session on ‘Stress, Anxiety, and Depression- Current Mental Issues; Preparing for a healthier tomorrow!’ on 8th January 2021. Dr Priyanka Behrani, Associate Professor, School of business and law, Navrachana University; Dr Nivedita Srivastava, Founder and Business Psychologist, 9LINKS-The Assessment Company; Mr Ashish Pant, Psychotherapist, Dream Worker, Facilitator, OD consultant, and Co-founder at Pathways to Self were the speakers of the sessions. The

session was moderated by Mr Kartik Sharma, Director, Agnitio & YLC Events Chair.

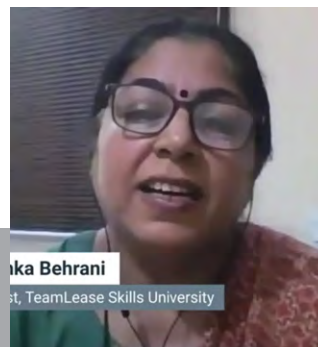
Another session with Sri M, Spiritual Teacher, Author, Social Reformer, Educationalist & Global Speaker was held on 22nd January 2021. The theme of the session was Yoga & Mental Well-Being and Mr. Kartik Sharma, Director Agnitio & YLC Event Chair was the session moderator. The programme was very well received by the participants.



Mr. Kartik Sharma, Director Agnitio & YLC



Sri M, Spiritual Teacher, Author, Social Reformer, Educationalist & Global Speaker



Dr Priyanka Behrani, Associate Professor, School of business and law, Navrachana University



Dr Nivedita Srivastava, Founder and Business Psychologist, 9LINKS



*Mr Ashish Pant,
Psychotherapist, Dream Worker,
Facilitator, OD consultant*

AIMA YLC conducted a special session on the theme 'No Blind Spots: IoT by Sky' with Mr Parthasarathi Trivedi, CEO & Co-Founder at Skylo Technologies on 5th February 2021.

Mr Trivedi shared that a race is on to build satellite constellations

to deliver a variety of services from space, ranging from narrowband machine-to-machine connectivity to broadband connectivity for human use. According to him, satellite constellations will create 28 terabytes of fresh bandwidth over the next 5-6 years. India's GSLV-III rockets will create huge satellite capacity for the country in the coming years, and that offers vast opportunities for Indian entrepreneurs, he said. Ms Syna Dehnugara, Chief Brand Officer at LetsVenture & YLC Co-Chair Tech Startup was the session moderator.

National Competition for Managers 2021



Regional rounds were held online at four regions, West, South, North and East and the Grand Finale was held on 3rd February 2021.

The Grand Finale was judged by Mr Rajeev Kapoor, Executive Director & CEO, UNO Minda; Mr C K Tiwari, Executive Director, Indian Oil Corporation Ltd; Mr Rajdeep Sehrawat, Director, Deloitte India and Mr SPS Jaggi, Former Director, Shipping Corporation of India. TCIL emerged as the Champions team, V-Guard and Larsen & Toubro were I and II Runners-up team in the Private Category.

BPCL Champion Team of National Competition for Managers

AIMA conducted its 5th National Competition for Managers on the theme 'Organisation in the New Normal: Redefining Purpose, Orientation & Action'. The

In the PSU category, BPCL emerged as both Champions and I Runners-up and HPCL was II Runners-up.

Charade of Gifts

The other day we were dining at our friend Balwant's house. Roma and Nari, a couple we have known for some time, were also there. We've other common friends and do run into them once in a while, but we've never been to each other's house. Nice couple, friendly sort, good to talk to. Nari used to work for a multinational and is a consultant now.

I remembered Roma mentioning sometime ago about their house being built at Gurgaon. Among other things, the petite, five feet nothing was looking forward to more accessible tower bolts on doors and windows so she wouldn't need to carry her little stool around which she had to in the company leased bungalow with high doors and short bolts. "You see, I'm a little short" she had confessed sportingly.

We enquired about the new house and Roma told us all about it; how they had got a great architect but lousy contractors, how many imported fittings Nari had brought, the beautiful terrace garden.... Suddenly she took off with a start, "Oh, thank you so much for the lovely gift. Sorry we are yet to have a house-warming party. We love the cute little antique lamp you have sent..."

I was flabbergasted. My wife looked askance and I just kept quiet. We had never sent them any gift; it was obviously a mistake. Someone else's card must have come unstuck, but we couldn't figure out how ours got in there.

The mystery was solved by Balwant's wife Nirmal. She confessed sending them the lamp, which we had given her last year. Our card was still in the box.

Exchange of gifts has become so inane and mechanized that there's hardly any joy left. It's more an exercise in remembering - or recording - who had given you what and when. Come Diwali time and old registers are opened. Quid-pro-quo is important. Value of your gifts

shouldn't be lower than what you received last year.

Since they had sent it first, you must do the honours this time. If their driver had brought it, you mustn't go yourself...endless calculations are necessary, including the care that you don't end up sending anybody else's card while recycling previous year's gifts and even more important, no one should get their own gift back!

As a matter of fact, we've had the pleasure of receiving such a gift - after three years - which we had given to a friend on his wedding. We've never really figured out the details but it must've been re-wrapped at least half a dozen times.

When the practice of Diwali gifts started, people used to prepare sweets at home. Everyone had a specialty. The family would then carry a small plate, of what the lady of the house had made painstakingly, to their friends. They'd all spend some time together perhaps even share a meal and when it was time to leave, the hostess would bring a return gift. There was grace, fun and charm in the process. Not a mechanized tally of inflow and outflow.

Now, the plate has been replaced by jumbo boxes, liquor bottles, huge hampers and ...much more. Big stores offer special gifts every year. Some take pride in advertising that their hampers start at Rs.5000! Of course there's no upper limit. What with imported cheese, wine caviar, suit lengths, crystal...you can pack in hell of a lot of moolah in a small basket. But, no one has the time. PAs and drivers do the job on their employer's bidding and the charade of being one-up goes on.



*by Krishan Kalra
Past President, AIMA*



CASE WRITING COMPETITION

(ONLINE MODE)

COMPETITION DATE: 30 - 31 MARCH, 2021

AIMA- India Case Research Centre (ICRC) is pleased to announce the 1st edition of Case Writing Competition (ICRC - CWC). The competition invites high-quality India focused teaching cases along with teaching note.

ABOUT THE CASE STUDY COMPETITION

AIMA, the apex body of management in India, organises several summits and competitions every year. The Case Writing Competition (CWC) is a refreshing, stimulating and a learning journey for every case author/case writer. We are encouraging eminent faculty/case authors from Universities/ B-schools and practicing manager from corporates to participate in this competition. The competition aims to encourage and promote the development of high-quality India focused case studies & teaching notes which dwell on issues affecting business, society, economy and emerging international issues. Case authors are encouraged to develop case studies using multimedia and innovative pedagogy. More than 25 reviewers from different business schools and universities have been invited to review the submitted cases.

POTENTIAL TOPIC / AREAS [CLICK HERE](#)

AWARDS AND RECOGNITIONS

PRIZES

1st prize: INR 100,000
2nd prize: INR 50,000
3rd prize: INR 25,000
(Plus one for young case author)

CERTIFICATES

The top 5 cases will receive a Certificate of Excellence
The top 10 cases will receive a Certificate of Merit
All authors of the cases will receive a Certificate of Participation

IMPORTANT DATES

15 January 2021	- Submissions open
17 February 2021	- Webinar on case competition and case development
14 March 2021	- Submission deadline
22 March 2021	- Final intimation of selected case studies for presentation
30 & 31 March 2021	- Case writing competition

KEY TAKEAWAYS

- Award and Recognitions
- Publication of selected Case Study in AIMA – India Case Research Centre
- Opportunity to attend free Workshop on Case Development

REGISTRATION FEE

For First Author ₹ 3500/-
For Second Author ₹ 2500/- + GST will be payable @18%

For complete details regarding the competition [CLICK HERE](#)

For online registration [CLICK HERE](#)

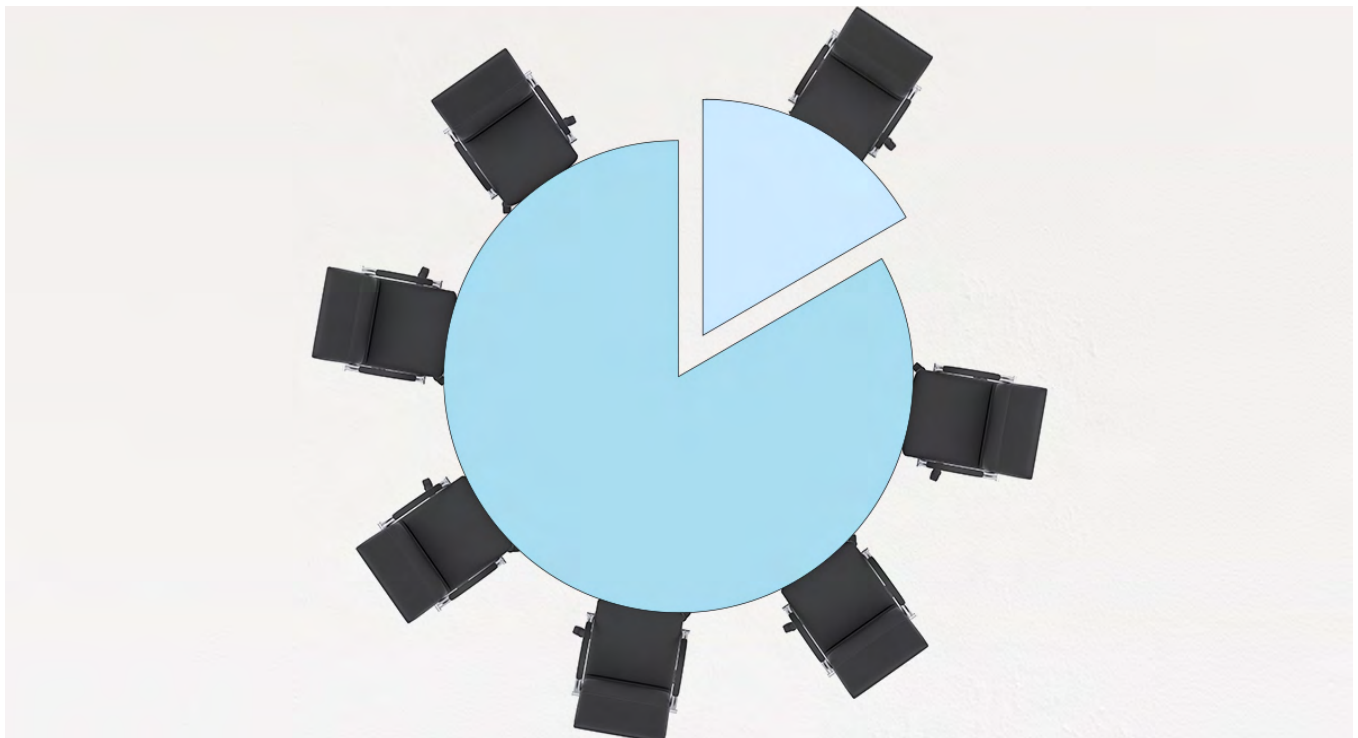
To submit Case studies for Case Competition [CLICK HERE](#)

Note: All participants need to **REGISTER** first at the ICRC portal and use the same login credentials for submitting the case study through the link provided above.

CONTACT DETAILS: Ms. Shini James, Manager-AIMA India Case Research Centre (ICRC)
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What Happened When India Mandated Gender Diversity on Boards

by Ruth V. Aguilera, Venkat Kuppuswamy, and Rahul Anand | February 05, 2021



HBR Staff/cherezoff/Getty Images

Summary.

In recent research on diversity quotas in India, one of the first instances of an emerging market adopting gender quotas, the authors found that firms' gender quotas represented a step in the right direction but did not go far enough. Firms which, at face value, seemed to be complying with gender quotas by appointing women on merit from outside the organization still "buffer" their existing activities through selective committee appointments, relegating the new female quota fillers to less consequential committees. For gender quotas to achieve their purpose as an internal corporate governance mechanism, corporate boards must embrace the appointment of well-qualified women who bring a valuable perspective to the board.

Gender quotas on corporate boards have emerged as a popular tool for policymakers to promote gender equality in the workplace. The movement began in 2003 when Norway instituted a 40 percent quota

for women on its country's corporate boards. Spain, Finland, Iceland, France, Israel, Kenya, Italy, Belgium, Portugal, Germany, and Austria have followed suit with their own quotas. In March 2020, the European

Commission announced it would attempt to reach a gender balance of 50 percent within its own management structure by the end of 2024. In 2018, California became the first U.S. state to mandate gender quotas for publicly traded companies incorporated in the state or risk facing heavy fines. But do these top-level initiatives produce substantive change, or are they merely symbolic?

In recent research, we examined the effects of board diversity quotas in India, one of the first instances of an emerging market adopting gender quotas to promote diversity. Given longstanding societal norms deterring the advancement of women in the workplace, we sought to understand whether Indian firms would respond to gender quotas in a superficial manner. We found that firms' gender quotas represented a step in the right direction but did not go far enough.

Quota fillers or contributing members?

The 2018 California mandate was met with claims that new female board members wouldn't be selected on merit, but simply to fulfill the mandatory quota. This belief, along with accusations that the practice of appointing "insiders" (female relatives of the controlling owner or female executives of the firm) is rife, suggest that while the appointment of women complies with quota requirements, their presence may not be seen as legitimate. For gender quotas to achieve their purpose as an internal corporate governance mechanism, they must embrace the appointment of well-qualified women who bring a valuable perspective to the board.

The prospect of symbolic actions in board appointments is particularly salient in emerging markets with lower corporate transparency, weak institutions, and less progressive societal attitudes towards gender equality. India is one such emerging market

to embrace gender quotas: the 2013 Companies Act made it compulsory for all publicly listed firms to have at least one woman director.

We examined the compliance choices of NIFTY 500 firms from 2013 — the top 500 firms ranked by market capitalization on India's National Stock Exchange (NSE). Of these firms, 303 firms (60.6%) had no women on their board in 2013 and needed to appoint at least one female director by April 1, 2015. The boards of these 303 firms consisted of 3,320 directors between 2013 and 2017, whose profiles we individually constructed from corporate filings, press releases, and online sources. By 2017, 82.8% of previously non-compliant firms appointed a single woman to their board, while 13.6% of these firms had appointed two or more women to the board.

We found that unlike the effects of the original Norwegian quota, where a small group of prominent women became directors on multiple boards in the so-called "golden-skirt phenomenon" (in many cases on a non-executive basis), India's 2013 Companies Act was successful in significantly enlarging the pool of distinct women serving as directors.

Contrary to our expectations, we found that most boards fulfilled the quota by appointing female directors who were independent, rather than insiders — 70.4% of women appointed to previously all-male boards were classified as independent. Yet, while these newly appointed female directors in Indian boards were also considerably more educated and more likely to have political experience than their male counterparts, they were also less likely to be appointed to key board committees such as compensation or nomination committees. Independent women — those appointed from outside the firm, with no family or ownership ties — were particularly less likely to sit on prominent committees, compared to similar male directors who were

also independent. For instance, the probability of an independent female director serving on the audit committee was nearly 40% lower than it was for an independent male director on the same board. Firms which, at face value, seem to be complying with gender quotas by appointing women on merit from outside the organization still “buffer” their existing activities through selective committee appointments, relegating the new female quota fillers to less consequential committees.

This gender bias in committee memberships continued to exist after our analysis controlled for the prior board experience of each director. Interestingly, this effect was significantly greater for independent, highly experienced female directors — the very directors encouraged by key external monitors and a visible signal of good governance — than female directors who were insiders to the firm. By sidelining new independent female board members from the more influential board committees, predominantly male boards were able to limit the extent of actual governance reform in their internal board processes.

Implications for corporate boards

The visibility of compliance is an important issue for

policy makers to address. We need to recognize the limits of corporate transparency and acknowledge that many firms — particularly in emerging markets — are obfuscating the process by over-conforming on the surface, but limiting substantive change with less visible, harder to track internal decision-making.

We also need to understand how these buffering processes are designed and conducted to achieve the same desired end result for boards, regardless of the number of women appointed to them. As global governments continue to move forward with gender equality regulations, we must acknowledge the importance of accounting for not only independence, but also the competence of women and their voice on the board through committees. It is critical to hold firms accountable and enhance the transparency that allows for regulatory scrutiny and standardized non-financial reporting standards on human capital and diversity issues.

