

AIMA News

AIMA'S MONTHLY E-MAGAZINE

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

JULY 2025



MESSAGE FROM THE DIRECTOR GENERAL

Dear Readers,

It is a pleasure to bring you the latest edition of AIMA News. AIMA remains committed to building management capability across sectors and career stages through a wide range of initiatives in education, leadership development and professional training.

One of the significant events this month was the 30th Annual Convocation of AIMA's Centre for Management Education, held in New Delhi. Prof Anil D Sahasrabudhe, Chairman, National Educational Technology Forum, was Chief Guest. In the presence of AIMA President Dr Suneeta Reddy and Board of Studies Chairman Dr Bhimaraya Metri, Prof Sahasrabudhe addressed the graduating cohort and underlined the importance of lifelong learning and alignment with national development priorities. Over 1400 students received their credentials across AIMA's flagship management programmes.

AIMA also hosted the Delhi launch of 'The CEO Mindset', the latest book by Mr Shiv Shivakumar, Past President, AIMA. Drawing from decades of corporate experience, Mr Shivakumar reflected on the behaviours and decision-making approaches that define exceptional leaders. The book's insights are particularly relevant for those navigating today's complex business environment.

As global trade continues to evolve, a special AIMA session featured Mr Pramit Pal Chaudhuri, Head – South Asia Practice, Eurasia Group. He examined the broader implications of economic nationalism and outlined potential pathways for balanced international cooperation. The discussion was moderated by Mr Vineet Agarwal, Managing Director, TCIL.

Leadership development remained a priority through the sixth edition of AIMA's Leadership Development Programme. Chaired by Mr Raj Kumar Dubey of BPCL, the programme provided mid-career professionals a platform for capacity-building, peer learning and leadership exchange.

Attention also turned to inclusion in management education, with the AIMA-ICRC webinar on women in management prompting institutional reflection. Through real-life case discussions, the session examined structural barriers and encouraged more inclusive thinking among academic leaders and researchers.

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On the training front, AIMA continued to deliver focused programmes for both public and private sector professionals—from equipping officials of NPCIL with sharper communication tools to guiding CPCDR participants through the legalities of contract management and dispute resolution with expert inputs from World Bank and NTPC.

The AIMA Young Leaders Council also remained active, with the Delhi & NCR Chapter recently convening for an in-person meeting. The gathering offered a platform for young professionals to share ideas and connect with peers in an informal setting. You will find brief reports inside along with updates from the Local Management Associations, and some articles on evolving themes in management.

In a few weeks from now, AIMA will be hosting its 52nd National Management Convention on 9th -10th September 2025 at New Delhi. This flagship event will feature a distinguished lineup of speakers, including top industry leaders and policymakers who will be sharing their views and insights over several topical sessions. We hope you would be able to join us there.

Until then, please enjoy this issue of AIMA News, and do share any feedback or suggestions you might have.

Warm Regards,



Rekha Sethi
Director General

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Managing Director, Apollo Hospitals Enterprise Ltd

SENIOR VICE PRESIDENT

Mr TV Narendran

CEO & Managing Director
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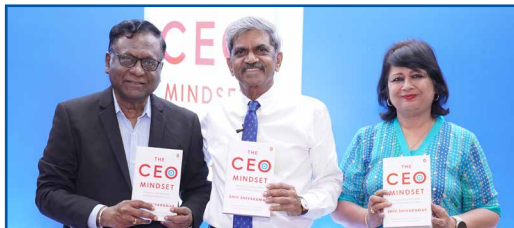


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ALL INDIA MANAGEMENT ASSOCIATION

LEARN HOW TO LEAD LIKE A WOMAN

3rd LEADHERSHIP RETREAT

Paving the Way: Women, Power, and Possibility

15th - 17th January 2026, Hotel Radisson Blu, Udaipur

RETREAT BACKGROUND

The AIMA LeadHERship Retreat is a three-day offsite programme offering a unique opportunity for learning, growth, and development. With just 20 to 25 delegates, the format allows for in-depth discussions with speakers and the chance to build meaningful connections throughout the Retreat. Designed to empower women professionals with the knowledge, skills, and insights needed to thrive in today's evolving business landscape, the programme includes interactive sessions, workshops, and talks by inspirational leaders.

SPEAKERS



Sundari Nanda

Former Special Secretary
Ministry of Home Affairs



TV Narendran

Senior Vice President, AIMA
CEO & MD, Tata Steel Ltd



Vikas Swarup

Retired Indian Diplomat
and writer



Rama Kirloskar

Joint MD, Kirloskar Brothers Ltd &
MD, Kirloskar Ebara Pumps Ltd



Rekha Sethi

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30th Convocation

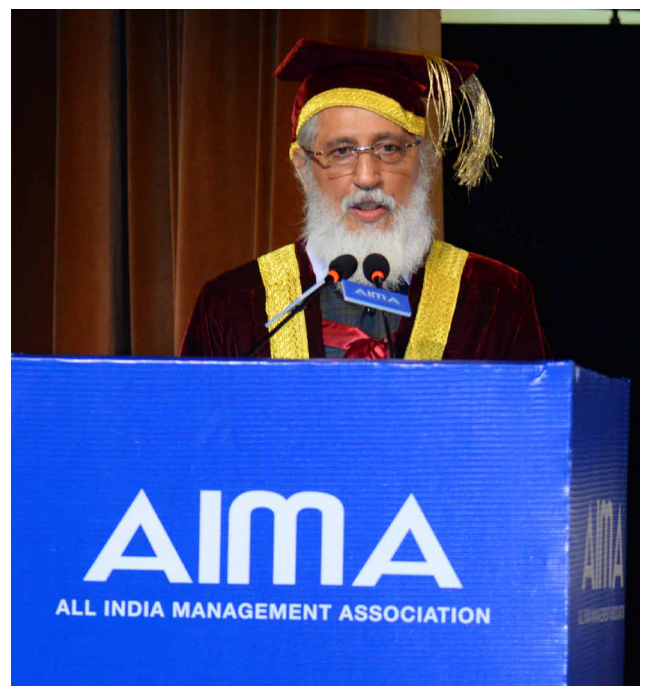


(L-R): Rekha Sethi, Director General, AIMA; Suneeta Reddy, President, AIMA, Managing Director, Apollo Hospitals Enterprise Ltd; Prof Anil D Sahasrabudhe, Chairman, National Educational Technology Forum, National Board of Accreditation and Executive Committee, National Assessment and Accreditation Council; Bhimaraya Metri, Chairman Board of Studies, AIMA and Director, IIM, Nagpur and Rohit Singh, Director, AIMA-CME

AIMA organised its 30th Convocation on 7th August 2025, at New Delhi, conferring diplomas and certificates on 1427 graduates from the PGDM, PGDITM, PGCM and other management programmes under its Centre for Management Education.

The Chief Guest for the occasion, Prof Anil D Sahasrabudhe, Chairman, National Educational Technology Forum, National Board of Accreditation and Executive Committee, National Assessment and Accreditation Council; congratulated the graduates and urged them to stay aligned with rapid changes in the world of work. Highlighting the growing influence of AI and digital technologies, he remarked that “Education is at the doorstep” and encouraged students to embrace lifelong learning, tap into the digital economy and contribute to Viksit Bharat.

In her welcome address, Dr Suneeta Reddy, President, AIMA and Managing Director, Apollo Hospitals Enterprise Ltd, stressed adaptability in a changing world and remarked, “Constant learning is what keeps you ahead.”



Prof Anil D Sahasrabudhe, Chairman, National Educational Technology Forum (NETF), National Board of Accreditation (NBA) and Executive Committee, National Assessment and Accreditation Council (NAAC) addressing



PhD Scholars with AIMA faculty

Delivering the introductory remarks, Ms Rekha Sethi, Director General, AIMA, spoke on the shifting global landscape, reminding graduates that “learning is a lifelong responsibility.”

Dr Bhimaraya Metri, Chairman, Board of Studies, AIMA and Director, IIM Nagpur, presented the CME activity report, outlining growth through new programmes, joint ventures, webinars, workshops, and quiz competitions.

This year, 22 candidates received the PhD in Business Administration (in collaboration with Aligarh Muslim University), 344 were awarded the Post

Graduate Diploma in Management and Executive Management, 653 earned certificates in Retail Skills and Public Procurement, and 408 attained Advanced and Professional Certificates in areas such as Digital Transformation, AI, Sustainability, and Public-Private Partnerships.

AIMA also conferred its fellowship on Amb Dr Mukesh Kumar Jain, Ambassador – AUGP & UNUGP USA Diplomat – European Union under the United Nations. Gold Medals were given to four students who stood first in their respective batches of the programmes.



2025 batch of Postgraduate students

Book Launch



(L-R): P Dwarakanath, Treasurer, AIMA and Former Chairman, GSK Consumer Healthcare India; Shiv Shivakumar, Past President, AIMA & Operating Partner, Advent International and Rekha Sethi, Director General, AIMA

AIMA organised the launch of 'The CEO Mindset', a new book by Mr Shiv Shivakumar, Past President, AIMA, Operating Partner, Advent International, Former Chairman, PepsiCo and Former CEO, Emerging Markets, Nokia on 25th July 2025.

Ms Rekha Sethi, Director General, AIMA, introduced Mr Shivakumar to the audience, highlighting his rich and varied leadership experience across industries. The book was then formally released, with Mr P Dwarakanath, Former Chairman, GSK Consumer Healthcare India, joining them for the occasion.

Mr Shivakumar shared some compelling insights from his book, reflecting on the key behaviours and attributes that shape a successful CEO. Drawing from his decades of experience, he spoke about the importance of resilience, clarity of purpose and the ability to adapt and lead through change. Mr Shivakumar also emphasised how a CEO's mindset can influence not just business outcomes, but also organisational culture and people development.

The session was very well received, with the audience appreciating Mr Shivakumar's thought-provoking insights and compelling narrative.