Armed with this knowledge, policymakers, active investors, search firms, and boards can push forward with reforms to reduce gender inequality in the boardroom and target the symbolic response of firms in future legislation and board composition.

About Author:

Ruth V. Aguilera is the Darla and Frederick Brodsky Trustee Professor in Global Business at the D’Amore-McKim School of Business, Northeastern University. Her research interests are at the intersection of international corporate governance and sustainability. She is a Fellow at the Academy of International Business and the Strategic Management Society.

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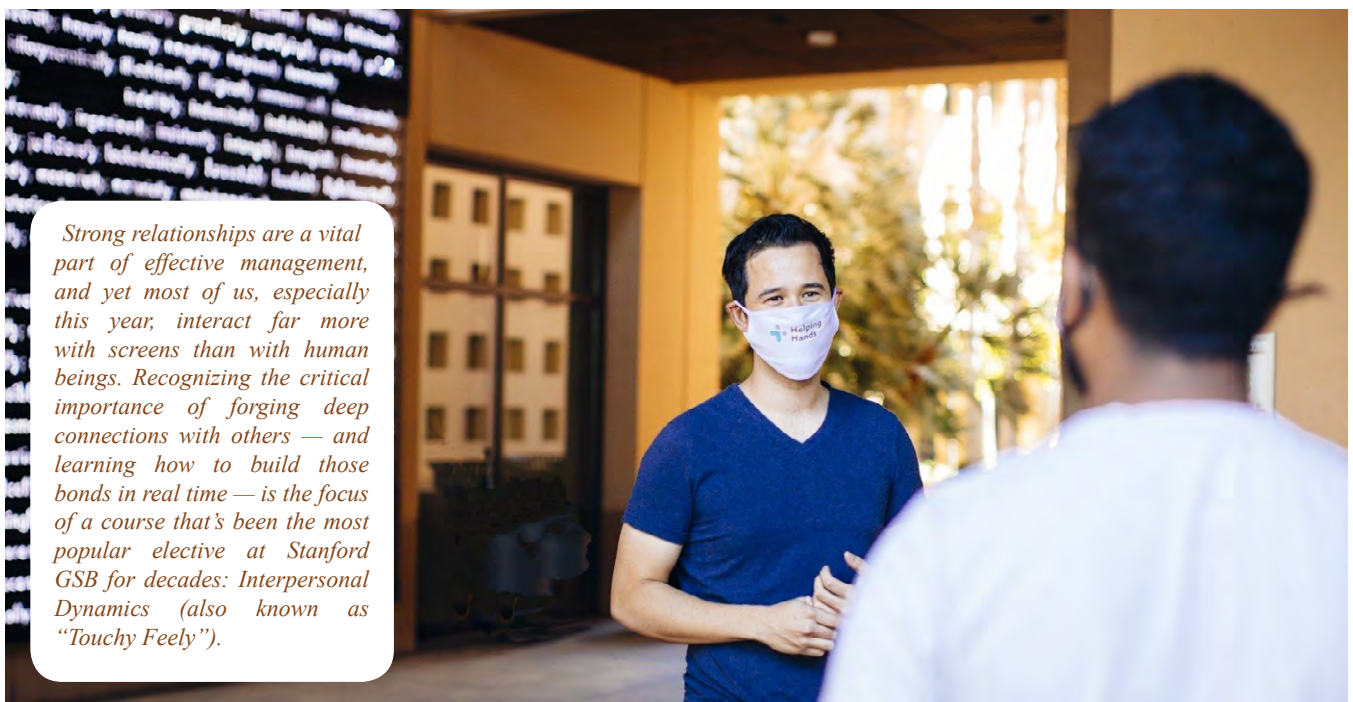
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How to Build Better Relationships

They've taught the keys to forming deep connections in the MBA classroom — now they've turned those lessons into a book.

January 7, 2021 | by Deborah Lynn Bumberg



Strong relationships are a vital part of effective management, and yet most of us, especially this year, interact far more with screens than with human beings. Recognizing the critical importance of forging deep connections with others — and learning how to build those bonds in real time — is the focus of a course that's been the most popular elective at Stanford GSB for decades: Interpersonal Dynamics (also known as “Touchy Feely”).

In Interpersonal Dynamics, students learn how the way they behave impacts others — and what that might mean to their success as future leaders. | Elena Zhukova

The iconic MBA course has taught thousands of students what it means to have “exceptional relationships” in their personal and professional lives and how to interact with others in a way that contributes to deeper, stronger connections.

Now, two of the course’s longtime teachers have teamed up to write a book based on its lessons. David Bradford, the Eugene D. O’Kelly II Senior Lecturer in Leadership, Emeritus, and Carole Robin, the former Dorothy J. King Lecturer in Leadership, are the coauthors of *Connect: Building Exceptional Relationships with Family, Friends, and Colleagues*, which translates what they’ve been teaching in the classroom for a broader audience. The book, which also includes case studies and self-reflection exercises, will be published in February.

Bradford joined Stanford GSB three years after the course was first offered in 1966, adding more sections and lecturers to meet the growing demand. Robin came to Stanford in 1998 to develop the program even further. They also

created an executive-level offering, distilling the course into a five-day intensive. In 2017, Robin helped launch Leaders in Tech, a program designed to support and develop top executives of high-growth companies.

Interpersonal Dynamics — which currently reaches more than 400 students in 12 sections — is known for its “T-group,” or training group, sessions, where Stanford-trained facilitators help students discover more about themselves and the nuances of interpersonal relationships in order to build connections that are authentic, meaningful, and productive.

Here, Bradford and Robin talk about the course, their book, and the lessons to be learned from both.

Interpersonal Dynamics is one of the most popular GSB electives. What’s at the heart of the course — and the new book?

Bradford: It’s fundamentally about how to develop robust relationships and lay the foundation for them to become exceptional. An exceptional relationship is one in which we can be honest with each other, can trust each other, and can productively resolve differences and disagreements. It’s a relationship where we’re each committed to the other’s growth and development as well as our own..

Deep, fulfilling, personal connections can happen with a wider range of people than we normally think possible.

David Bradford

You won’t develop exceptional relationships with everybody. That isn’t possible! Deep connections require a great deal of effort. Still, let’s say you have some relationships in your life that you know could be stronger. You’re not sure they’ll ever reach “exceptional,” but you know there’s room for deeper connection. The concepts in this book can help you move forward anywhere along the continuum.

What’s the draw of the class and a few lessons learned?

Bradford: If I can be myself and you can be yourself, then we have a greater chance of making a connection. Students find that to be both transformational and validating. But that process is also a risky process. As we start to build a relationship, you will inevitably do some things that will annoy me and vice versa. Do I take a chance of maybe losing this relationship by saying, hey, what you did really hurt me?

One of the tools we teach is the 15% rule. It’s saying something to a friend or family member that’s a little risky, or 15% outside your comfort zone. You consistently take that risk knowing it might not always work out. When it does, you find people to be more interesting and you know more about them, even if it’s not all positive.

Robin: Students learn they’re more likable and more interesting to their fellow students when they stop spinning their image and let others know who they really are. That, in turn, leaves them feeling known and affirmed in ways that many have never experienced in their life, which is one reason they describe this course as life-changing. They learn that beliefs and assumptions they’ve held for years about themselves,

leadership, and relationships have ceased to serve them. For example: Feedback will ruin a relationship. That gets updated to: Feedback, when done well, can actually strengthen a relationship, as well as lead to more growth by both parties.

What’s surprised you about the course?

Bradford: One of the most striking observations we’ve had over the years is that deep, fulfilling, personal connections can happen with a wider range of people than we normally think possible. We can develop an exceptional relationship with someone whom we seem, outwardly, to have little in common with. We’ve seen it happen, again and again, in both personal and professional settings.

Connecting with others is more important than ever these days. How are we doing?



Carole Robin and David Bradford | Nancy Rothstein

Robin: We’re living at a time when it’s apparent people don’t know how to connect across differences. People have lost, or maybe never had, the capacity to be curious about what’s going on with other people. In the book, we talk about suspending judgment long enough to get to know somebody a little better to see if there’s a

way to connect. Letting people know how their behavior impacts us is also really powerful.

A key model we describe is the interpersonal cycle. It helps us understand that, in any exchange between two people, there are actually three realities. Reality one is our own needs, motives, and intentions; reality two is the behavior we engage in when we’re in public; and reality three is how our behavior affects someone else. The model helps explain why most feedback isn’t nearly as effective as we’d hope. It’s because most people don’t speak from their area of expertise. Most of us act like amateur psychologists, trying to figure out why others act the way they do. If we can stay on our own side of the net, our feedback can be more accurate and help us deepen our relationships.

What do you hope people take away from the book?

Bradford: A very important message throughout is the notion that you always have choices. Often people say, “I can’t say this, I can’t raise this issue,” or “I’m helpless because the other person isn’t responding right.” But you have agency. You can choose not to deepen a conversation or have a relationship. Or, you can put in the work and build the relationships you want to a much higher degree than you thought you could.

Robin: While it might be hard to change behavior, we all have control over that. What we can’t change and is unfair to ask for is personality change. So, for example, I might be an extreme extrovert, but that doesn’t mean I can’t learn to make more space for others to speak up and not suck quite as much oxygen out of the room. The more I understand how my behavior impacts you negatively, and the more I care, the

more incentive I'll have to change that behavior. And then, when I do work hard and change that behavior, you not only feel less negatively about me and our relationship improves, but I also discover that you, and others, have all sorts of wonderful things to share and the incentive to create space for others is reinforced.

Where do you begin if you want more exceptional relationships at work?

Robin: In the business world, you can't take years to get to know each other before you do business together. The sooner you can trust each other, the sooner you can be productive. It's a trap to think you have to get it just right. You just have to start. One premise of the course and the book is that you're not going to learn it until you do it.

Don't start with the most difficult relationship in your life where you may not be able to get traction right away. Look for a relationship that feels worth investing time and energy in because you want to deepen it and then start taking some risks. It's not going to happen overnight. It's going to take time and energy. Many students have told us, "I thought the course would help me be a better leader, but it also helped me be a better human being."

How do you see people using the book's lessons during and after the pandemic?

Bradford: Before the pandemic, we could have conversations naturally. Now, we socialize over Zoom, but for most people, it feels surface-y. People are thirsty for deep discussions. I'm hop-

ing people say, "I really miss intimate interaction, and the next time I'm talking to neighbors, maybe I can make it a little more personal now that I have these competencies." Maybe people will be more likely to seize opportunities and make them more special. The book gives people ideas and cues on how to do it.

We aren't promising you the "five easy steps to deep connections" because such steps don't exist. One size does not fit all, which is something every student and executive participant has learned firsthand. What works for you might not work for someone else, and something that helps grow one relationship might fall flat in another. Exceptional is also not an end state, because relationships can always grow deeper. Instead, think of exceptional relationships as living, breathing organisms that are always changing, always in need of tending, and always, always capable of taking your breath away.

Anything else you want to share?

Robin: The fear we hold of taking risks is that it will negatively impact a relationship. Even if it does temporarily, beyond that is an even stronger relationship, if you keep at it. The payoff can be immense — a deeper relationship with others, but also with yourself.

Bradford: We don't want people to think that every relationship has to be exceptional. If you have four or five exceptional relationships, that's enough because it's a lot of work. But we do hope that every relationship people have is at the least more functional, as well as a little bit deeper.

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Allahabad Management Association

Workshop

Allahabad Management Association organised a workshop on 31st January in collaboration with MINDXL, Gurugram through Zoom. The topic was 'Interview Etiquettes' and the session was addressed by Mr. Ravi Prakash, soft skills consultant and certified man management trainer. He elaborated upon the interview process, how to prepare for a successful outcome and gave an insight into what happens inside the board room and the various scanning processes. The highlight of the workshop was the Q /A session wherein some frequently asked questions were discussed. 20 AMA members and 15 students registered for the workshop.

• INTERVIEW ETIQUETTES
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• SELF INTRODUCTION
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Mr. Ravi Prakash <MSc.DMM>
Soft Skill consultant
Certified Man-Management Trainer

Workshop on 'Interview Etiquettes' by Mr. Ravi Prakash



The executive committee members and their spouses

Allahabad Management Association organised a special executive committee meeting on 5th January to discuss signing of two MOUs. The first one with SS Khanna Degree College Allahabad for conducting skill development programmes and organising management workshops. The second MOU was to be signed with MINDXL, Gurugram for organising virtual management development workshops.

Allahabad Management Association organised a session through Zoom on 10th January in collaboration with MINDXL, Gurugram on the topic 'Management of knee pain' with Mr A.K.Prasad, the noted yoga and wellness expert. He gave an insight into the prevention, healing and cure of knee pain through yogic postures, changes in life style, nutritious diet and acupressure. The programme was appreciated by the senior members of AMA. 25 members registered for the session.

YOGIC MANAGEMENT OF KNEE PAIN

PREVENT HEAL & CURE
YOUR KNEE PAIN
THROUGH

- YOGA AASAN
- LIFE-STYLE CHANGES
- NUTRITIOUS DIET
- ACCUPRESSUE

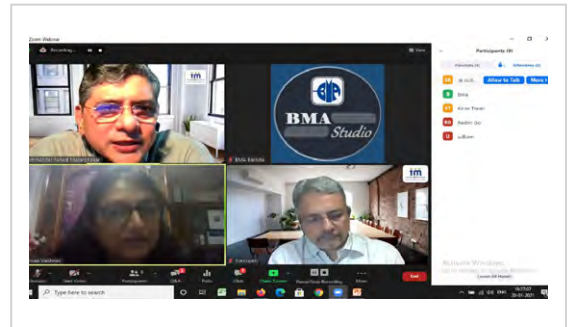
MR. ARJUN KUMAR PRASAD
YOGA & WELLNESS EXPERT

Session on 'Management of knee pain'

Baroda Management Association

Webinar

Baroda Management Association organised a leadership webinar on 21st January on the topic 'Leadership in the VUCA World-Lessons from the Military' on virtual platform. Ms Minaxi Vaishnav, President welcomed the eminent speakers, Commodore Sriram Srinivasan and Commander Ninad Phatarphekar, industry leaders, members and participants. She mentioned lessons from the Military Paradigm in the VUCA – Volatility, Uncertainty, Complexity and Ambiguity world would attribute and strengthen cooperation with innovative solutions to make the VUCA ready teams, entities and leaders. She ended wishing a great learning experience to all participants.



Speakers addressing during the webinar



MOU signed by BMA & Krantiguru Shyamji Verma Kachchh University

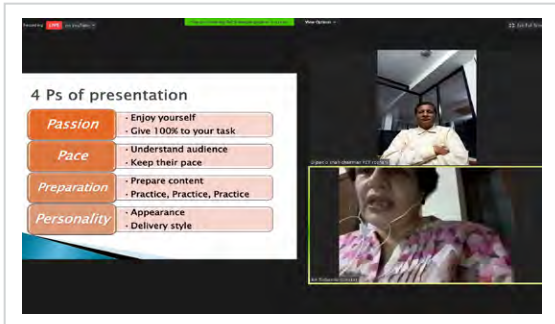
A MOU for jointly conducting the management certification programmes by Baroda Management Association & Krantiguru Shyamji Verma Kachchh University, Bhuj was signed on 11th January at a ceremony organised at KSKVKU, Bhuj. BMA President, Ms Minaxi Vaishnav represented the team BMA and the event was presided by Dr. Prof J. D. Jadeja, Vice Chancellor and other dignitaries present at the function.

Friday Evening Talks

Baroda Management Association organised its evening talk on 1st January on 'Decoding your taxes for You with You' with CA Param P Doshi. The speaker discussed that while professionals calculate your taxes, it is important for everyone to understand what information tax statements actually contain. There are certain special situations where we need to comply with special requirements. Many people may miss such requirements and have to bear the hassles of non-compliance.



Talk on 'Decoding your taxes for You with You'



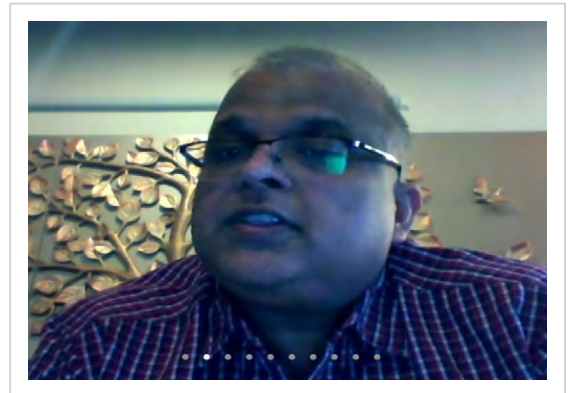
Ms. Avi Sabavala addressing the session

Baroda Management Association organised another evening talk of 'Effective Presentation Skills' on 8th January with Ms. Avi Sabavala. The speaker discussed the importance of making a good presentation; understanding the audience; preparing relevant content; delivering content; voice modulation and body language.