Shiv Shivakumar, Past President, AIMA & Operating Partner, Advent International addressing

Special Session on The New Economic Nationalism



(L-R): Rekha Sethi, Director General, AIMA; Pramit Pal Chaudhuri, Head- South Asia Practice, Eurasia Group; Vineet Agarwal, Managing Director, Transport Corporation of India Ltd; Nikhil Sawhney, Immediate Past President, AIMA and Vice Chairman & Managing Director, Triveni Turbine Ltd and Krishan Kalra, Past President, AIMA

AIMA organised a special session on 'The New Economic Nationalism: Strategic Fallout of Trump Tariffs' on 6th August 2025, featuring Mr Pramit Pal Chaudhuri, Head – South Asia Practice, Eurasia Group. The session was moderated by Mr Vineet Agarwal, Managing Director, Transport Corporation of India Ltd (TCIL).

Mr Chaudhuri explained how economic nationalism, once a fringe concept, became central to US policy under the Trump administration through tariffs, export restrictions, and reshoring incentives aimed at achieving strategic objectives. These measures, he noted, have reshaped the global trade environment.

He highlighted the global repercussions of this shift, as countries now prioritise economic resilience, secure supply chains, and domestic production. With

multilateralism receding, bilateral and regional trade arrangements are gaining prominence. Trade policy, he observed, is increasingly intertwined with national security, technology, and industrial competitiveness, making economic nationalism a long-term feature of the global landscape.

Mr Chaudhuri underlined that the ripple effects of US tariff policies have compelled both allies and rivals to rethink their economic priorities. In the emerging order, he said, trade and investment decisions will hinge as much on strategic alignments as on market logic, creating a more competitive and fragmented global marketplace.

The session was livestreamed across AIMA's digital platforms and drew over 1000 participants from a wide and diverse audience.

Leadership Development Programme



Participants & speakers of the 6th Leadership Development Programme at Lonavala

AIMA organised its 6th Leadership Development Programme on 1st–3rd August 2025 at Lonavala, bringing together mid-level and high-potential leaders from leading PSUs and corporates for an intensive learning experience. Designed to develop future-ready leadership, the three-day programme blended expert-led sessions, hands-on workshops and peer learning in a dynamic setting.

Programme Chair, Mr Raj Kumar Dubey, Director- HR, Bharat Petroleum Corporation Limited, opened the programme with an inspiring session on mindset, adaptability and leadership purpose, setting the tone for the days ahead. Mr Neeraj Kapoor, Director, AIMA, welcomed the participants.

Other eminent speakers included Col Atul Suri, Senior Vice President, Alembic Pharmaceuticals Ltd; Mr Ashu Shinghal, MD, Mahanagar Gas Limited; Mr Souvik Barat, Distinguished Principal Scientist, TCS Research; Mr Shirish Karande, Principal Scientist and Head, Media & Advertising Research Area, TCS Research and Ms R Sivakami, Clinical Psychologist & Therapist.

Over the three days, participants explored themes

of innovation, strategic leadership, resilience and well-being, delved into emerging technologies and examined frameworks for aligning thought, speech and action. CEO insights, design thinking exercises and interactive discussions equipped them with



Raj Kumar Dubey, Director- HR, Bharat Petroleum Corporation Limited addressing



Raj Kumar Dubey, Director – HR, BPCL presenting a memento to R Sivakami, Clinical Psychologist & Therapist



Neeraj Kapoor, Director, AIMA presenting a memento to Raj Kumar Dubey, Director – HR, BPCL

practical tools to lead with agility and purpose in a fast-changing business environment.

The programme concluded with closing reflections,

certificate distribution and renewed leadership energy among participants.



Leadership Development Programme in progress

GLOBAL ADVANCED MANAGEMENT PROGRAMME

Expanding Markets by
Leveraging Emerging
Technologies

16-22 November 2025
Silicon Valley, USA



Programme Director

Solomon Darwin

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

Programme Objectives

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

Programme Framework

- Class Room Lectures and Interactions
- Keynotes by Silicon Valley Startups and CEOs
- Visits to and interaction with the top management teams of some of the iconic and innovative companies like Nvidia, Cisco, IBM Research, Wells Fargo Bank, Standard Chartered Bank, PayPal, Fujitsu Open Innovation Gateway, Chevron Corporation, Pacific Gas and Electric Company (PG&E), Calpine Corporation, Dupont Innovation Centre, UC Berkeley Campus amongst others.

Participation Fee

Delegate Fee per participant: INR equivalent of USD 14000 per participant.

Inaugural Discount: USD 1000 per participant for registrations received 60 days prior to the dates of the programme.

Early Bird Discount: USD 500 per participant for registrations received 30 days prior to the date of the programme.

- GST: 18% or as applicable on the date of fee payment will be charged on the participation fee.
- AIMAGSTIN No. 07AAATA1644A1ZH AIMA PAN No.: AAATA 1644 A
- Online registration available, please visit www.aima.in

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Webinar



Webinar in progress

The AIMA–ICRC organised a webinar on ‘Women in Management Case Study’ on 30th July 2025, highlighting leadership experiences and gender perspectives in the corporate world. The session examined the professional journeys of women in managerial roles through real-life case studies, offering practical and academic insights into leadership, inclusion, and empowerment.

Speakers including Dr Ruppal Walia Sharma, Professor-Marketing & Head, Delhi Centre, SPIJMR and Dr Anuja Pandey, Professor – Marketing & Head, AIMA–ICRC, shared inspiring examples and personal observations

addressing leadership dilemmas and the need to promote inclusive management practices.

Key takeaways included the effectiveness of case-based learning in exploring gender issues in business, the resilience needed to navigate unique challenges faced by women leaders, and the importance of integrating gender narratives into academic and corporate training.

The webinar saw active participation from faculty, corporate leaders, students and researchers, with an interactive Q&A demonstrating strong interest in the topic.

Workshop



Participants of the Certificate Programme in Contractual Dispute Resolution (CPCDR) workshop

AIMA conducted a workshop for Batch 12 of the Certificate Programme in Contractual Dispute Resolution (CPCDR) on 9th–11th July 2025 at its Lajpat Nagar Office.

The three-day programme provided comprehensive insights into key aspects of contractual dispute resolution, including contract management, FIDIC guidelines, dispute avoidance, post-award contract handling and international arbitration practices. With emphasis on legal frameworks, risk mitigation and real-life case studies, the sessions aimed to equip participants with practical tools for effective and equitable dispute resolution.

Led by a distinguished panel of legal experts, procurement professionals and senior executives from the World Bank, NTPC, SAIL and Amicus Legal, the workshop delivered applied knowledge and best practices for managing complex contractual matters in public and infrastructure procurement.

Participants represented a diverse range of organisations, including HINDALCO, PMIDC, SECI, BEL, Fuji Silvertch Concrete Private Limited, HCL, NMDC, Bridge & Roof Co.(INDIA) Ltd, NCRTC, Bhopal

Food Supplies, DFCCIL to name a few.

The event created a vibrant platform for peer learning, experience sharing and networking, and proved highly impactful in enhancing participants' ability to navigate legal and commercial disputes in large-scale contracts.



AJ Vedamurthy, Senior Procurement Specialist, The World Bank receiving a memento

Capacity Building Programme



Participants of Capacity Building Training Programme

AIMA conducted a specialised capacity building programme for officials of Nuclear Power Corporation of India Limited (NPCIL) on 7th to 8th July 2025, with a core focus on communicate with impact. Designed to address the unique demands of NPCIL's work environment where safety, teamwork and critical decision making are paramount, the programme emphasised the role of effective communication in building trust, navigating complex conversations and driving alignment towards the right course of action. The customised training was developed in consultation

with NPCIL to address specific organisational needs, enhancing the effectiveness of written, oral and visual communication. Participants explored strategies to go beyond simply delivering information, learning instead how to inspire, influence and guide others toward constructive action.

Through interactive sessions, practical exercises and case-based discussions, the programme equipped NPCIL professionals with tools to communicate with clarity and confidence in high stakes situations, both within teams and with external stakeholders.

YLC Chapter Meeting



AIMA YLC Delhi & NCR members at the meet up and book launch session

AIMA YLC organised a vibrant in-person meeting of the Delhi & NCR Chapter on 25th July 2025 at AIMA's Lodhi Road Office. Chaired by Mr Saurabh Jain, Chair, AIMA YLC Delhi & NCR Chapter and Founder, Fun2Do Labs, the session brought together members for engaging discussions, networking and collaboration.

The meeting also featured the launch of the latest book by Mr Shiv Shivakumar, Operating Partner at Advent International, which offered attendees valuable leadership lessons and fresh perspectives

on professional growth. The interactive discussions provided a platform for members to exchange ideas, share experiences and explore opportunities for collective initiatives.

The meeting combined knowledge sharing with meaningful connections, leaving participants inspired by the insights from Mr Shivakumar's book and motivated to deepen their engagement with YLC's activities in the region.

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 the course is ₹ 55,000 (including GST 18%) which include cost of Course Learning Material & Examination fees

For further details, please contact:

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The Success-Then-Happiness Fallacy

by *Arthur C. Brooks*

August 12, 2025



Martin Barraud/Getty Images

Summary. *Many professionals pursue success first, assuming happiness will follow. But research shows that this sequence is flawed: success alone rarely delivers lasting satisfaction. Instead, happiness is a strong predictor of success across work, relationships, and health. Leaders and employees alike benefit from reversing the order—investing in happiness to fuel performance. Two practical exercises can help: Considering how your job serves others; and showing your employees their work serves others.*

Without going too far out on a limb, I believe almost everyone would like two things from their jobs and careers: success and happiness. They want to do well financially, receive recognition for their accomplishments, enjoy their work as much as one can, and become happier as a person as a result. These are reasonable goals, but they can be a lot to ask—so many people, especially ambitious, hard-working leaders, simplify them in a logical way: They first seek success and then assume that success will lead to happiness.

But this reasoning is flawed. Chasing success has costs that can end up lowering happiness, as many a desiccated, lonely workaholic can tell you.

This is not to say that you must choose between success and happiness. You can obtain both. But

you have to reverse the order of operations: Instead of trying first to get success and hoping it leads to happiness, start by working on your happiness, which will enhance your success.