Bharuch District Management Association

CEO Think Tank Forum Meet

BDMA organised an interactive session on 2nd January with Mr. Ashish Garg, Unit Head, Grasim India Ltd, Cellulosic Division, Vilayat shared about his experiences of working in China for more than 3 years. The session was lively with a lot of interactions among the participants. Around 30 CEO's, Unit Heads joined the meeting and was appreciated by all.



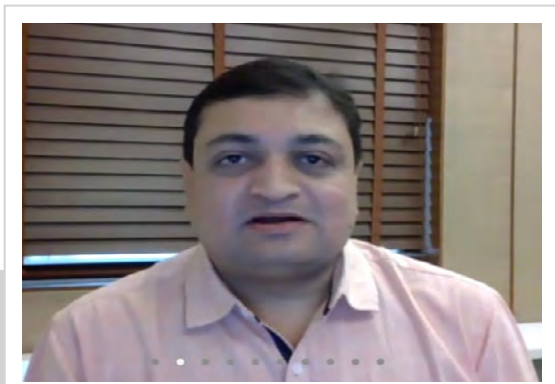
Mr. Ashish Garg addressing the participants



Mr. A. K. Agrawal, CEO, BDMA addressing the students

Webinar

BDMA in association with School of Liberal Arts & Management, P P Savani University organised a webinar for students on 8th January. The theme of the session was to introduce 'BDMA Platform for Academia-Industry Collaboration' addressed by Mr. A. K. Agrawal, CEO, BDMA. The students were taken through the journey of BDMA and its services concluding how it is beneficial for them to join as student member to be industry-ready. The session was attended by around 50 students.



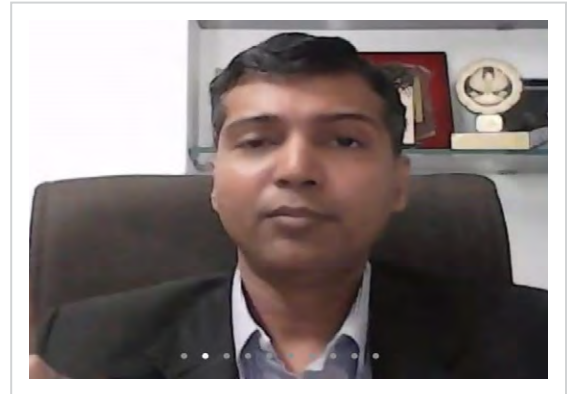
Adv. Jigar Shah addressing at the webinar

Finance Forum

Finance Forum organised a webinar on 9th January on an important theme 'Recent Amendments in Rules and CGST Act' by Adv. Jigar Shah, Partner, L&S Attorneys, Ahmedabad. Adv. Shah elaborated in detail on various aspects of the theme and shared his in-depth knowledge on topics like Amendment to Section 16(4) and Schedule II of CGST Act;

Amendments relating to surrender and cancellation of registration; Restriction on utilisation & availment of ITC; Rule 36(4); Rule 138E and much more under the CGST act.

Finance Forum organised another webinar on the topic 'Decoding E-Invoicing' on 30th January by CA Chintan Patel [FCA, CPA (USA), CISA (USA), CS, DIRM, DISA]. He explained the various aspects like why E-Invoicing; process of generation and reporting of E-Invoicing; applicability; advantages; issues and challenges, FAQs. The session was attended by more than 40 finance professionals.



CA Chintan Patel addressing the participants



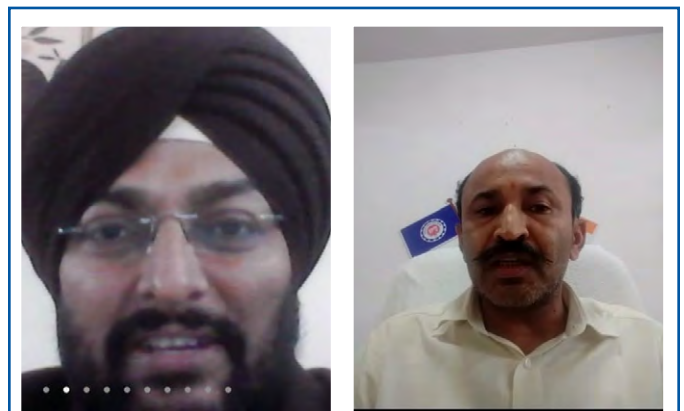
Mr. Bhomik Shah addressing the 3rd CSR Forum

CSR Forum Meet

CSR Forum organised its 3rd meet on 22nd January on the topic 'Integrating Nutrition in CSR & Employee Wellness'. Mr. Priyesh Rathod and Mr. Bhomik Shah, speakers of the session from IMPAct4Nutrition shared about their initiative of addressing nutritional awareness through CSR Intervention of corporate partners followed by Nutri focused approach and relief work through employee engagement and employee volunteering.

HR Forum Meet

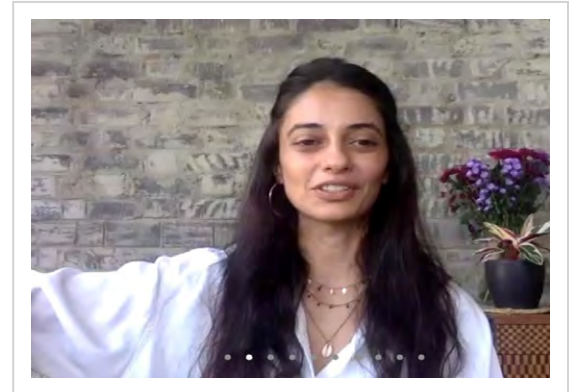
HR Forum organised its 49th Meet on 28th January by Mr P P S Maingi, Regional PF Commissioner – I and Dr. Sumer Ratnoo, RPF- II . The session elaborated on various aspects of the AatmaNirbhar Bharat Rozgar Yojana like Criteria, Eligibility & non-eligibility, Industry & Individual responsibility and benefits of the scheme etc. Mr. P. S. Vayeda, Past President, BDMA was the coordinator at the 49th HR Forum meet. The session was attended by more than 50 HR professionals from various industries.



Mr P P S Maingi and Dr. Sumer Ratnoo addressing the 49th HR Forum

Women’s Forum

Women’s Forum of BDMA organised the 2nd webinar of newly started series under its aegis i.e. ‘Talent Unlimited’ - Power of Passion. The session was jointly organised with Rotary Clubs in Bharuch City & Inner Wheel District 306 on 30th January. Ms. Ayesha Khanna, a costume designer at Bollywood film industry and a Filmfare award 2020 winner shared her journey and industry experience with more than 90 participants at the session. Her journey was very much inspiring for all who are on the way to persue their passion.

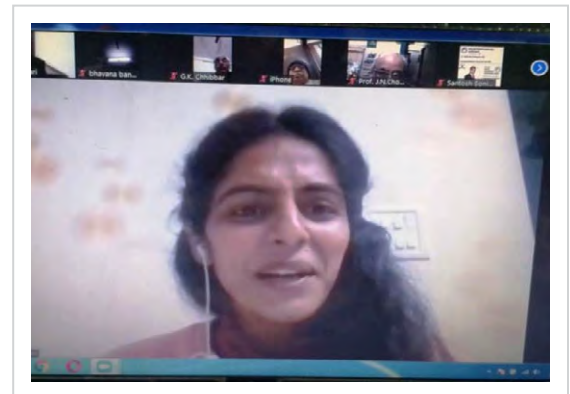


Ms. Ayesha Khanna addressing the participants

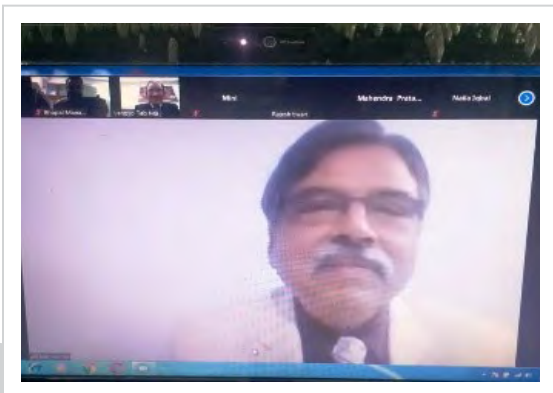
Bhopal Management Association

Leaders Speak Series

Bhopal Management Association organised its Leaders Speak Series on 31st December on the topic ‘Life Management (Ways to Lively Life)’ with Ms. Deepal Chhatwani, Freelance Skill Trainer through Zoom. The welcome address was given by Mr. R.G. Dwivedi, Co-Chairman, BMA and moderated by Dr. Aditya Gupta, Placement Officer, IIFM, Bhopal. The vote of thanks was given Mr N.K. Chhibbar, Hon. Secretary, BMA. About 30 participants attended the programme.



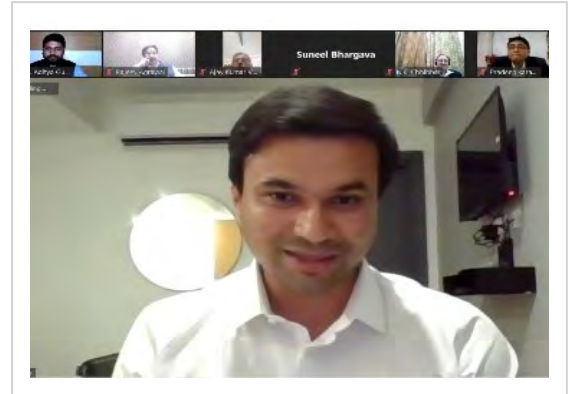
Ms. Deepal Chhatwani addressing the session



Mr. Ajay Kumar Verma addressing the members

BMA organised its Leaders Speak Series on the topic ‘Vision 2021: Motivation, Passion & Achieving Excellence in New Normal’ on 9th January via Zoom with Mr. Ajay Kumar Verma, Founder & CEO, Consultants for Quality & Productivity as the keynote speaker. The welcome address was given by Dr. Mahesh Shukla, Chairman, BMA and moderated by Dr. Aditya Gupta, Placement Officer, IIFM, Bhopal. The vote of thanks was given Mr N. K. Chhibbar, Hon. Secretary, BMA. About 30 members of BMA attended the programme.

Bhopal Management Association organised another Leaders Speak Series on 25th January on the topic 'Opportunity in adversity - How to turn around Your Business in Covid Times' with Mr. Kunal Giani, Founder & Managing Director, Sarva Foam Industries Pvt Ltd. The welcome address was given by Mr. Rajeev Agrawal, EC Member, BMA. The programme was moderated by Dr. Aditya Gupta, Placement Officer, IIFM, Bhopal and vote of thanks was given by Mr. Pradeep Karambelkar, Co-Chairman, BMA. Mr. N.K. Chhibbar, Hon. Secretary, BMA also attended the programme.

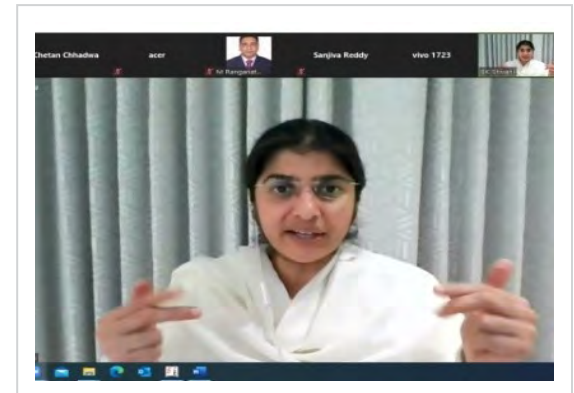


Mr. Kunal Giani addressing the participants

Bombay Management Association

Spiritual Session

Bombay Management Association organised a special spiritual session on 1st January on 'Building Spiritual Quotient for a Happier 2021' by the renowned Sister BK Shivani, Spiritual Guru. The session was very simple and practical and over 100 participants thoroughly enjoyed the unique learning experience full of wisdom and profound advice.



Sister BK Shivani, Spiritual Guru



Prof RSS Mani, President BMA & VP-ITM addressing

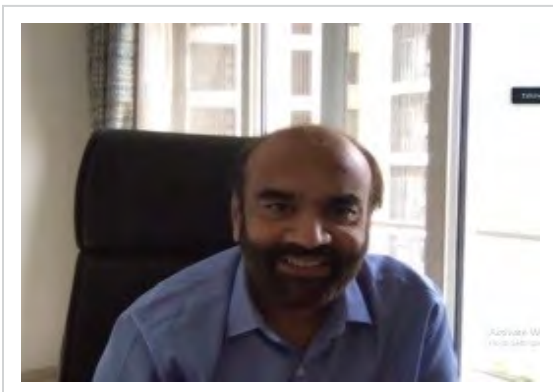
An expert talk on 4th January was delivered by Prof RSS Mani, President BMA & VP- ITM Group of Institutions on 'Restarting Education'- Innovative Strategies. Prof Mani shared his wisdom on how to plan & cope with the new normal in the education arena.

Webinar

BMA conducted the 40th edition of Wednesday Wisdom webinar on 6th January on 'Careers and the New Normal' by eminent speaker Dr. Santrupt B. Misra, CEO, Birla Carbon; Director, Chemicals & Director, Group Human Resources, Aditya Birla Group. The session was attended by 108 participants.



Dr. Santrupt B Misra, CEO, Birla Carbon; Director, Chemicals; and Director, Group Human Resources Aditya Birla Group



Mr. Ramesh Iyer, Vice Chairman & Managing Director – Mahindra & Mahindra Financial Services, President – Financial Services Sector & Member of the Group Executive Board – Mahindra & Mahindra Ltd

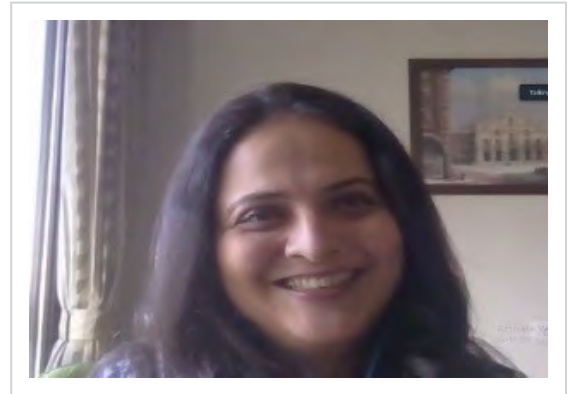
BMA conducted Friday Fundamentals on 8th January on 'Partnering the Rural Consumer towards Prosperity: The Mahindra Finance Way' by industry expert Mr. Ramesh Iyer, VC & MD of Mahindra Finance. Mr. Iyer's key mandate at Mahindra Group is to drive inclusive growth, aligned to our guiding belief of driving rural prosperity. He has been instrumental in building Mahindra Finance since 1994 into one of India's leading rural finance companies. It was attended by 56 participants.

BMA conducted the 41st edition of Wednesday Wisdom webinar on 13th January on 'Understanding Vedas (Our Ancient Tradition)' by eminent Vedic Scholar Mr K Suresh. He shared many insights on ancient Indian tradition & culture. It was a very unique session that traced the history of the Vedas that came into existence over thousands of years ago. The discussion was very engaging with 68 participants in the session.



Mr. Suresh K., Vedic Scholar addressing

BMA conducted Friday Fundamentals on 15th January on 'Learning from our Culture: Amar Chitra Katha & Tinkle Way' with speaker Ms. Preeti Vyas, the President and CEO of Amar Chitra Katha Pvt Ltd. The best part about Amar Chitra Katha & Tinkle is that the authors were able to break down the extremely complex world of Indian mythology into easily readable stories, mirroring the ease with which our grandparents told us old stories. The whole session was very engaging and 56 participants thoroughly enjoyed the unique learning experience.



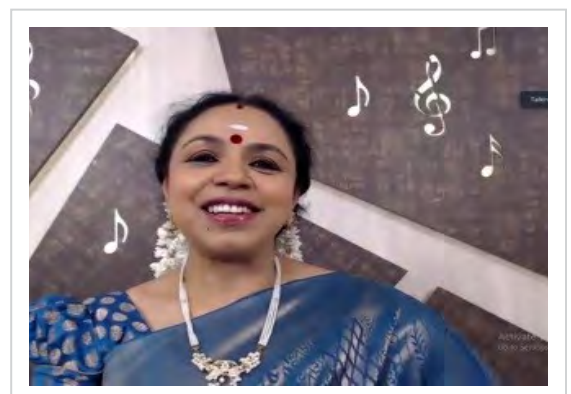
Ms. Preeti Vyas, CEO, Amar Chitra Katha Pvt. Ltd



Prof. RSS Mani, President BMA & VP-ITM Group

BMA organised a talk on 16th January on 'Career Planning for Life Success for Rotary Club of Pune Riversiders, Teachers and Student's by Prof RSS Mani, VP, ITM Group & President, BMA. Prof. Mani is an alumnus of the prestigious Tata Institute of Social Science. He has had a very successful stint in Wipro in HR, Training and Tata Institute of Social Sciences as a full time faculty before joining the ITM Group. The session was attended by 63 participants and found it very transformative.

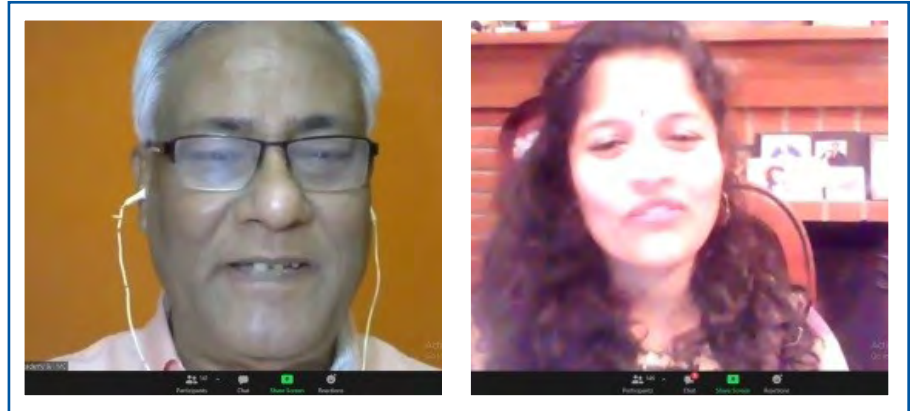
On 20th January, Sangita Kalanidhi Dr Sudha Raghunathan who is a torch bearer of Carnatic Music & Padma Bhushan Awardee spoke eloquently on the Guru Shishya Parampara. She enthralled the audience with very relevant thoughts on mentorship, coping with challenges and shared plenty of wisdom in her unique inimitable style. 62 participants enjoyed the session.



Sangita Kalanidhi Dr. Sudha Raghunathan, Padma Bhushan Awardee

Innovation Conclave

Bombay Management Association conducted its first BMA Innovation Conclave on 22nd January in digital format. The session was facilitated very ably by BMA President Prof. RSS Mani, VP, ITM Group. Prof Ranjan Das and Dr. Rangapriya Kannan held a very informative session full of optimism & insights. The session was attended by 230 participants.



(L-R) Prof. Ranjan Das, Professor of Strategic Management, IIM-Calcutta; Ms. Rangapriya Kannan, chair of the Department of innovation & entrepreneurship & Founder Director of the Entrepreneurship & Innovation Catalyzer, University of San Diego School of Business

LeaderNXT is a leading programme held jointly by Bombay Management Association and Jamnalal Bajaj Institute of Management Studies to future-proof leadership in the years ahead. It is based on the 10 futuristic people skills identified by World Economic Forum. On 23rd January, the ceremony started with the virtual lighting of the lamp. The opening remarks were delivered by Dr. Kavita Laghate, Director, JBIMS thereafter Prof. RSS, Mani, President, BMA addressed the forum and Ms. Chhaya Sehgal, Immediate Past President, BMA introduced Mr. Pramod Bhasin the Chief Guest. Mr. Bhasin delivered the inaugural address to the forum. The students of Leader 2020 shared their experiences and the students of LeaderNXT shared their expectations from the programme. The vote of thanks was delivered by Ms. Vaijayanti Naik.



(L-R) Mr. Pramod Bhasin, Founder & Ex-President, CEO, Genpact, Chairman of Clix Capital; Dr. Kavita Laghate, Director JBIMS; Ms. Chhaya Sehgal, Immediate Past President, BMA

On 23rd January, the second event with TMI was jointly hosted by Bombay Management Association and Pala Management Association. Living a minimalist lifestyle does wonderful things for your mental state. Minimalism gives you the time, space, clarity, and freedom to cultivate your true self and fully engage with everyday life. The webinar was conducted by Dr. Jubilant who himself has embraced a minimalist lifestyle and encouraged all to embrace it.



(L-R) Dr. Jubilant addressing the participants; the moderator, Mr. Chintan Oza, BMA EC Member

A webinar was organised on 27th January on 'Leading in the Ruptured World' by Capt. Raghu Raman, Founding CEO, Natgrid, Ex-President, Reliance Industries, Distinguished Fellow ORF & Author. The session covered how we could develop perspectives, maintain the morale of our teams and prepare them for the challenges of the future. 82 participants attended the programme.



Capt. Raghu Raman, Founding CEO, Natgrid, Ex-President, Reliance Industries, Distinguished Fellow ORF & Author

BMA organised a session on 29th January on Business story telling by Mr. Ajit Kamath, Virtual Master Trainer and Facilitator. In organisations, stories can be used powerfully by leaders and managers to connect deeply to their teams and influence them to achieve organisational goals. Mr. Kamath looked at how one can start building a repertoire of stories using the fossil harvest tool and explored a story craft framework to create impactful lasting stories. The session was attended by over 90 participants.



(L to R) Prof. RSS Mani, President, BMA & VP-ITM Group and Mr. Ajit Kamath, Virtual Master trainer and Facilitator

Chandigarh Management Association

Seminar

Chandigarh Management Association conducted a seminar on 16th January on 'Leadership Mantra, A Roadmap to Success' with Mr. Amulya Shukla, a Motivational Speaker and Leadership Coach. He stressed that leader is a man who has vision, infrastructure, system, time and effort with full commitment. According to him, leaders create leaders. CA Uma Kant Mehta thanked the august gathering in this Covid-19 time. The event was well attended by members.



Principal Bhupinder Singh, Sr. Member, CMA introducing the speaker Mr. Amulya Shukla

Coimbatore Management Association

Managing Committee Meeting

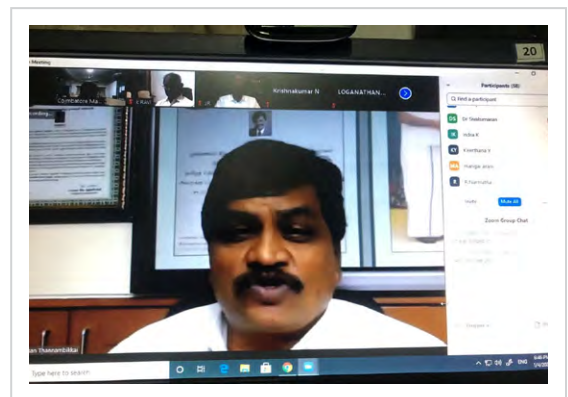
The Managing Committee meeting of Coimbatore Management Association was held on 8th January. Mr. Jayakumar Ramdass, President, CMA welcomed the MC members and requested all MC and committee members to play a pro-active facilitation role for various initiatives and activities. CMA's focus in 2021 should be towards brand building, membership drive, expansion of CMA into neighbouring districts of Tiruppur, Erode and Nilgiris, interaction with other industry bodies and digital initiatives. The vote of thanks was proposed by Dr. Nithyanandan Devaraaj, Secretary, CMA and attended by 3 Past Presidents of CMA namely Mr. Ramesh Kumar, Dr. O.A. Balasubramaniam and Mr. Prashanth S.



2nd MC Meeting of CMA

Monday Musings

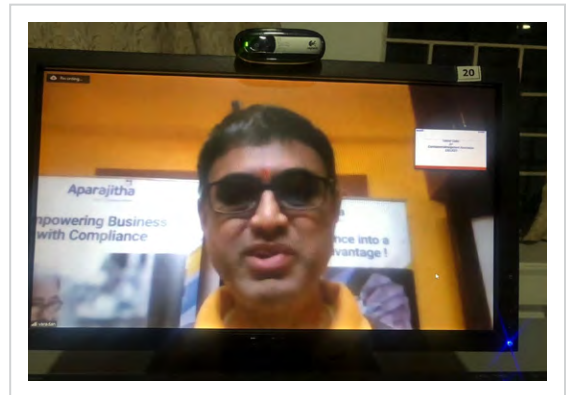
The first Monday Musings of 2021 was held on 4th January, a special session on 'Emotional Intelligence for personal productivity' by Dr. Kavidasan, Director, Roots Industries India Pvt Ltd who is an eminent motivational speaker and a Tamil litterateur. In his talk, he highlighted the role of emotional intelligence to help us sail smoothly through troubled life. Mr. Jayakumar Ramdass, President, CMA in his introductory remarks said that owing to the outbreak of the Covid-19 pandemic, the year 2020 was a challenging one for the entire human race. He



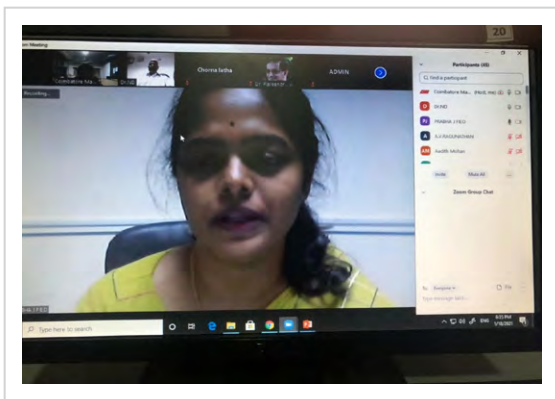
Session by Dr. Kavidasan

added that the pandemic taught us a lesson to be frugal, live within our means and value human relations. Dr. K.Ravi, CMA, Vice President introduced the speaker and Secretary, Dr. Nithyanandan Devaraaj proposed the vote of thanks.

CMA's Monday Musings on 11th January featured Mr. K.Varadan, Chief Consultation Officer, Aparajitha, who spoke on 'New Labour Codes – Impact and Concerns'. He said that the new codes would subsume many labour laws and broadly confine the legislations within the contours of four heads: minimum wages, occupational safety, health and working conditions and social security. These codes are evolved to rationalise the existing labour legislations. CMA, President, Mr. Jayakumar Ramdass in his introductory speech said that the topic of today's discussion gains importance because it lays focus on how the labour laws should catch up with the developing economic situation. CMA, Vice-President, Mr. R. Varadarajan introduced the speaker. In his vote of thanks, CMA secretary Dr. Nithyanandan Devaraaj said that the existing labour laws would be subsumed in the new codes intended to improve labour relations and expand job market. The programme was coordinated by Dr. Prashant R. Nair, Joint secretary.



Talk by Mr. K.Varadan



Talk by Ms. Prabha J.

CMA Monday Musings programme on 18th January was addressed by Ms. Prabha Jayachandran, Chapter Head of Federation of Indian Exporters' Organisation, made a presentation on the topic 'Identifying export opportunities and incentives—Online portals and other options' through Zoom. She said that the Central Government has launched several schemes to promote exports by giving multifarious concessions and incentives. Dr. Nithyanandan Devaraaj, Secretary, CMA introduced the speaker and stressed that the topic was highly relevant as exporters require proper guidance and information about the incentives and concessions for exports. CMA treasurer, D. N. Raveendran summed up the proceedings in a concise manner. The session was coordinated by Dr. Prashant R. Nair, Joint secretary.

Delhi Management Association

The 9th e-learning session of NOWE@DMA was organised on 7th January on the theme of 'Technology for Navigating Business in Covid Times and Beyond'. In the opening remarks Ms. Veena Swarup, Former Director HR, EIL & Chairperson, NOWE@DMA shared that DMA over the years has organised a number of activities for the women entrepreneurs and addressed by senior women professionals. Technology has laid the foundation for resilience as we are adopting technology in different ways.

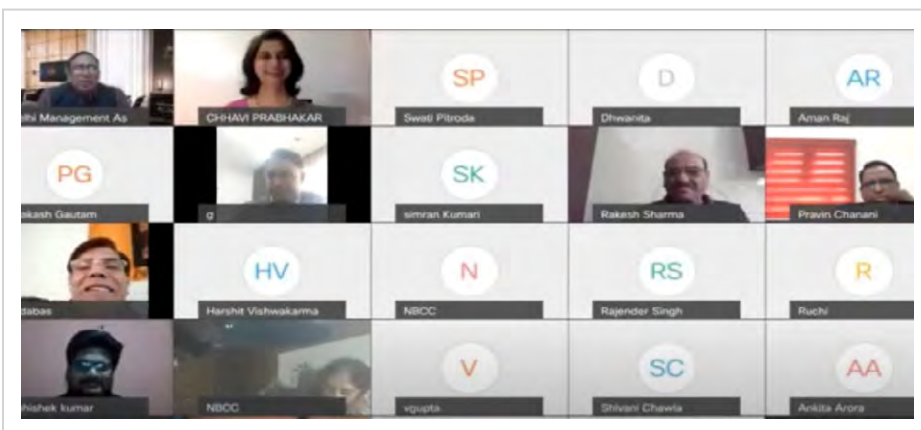


Speakers and participants during the session

Ms Sanchita Biswas, Head of Expertise & Solution Centre & Technology Incubation, Orange Business Services India shared that 70-80% of women entrepreneurs faced decline in revenue due to Covid 19. She stressed that digital technology adoption is the key for growth in low touch economy, customer centricity and empowerment with best tools & information is the mantra to success. Ms Amrutha Valli, Founder & CEO, Purple Apple Infosystems LLP shared that the customer loves technology which is very clear in the last one year and it's clear that customer is the king. The session was moderated by Dr Tripti Toor, Associate Professor, IILM University. In the vote of thanks Mr. Rajan Pandhi, Director, DMA extended heartfelt thanks to all the eminent speakers for their presence and the audience for their active participation and enthusiasm.

Webinar

DMA organised a webinar on 20th January on 'Current Investment Scenario in India -Market Outlook'. Ms. Chhavi Prabhakar, Co-Founder & CEO, Global Indian Solutions and Chairperson, DMA Finance Committee welcomed Dr R S Dabas, Vice President, DMA; Mr. Rakesh Sharma, Past President, DMA and the key



Speakers and participants during the webinar

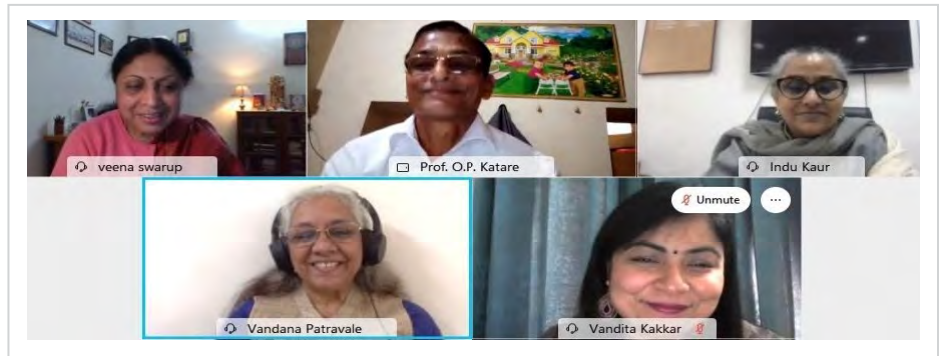
speakers- Mr. Rajender Singh, EVP- The X Future, Head - The League; CA Ramesh Kumar Jaiswal, General Manager, Finance, Real Estate Division NBCC India Ltd and Ms. B K Sokhey, Director, Finance, NBCC and Co-Chairperson, Finance Committee, and the fellow participants.

CA Ramesh Kumar Jaiswal shared that 2020 was the year of crisis and opportunities for Indian industry. The year 2020 saw disruptions to lives and livelihood all across the world and India was no exception.