Success and happiness are generally positively correlated, as many workforce studies have shown. From this correlation, many assume causation—from success to happiness. During my years as an executive, I found that people strongly believe that pay increases—especially big ones—will have a large and long-lasting effect on their job satisfaction. The data tell us a different story, however: Large wage increases have only a small and transitory effect on well-being. One study, for example, showed that if your job satisfaction is a 6 out of 10—not bad—then even if your boss doubles your pay, it will get you to about 6.5, and then it will fall back to about 6.2.

Maybe getting a raise isn't the best strategy to help you love your job.

Much stronger and more positive results emerge, however, when researchers reverse the order, looking not at success's effects on happiness, but happiness's effect on success. Scholars in 2005 surveyed hundreds of studies—including experiments to establish causality—and concluded that happiness leads to success in many realms of life, including marriage, friendship, health, income, and work performance.

Whether you are an employee or employer, it is a better investment to increase happiness at work and in life, rather than simply trying to increase measures of success. Of course, in practice, you can't just choose to be happier. I should know: One of the reasons I study happiness for a living is that I'm not naturally happy. No researcher worth his or her salt will claim that shortcuts exist, whether personally or professionally. Developing proper happiness hygiene requires serious work over time, which, in my view, is part of the adventure. But we must start somewhere, and I would encourage you to start today. Here are two "Happiness Exercises"—one for your own happiness and another to help your team's well-being—that you can begin and complete in a week.

Consider how your job serves others

One way to disentangle the success-then-happiness fallacy is to focus less on the visible "success metrics" of your work: your salary, your benefits package, your stock options, and the like. Instead, start focusing on the less visible "happiness metrics" of your work.

In my own research, I have found that the most meaningful jobs—which bring the most happiness—tend to be those that are service-oriented. Don't make the mistake of thinking that "service-orientation" is reserved for charitable organizations. It's harder to find the link to service in some professions than others, but it can usually be done. Years ago, I was working with a team of academic researchers creating bank regulation policies. One scholar who was particularly passionate about the project told me he

always remembered that his work mattered, because poor people need access to reasonably priced credit, and that requires less bureaucratic red tape.

This week, contemplate seriously how your job serves others. Do you make a product that improves lives? As an investor, do you back pension funds or facilitate economic development? Even more simply, as a leader, do you provide well-paid jobs for your employees, so that they can raise their families comfortably? To make this tangible, I recommend writing this down. Keep that note in the inside drawer of your desk, where you see it every day.

Show your employee how their work serves others

Understanding how your job serves others isn't easy for everyone. In the for-profit world, up to 77% of corporate employees feel as though they are a cog in a machine. It is your responsibility as a leader to show employees how their jobs serve others.

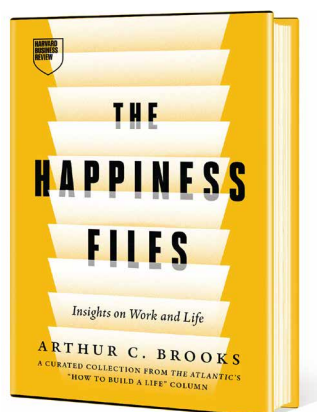
I have seen this done in ingenious ways. A few years back, I met an Amazon warehouse manager who was keen to show his packagers how their job touched the lives of customers. One day, the manager brought in a group of highly satisfied Amazon customers, who gave their glowing testimonials to the packagers. I'm told that this did wonders for the warehouse's morale, because for the packagers—who were a step away from seeing how their labor served others—finally saw the fruits of their labor.

This week, identify one employee, pull them aside, and explain to them—very tangibly—how their work serves others. And thank them for it! Scaling this company-wide will take time and effort, but in the next seven days, you can undoubtedly make one employee see how they make a real difference. This will help them see the happiness benefits of the job, which will in turn improve their engagement and effort with the work itself.

In the end, happiness leads to success—not the other way around. I explore themes like this in my new book *The Happiness Files: Insights on Work*

and Life and my upcoming six-week newsletter, “The Leader’s Happiness Reset.” Like this article, each week will conclude with concise, practical “Happiness Exercises” you can start and complete in a week. By the end of our six weeks together, you will have a

roadmap for improving your work life for the better, and for helping your team feel happier and be more successful at work.



This article is adapted from *The Happiness Files: Insights on Work and Life* (Harvard Business Review Press, 2025), by Arthur C. Brooks.

Buy it here

About Author:

Arthur C. Brooks : is a Harvard professor and a number one New York Times bestselling author. His latest book is *The Happiness Files: Insights on Work and Life* (Harvard Business Review Press, 2025).

Ina Toegel: is a professor of leadership at IMD. She is the program director for IMD’s executive program on Leading High-Performing Teams and researches topics such as team dynamics, team composition, and organizational culture change. Named among the “Best 40 Under 40” global business school professors by Poets&Quants in 2021, Professor Toegel also works with top leadership teams globally in the industries of banking and insurance, manufacturing, luxury, and FMCG.

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AI Is Reshaping Accounting Jobs by Doing the “Boring” Stuff

by *Seb Murray*

June 26, 2025



Accountants have long been seen as easy targets for automation. Accounting often tops lists of the most automatable jobs, owing to its reliance on routine tasks like data entry and reconciliation: exactly the kind of work computers — and now, artificial intelligence — are built to handle.

But a new study by Jung Ho Choi, an assistant professor of accounting at Stanford Graduate School of Business, and Chloe Xieopen in new window, PhD '20, of MIT Sloan School of Management, challenges the idea that AI is here to simply replace accountants.

Instead, they find that accountants who use generative AI can support more clients, close the books faster, and provide higher-quality service. Rather than replacing bean counters and bookkeepers, AI helps them work more efficiently by automating repetitive tasks and flagging issues in real time, making it easier to complete reports quickly and accurately. And

accountants themselves say that AI is making their jobs more manageable.

“AI helps with multitasking,” Choi says. “In order to support each client, accountants have to pull information, connect bank transactions, track vendors — a lot of prework. AI assists with that setup, which means they can serve more clients, more efficiently.”

The research draws on survey responses from 277 accountants and detailed task-level data for 79 small- and mid-sized firms that use AI-powered accounting tools. An analysis of both datasets shows that AI is taking over repetitive tasks, like transaction classification, allowing accountants to shift their attention to higher-value work.

Quote

The technology is not here to replace the human being — it's here to augment the experts who are

already in place.

Author Name

— Chloe Xie

According to the study, accountants who use AI support more clients per week and finalize monthly statements 7.5 days faster than those who use traditional methods. They also spend 8.5% less time on routine back-office processing. Instead of grinding through transactions line by line, they can redirect that time toward business communication, quality assurance, and client-facing advisory work.

Crucially, this increase in capacity does not appear to come at the expense of quality — if anything, standards improve. The study found that accounting firms using generative AI saw a 12% rise in reporting granularity, meaning they kept more detailed records. Instead of grouping expenses into broad categories like payroll, AI helped break them down into more specific categories like bonuses, benefits, or meals. This makes financial reports more informative and easier to analyze, audit, and act on.

“If you think about the early adoption of anything, there is generally some trade-off between quantity and quality,” Xie says. “Whereas in this instance, perhaps surprisingly, the trade-off is not so sharp. That’s probably most related to the fact that the technology is not here to replace the human being — it’s here to augment the experts who are already in place.”

Human Expertise Still Matters

Not every accountant reaps the same performance gains from AI; it depends on their experience level — the more, the better. Senior accountants tend to treat AI as a collaborator. They are more discerning, stepping in when the system’s confidence drops and

applying human oversight where it’s most needed. Junior staff, on the other hand, are more likely to accept AI-generated outputs at face value, even when those outputs are flagged as uncertain. As a result, they see smaller performance gains. The study provides early evidence on potentially AI-generated errors flowing through human-in-the-loop accounting systems.

The takeaway isn’t that AI is taking over accounting — it’s that it works best when paired with human expertise. “Accountants are frequently the subject of a joke because so much of what they do is deeply routine and almost boring and procedural,” Xie says. “But there’s also a non-trivial proportion of an accountant’s job that is very contextual and requires a lot of judgment.”

Accountants are aware of these risks. In Choi and Xie’s survey, 62% said they were concerned about AI-generated errors, and a significant number expressed anxiety about AI’s effect on data security (43%) and job stability (37%).

Despite those concerns, nearly half of the accountants said generative AI tools helped them meet deadlines more reliably and improve accuracy. Almost two-thirds said that automating routine tasks was the single biggest benefit of adopting AI.

For now, the tools are mainly used for bookkeeping activities — the foundational, day-to-day tasks involved in recording and organizing a business’s financial transactions. More complex areas like audit, tax strategy, and valuation are largely untouched. But that could change, according to Choi.