Mr. Rajender Singh shared his views on Financial markets – pre and post pandemics. He shared that for most of the investors, the purpose of the investment may vary depending in terms of financial objective, period, and risk levels, so forth. In the concluding remarks Ms. B K Sokhey shared that with the availability of vaccine, reduce interactions and increase in the mobility, our economy and industry revival is definite and there are challenges in the path of the recovery but we need to look through the macro economic factors to handle those challenges. Mr. Rajan Pandhi, Director, DMA thanked the eminent speakers for sharing insights on investment opportunities in India and the way forward.

Colloquium

Networking Resource Centre & MHRD’s Institution’s Innovation Council, University Institute of Pharmaceutical Science, Punjab University Chandigarh organised a special Colloquium on Creating a Culture of Innovation – the people aspect on 22nd January with the



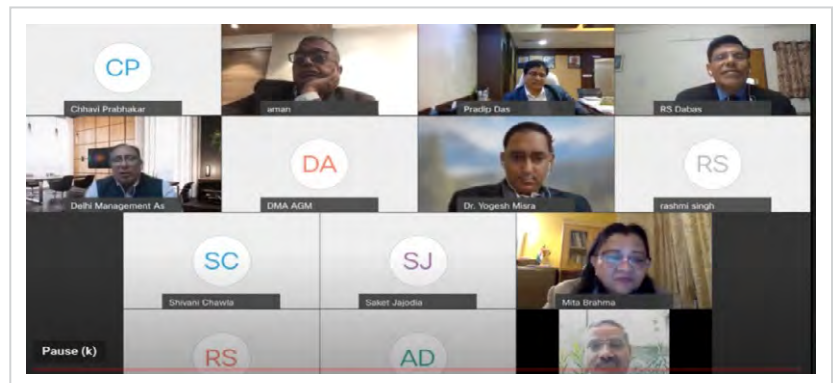
Speakers during the session

support of Delhi Management Association. Professor OP Katore, Course Coordinator welcomed the august gathering. Professor Indu Pal Kaur, Chairperson, UIPS & Programme Coordinator, UGC-NRC, delivered the welcome address. Professor Raj Kumar, Vice Chancellor, Punjab University, Chandigarh also shared his views with the participants.

Ms. Veena Swarup, Former Director-HR, EIL and Chairperson, NOWE@DMA was the Chief Guest. In her talk, she explained the treasure of human resource in any Institute. Around 200 faculty and students enjoyed her illustrious talk. Dr. Vandita Kakkar, Joint Course coordinator presented the vote of thanks.

Webinar

DMA organised a webinar on 23rd January on ‘Business Acumen: Building a Better HR’. Mr. Debasis Satapathy, GM-HR, NBCC welcomed Dr Yogesh Misra, President, DMA, the key speakers Mr. Amandeep, Founder & Sherpa-in-Chief at ThenSherpas.in; Mr. Pradip Kumar Das, Chairman & Managing Director, IREDA; Dr R S Dabas, Founder & CEO, Centre for Individual & Organisation Excellence and



Session on ‘Business Acumen: Building a Better HR’

Vice President, DMA and Dr Mita Brahma, Advisor- Strategic HR, NIIT, the session moderator and the fellow participants.

In the opening remarks Dr Mita Brahma shared that as the world of business changes so rapidly and as technologies keep changing, the role of HR has kept evolving and expected to know not only business but a fair amount of technology use analytics and to get the right insights so as to be a partner in business and strategy in every way. Mr. Pradip Kumar Das shared that when we talk about HR, we talk about humans. According to him, focus on each and every employee, capacity, the competency, gap analysis, reallocation of work, outsourcing are some of the success mantras of business. Mr. Amandeep shared his perspective on how HR has contributed directly because of business acumen and alignment to the growth of the company. Dr R S Dabas shared that HR has to understand what are the pain of the business and the opportunity of the business and one has to correlate everything related to that.

Dr Yogesh Misra shared that the world is changing as far as technology is concerned. According to him companies which invest on HR, they not only show greater accounting results in terms of internal capital but even in terms of market-based result and has a direct impact on business. In the vote of thanks Mr. Rajan Pandhi, Director, DMA shared that business acumen is a key part of HR. Increasing proficiency in this competency will help increase the legitimacy of HR in the eyes of the business world.

ISTD Delhi Chapter organised a webinar on 29th January on 'Talent Development: Renewed Perspectives' with

the support of Delhi Management Association. Mr. Mukesh Jain, Chairman, ISTD, Delhi Chapter welcomed the eminent panellists – Mr. Chandan Chattaraj – President, Human Resources, UFLEX Group; Mr. S K Bose, ED-HR, IOCL; Mr. Pradyuman Pandey, CHRO, Mother Dairy; Ms. Harpreet Datta, Corporate HR, GMR Group; Dr V M Bansal, retd IAS. Chairman, New Delhi Institute of Management; Dr. H. Chaturvedi, Director, BIMTECH; Ms. Pritha Dutt, Director, Empower Pragati,



Speakers addressing the session on 'Talent Development: Renewed Perspectives'

an NSDC partner; Mr. Arjun Khanna, Vice President - Client Engagement, Ed Cast; Dr G P Rao, Founder & Managing Partner, GPR HR Consulting LLP & session moderator and the fellow participants.

The eminent speakers shared that developing talent is one of the best ways to assure an organisation has the leadership it will need for a successful future. Talent can be obtained by coaching, job shadowing, lectures, mentoring, rotations, books, articles, assessments, and more. The session concluded with a vote of thanks by Dr DV Shastri, Executive Director- HR, GAIL and Vice President, ISTD, Delhi.

Faridabad Management Association

Faridabad Management Association in collaboration with Shri Vishwakarma Skill University organised a virtual National Industry Conclave on 15th January on the topic 'Emerging employment opportunities and skills required Post-Covid 19'. The welcome address was given by Dr. Jyoti Rana, Dean, Skill Faculty of Management Studies, Dean Student Welfare, Incharge, GND Centre for Innovative Leadership & Entrepreneurship. Thereafter, Mr. Abhay Kapoor, President, FMA gave a welcome address and Mr. Raj Nehru, Hon. Vice Chancellor of Shri Vishwakarma Skill University delivered the theme address. The event started by Ms. Simin Askari, Vice President, Corporate Human Resources and Business Excellence, DS Group followed by Mr. Agniwesh Thakur, a senior leader from Accenture; Mr. Alok Sheopurkar, Executive Vice President and Head-Human Resources, HDFC Asset Management Ltd, Mumbai and Mr. Harbhajan Singh, Former Director, Honda Motor Cycles & Scooters Ltd. It was attended by students, faculty of SVSU and participants from industry. The vote of thanks was delivered by Mr. V. Thyagarajan, Executive Director- FMA.



Industry Conclave on 'Emerging employment opportunities and skills required Post-Covid 19'



Session on 'Shifting Paradigm in Learning'

FMA and PeopleZenn conducted a virtual event on 20th January as a part of Mind Forge Series- Talent Agenda – 2021 and the theme was 'Shifting Paradigm in Learning'. The moderator and welcome address was given by Ms. Jayanthi Jagannath, Founder & Partner, PeopleZenn. The distinguished speakers for the event were Mr. Anil Santhapuri, Director, Learning & Development, Asia Pacific Global Delivery Centres of Excellence, CGI; Ms. Dipty Jalan, Head – L&D TM and OO, Usha International; Mr. Shatrunjay Krishna, Group Head – Organisation Design, Learning & Development COE, GMR Group and Mr. Anup Lewis, HR Director, Schneider Electric. The event was attended by well known senior leaders from the corporate, FMA members and also from academia.

Faridabad Management Association supported the event organised by ISTD on 29th January on the topic 'Talent Development – Renewed Perspectives'. The session started with a welcome address by Mr. Mukesh Jain, Chairman, ISTD. The event was chaired and moderated by Mr. GP Rao, Founder, Good People Relations. The speakers were Mr. Sanjay Kumar Bose, ED-HR- IOCL; Mr. Chandan Chattraj, President-HR, UFLEX Group; Ms. Harpreet Datta, Head-Talent Management & D&I, GMR Group; Mr. Pradyumna Pandey, CHRO, Mother Dairy; Dr. H.



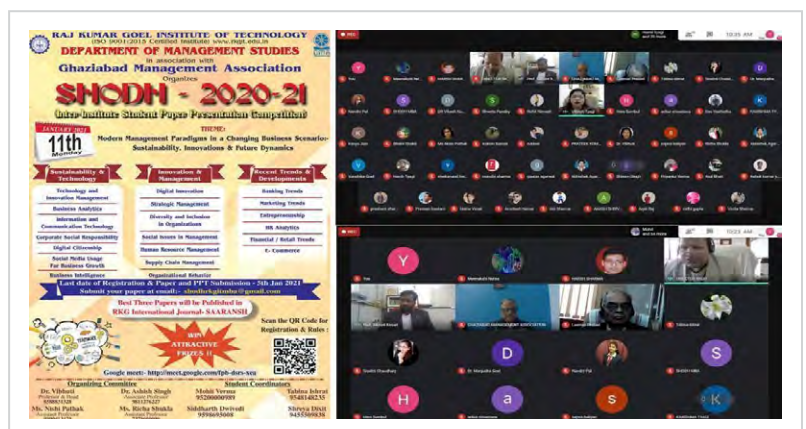
Session on 'Talent Development – Renewed Perspectives'

Chaturvedi, Director, BIMTECH; Mr. Vishwa Mohan Bansal, Chairman, NDIM; Ms. Preeti Dutt, Empower Pragati and Mr. Arjun Khanna, Client Engagement ED Cast. They spoke about changes in the talent needs in the corporate world, how the academia and skill training bodies are gearing up and what are the challenges and blind spots in talent development and new age thoughts and ideas. There was a huge participation from the corporate sector and the academia.

Ghaziabad Management Association

SHODH-2020-2021

Ghaziabad Management Association and RKGIT, Ghaziabad organised SHODH-2020-2021 on 11th January an online Inter Institute Student Paper Presentation competition. The programme was presided by Executive Director, Dr. D. K Chauhan; Group Advisor, Dr. Laxman Prasad; Director, Dr. D R Somasekhar; Director, Academics, Dr. Vikesh Chaudhary; MBA Head, Dr. Vibhuti and Mr. Vinay Gupta, Executive Director, GMA. Dr. D R Somasekhar welcomed the chief guest and

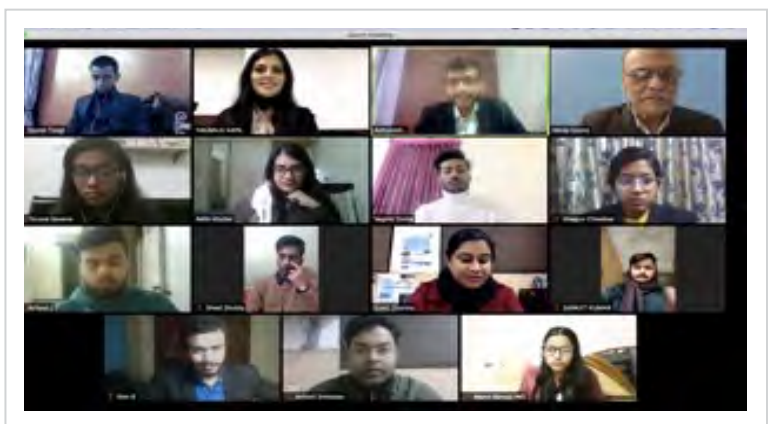


SHODH-2020-2021 an online Inter Institute Student Paper Presentation competition

the participants from all over India and Dr Bikrant Kesari, Professor, Department of Management Studies, Maulana Azad National Institute of Technology, Bhopal, the chief guest gave important information to the students related to importance of new research. About 80 students from 25 colleges participated in the competition.

La Fiesta En Vogue – Communicating through Fashion

GMA and IMS Ghaziabad University organised La Fiesta En Vogue on 16th January and the Guests of Honour were Mr. Vinay Gupta, Executive Director, GMA and Ms. Ritu Jain, Associate professor, School of Business, Pearl Academy. The event enabled the students to acquire communication skills related to the fashion and lifestyle industry. Mr. Gupta addressed the students how fashion is a medium of creating an impression on others and how appropriately you are attired and wish to be perceived by people in context of the particular occasion you meet them. Prof. Ritu Jain highlighted how conscious brands are in creating fashion for the modern generation and also highlighted on the darker side of fashion industry which also everyone must understand. The session was attended by about 145 students from many institutions.



Speakers & participants during the webinar

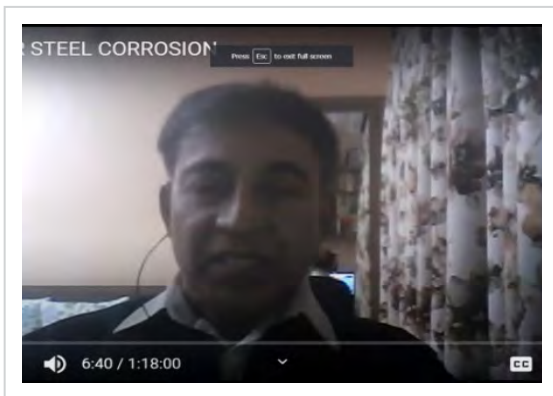
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International Webinar

Ghaziabad Management Association and IPEM Group of Institutions, Ghaziabad organised an International webinar on 16th January on ‘Sustainability in Financial Management: Challenges & Measures’ with Ms. Neetu Chadha, Asst. Prof. Delhi institute of Advanced Studies and Mr. Umesh Kumar D, Head of Delhi NCR, Mirae Asset Global Investments through Zoom. They spoke on the various measures and challenges of financial management in motivating financial growth towards values of sustainability. The event had a participation of 127 delegates.



Session on ‘Sustainability in Financial Management: Challenges & Measures’



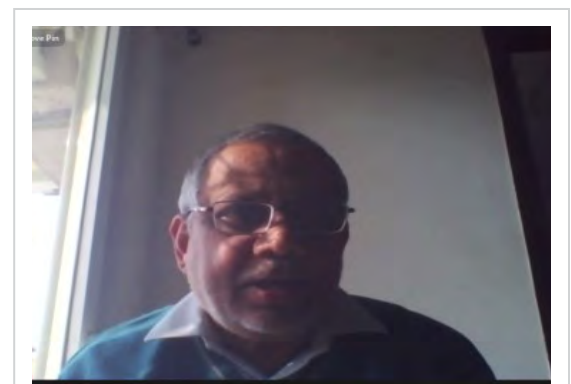
Dr. Jayanta Saha addressing the participants

Webinar

GMA organised a session on 16th January on ‘Steel Corrosion’ with Dr. Jayanta Saha, a lead Auditor, General Manager with Institute for Steel Development & Growth. The session was very informative and Dr. Saha shared his expertise of various ways, causes, forms and different ways to protect steel from corrosion. The session was attended by about 32 participants comprising industrialists, professionals and some senior students.

Management Simulation Game Chanakya 2020-21

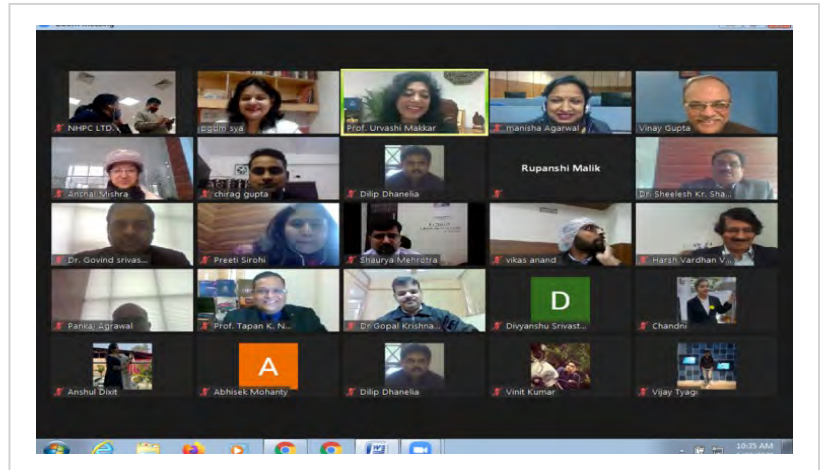
A two day Management Simulation Game ‘Chanakya’ was conducted by All India Management Association on 21st and 22nd January through Zoom. Hypothetical case scenario was presented to the participants. The teams compete among themselves in the virtual market created, by deciding on a strategy with respect to the pricing of the product, advertising of the product, taking bank loan to maintain the cash flow, buy plant & machinery etc. All team members are required to take business decisions to out-perform their competitors within a given time frame.