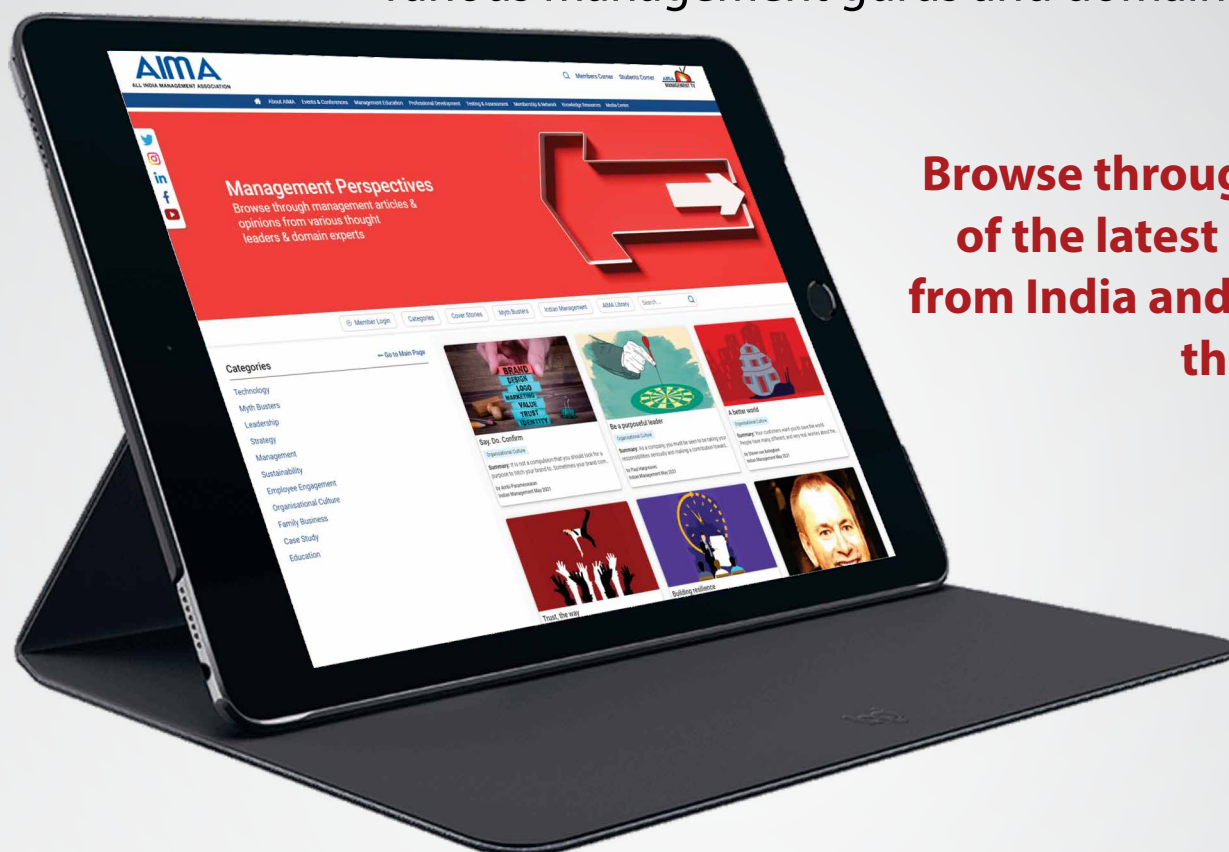
“We’re hearing that AI can help synthesize information and standards for auditors to quickly get the gist of what matters,” he says. “But that final judgment call — that’s still a human decision.”

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<https://www.gsb.stanford.edu/insights/ai-reshaping-accounting-jobs-doing-boring-stuff>

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Ahmedabad Management Association

Talk

On 3rd July, the Green Graduate Programme titled 'The Pathway to Green Jobs' was organised and led by Dr. Virendra Rawat, Founder, Green Mentors. The session emphasised sustainable career opportunities, environmental stewardship and the importance of green jobs in fighting climate change and promoting sustainable development.



Dr. Virendra Rawat addressing



Round table discussion in progress

On 5th July, a prestigious event was held for the launch and discussion of the book '101 Export Opportunities and 25 Exponential Global Markets.' The occasion featured Mr. Virat Bahri as chief guest, with guests of honour including Dr. Pravin R. Joshi; Mr. Sudhakaran Nair; Mr. Jayprakash Goel and Mr. Shashi Kumar Chaturvedi. The author and speaker, Mr. Anand Mirani, shared insights from his comprehensive work.

On 4th July, a insightful event on 'MSME and Viksit Bharat @2047' was held, featuring Honourable Mr. Vimal Ambani as the chief guest. The programme was coordinated by Mr. Shantanu Srivastava, Managing Director of Ishan International Ltd and Ishan Foundation, and a renowned entrepreneur, author and global MSME advocate.



Dignitaries launch the book

On 7th July, the first session of 'The Makers' Stories' series titled 'Creating Impact Beyond Boundaries' featured Mr. Madhish Parikh. Through inspiring anecdotes and practical insights, he encouraged participants to embrace civic engagement, innovation and commitment to create meaningful change beyond traditional boundaries.



Ms. Shalini Agarwal receiving a memento

On 11th July, a session titled 'Viksit Bharat @2047: Urban Governance for a Future-Ready India' was led by Ms. Shalini Agarwal, IAS, Municipal Commissioner of Surat Municipal Corporation.

On 16th July, the Smart Supply Chain Conclave 2025 was held in collaboration with the Confederation of Indian Industry (CII) and the Ahmedabad Management Association (AMA).

On 18th July, an enlightening session titled 'Timeless Ahmedabad – Heritage, Culture and Stories' featured Dr.

Hemant Bhatt and Dr. Utpala Desai, who shared rich insights into the city's legacy. On 19th July, the second Research Forum Masterclass focused on 'An Ideal Research Process Leading to an Implementable Research', led by research mentor Dr. Arvind C. Brahmhatt, offering participants a clear roadmap for impactful research.



(L-R) Panelists with the moderator and Dr. Arvind C. Brahmhatt receiving a memento



Panelists with the moderator

The World PR Day 2025 was celebrated on 19th July, on the theme 'Trust, Transparency, and Technology: The New Age of Public Relations.' Expert speakers included Mr. K.L. Bachani, Director of Information, Information and Broadcasting Department, GoG; Dr. Sanjay Kachot, Joint Director (Administration), Directorate of Information, I& B Department, GoG and Mr. Amitsinh Chauhan, Assistant Director of Information, Directorate of Information, I& B Department, GoG. On 20th July, a special discussion on Cloud Security was held featuring Mr. Rajeev Joshi, an AWS Community Builder known for his expertise in cloud technologies; Mr. Meet Gori, a DevOps engineer and Mr. Prince Dayani, founder of ExploitXplorers.

On 23rd July, 'THE MAKERS' STORIES 2.0' session showcased an inspiring entrepreneurial journey titled 'From Classroom Idea to ₹2 Crore Shark Tank Deal.' Mr. Raj Shah, co-founder of WeHear Innovations Ltd., shared his experience of transforming a simple academic concept into a successful business venture.



Speaker -Mr. Raj Shah



Dignitaries at the Psychology Conference 2025

On 25th July, 'The Magic of Paper Workshop' was conducted, featuring Mr. Narendra Pandya as the trainer and author, alongside Ms. Atsuko Yamamoto and Ms. Shizu Hashimoto, who brought their expertise in Japanese language and culture as JOCV members at AMA and Laxman Gyanpith School,

respectively. On the same day, the Psychology Conference 2025 was held at the AMA Complex, Ahmedabad, under the theme 'Psychological Trends Shaping the Future of Work.' The conference featured keynote speaker Dr. Prashant Bhimani and sessions by multiple experts.



Prof. Chirantan Chatterjee addressing

On 26th July, the 19th Dr. R. L. Sanghvi Endowment Lecture was conducted as part of the AMA Annual Lecture on Economics. Prof. Chirantan Chatterjee, Professor of Development Economics, Innovation, and Global Health at the University of Sussex Business School, delivered a special lecture titled 'AI for Global Health: Driving Innovation and Economic Growth in India'. He highlighted the transformative role of artificial intelligence in advancing global health initiatives and promoting economic growth in India.

On 30th July, a special visit to GIFT City was organised for AMA committee members. This visit provided the members with a firsthand look at India's first International Financial Services Centre (IFSC), located in GIFT City, Gandhinagar.



AMA Committee Members at GIFT City



Mr. Sundar Swami addressing

On 31st July, the SMS Forum Masterclass 3, themed 'The Future of Sales Leadership,' was moderated by Mr. Achal Rangaswamy, a seasoned marketing consultant and sales coach. The session featured Mr. Sundar Swami, CEO of Senor Metals and MD of Pioneer Furnaces, with 22 years of experience and an AMA Marketing and Sales Management alumnus.

Bangalore Management Association

Guest Lecture

Bangalore Management Association conducted a Guest Lecture on 15th July on Intellectual Property Rights in collaboration with the Faculty of Management and Commerce, M S Ramaiah University of Applied Sciences (MSRUAS) by Dr. Hemang Shah, Senior Director – Government Affairs and Business Development, Applied Materials India. Heartfelt



Dr. Hemang Shah addressing

gratitude was also extended to Prof. Dr. K M Sharath Kumar, the Dean of the Faculty of Management and Commerce (RUAS), under his absentia for his unwavering support in bringing this initiative to life. The contributions of the Innovation and Entrepreneurship Course Leaders- Dr. Bindu Nambiar, Dr. Madhu B. K. and Mr. P Rajeev Prasad- were also deeply appreciated, as their continuous support and presence played a crucial role in making this event a success.



Dr. K. M. Sharath Kumar addressing

MDP

The Six-Day MDP was organised from 21st to 26th July by the Faculty of Management, Ramaiah University of Applied Sciences, Bengaluru, to prepare students and early-career professionals for the transition from campus to corporate life. The MDP brought together a diverse group of undergraduate and postgraduate students, faculty members, and industry delegates, promoting a vibrant learning environment enriched by multiple perspectives. The event provided valuable learning opportunities for students and professionals to understand contemporary marketing tools, consumer

insights, and industry expectations in the digital age.

On 23rd July, Mr. Amruth, Business Analyst, expEDium provided insights into the current industry practices, benefits of cloud-based solutions, and practical frameworks for managing data infrastructure in evolving digital environments. The lecture was part of an experiential learning initiative to bridge academia and industry.



Mr. Amruth, Business Analyst, expEDium receiving a memento

Bharuch District Management Association

MDP

BDMA organised a full-day Management Development Programme on First Aid on 10th July. Expert doctors from Smt. Jayaben Mody Multispecialty Hospital conducted the session, equipping participants with vital life-saving skills and emergency response techniques. The training emphasised the importance of timely first aid in minimising injuries and saving lives, making it an essential competency in both workplaces and daily life. The programme was attended by 18 participants and shared good feedback.



Practical Training on First Aid at BDMA



Session in progress

Round Table EHS Forum Meet

BDMA successfully organised a knowledge-driven session on 10th July on Strategic Planning for EHS Initiatives and EHS Conclave, focusing on strengthening Environmental, Health and Safety frameworks across industries. The programme featured insightful discussions on key sub-topics including EHS Culture and Governance, Process Safety, Occupational Safety, Environmental Management, and ESG and Sustainability. Experts shared the best practices and strategic approaches to embed safety and sustainability into core business functions.