Mr D.K. Gupta, Deputy Director, AIMA addressing the participants

MDP

GMA and IMS, Ghaziabad organised an online MDP and training programme on 22nd -23rd January on 'Service Innovation'. The objective was to develop and enhance the applied perspectives on innovative practices of service marketing with the aim to put forth the service Improvement Framework and ICT based Service Marketing Innovations, which are essential for successful organisations. The session started with the opening remarks of Prof Urvashi Makkar, Director, IMS,



Speakers and participants during the MDP

Ghaziabad. The first day included the speakers Mr. Vinay Gupta, Director, GMA; Prof Harsh Verma, Professor, FMS and Mr. Ajoy Shah, General Manager, JK Tyres. The second day included the speaker Mr. Amardeep Bajpai, Founder, Webisdom, who spoke on SAAS and CRM and the session was moderated by Dr. Surabhi Singh, Associate Professor-Marketing. The session was attended by 25 corporate delegates.

Entrepreneurship in the Age of Disruption

GMA organised a session on 23rd January on 'Entrepreneurship in the age of Disruption' with speaker Mr. Ajey Mehta, Co-founder of iKiva Pvt Ltd and member of AIMA National Management Council. Mr. Mehta shared his experience in the corporate sector and how he decided to become an entrepreneur. He gave examples of how one can identify opportunities in disruptions. He shared the advantages, technology is creating in lives of people and what changes one could expect. He shared the attributes a person must have if he wishes to take up entrepreneurship in the age of disruption. The session was very informative, enlightening, inspiring and motivating. It was attended by above 70 participants.

GHAZIABAD MANAGEMENT ASSOCIATION
Invites you to a Webinar on
"ENTREPRENEURSHIP IN THE AGE OF DISRUPTION"

Never in the history of mankind has technology impacted so many so deeply and so fast. Starting with the smartphone revolution, digital technology has been democratized to the extent that few human beings have not had their lives touched by it. Now, more than ever, our lives have depended on technology. During recent Covid times, technology was the reason the world was able to keep going despite draconian lockdowns. Companies and communities have leaptfrogged into the digital age, with transformations that were often planned years ahead, happening in months.

Quoting Vladimir Lenin "There are decades where nothing happens and there are weeks where decades happen."

A lot of uncertainties have been laid bare by the pandemic. One thing is undisturbed: the world will never be the same again. It has changed the way we think, making us value what we have. It has instilled in us the importance of the basics, to make the most of every moment, and not to take anything for granted.

Mr. AJEY MEHTA
Co-founder, iKiva Pvt. Ltd.

Date: Saturday, 23rd January 2021
Time: 6.00 pm to 7.00 pm

At Zoom Meeting ID: 574 338 0621
Password: 874746

Ajey is a Member of the National Management Council at the All India Management Association (AIMA) and was on the board of the Finnish Chamber of Commerce in India (FINCHAM).

Session with Mr. Ajey Mehta, Co-founder of iKiva Pvt. Ltd

Guwahati Management Association

Industrial Visit

Guwahati Management Association organised a visit on 10th January to the well-known Echo Park and tourist destination developed by Mr Tenzing Bardosa. The GMA team had a meeting with Mr Bardosa, where he explained the reason and motivation to develop such a centre and overcome the numerous difficulties faced on the way. After the meeting, he took the guests to the important areas of the park, including the famous Tree Houses from where tourist can view games at night. The visitors highly appreciated the initiative of the promoter.



Industrial Visit at Elephant Friendly Echo Tourist Resort, Indo Bhutan Border

Monthly Meeting

GMA organised a physical meeting on 30th January on the topic 'Design thinking; way of business' with Mr Swapanjyoti Sarma, Founder, Abhinav Solutions. Mr S B Sharma, President, GMA presided the meeting and welcomed the guests. The speaker Mr S. Sarma, a well known corporate trainer and motivational speaker described how businesses had undergone change during the lockdown due to Covid 19. He emphasised how we approach the new environment with new thoughts. Mr Bhabesh Hazarika, Hony G S, GMA offered the vote of thanks. About 50 members and guests participated in the meeting.



Mr Swapanjyoti Sarma addressing the members of GMA

Gwalior Management Association

Seminar

Gwalior Management Association organised a one day workshop on 16th January in collaboration with Maya Academy of Advanced Cinematics, Gwalior, Surju Studio and Production House at Air Force station with regard to the 'Awareness of Multimedia Management in Digital India' with heads and senior members of GMA, MAAC, Surju. The workshop went very well under the guidance of Mr. Hemant Rajoria, Director-MAAC; Mr. Shyam Agrawal, Interim Hon. Secretary, GMA, and Ms. Aafreen Fatima, Coordinator GMA, Center Manager and expert in Animation Management, MAAC, Gwalior.



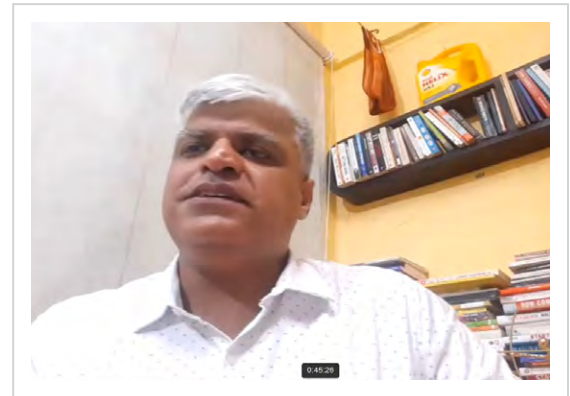
Guest addressing the members at the workshop

Ms. Fatima discussed the various benefits of the multimedia and entertainment industry in the business world. She shed light on the growing trends of multimedia in this competitive world and the requirement of the multimedia professionals in upcoming business world. The workshop was attended by more than 50 participants and members. The programme was a great success and ended with the vote of thanks.

Hyderabad Management Association

Lecture Meeting

Hyderabad Management Association organised a lecture on 11th January on the topic 'Maximising the ROI in one's Life' with Mr. Manish Advani, Founder & CEO, MIMO Potentio. He briefed on short term and long-term goals. Several individuals and organisations got disrupted due to the Covid 2019 pandemic, one formula one should keep in mind while making robust plans is OODA (Observe - Orient - Decide - Act). To sustain the level of intensity we inspire others around us through our thoughts, actions and words that inspiration multiplies and comes back to us, which help people evolve collectively as a unit. Values can play a game changing role in multiplying valuations in the long run. To put all of the above in practice, one needs to work with a mindset of an explorer by continuously thinking what else one can do to re-invent oneself to offer something better by keeping 3 interests in mind: people, profit and planet.



Mr Manish Advani addressing the participants

Panel Discussion

HMA organised a panel discussion on 23rd January on the topic 'Contribution of Women Entrepreneurs towards a New India' and the panelists were Ms Anamika Sirohi, Vice-President, Marketing, Amway India; Ms Vimmi Gujral, Head - HR & Admin, Modi Care India; Ms Rini Sanyal, Chairperson, IDSA; Ms Swati Lakra, IPS, Addl. Director General of Police, Women Safety Including SHE Teams & Bharosa Centre, Telangana State; Ms Rama Devi, Founder & President, Association of Lady Entrepreneurs of India; Ms Seema Vishal, Director & Head of Office PM International India; Ms Tanuja Abburi, Founder Beyond Pinks. The session was opened by Addl. DGP Ms Swati Lakra, IPS who spoke about women safety, SHE teams and Bharosa Centres in the Telangana State where the training was

HYDERABAD MANAGEMENT ASSOCIATION and INDIAN DIRECT SELLING ASSOCIATION presents

Panel Discussion on
Contribution of Women Entrepreneurs towards "New India"

Chief Guest

ANAMIKA SIROHI Vice President Marketing (Amway India)	VIMMI GUJRAL Head - HR & Admin (Modi Care India)	RINI SANYAL Chairperson (IDSA)	SWATI LAKRA, IPS Addl. Director General of Police (Women Safety Including SHE Teams & Bharosa Centre, Telangana State)	RAMADEVI Founder & President Association of Lady Entrepreneurs of India (ALAEI)	SEEMA VISHAL Director & Head of Office (PM International India)	TANUJA ABBURI Founder (Beyond Pinks)
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January 23, 2021 (Saturday) | 6:30 PM – 8:30 PM

Watch the session live on Facebook Page of Hyderabad Management Association and Indian Direct Selling Association

Sanjay Kapoor President (HMA)	Rini Sanyal Chairperson (IDSA)	Kavitha Rajesh Vice President (HMA)	Rajat Banerji Vice Chairman (IDSA)	V. Ramchander Secretary (HMA)
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Panel discussion on 'Contribution of Women Entrepreneurs towards a New India'

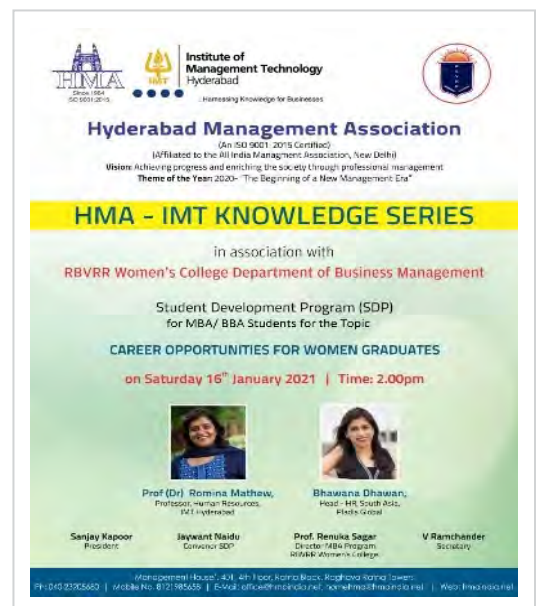
imparted to women who have become entrepreneurs from papad, pickles, powders to engineering, electronics and energy. Ms Abburi spoke about time management and being more organised of breaking the stereotypes as woman were good at multitasking. Ms Rama Devi stated that effective women’s participation could be if the following were in place like security at workplace, flexible working hours, care centres and mobility. Ms Gujral opined that women were considered the weaker sex but if the women have family support then she can go places – in Modicare 44% of the women were in management positions and were balancing their careers and family. Ms Sirohi spoke about the startup and how women are coming forward and becoming independent. Ms Vishal said that women have clarity of goals, know how to work as a team and now there is a paradigm shift as women are no more than willing to be only housewives, but are on the road to be independent.

Survey

Hyderabad Management Association conducted an online survey on 9th January on the analysis of Covid Vaccine. The survey was divided into 3 sections with 14 questions. The results were aligned to the insights of many other national and international surveys. The responses were almost uniform across the age groups. The max response was from the age group of 60-69 years (18.6%) and the least was from 70 years above (10.9%).

SDP

An online student development programme as a part of HMA-IMT Knowledge Series was conducted on 16th January on the topic ‘Career Opportunities for Women Graduates’ for the students of Raja Bahadur Venkata Rama Reddy Women’s College – Department of Business Management. Mr. Sanjay Kapoor, President, HMA briefed the students about the activities of HMA. The session started with a talk by Prof. Romina Mathew, IMT, Hyderabad who spoke about the need to have more women workforce in the governance sector and corporate sector. This was followed by a session by Ms. Bhawana Dhawan, Head- HR South Asia, Pladis Global. Organisations having global presence are looking at a multi-cultural atmosphere which includes diversity of having a good number of women, male, ethnicity in the human resources. Ms. Dhawan advised students to increase their networking abilities to crack interviews and also appear for mock interviews as a rehearsal, which could build their confidence and communication skills. More than 300 students participated in the programme. The vote of thanks was given by Prof. Renuka Sagar, Director, RBVRR Women’s College and looked forward to more activities in association with HMA.



HMA-IMT Knowledge Series on ‘Career Opportunities for Women Graduates’

Industrial and Educational Tour

Hyderabad Management Association organised an industrial visit cum study tour for 15 HMA members and 15 students from St Joseph’s College – Dept of Management with one faculty, to Pennar Industries which manufactures beams for tall buildings. They were shown how these beams were joined and how the material used for joining them were much stronger than the beams themselves.

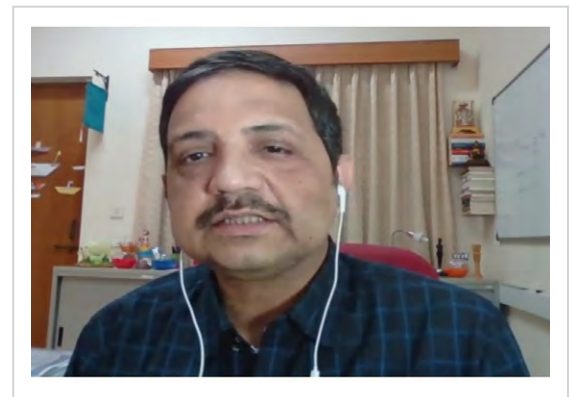


Students & HMA members at the factory

Indore Management Association

IMA Evolution of Excellence

Indore Management Association organised a webinar for Management professionals and students on 7th January on the topic ‘Reflections on Leadership Effectiveness’ with Prof. Sushanta Mishra, Dean (Research) and Professor in the OB & HRM area at IIM Indore.



Prof. Sushanta Mishra during the session



Capt. Jaison Thomas during the session

Exclusive New Series Diksha

Indore Management Association under its Exclusive Series Diksha, organised a seminar for Management professionals on 8th January at Sapcon Instruments Pvt. Ltd on the topic ‘Glimpses of LinkedIn and its benefits & Critical thinking’ with Capt. Jaison Thomas.

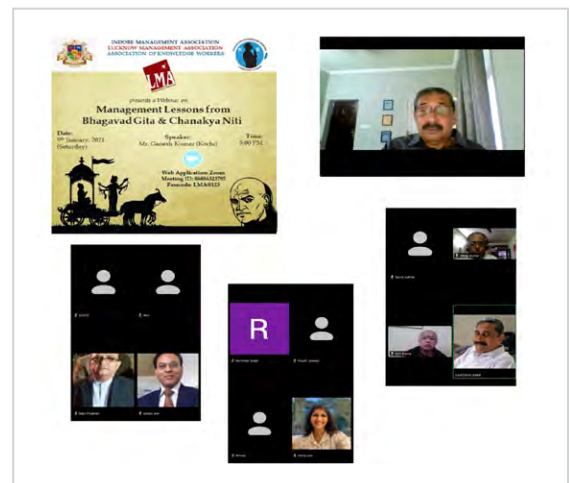


Facilitator & participants during the session

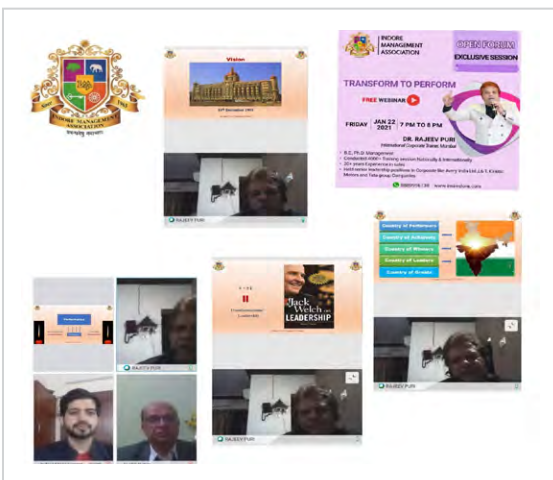
Indore Management Association Exclusive Series Diksha organised a seminar for Management professionals on 23rd January at Capco, Pithampur on the topic 'Inner Connect'. The speaker of the session was Mr. Shashank Kasliwal, Founder Emotional Intelligence INC.

Center of Excellence

Indore Management Association organised a webinar on 9th January on the topic 'Management Lessons from Bhagavad Gita & Chanakya Nitti' in association with Lucknow Management Association. The facilitator for the session was Mr. Ganesh Kumar, Kochi.



Mr. Ganesh Kumar, Kochi during the session

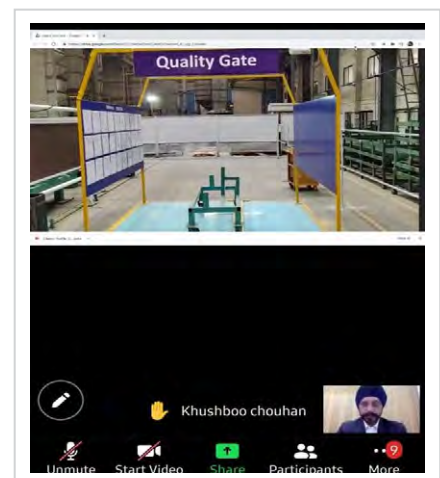


Speaker, Dr. Rajeev Puri during the webinar

IMA Centre of Excellence organised a webinar for Management professionals on 22nd January on the topic 'Transform to Perform' with Dr. Rajeev Puri, International Corporate Speaker, Trainer, Mumbai.