In house MDP

BDMA conducted an in-house MDP on 'Basic Excel' at Toyo Ink (India) Pvt. Ltd on 12th July. Facilitated by Ms. Bhavini Sonvane, the session focused on improving practical skills in spreadsheet use and data management. The training saw enthusiastic participation and was appreciated for its clarity and practical relevance.



Participants with the trainer



Session in progress at Eurecat Catalyst India Pvt Ltd

BDMA organised an in-house MDP on 'First Aid' at Eurecat Catalyst on 16th July, as part of its ongoing efforts to promote workplace safety and employee well-being. The session was facilitated by expert doctors from Smt. Jayaben Mody Multispecialty Hospital, who provided hands-on demonstrations and practical guidance on handling medical emergencies, CPR, injury management, and other critical life-saving techniques. Participants found the session highly engaging and informative, gaining essential skills and confidence to respond effectively during medical emergencies.

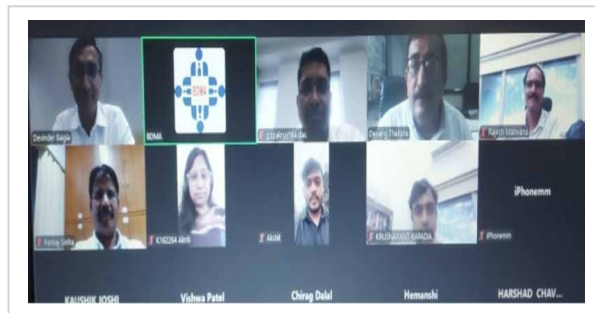
BDMA conducted an in-house MDP on 'Data Analytics and Dashboards' for Toyo Ink India Pvt. Ltd., on 26th July. Led by expert trainer Mr. Nilay Shah, the session focused on building analytical skills through practical insights and real-time applications. The programme saw active participation and was well received for its hands-on approach and business relevance.

Finance Forum Webinar

BDMA organised a webinar on 'Challenges and Opportunities for the Indian Industry amidst the Global Trade War' on 21st and 22nd July. Expert speakers Mr. Devinder Bagia, Partner; Ms. Pareesha Gupta, Associate Partner and Mr. Gopakrushna Das, Associate Partner from Lakshmikumaran and Sridharan, New Delhi, shared insights on global trade disruptions, regulatory changes, and strategic implications for Indian businesses. The interactive session saw

MDP

BDMA conducted an MDP on 'Performance Management System – Adding Purpose to Performance Reviews' on 24th July at the Sheth Rasiklal Ratilal BDMA Conference Hall. The session was led by Mr. Hiren Vakil, a renowned Corporate Trainer and Management Consultant. The programme focused on aligning performance reviews with organisational



Webinar in progress



(L-R) Mr. Hiren Vakil addressing the participants and receiving a memento from the President

purpose and enhancing employee development. The session received an excellent response from 24 professionals across various industries.

Book Lovers Forum

BDMA's Book Lovers Forum organised a captivating session on 26th July featuring a thoughtful book review on 'Swarmayee' by Ms. Janki Mithaiwala, a well-known literature enthusiast. The session commenced and drew a keen audience of book lovers. Ms. Mithaiwala's insightful interpretation sparked meaningful reflections and interactive discussions.



Ms. Janki Mithaiwala receiving a memento



Mr. Rajesh Tiwari addressing

Inauguration of BMA's Student Chapter

Bhopal Management Association inaugurated its Student Chapter at Munshi Hussain Khan Industrial Training Centre (MHKITC), Bhopal on 8th July. Mr. Rajesh Tiwari, President, BMA, highlighted BMA's role in training and placements, and acknowledged Dr. Syed Iftikhar Ali's contribution to ITI

development. Mr. Shankar Krishnan, Hon. Secretary, BMA, gave an overview of BMA, while motivational speaker Mr. Shailendra Ojha spoke on the importance of ITIs in the industry. The event was anchored by Mr. Uzair Pasha and coordinated by Mr. Aamir Khan. Ms. Tayyaba Iftikhar Ali offered the vote of thanks. 50 students enrolled as BMA members and received membership certificates.



Participants of the Awareness Programme

Awareness Programme

BMA conducted an Awareness Programme on 'Basics of Safety (Domestic, Fire, Electric, Road etc.)' on 19th July. Mr. Sulekh Nagar, Senior Executive, Health and Safety, Vardhman Textiles Ltd., was the guest speaker. Mr. Ganga Sagar Yadav, Former Addl. GM, NTPC Ltd., also shared his insights. The session began with a welcome address by Mr. Rajesh Tiwari, President, BMA, followed by a brief on BMA by Mr. Shankar Krishnan, Hon. Secretary. Mr. N.K. Chhibbar offered the vote of thanks.

Short Term Certificate Training Course

BMA conducted a 5-day Short-Term Certificate Training Course from 28th July to 1st August for the staff of DI Kay Insulation Industries Pvt. Ltd., Bhopal. Sessions were led by expert trainers including Mr. Anish Arya; Dr. G.B. Bhalerao; Mr. Girish Miglani, and Ms. Neha Chaturvedi. In his concluding remarks, Mr. R.G. Dwivedi highlighted the relevance of the training by drawing parallels with the Ramayana. Mr. K. Shankar, Hon. Secretary, BMA, appreciated the initiative taken by Mr. D.K. Kohli, Managing Director of the company. The programme was coordinated by Mr. Aamir Khan.



Participants with the dignitaries



COIMBATORE MANAGEMENT ASSOCIATION



Monday Musings
A weekly thought leadership talk on current topics

Invites you to a talk on
Crafting Winning Research Proposals

Monday Musings No. 571
1st Week - July 2025



Dr. Dhamayanthi Arumugam,
PhD in Commerce,
Academic Strategist | International Collaborator |
Research Mentor

Speaker- Dr. Dhamayanthi Arumugam

Coimbatore Management Association

Monday Musings Talk

During the Monday Musings session on 7th July, Dr. Dhamayanthi Arumugam explained the basic components of research problems and objectives, review of literature, scope and significance of the study, methodology, bibliographic references, etc. She also informed that the title of the research should

be concise, descriptive, informative, and catchy. The scope of the study should explain the overall extent and boundaries of the research, showing the topics, areas, dimensions, and aspects. She encouraged the participants to interact with her, and the session concluded with a Q/A session.

On 14th July, Mr. Sethuraman Sathappan highlighted that data is the new oil, comparing its value in the 21st century to that of oil in the 18th century. Speaking on exports, he noted that all items are freely exportable except those on the prohibited or restricted list. He also discussed Export Credit Insurance, the role of the Export Credit Guarantee Corporation, the Unique Insurance Company, and the implementation of the new export credit insurance scheme 'Nirvik'.



Speaker- Mr. Sethuraman Sathappan



Speaker- Mr. Pradeep P

CMA hosted a session on 'The Power of Perspective' with counselling psychologist and co-founder Ms. Devadharshini, who explored how reframing disappointment can transform our inner narrative. She encouraged participants to view setbacks not as failures but as pauses in progress, shifting from 'I failed' to 'Not yet. I'm becoming.' Using the metaphor of a GPS calmly 'rerouting' after a wrong turn, she highlighted how life's detours can lead to new clarity, alignment, and unexpected opportunities.



Speaker- Ms. Devadharshini

Faridabad Management Association

Faridabad Management Association organised its flagship virtual event 'In Conversation: 60-Minute Author Insights' on 19th July. FMA President Ms. Saloni Kaul welcomed participants and introduced the guest speaker, CA Gayatri Srinivasan – Author and Mentor for Business Owners. The session was hosted by Dr. Sukhbir Kaur, Professor at DGIM Law College. In an engaging conversation, Ms. Gayatri shared valuable insights on the importance of purpose and passion in entrepreneurship, the role of mentors, and the need for continuous learning, particularly in English and business training.



Talk show on 'In Conversation: 60 Minutes Author Insights'



Sitting (R to L) Prof. Sukhbir Kaur, Host - 60-minute Author Insights- FMA; Ms Charu Smita Malhotra, Sr Vice President - FMA and Ms Saloni Kaul, Resource Person - MDP and President-FMA.

FMA conducted a MDP on 25th July at the Tap-DC Learning Centre. The session was led by Ms. Saloni Kaul, Founder and CEO of It's People, on the theme 'Productivity Multiplier: Leading Self, Team and Systems for High Performance'. Ms. Kaul shared practical productivity tools, strategies for effective prioritisation under pressure, improved delegation and communication for stronger team performance, and the use of systems thinking for scalable operations. The programme was coordinated by Ms. Charu Smita Malhotra, Senior Vice President, FMA, and Dr. Sukhbir Kaur.

On 30th July, Ms. Charu Smita Malhotra, Senior Vice President of FMA, was invited as the Guest of Honour at the 2nd International Conference on Multidisciplinary Research and Innovations in Engineering (MRIE-2025). The event was held at KR Mangalam University in association with IEEE. In her address, Ms. Malhotra spoke on Agentic AI – Systems of Intelligence, focusing on their alignment with real-world execution, with specific reference to IBM Watson. The conference was attended by leading academicians and industry professionals.



Ms Charu Smita Malhotra addressing

Goa Management Association

On 17th July, members of the Goa Management Association visited Putzmeister Concrete Machines Pvt. Ltd. at Verna Industrial Estate to explore advanced manufacturing practices and strengthen industry engagement. The senior management team welcomed the members and shared insights into Putzmeister's global operations, product portfolio, and focus on innovation in concrete machinery. The visit concluded with a lively interaction on manufacturing excellence, leadership, and emerging industry trends, offering valuable takeaways for all participants.



GMA members at Putzmeister Concrete Machines Pvt. Ltd.

Hyderabad Management Association

Managing Committee Meeting

Hyderabad Management Association held its first Managing Committee meeting for 2025–26 on 2nd July. The session featured the election of the President and Office Bearers, followed by the formal introduction of the newly elected team and MC members. Discussions focused on the association's strategic priorities for the year, including strengthening industry–academia partnerships, enhancing membership engagement, and expanding the reach of HMA's programmes.

The second Managing Committee meeting, held on 14th July, reviewed recent activities and feedback, finalised plans for the upcoming lecture meeting and training programmes, approved budget allocations for forthcoming initiatives, and discussed outreach strategies to engage young managers, entrepreneurs, and academia.

Lecture Meeting

On 17th July, HMA organised an inspiring lecture meeting with Mr. Kiran Darisi on the topic 'A Vision for the Future.' He shared key insights on emerging technologies and their transformative impact, the role of innovation in shaping future industries, and the importance of adaptive leadership with a forward-looking mindset. The session, attended by professionals, entrepreneurs, and academicians, concluded with an engaging Q/A that encouraged active participation.

Indore Management Association

MDP

On 3rd July, IMA, in collaboration with AIMA, organised two AI-focused sessions. Mr. Kshitij M. Sharma, Senior Data Scientist and PMP Coach from the USA, spoke on 'AI-Powered Project Management' and its role in revolutionising India's supply chain and operational efficiency. Mr. Alok Chauhan, Data Science instructor, led a session on 'AI in Action', showcasing smarter AI solutions to simplify daily work for professionals, entrepreneurs, and educators.



(L-R) Mr. Kshitij M. Sharma addressing and Mr. Alok Chauhan with the participants

Exclusive Session

On 6th July, IMA organised the SMARTTECH AI Series – an open forum on Generative AI for business transformation, led by Mr. Amit Chawla, Founder and CEO of Alphagrowthvillag Pvt. Ltd. The session covered Gen AI fundamentals,



Mr. Amit Chawla with the participants

Contemporary Learning Series

On 8th July, IMA held an AI Series session at Cummins Turbo Technologies, Dewas, on Enterprise AI – Delivering Real Outcomes in Automotive and Manufacturing. The discussion showed how AI is transforming these industries through efficiency, innovation, and data-driven decision-making.

prompt engineering, quick professional design creation, AI-powered presentation building, and innovations in ad creation with lifelike visuals.



Mr. Himanshu Muchhal addressing



Mr. Himanshu Muchhal addressing

IMA Industrial Interaction Meet

On 8th July, IMA hosted an AI Series session at Baerlocher Additives India Pvt. Ltd., and Tata International, Dewas, on Enterprise AI – Delivering Real Outcomes in Automotive and Manufacturing. The session explored how AI is driving efficiency, innovation, and data-driven decision-making in these sectors.

Exclusive Session

On 9th July, IMA organised an AI Series session on 'Enterprise AI – How Enterprise AI is Delivering Real Outcomes in Automotive and Manufacturing' at Force Motors Ltd, and Mahindra Two Wheelers Ltd, Pithampur. The session highlighted how Artificial Intelligence is revolutionising the automotive and manufacturing industries by driving efficiency, innovation, and data-driven decision-making.



Mr. Himanshu Muchhal addressing

IMA hosted a Wellness and Wallets: Gen Z's Real Power Moves' Management Consulting session, in collaboration with Tata Consultancy Services (TCS), on 22nd July featuring Mr. Navin Khandelwal, President of IMA, a Chartered Accountant, and an Educationist.

Center Of Excellence

Cloud Community Days 2025, organised by Google Developer Groups Cloud – Indore, will offer cloud professionals and enthusiasts a rich platform to explore cloud computing through expert-led sessions, hands-on workshops, and valuable networking opportunities.



Mr. Gautam Yadav addressing



Mr. Nilesh Vyas addressing

CEOs Meet

IMA hosted 'Tête à Tête' – an IMA Members' Meet – on 15th July, focusing on 'How Enterprise AI Is Delivering Real Outcomes in Automotive and Manufacturing.' The session featured Mr. Nilesh Vyas, Founder and CEO of Ascentt, USA, who shared valuable insights on leveraging Enterprise AI in these sectors.

IMA Diksha Training

IMA conducted 'Diksha' a training session on 15th July at Gufic BioSciences Ltd, Indore on 'Ownership and Accountability' to help professionals understand the importance of taking responsibility for their actions and outcomes. The programme highlighted how developing a sense of ownership and accountability enhances leadership, decision-making, and team performance.



Mr. Abhishek Mishra conducting the training



Mr. Pankaj Kothari addressing

On 22nd July, 'Diksha' in collaboration with AIMA, an impactful event featuring Mr. Pankaj Kothari, a renowned Life Coach, Behavioral Skills Trainer, Motivational Author, and Speaker. The event focuses on promoting empathy, equality, and inclusion in the workplace.

Smarttech AI Series

On 17th July, IMA organised the Smarttech AI Series – Open Forum on Gen AI for Business Transformation, led by Mr. Amit Chawla, Founder and CEO of Alphagrowthvillage Pvt. Ltd., covering Gen AI basics, prompt engineering, AI-powered design, presentations, and ad creation. On 19th July, Her Power – GenAI Powered featured Ms. Madhavi Shelke, Lead Software Engineer at Impetus Technologies, focusing on applications of Generative AI.



(L-R) Mr. Amit Chawla and Ms. Madhavi Shelke addressing

On 22nd July, IMA, in collaboration with AIMA, organised an event titled 'Ethical Use of AI and Use Cases Across Industries' featuring Mr. Pranay Singh Chauhan, Corporate Trainer and AI and Cyber Security Expert.



Mr. Pranay Singh Chauhan with the participants



Mr. Amit Chawla, and Mr. Shikhar Dadhich with the participants

IMA, in collaboration with the Association of Industries Dewas, organised the 'SMART TECH AI Series' focusing on 'Discover How Simple AI Tools Can Transform Your Daily Life, Business, and Mindset.'

Open Forum Session

IMA conducted an open forum session on 20th July titled 'From Kurukshetra to Corporate: Ancient Lessons for Modern Life.' The event featured Mr. Atul Satya Koushik, an international speaker, mythology interpreter, screen writer, and director from New Delhi and mesmerised the audience by translating timeless wisdom from Indian epics into relevant leadership, ethics, and corporate decision-making principles.



Mr. Atul Satya Koushik addressing



Women Forum

IMA Women Forum presented 'Threading Life: Weaving your Own Narrative' on 30th July about empowering women to shape their life stories, with the tagline 'Because Every Chapter You've lived... Deserve a Voice.'



IMA members with the mentors at IMA women forum



Students during their visit to Vacmet Ltd

Industry visit

IMA, organised an industrial visit on 11th July to Vacmet Ltd. The session, led by Mr. Vijay Naidu, HR professional, engaged students with practical insights, real-world examples, and an interactive approach, leaving them motivated and better equipped for the challenges of management consulting.

National Conference

IMA organised an event on 11th July on 'Artificial Intelligence: Redefining Managerial Excellence for Sustainable Development'. This creative and inspiring event witnessed enthusiastic participation from students across institutions, showcasing innovative ideas through waste materials.



Mr. Akash Joshi during a panel discussion

Induction Programme



Mr. Naveen Khandelwal addressing

On 15th July, Mr. Naveen Khandelwal, delivered an inspiring and insightful lecture at NMIMS Indore Campus, Super Corridor, Indore for the successful completion of Induction programme for the incoming cohort of BBA students.



C.M. Mohan Yadav addressing

MP Growth Conclave

The Madhya Pradesh Growth Conclave, held on 11th July, received strong support from the Indore Management Association, whose active involvement and contributions were instrumental in ensuring the event's successful execution. It was an excellently organised and highly impactful event that successfully fostered dialogue and vision for investment in urban.

Jamshedpur Management Association

Talk

JMA organised a thought-provoking session on 4th July under SOUL (Sustainability, Outreach, Upliftment and Leadership) series, titled 'Sustainability and SDGs: Turning Global Goals into Local Action' in collaboration with Vijayash Foundation, featuring CS Deepak Jain as the speaker. He shared practical insights on translating global sustainability goals into impactful local actions, encouraging participants to drive change within their communities.



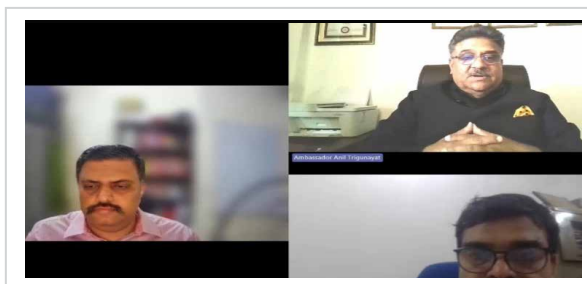
CS Deepak Jain addressing the session

As part of JMA's EDGE Talk Series on 'Connecting Campuses: Enhancing Employability', a seminar was held on 15th July at Netaji Subhash University. Mr. Piyush Raj Katyayani, Microsoft Certified Trainer, spoke on the growing role of AI, data, and coding in non-tech careers, highlighting the need for digital skills across all fields. Mr. Nishith Sinha from Tata Steel led a session on 'Industry 4.0: Role of Youth in Smart Manufacturing', encouraging students to embrace technology-driven changes in the industry.



(L-R) Mr. Piyush Raj Katyayani and Nishith Sinha addressing

On 17th July, as part of T.E. A (Transformation, Experience, and Awareness) talk series, JMA, in collaboration with AIMA, hosted a webinar titled 'The New World Disorder: How Geopolitics is Shaping the Global Economy.' The session featured Ambassador Anil Trigunayat, a retired Indian Foreign Service officer drawing from his vast experience in international affairs, he explored how recent geopolitical shifts are influencing global economic trends, altering trade relationships, and reshaping strategic alliances.



Webinar in progress

HR Best Practices Case Study Contest

On 1st July, two teams from Tata BlueScope Steel participated through JMA in the HR Best Practices Case Study Contest organised by AIMA, as part of the 4th HR Power Workshop held in New Delhi. Tata BlueScope Steel was declared the Winner in the Private Sector category and was felicitated at the workshop.