Student Chapter

IMA launched a Virtual industry visit on 9th January at Capco industries for the students of the Institute Government Arts and Commerce College, Indore.



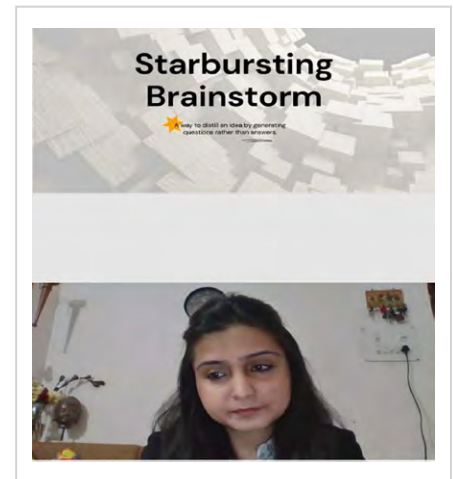
Virtual Industry visit at Capco industries



Mr. Paritosh Gupta addressing the session

Student chapter Exclusive session

IMA student chapter exclusive session organised a webinar for Management professionals and students on 21st January on the topic 'Lessons learned in building and breaking a Start-up' by Mr. Paritosh Gupta, Co-Founder, CTO, Orai Inc. USA.



Ms. Moomal Sisodia during the session

Student Chapter - Management Games

IMA student chapter Management Games organised a webinar for Management professionals and students on 29th January on the topic 'Management Games' with Ms. Moomal Sisodia, entrepreneur and trainer who makes people believe in themselves and present themselves in a way, which helps them create lasting impressions and grab opportunities that come their way.



Facilitator & Participants during the session

Skill Development Programme

Indore Management Association Skill development Programme organised a webinar for Management professionals on 29th and 30th January on the topic 'Sales Excellence via Story telling' with Mr. Achal Rangaswamy, an international sales coach speaker.

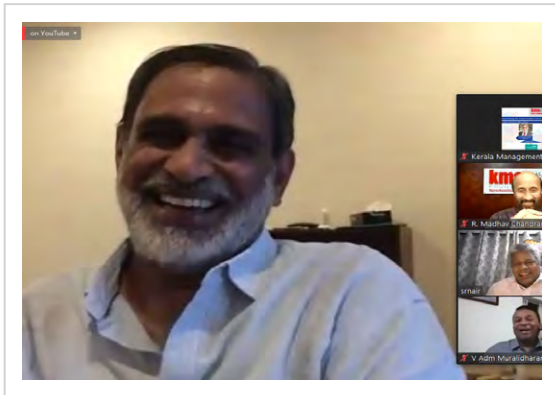
Kerala Management Association

LeaderTalks Session

Kerala Management Association organised a 'LeaderTalks' session on 5th January by Mayor of Kochi, Adv. M. Anilkumar. Mr. R. Madhav Chandran, President, KMA presided over the function and Mr. S R Nair, Chairman, Programme Committee proposed the welcome and introduction of the speaker was done by Mr. S. Rajmohan Nair, Former President. The vote of thanks was proposed by Mr. Jomon K George, Honorary Secretary. The event was well attended by the management fraternity and students.



Mayor Adv. M. Anilkumar addressing on a digital meeting



Mr. Venu Rajamony IFS (Retd.) on an interactive mode

The second LeaderTalks session was held on 8th January by Mr. Venu Rajamony, IFS (Retd.) Former Indian Ambassador to the Netherlands on the topic 'Crisscrossing the world as India's envoy'. The event was presided over by Mr. R. Madhav Chandran and Chairman, Programme Committee, Mr. S R Nair introduced the speaker and Mr. A Balakrishnan, Vice President proposed the vote of thanks.

The last LeaderTalks session for the month was held on 29th January by Prof. Dr. Venkataraman, IIM Kozhikode on the topic 'Professional Growth-Transition to the Top'. The event was presided over by Mr. R. Madhav Chandran, Programme Committee Chairman and Mr. S R Nair introduced the speaker and Executive Director Mr. Jojobe Jacob (Retd) proposed the vote of thanks.



Prof. Dr. Venkataraman along with the KMA office bearers

Masterclass on Digital Marketing

KMA conducted a Masterclass on Digital Marketing on 14th January the first of its kind. The faculty for the session was Ms. Aarthi Srinath, Partner, Inception Business Services under the Women Managers Forum. The session opened with an address by President, R Madhav Chandran followed by an introduction of the speaker by Ms. Shalini Warriar and the vote of thanks was proposed by Honorary Secretary, Jomon K George.



Ms. Aarthi Srinath and KMA office bearers



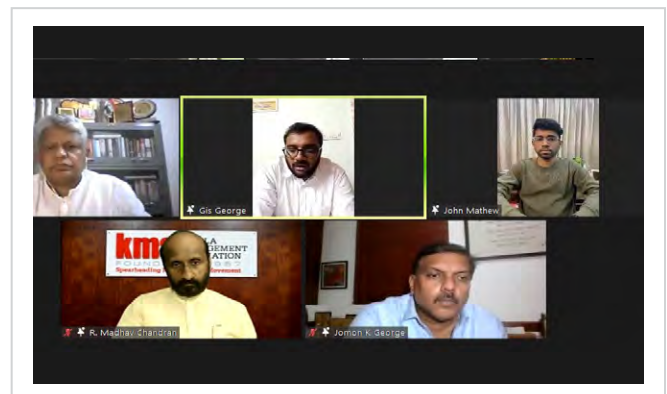
Panelists during the panel discussion

Panel Discussion

KMA organised a panel discussion on 15th January on the topic 'What's up at WhatsApp?'. The panelists were Mr. R Madhav Chandran, Founder of Cyberland Link Net Group of Companies and President of KMA; Geojith Financial Services Limited, Executive Director and Vice President of KMA, Mr. A Balakrishnan; Cyber Law Expert Adv. Dr. Pradeep and TCS cyber expert Mr. Arun Narayan also participated in the discussion. Mr SR Nair, Business Mentor and former President of KMA was the moderator. The panel discussion was well attended by the management fraternity and students.

StartCon

KMA 'StartCon' for the month was held on 21st January by Mr. John Mathew, Co-founder & CEO, Riafy Technologies Pvt Ltd. Mr. Gis George, Co-founder and Chairman, Transight Systems Pvt Ltd was on the panel with Mr. SR Nair, Past President and Programme Committee Chairman. The session was chaired by KMA President, Mr R. Madhav Chandran and Honorary Secretary Jomon K George also spoke. The event was well attended by the young entrepreneurs, students and KMA members. The participants shared their experience through their journey to success.



Panelists and the participants

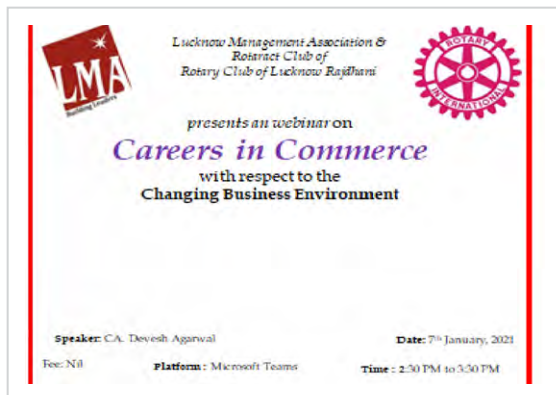
Lucknow Management Association

Book Release

Dr Navneet Sehgal, Additional Chief Secretary, MSME, Khadi & Gramodyog & Information and President, LMA released two books, written by Dr Dheeraj Mehrotra, Secretary LMA on Artificial Intelligence and Machine Learning at an event hosted by Lucknow Management Association on 1st January. During the event, he praised the effort of the author in bringing quality learning to school via knowledge sharing. Mr Pravin Dwivedi, Sr Vice President and Mr Rajiv Pradhan, Executive Director, LMA were also present on the occasion.



Release of the books written by Dr Dheeraj Mehrotra, Secretary LMA



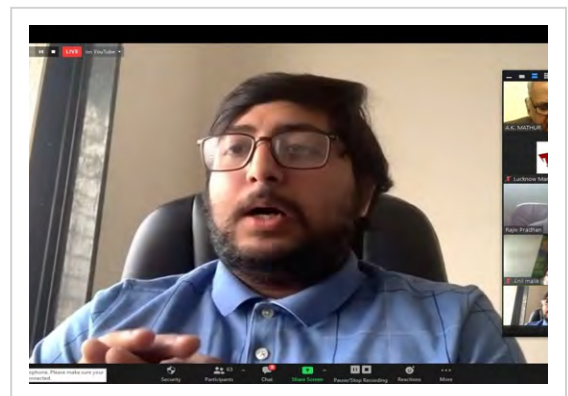
Webinar on 'Careers in Commerce with respect to Changing Eco System'

Knowledge Sharing Webinar

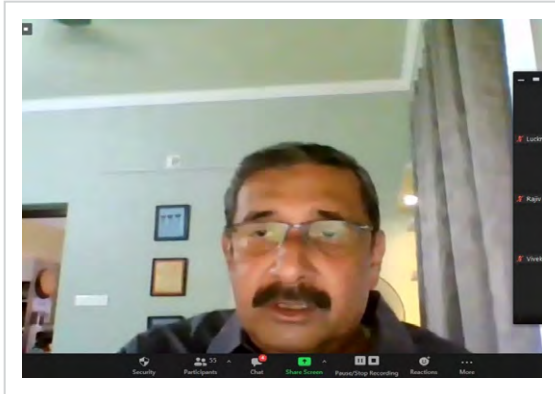
Lucknow Management Association & Rotaract Club of Rotary Club of Lucknow Rajdhani organised a webinar on 7th January on 'Careers in Commerce with respect to Changing Eco System' with CA. Devesh Agarwal. Different career options in the commerce industry were shared with students with respect to the changing business environment.

Webinar

Lucknow Management Association organised a webinar on 8th January on 'Making Profitable Business from Waste' with young social entrepreneur, Dr. Binesh Desai. He suggested applications for recycling waste to marketable products. The session was chaired by Dr Navneet Sehgal, President LMA and also attended by Municipal Commissioners and Vice Chairman, Secretary Development Authorities of the State. The vote of thanks was proposed by Mr Pravin Dwivedi, Sr Vice President, LMA and moderated by Mr A K Mathur, Vice President, LMA.



Dr. Binesh Desai addressing

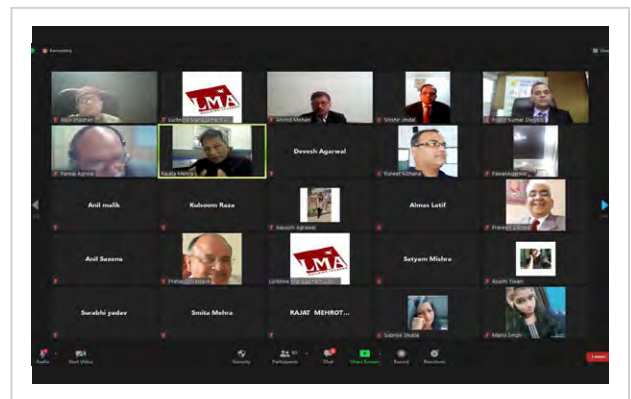


Mr. Ganesh Kumar addressing the participants

LMA in association with Indore Management Association and Association of Knowledge Workers Lucknow organised a webinar on 9th January on 'Management Lessons from Scriptures/History: Bhagavad Gita & Chanakya Niti' with speaker Mr. Ganesh Kumar. The session was moderated by Mr A K Mathur, Vice President, LMA and CA Naveen Khandelwal from Indore Management Association proposed the vote of thanks.

Online Panel Discussion

Lucknow Management Association organised an 'Online Pre Budget Panel Discussion' on 20th January. The panelists were Prof Arvind Mohan, Dean Academics, University of Lucknow; CA Pankaj Agarwal and Mr. Rajata Mehra, Director, Rajat Chemicals. Mr Pravin Dwivedi, Sr. Vice President, LMA moderated the session and Mr Rajiv Pradhan, Executive Director, LMA welcomed the participants & introduced the panelists.



Online panel discussion in progress

Medanta Hospital - Lucknow
 Lucknow Management Association
TOPIC
BACK PAIN & ROLE OF FAULTY POSTURE
 by
Dr Swetabh Verma
 Consultant Spine Surgeon, Bone & Joints Institute Medanta, Lucknow
 Friday, 22nd January, 2021 | Time: 12:00 PM - 01:00 PM
 Zoom link for the webinar: <https://bit.ly/28VEYVg>
 Meeting ID: 935 8916 0908
 Password: 123456
 For Webinar & E-Certificate contact:
 Vijay Pratap Singh - (+91) 99599 10005
 Download Medanta - eCLINIC mobile app
 Medanta Lucknow
<http://www.medanta.org> <https://www.facebook.com/medanta/> <https://twitter.com/medanta> <https://www.instagram.com/medanta/>

Webinar on 'Back Pain & Role of Faulty Posture'

Wellness Webinar

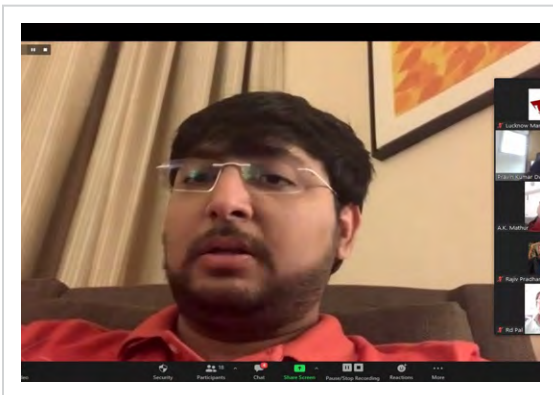
LMA in collaboration with Medanta Hospital, Lucknow organised a wellness webinar on 'Back Pain & Role of Faulty Posture' on 22nd January with Dr. Swetabh Verma, Consultant Spine Surgeon, Bone & Joints Institute Medanta, Lucknow. Mr Rajiv Pradhan, Executive Director, LMA made the concluding remarks and proposed the vote of thanks.

Online Conversation

Lucknow Management Association organised a webinar on 25th January on 'Future of Metro Services' by Mr Kumar Keshav, Managing Director, UP Metro Rail Corporation in conversation with Dr Kavita Pathak, Director, Jaipuria Institute of Management, Lucknow. Mr A K Mathur, Vice President, LMA welcomed and introduced the speaker and Mr Pravin Kumar Dwivedi, Senior Vice President, LMA concluded the session with a vote of thanks.



Speaker, Mr Kumar Keshav, Managing Director, UP Metro Rail Corporation



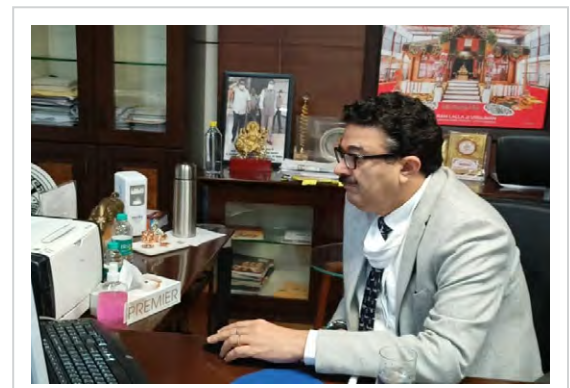
Dr. Binesh Desai addressing the participants

Interactive Session

LMA organised an online interactive session on 28th January on 'Using waste from 2000 Housing Units in Vibhuti Khand for making marketable products' with Dr. Binesh Desai an Young Entrepreneur from Gujarat. Mr A K Mathur, Vice President, LMA welcomed the participants and moderated the session with Mr Pravin Kumar Dwivedi, Sr. Vice President, LMA.

Virtual Annual General Meeting

The 41st Annual General Meeting of Lucknow Management Association was held on 30th January in a virtual mode through Zoom. The agenda comprised receiving and adoption of the annual report of the Executive Committee and the audited statement of accounts for the period April 2019 to March 2020 and appointment of statutory auditors for FY 2021-22 and fix their remuneration. LMA President, Dr Navneet Sehgal presented the annual report and Mr A K Mathur, Vice President, LMA thanked the members for their participation.