Entrepreneurship Summit – SHIKHAR 2025

On 12th July, JMA, a part of the Entrepreneurship Summit – SHIKHAR 2025, held at Michael John Auditorium in collaboration with ARKA JAIN University. The summit brought together aspiring entrepreneurs, young innovators and industry leaders in an inspiring platform for idea exchange and learning. JMA contributed to the event by nominating two esteemed judges for the startup pitch sessions — Mr. Satish Agarwal, Senior Principal Data Scientist at Affine, and Mr. Gourav Marwah, Director at Valour Wires.



(L-R) Mr. Satish Agarwal and Mr. Gourav Marwah at the Shikhar 2025 Summit

World Youth Skills Day Celebration

On 15th July, JMA collaborated with Netaji Subhash University to celebrate World Youth Skills Day by organising two engaging competitions – an extempore and a poster-making competition. These events aimed to encourage self-expression, creativity, and awareness among students on the importance of skill development in today's dynamic world.



A participant at the Extempore Competition



Training in progress

Training

JMA conducted a one-day training on 'AI for All' on 19th July, followed by a two-day session on 'GenAI for Leaders' on 21st and 22nd July for employees of Graphite India. The sessions focused on simplifying AI concepts and exploring their practical applications in the workplace. Participants found the programmes insightful and relevant, gaining a better understanding of how GenAI can drive innovation and enhance productivity.

Battle of Titans 3.0

On 27th July, JMA collaborated with IIM Ranchi for Battle of Titans 3.0, held as part of the Management Conclave 2025 at the IIM Ranchi campus. Students showcased their creativity, strategic thinking, and leadership potential. The titles of Mr. Titan and Ms. Titan were awarded to Mr. Akshit Khandelwal and Ms. Suhani Kejriwal, respectively. The competition was judged by a distinguished panel comprising Mr. Satish Agarwal, Senior Principal Data Scientist



Audience at Battle of Titans 3.0, IIM Ranchi

On 31st July, JMA conducted a one-day Training for Tata Bluescope on 'The Power of Collective Participation – Leadership and Team Management along with Time Management.' The training aimed to strengthen leadership effectiveness, improve team collaboration, and enhance time management capabilities. Participants explored practical approaches to collective decision-making, aligning team goals, and managing time more strategically in high-performance environments.

at Affine; Mr. Supratik Sarkar, General Manager at Tata Cummins; and Mr. Deepak Varghese, Head – HR BP at Tata Steel.



Trainer with the participants



Retired Admiral R. Hari Kumar, former Chief of the Naval Staff, lights the lamp, while Dr. Anil Joseph; Mr. Algiers Khalid; Mr. Bibu Punnooran; Mr. K. Hari Kumar; Mr. Rajan Singh; Mr. K. Anil Varma; Ms. Lekha Balachandran and Mr. Dileep Narayanan look on

Kerala Management Association

Inauguration of KMA's 68th Year Activities

Kerala Management Association formally commenced its 68th year of activities on 20th June with an inaugural ceremony in Kochi, based on the theme '360 Degree Management Mindset: Purpose, People, Planet, Profit.' The event was graced by Retired Admiral R. Hari Kumar, former Chief of Naval Staff, as chief guest. Mr. Rajan Singh, Founder of Habitstrong and former IPS officer, attended as the distinguished guest. Admiral Kumar, in his keynote, highlighted India's ancient maritime legacy and stressed the significance of national development rooted in historical pride. Mr. Rajan Singh

delivered an inspiring talk on the importance of proactive leadership and the power of anticipating change. KMA President, Mr. K. Hari Kumar presided over the function and shared the year's vision focused on sustainability, innovation, and purpose-driven leadership.

InsightX – The School of Life

On 2nd July, KMA hosted its InsightX session with Dr. K. Vasuki, Secretary to the Government of Kerala, who spoke on shifting consumer perceptions and the need for a broader, conscious worldview. She highlighted the role of critical thinking and awareness in building a better society. The session was



Dr. K. Vasuki addresses the event while KMA Vice President and Programme Committee Chair, Mr. Dileep Narayanan; KMA President, Mr. K. Hari Kumar and Honorary Secretary Mr. K. Anil Varma look on

presided over by KMA President Mr. K. Harikumar, with Vice President and Programme Committee Chair Mr. Dileep Narayanan delivering the welcome address and Honorary Secretary Mr. K. Anil Varma offering the vote of thanks.

Inauguration of Young Minds 2025–26

KMA launched its Young Minds Activities for 2025–26 on 21st July, featuring a keynote by wonder prodigy and TEDx speaker Mr. Raul John Aju on the theme 'AI as a Strategic Partner.' He delivered an engaging session highlighting that, despite its sophistication, artificial intelligence remains limited by the quality of data it receives. KMA President, Mr. K. Harikumar presided over the event. Former President and Young Minds Advisor Mr. Bibu Punnuran delivered the welcome address, and Young Minds Co-Chair Mr. Jose Thomas proposed the vote of thanks.



Mr. Raul John Aju addresses the KMA Young Minds Activities while former KMA President, Mr. Bibu Punnuradan; current President K. Harikumar, and Young Minds Co-Chair Jose Thomas look on



Mr. Prathap Suthan addresses the event while Mr. Dileep Narayanan; Mr. K. Harikumar and Mr. K. Anil Varma look on

InsightX – A Book of Two

On 25th July, KMA hosted another edition of its InsightX series featuring Mr. Prathap Suthan, Co-founder and Chief Creative Officer of BangInTheMiddle, New Delhi. Speaking on the topic 'A Book of Two: What They Don't Teach You in B-Schools,' Mr. Suthan shared deep personal reflections on time, relationships, and values. He encouraged professionals to invest in personal relationships and create meaningful life experiences outside of work. The session received heartfelt appreciation for its honesty and relatability.

Young Minds – From Legacy to Leadership

On 29th July, KMA's Young Minds forum hosted Ms. Aina Raj, Founder of Udan, for an inspiring session on balancing tradition with innovation. Sharing her journey, she urged young professionals to honour inherited values while shaping their own leadership paths. The session was addressed by Young Minds Chair Mr. Nivedith Babu and Co-Chair Mr. Jose Thomas, and saw enthusiastic participation from second-generation leaders, young professionals, and emerging entrepreneurs.



Immediate Past President, Mr. Bibu Punnooran presents a token of appreciation to Ms. Aina Raj while Mr. Anoop Abraham, Secretary KMA YM; Mr. Nivedith John, Chair KMA YM and Mr. Jose Thomas, Co-Chair, KMA YM look on

Kutch Management Association

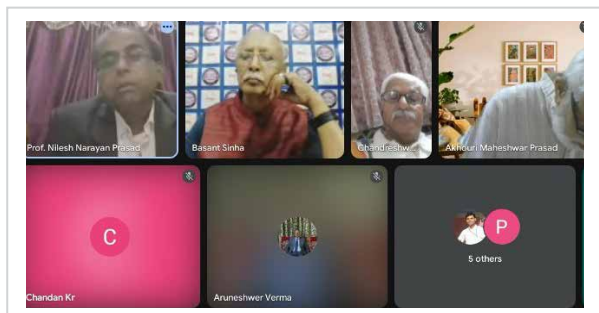
Kutch Management Association organised an inspiring talk show on 19th July featuring renowned motivational guru Swami Sukhabodhananda, who spoke on the theme 'Master the Mind – Manage the Money'. The event

attracted a diverse audience from across the Kutch district of Gujarat, including professionals from key sectors such as oil, steel, power, solar energy, ports and shipping, logistics, and import-export. Attendees also included corporate leaders, police personnel, members of the Army and BSF, as well as MBA and BBA students. A promotional film highlighting AIMA's initiatives was screened during the programme. KMA President, Mr. Aashish Joshi addressed the gathering and shared an overview of the association's activities. He also spoke about the challenges faced in establishing the KMA

Building and how, with the support of 'Sindhu Sahayata Sangathan', the project took shape. The event concluded with an engaging Q/A session, followed by a vote of thanks delivered by Vice President Mr. G.C. Singhvi.



Lighting of the lamp at the event



Webinar in progress

Patna Management Association

Patna Management Association, in collaboration with Bihar State Productivity Council, organised an insightful webinar on 'Monetary Policy of India' on 30th July. The session began with an introduction by Advocate Basant Kumar Sinha, President, PMA, who highlighted the significance of monetary policy in ensuring economic stability, growth, and employment. Prof. Dr. Nilesh Narayan Prasad, Professor of Management and Finance at Impact Group of Colleges, delivered the keynote

address, explaining key concepts such as Repo Rate, Reverse Repo Rate, and Cash Reserve Ratio. Valuable insights and practical perspectives were shared by experienced professionals including Mr. A. M. Prasad (IRS Retd.), former Special Secretary, Ministry of Finance; Mr. Chandreshwar Khan, Retired GM, Tata Motors; Mr. M. K. Das, Secretary, PMA; and Dr. A. K. Verma, marketing consultant. The session concluded with an engaging Q/A, where Dr. Prasad addressed queries and the panelists contributed with enriching anecdotes and real-world experiences, offering a comprehensive understanding of India's monetary policy.

Quilon Management Association

Quilon Management Association held its installation ceremony for the new office bearers on 25th July at Quilon Beach Hotel. Prof. (Dr.) Sabu A, Member Secretary of the Kerala State Council for Science, Technology and Environment (KSCSTE), graced the occasion as the chief guest. Outgoing President Mr. N Jayachandran chaired the meeting and presented a summary of the previous year's initiatives before formally handing over the responsibilities to the new President, Dr. K.



Prof. (Dr.) Sabu A addressing

Madhusoodhanan Pillai. Dr. Pillai outlined QMA's vision and plans for the year ahead. In his keynote address, Prof. (Dr.) Sabu A highlighted the critical role of science and technology in national development, tracing its progress since India's independence and the vision of leaders like Jawaharlal Nehru. The ceremony began with a welcome address by Secretary General Mr. P N Appukuttan, and Mr. Jayakumar Tharamel introduced the chief guest. The event concluded with a vote of thanks by Mr. S. Prathap Chandran Pillai, Secretary (Admin).

Rohilkhand Management Association

Rohilkhand Management Association, in collaboration with Polyplex Corporation Ltd., organised a workshop on 'Leadership for Team Building and Conflict Resolution' on 12th July at Polyplex, Khatima. Led by Ms. Nidhi Sathiyamoorthy, an HR expert with over two decades of experience, the engaging session combined practical exercises with valuable insights to strengthen teamwork, enhance conflict resolution skills, and Promote learning in an enjoyable way. The workshop, encouraged by Dr. Manish Sharma, President RMA, drew a full house of enthusiastic participants. Mr. D.K. Verma, HR Head, Polyplex, graced the occasion as Chief Guest.



Ms. Nidhi Sathiyamoorthy addressing

Thrissur Management Association

Management Development Session

As part of the TMA Student Chapter initiative, an interactive session was held on 2nd July at Government Engineering College, Thrissur, focusing on the importance of effective communication in academic and professional life. The session featured real-life examples and practical tools to help students enhance clarity, confidence, and impact. On 3rd July, a session titled 'Speak with Impact' was conducted by Mr. Kushal Singh, COO, TMA, focused on developing confident communication through real-world tools and insights.



Session in progress and Mr. Kushal Singh addressing

AIMA Southern LMA Conclave

President Mr. C Padmakumar represented Thrissur Management Association at the AIMA Southern Region LMA Conclave, hosted by MMA on 4th July. The event witnessed the active participation of all LMA's from the Southern Region. Mr. Padmakumar briefed the gathering about TMA's unique initiatives and ongoing activities and actively contributed to the deliberations throughout the programme.



Glimpses of the AIMA Southern LMA Conclave

Skill Development Session

As part of the TMA Student Chapter initiative, a Skill Development Session titled 'Engineer Your Success: Resume, GD and Interview Skill Workshop' was conducted on 11th July at Government Engineering College, Thrissur. The session was led by Er. George Paul, MC Member of TMA and Former Executive Director, BPCL. It offered students valuable insights into resume building, group discussions, and interview skills, combining practical guidance with real-world experience.



Er. George Paul addressing

Management Movie Night

TMA organised a Management Movie Night and discussion on 11th July featuring the acclaimed film Hidden Figures. The event was attended by 25 members who actively participated in a post-screening discussion, reflecting on the



(L) Discussion in progress (R) Speaker receiving a memento

management principles showcased in the movie—such as leadership, teamwork, problem-solving, and resilience. The session offered an engaging blend of entertainment and learning.

35th Annual General Body Meeting

TMA conducted its 35th Annual General Body Meeting on 16th July with the participation of 80 members. During the meeting, the new 18 Managing Committee Members for the year 2025–26 was duly elected.



(L-R) 35th AGM of TMA in progress and Mr Sanjay Grover, Director- LMA Relations & Membership and Young Leaders Council, AIMA addressing



(L-R) CS Jackson David, C Hon Jt Secretary; Mr. Pratap Varkey, Vice President; Mr. Padmakumar C, President; Mr. Seejo Pon-nore, Sr. Vice President; CA Shaji P J, Hon. Secretary and CA Swapna Balasubramanian, Hon Treasurer

The second meeting of the TMA Managing Committee for the year 2025–26 was held on 22nd July with 25 members present. The meeting focused on discussing upcoming TMA programmes and initiatives, reviewing updates on ongoing projects, and addressing key matters aligned with TMA's vision and mission.

Handing over Ceremony

As part of TMA tradition, a formal handing over ceremony was held on 22nd July with 20 participants in attendance.

Management Committee Meeting

The first meeting of the newly elected TMA Managing Committee for the year 2025–26 was held on 16th July with 17 members in attendance. During the meeting, Mr. C Padmakumar was elected as President and CA Shaji P J as Honorary Secretary. Other office bearers for the year were also elected, formally marking the beginning of the new committee's tenure and responsibilities.



MC Meeting in progress



Handing Over Ceremony in progress

Inaugural event of TMA Student Chapter

The inaugural event of the TMA Student Chapter activities for the year 2025–26 was held on 25th July at St. Mary's College, Thrissur, with the participation of 100 students. TMA President, Mr. Padmakumar C delivered the inaugural address, marking the formal launch of the year's initiatives. Er. N I Verghese, Past President of TMA and Managing Partner of FORMS Builders, delivered the keynote session on 'Saints and Angels in Management,' offering thought-provoking insights on value-based leadership and ethical decision-making.



Er. N. I. Verghese with the participants

Trivandrum Management Association

TRIMA 2025

Trivandrum Management Association successfully hosted its Annual Management Convention, TRIMA 2025, on 30th and 31st July, marking TMA's Ruby Anniversary (40 years). Centred on the theme 'Leadership for an Emerging World – Navigating Technology, Entrepreneurship, and Social Well-being', the event brought together over 300 delegates, including senior executives, policy influencers, academics, and young professionals.



Mr. Rajendra Vishwanath Arlekar inaugurating TRIMA 2025.



Ms. Sandhya Suresh, Head-Sustainable Banking, ESAF Small Finance Bank and Mr. Win Wilson, Assistant Director, ESAF Foundation receive the TMA-NIMS CSR Award 2025

The inaugural session featured Mr. Rajendra Vishwanath Arlekar, Hon'ble Governor of Kerala, who delivered the inaugural address and presented the prestigious TMA Awards 2025. The keynote was delivered by Air Marshal

Manish Khanna, AVSM, VM, Air Officer Commanding-in-Chief, Southern Air Command, Indian Air Force. Award highlights included the TMA–NIMS CSR Award to ESAF Small Finance Bank, the TMA–Adani Startup Award to Intellioak Technologies Pvt. Ltd., and the TMA–KIMSHEALTH Theme Presentation Award to students from CET School of Management.

The valedictory session on 31st July featured a keynote address by Ambassador T.P. Sreenivasan and a valedictory address by Her Royal Highness Pooyam Thirunal Gowri Parvathi Bayi. TRIMA 2025 earned wide acclaim for its rich content, distinguished speakers, and impactful discussions, reinforcing TMA's role in shaping future management leaders.



Her Royal Highness Pooyam Thirunal Gowri Parvathi Bayi addressing

Vidarbha Management Association

On 6th July, Vidarbha Management Association hosted a session by CA Nitin Alshi on the topic 'Is Your Business Fit? A Health Check for Organisational Success.' Held at Chitnavis Centre, Nagpur, the session emphasised the importance of monitoring business health through indicators like sales growth, cash flow, compliance, team capability, and cost control. He also stressed the need for structured marketing, clear business models, SOPs, KPIs, and regular financial checks to ensure long-term sustainability. The session was moderated by Mr. Alok Dhotekar, with Mr. Rajesh Sharma as session in-charge.



CA Nitin Alshi addressing



CA Atool Hurkat addressing

On 13th July, VMA hosted a session by CA Atool Hurkat, Managing Director of SME Care Pvt. Ltd., on 'Fueling Growth: Smart Finance Strategies for MSMEs.' The session emphasised the strategic importance of the CIBIL MSME Rank (CMR) as a business asset influencing borrowing capacity, credit limits, and interest rates. CA Hurkat also discussed financing options, CGTMSE schemes, TReDS registration benefits, and relevant government subsidies and policies. The session was moderated by Mr. Mithilesh Jindal and coordinated by Mr. Ravi Burde.

VMA organised a session on 20th July featuring Mr. Chirag Warty, Group Chief Strategy Officer, Doshi Group, on the theme 'Owner vs Organisation – The Brand Fight'. Mr. Warty highlighted the importance of active digital presence, strategic use of LinkedIn and Instagram, and building personal websites. He urged leaders to define their zone of distinction and maintain distinct yet aligned personal and organisational brand identities. The session was moderated by Mr. Ranjan Agarwal and coordinated by Mr. Niket Agarwal.



Mr. Chirag Warty addressing



Mr. Ritesh Singh addressing

On 19th July, VMA conducted a one-day GeM (Government e-Marketplace) training workshop for its Members and their Staff. Led by certified GeM Trainer Mr. Ritesh Singh, the session equipped 55 participants with practical knowledge on GeM registration, catalogue management, bid participation, and order fulfilment. Project Directors Shree Prasad Dubey and Deepali Murarkar led the initiative, with Rasoni University as the venue partner. The session reinforced VMA's commitment to empowering MSMEs through digital government procurement platforms.

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Programme Fees

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Additional Fee: Applicable for the optional International Immersion.

AIMA Events Calendar

Event	Programme Chairman/Key Speaker	Venue	Date
3rd Global Innovation & Management Programme (GIMP)		Japan	20 - 24 August 2025
National Management Convention		New Delhi	09-10 September 2025
AIMA YLC Session on 'Past the Payslip : Gaining Financial Confidence'	Amit Khosla & Kanchka Connie Sayal Valtrust Capital	Online	19 September 2025
Global Advanced Management Programme (GAMP)		Frankfurt & Zurich	14-20 September 2025
Shaping Young Minds Programme		Trivandrum	26 September 2025
Shaping Young Minds Programme		Goa	10 October 2025
Shaping Young Minds Programme		Nagpur	07 November 2025
7th Leadership Development Program - North		Rishikesh/ Jaipur	07-09 November 2025
Global Advanced Management Programme (GAMP)		USA	16-22 November 2025
HR Power Workshop (West)		Mumbai	28-29 November 2025
4th Global Innovation & Management Programme (GIMP)		Dubai	02-05 December 2025
3rd LeadHERship Retreat		Udaipur	15-17 January 2026
Shaping Young Minds Programme		Thrissur	22 January 2026
AIMA - Dr K S Basu Memorial Lecture		Online	06 February 2026

Event	Programme Chairman/Key Speaker	Venue	Date
AI Big Data Retreat		Goa	8-10 February 2026
Shaping Young Minds Programme		Guwahati	27 February 2026

To view full calendar please visit www.aima.in

For any feedback, suggestions or advertising queries please write to - aimanews@aima.in

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