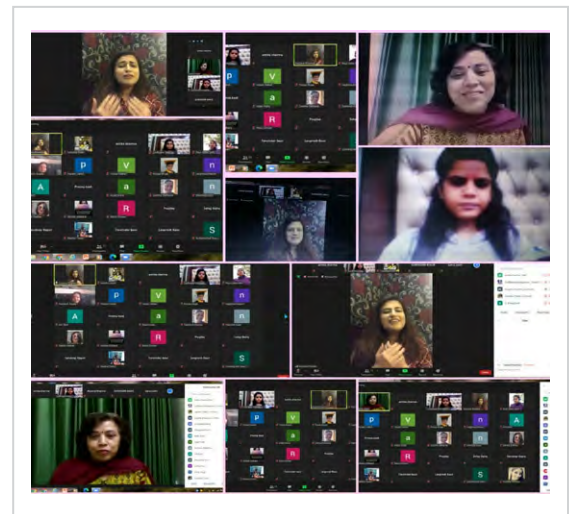


Dr Navneet Sehgal, President, LMA presenting the annual report

Ludhiana Management Association

Webinar

Women forum of LMA organised a session on 20th January on 'Happiness through Happi-Sense' for the members via virtual platform. The resource person was renowned energy coach, Ms Arpana Khanna who emphasised on the need to have complete control over the body and mind for real happiness. The session was attended by women members of LMA. The Chairperson Dr. Vandna Shahi in her welcome address thanked her for addressing the members in this time of crisis when there is a dire need to understand the ways to perceive and form expectations. Being the founder of 'I chant-mindfulness, mantras and meditation', Ms. Khanna provided spiritual counselling and healing through Chakra balancing with seed mantras and energy corrections. She also shared how inner energies can be alleviated using sensory perceptions. The session concluded with a vote of thanks by Dr. Sandeep Kapur, President, LMA.



Ms Arpana Khanna addressing the members on 'Happiness through Happi-Sense'

Meerut Management Association

Leadership Talk

Meerut Management Association organised the second Leadership Talk on 9th January via Zoom. The theme of the webinar was 'Struggle & Success' and was held with Mr. Rakesh Kohli, Founder, Stag International. The moderator of the event was Mr. Gaurav Jain, President, MMA. The webinar was widely appreciated by all the participants.



Speaker Mr. Rakesh Kohli delivering his lecture



Mr. Ankit Singhal addressing the participants

Student Mentorship Programme

Meerut Management Association organised a student mentorship programme on 13th January in association with Pt. Deen Dayal Upadhyay Management College, Meerut on 'Practical Ideas for Successful Life' with Mr. Ankit Singhal, Former President, Meerut Management Association. Mr. Gaurav Jain, President, MMA; Mr. Kapil Gahlot, Executive Director, MMA; students and faculty of Pt. Deen Dayal Upadhyay Management College and members of MMA were also present at the event.

MMA organised a student mentorship programme in association with Dewan VS Group of Institutions, Meerut on 19th January on 'Practical Ideas on Success' with Mr. Ankit Singhal, Former President, MMA. Mr. Gaurav Jain, President, MMA; Mr. Kapil Gahlot, Executive Director, MMA; students and faculty of Dewan VS Group of Institutions and members of MMA were also present at the event.



MMA members during Flag Hoisting

Republic Day Celebration

MMA celebrated Republic Day on 26th January with social responsibility by planting trees at Meerut Management Association, MMA House, Meerut. The Flag was hoisted by Mr. Manish Jain, Sr. Vice President, MMA and members of MMA were also present to celebrate Republic Day.



Mr. Gaurav Jain, President, MMA & Mrs. Geeta Kumar, Chief Guest felicitating the recipients

Felicitation Ceremony for Woman of Substance

MMA recognised the achievement of some special women of Meerut who stepped out of their comfort zone and significantly contributed to the society and made Meerut proud of them. Women of Substance was held on 31st January via Zoom. Mrs Geeta Kumar was the Chief Guest of the ceremony.

Navsari Management Association

Talk

Navsari Management Association announced a certificate course of 50 hours in collaboration with Auro University, Surat on Finance and Social Intelligence. An orientation programme was held on 3rd January and two main faculty of the course presented the details of curriculum, eligibility, duration, benefits of the certificate course. It was a very informative event and nearly 60 aspirants participated for the course.



Dr. Meghna Dangi & Dr. Veena Vishy addressing the participants



NMA Team at Atul Bakery

Industry Visit

A team of 16 NMA members visited Atul Bakery, Surat to study the management practices during the post -Covid 19 pandemic. Mr. Atul Patel, Managing Director welcomed the NMA team and discussed all relevant points with the team. Everybody notices the change that made due to pandemic. It was a very good learning experience for all the members of NMA.

Workshop

Navsari Management Association organised a workshop jointly with The SURSEZ Unit Holders Association, Surat on 23rd January for the members of SURSEZ on digital footprints. The felicitator Dr. S. Sachinwala described the importance and necessity of digital marketing in coming area. Nearly 28 SUESEZ holders participated and it was a wonderful learning experience for all.



Dr. S Sachinwala addressing the participants



Dr. Minoo Parabia addressing the participants

Navsari Management Association organised a workshop on 24th January on 'Herbal way to Life' with Dr. Minoo Parabia who has more than 40 years of experience of herbal plans and uses. He brought more than 100 plant samples and described the uses and medicine value of each of them. Nearly 40 people participated and took the benefit of the workshop.

North Karnataka Management Association

North Karnataka Management Association organised an online inspirational talk on 30th December with keynote speaker Rajyogini Dr. BK Sunita Didi, PhD who is a Global Peace Guru awardee. The event began with the opening remarks of Mr Vikram Sirur, President, NKMA who welcomed the speaker, members and all the participants present online.

Mr. Prajwal Shetty who hosted the entire programme efficiently and introduced the speaker to the participants. Dr BK Sunita Didi thanked NKMA for giving her the opportunity to address the audience and signified the importance of love, peace and trust

which enriches our lives. She also emphasised on eradication of negativity in our thoughts & surroundings for the peace & happiness of the mankind. Followed by Dr. BK Sunita Didi's talk, there were blessings showered by Rajyogini BK Nirmala Didi, Director, Bramha Kumaris, Hubli and guided how to keep peace through meditation. The Q/A session was hosted by Mrs. Gayatri Kulkarni and vote of thanks was presented by Dr. Sanjay Kotabagi, Secretary NKMA, thanked the speaker, all the audience and the NKMA team for successfully conducting the inspirational talk online.



Talk by Rajyogini Dr. BK Sunita Didi

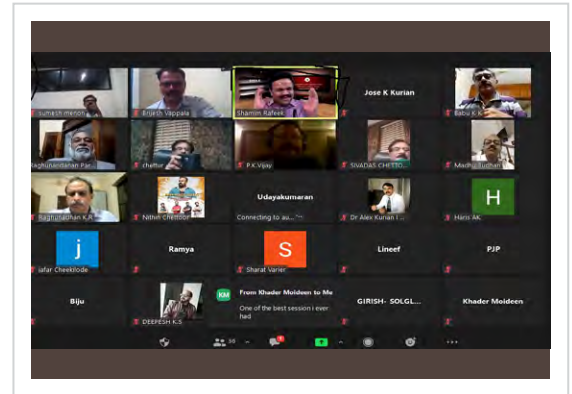
Pala Management Association

A webinar was conducted on 23rd January on the topic 'How to embrace a minimalist lifestyle' in association with Bombay Management Association. Dr. Jubilant J Kizhakkethottam, President, PMA delivered the keynote address, underlying the benefits of it. Living a minimalist lifestyle does wonderful things for mental state. Minimalism gives you the time, space, clarity and freedom to cultivate your true self and fully engage with everyday life, but it can do even more than that. Starting journey toward minimalism can help deal with mental illness of all kinds.

PMA celebrated a New Year get together on 26th January with the physical gathering followed strict COVID protocol with a change from the virtual meetings have been pursuing for quite some time. During the meeting, the president outlined his plans for the coming months and Secretary, Programmes Col. KNV Achari delivered a brief Republic Day message and Vice President, Dr. TV Muralivallabhan gave a New Year message to the members in which he stressed the need for an environment friendly way of life.

Palghat Management Association

Palghat Management Association organised a webinar titled 'Reboot Refresh Recharge and Restart'. The session was presented by Mr Shamim Rafeek, Corporate Trainer, Business Coach, Author and Motivational speaker. The session helped entrepreneurs and business leaders focus on the key areas of their business-improving sales, managing people, implementation of changes and improving the overall productivity of the organisation. The session was well attended and received by PMA members.



Participants during the session on 'Reboot Refresh Recharge and Restart'

Panchkula Management Association

The Annual General Body meeting of Panchkula Management Association was held on 31st January with a total number of 50 members attended the meeting. After passing the accounts for the year, Mr Vijay Uppal, President, PMA thanked all the members for their cooperation and support during the year. The Secretary General, Mr Ravi Lakhanpal highlighted the achievements in various programmes held during the past one year and also informed the members that due to COVID 19 and lock down frequent physical meetings could not be held but organised various digital meetings via Zoom to discuss the important current issues including PMA role in helping Panchkula administration in controlling COVID 19. Mr Uppal thanked the members for re-electing the body once again and assured the house that his team will carry on doing the work with full zeal. Col K. J. Singh thanked Mr C. L. Lakhanpal for conducting the elections in a flawless manner and also expressed thanks on behalf of management committee to all members for attending the event.

Quilon Management Association

Seminar

Quilon Management Association conducted a seminar on 24th January in hybrid mode on 'Importance and Potential of Kollam Port for the Development of Industries, Trade and Tourism'. The Chief Guest and keynote speaker was Mr. N. K. Premachandran, Honorable Member of Parliament, Lok Sabha. Mr Sreeraj. C, Secretary General, QMA, welcomed the members. The session was chaired by Dr. Riji G Nair, President, QMA. Mr. N. K. Premachandran elaborated the importance and



Mr. N. K. Premachandran, Honorable Member of Parliament, Lok Sabha addressing the members

potential of Kollam port for the development of industries, trade and tourism. Certificates and cash awards to the winners of essay writing competition were also distributed by the chief guest. QMA honoured Dr. Biju. K, Secretary, Programmes on his remarkable achievement of acquiring doctoral degree in electrical engineering from National Institute of Technology, Calicut and for selecting him in the board of studies of APJ Abdul Kalam Technical University. The session was well appreciated and participated by around 85 members. Mr. Jayachandran, Treasurer, QMA gave the concluding remarks and proposed the vote of thanks.

Rohilkhand Management Association

Meeting

The programme committee meeting was held on 23rd January. A business development training programme of IIT, Kashipur will be planned for RMA members. Management week programmes were discussed and tentative programmes and dates were chalked out which will be finalised in General Body Meeting on 31st January and RMA cricket match league will also be planned.



Programme Committee Members



RMA members visiting Kesar Enterprises Ltd., Baheri, Dist. Bareilly, U.P. (Sugar factory)

Meeting and Industrial Visit

RMA General Body meeting was held on 31st January at Kesar Enterprises Ltd., Baheri, Dist. Bareilly, a prestigious member of RMA. Members visited all the plants, welfare centres and graceful pious temple inside the factory and excited to gain the new knowledge about production process, operation of Boilers and Turbo generators and last but not the least their exemplary management system including welfare activities.

Thrissur Management Association

Book Launch

TMA organised a book launch on 5th January on 'Stock Market Wisdom' by TMA Past President, CA. T S Anantharaman. Mr. K Paul Thomas, MD and CEO ESAF Bank & Vice President, TMA was honoured by TMA for receiving The Global Sustainability Award and handing over of the sponsorship cheque for the newly instituted TMA-AquaStar Green Project Award by TMA, Immediate Past Secretary, Mr. Seejo Ponnore. The other dignitaries who graced the occasion and delivered felicitations included Mr. Murali Ramakrishnan, MD & CEO, South Indian Bank; Mr. CVR Rajendran, MD & CEO, CSB Bank; Mr. P KVijayakumar, IRS (Retd.) Director, Dhanlaxmi Bank and Mr. V P Nandakumar, MD & CEO, Manappuram Finance. The event garnered ample media coverage and was very well received by the participants.



Book launch by CA T.S. Anantharaman



TMA honoured, Mr. K Paul Thomas, MD & CEO ESAF Bank & Vice President, TMA

Webinar

TMA organised a webinar on 6th January on 'COVID-19 Pandemic Management - A Vista for Strategic Management' via Zoom with Dr. Amar S. Fettle, Nodal Officer for COVID-19, Kerala Government. Around 92 members attended the event. He spoke in-depth about the lessons learned drawn, and the importance of applying lessons learned to general strategic management under normal circumstances for all organisations.



Dr. Amar S. Fettle, Nodal Officer for COVID-19, Kerala Government addressing TMA members

TMA conducted another Zoom session on 13th January on the topic 'Success Criteria for Digital Transformation' with Chief Guest Er. Sanjeev Namath, Chief Business Officer, Director, Alpha Ori Technologies Pte. Ltd., Singapore. Around 80 members attended the event. He spoke about the success criteria for start-ups, the critical factors for technological innovation, the challenges involved in digital transformation of traditional industries, and how to overcome them. The session was very useful, especially for management students who attended the session in large numbers.



Er. Sanjeev Namath, Chief Business Officer, Director, Alpha Ori Technologies Pte. Ltd., Singapore addressing



Mr. K Sanjay Kumar Gurudin, IPS, Deputy Inspector General of Police, Trivandrum Range addressing TMA members

TMA organised another webinar on the topic 'Cyber-security for Individuals and Small Businesses' on 27th January with the speaker Mr. K Sanjay Kumar Gurudin, IPS, Deputy Inspector General of Police, Trivandrum Range. The session was attended by around 102 members.

Trivandrum Management Association

Trivandrum Management Association organised a student chapter elite series for B-School students on 9th January on 'Personal Branding & Communication' by Mr. Naren Kaimal, Brand Communications Consultant through Zoom. The programme was attended by the HoD, faculty and students of TMA student chapter.



Talk on 'Personal Branding & Communication'



TMA organised a webinar on 15th January on 'Success through a Player Mindset' by Mr. Aji Chacko Abraham, Director, AICE Health Care Pvt Ltd through Zoom. The programme was well received by the participants.

Webinar on 'Success through a Player Mindset'

Trivandrum Management Association organised a Management Development Programme on 22nd January on 'Managing Productivity – Post Covid'19 Scenario' by Mr. Sethu Madhavan. N, Corporate trainer. The programme was well received by the delegates.



Delegates at MDP



INTERNET MARKETING

AIMA

ALL INDIA MANAGEMENT ASSOCIATION

PGCM IN DIGITAL MARKETING & STRATEGY

Approved by AICTE*

The digital technology and internet has emerged as a platform to facilitate global businesses and communication. Virtually, every organisation today is using some or the other digital/online marketing tools.

Leveraging the digital marketing tools, and technology to achieve the competitive advantage and building market lead, CRM and innovations is the main objective of the digital marketing strategy programme.

The programme is intended for Sales & Marketing and IT professionals, who want to take, advantage of digital marketing tools and techniques to upscale their career and achieve better revenues for the organisation and create business values.

*in ODL mode

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AIMA Events Calendar

Event	Programme Chairman /Director	Venue	Date
65th Foundation Day and 15th National Management Day		Online	20 February 2021
Thirty ninth Leaderspeak	D Shivakumar Group Executive President – Corporate Strategy and Business, Aditya Birla Group	Online	25 February 2021
2nd BusinessUnusual Series Programme on Disruptive Technologies and Industry 4.0		Online	27 February 2021
Corporate Management Olympiad		Online	09-11 March 2021
HRM Conclave		Online	12-13 March 2021
24th Student Management Games		South & West East & North Grand Finale	18-19 March 2021 22-23 March 2021 25 March 2021
AIMA – ICRC Case Writing Workshop		Online	30-31 March 2021
National Leadership Conclave	Sanjiv Goenka Chairman, RP Sanjiv Goenka Group & Sunil Kant Munjal Chairman, Hero Enterprise	Online	19-20 April 2021
30th National Management Games		West Round East Round South Round North Round Grand Finale	02–05 June 2021 14–17 June 2021 21–24 June 2021 29 June–08 July 2021 10 July 2021

To view full calendar please visit www.aima.in

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