

# AIMA

ALL INDIA MANAGEMENT ASSOCIATION



## 5<sup>th</sup> NATIONAL COMPETITION FOR MANAGERS (ONLINE)

ORGANISATION IN THE NEW NORMAL:  
REDEFINING PURPOSE, ORIENTATION &  
ACTION

## ORGANISATION IN THE NEW NORMAL: REDEFINING PURPOSE, ORIENTATION & ACTION

The future is already here and that New Normal which was discussed across platforms is finally here. COVID 19 crisis and the lockdown which followed has, in a way, preponed arrival of many things. The economies have been ravaged and organizations challenged. The reality to embrace technology, remote working spaces, lesser travel yet higher productivity have suddenly become true.

Each organization is straddled with the challenge of managing vendors and operations to keep the production going, have a motivated and productive manpower working in line with the organizational objectives, technology and new means of creating new channels of reaching their intended customers. Above everything, organisations have been faced with new realities of why it exists, who all are its stakeholders and where does it go from here.

All this needs to have a redefining purpose and orientation of business and backing it up with credible action. Functions like manufacturing and supply chains have to embrace new technologies to perfect new networks and production facilities to produce the better quality product at lower costs. HR would need to devise ways and means of using latest tools to recruit right talent and then use the latest to motivate and get the best from them. Marketing and Sales would need to devise ways to reach out to the potential customers through the right medium to make maximum impact and then look at recalibrating its sales channels to provide customer delight in the sales and after-sales service.

The organisation would need to be refreshed and realigned to the new realities and would need to turn this adversity into an opportunity to usher in much awaited changes in its outlook and orientation. To fast forward technology adaptation, to reenergise its workforce as per the new realities and needs and skill them accordingly, work closely and to the benefit of all its stakeholders.

**The participants are supposed to present what all their organisations in general and their functions and departments in specific have undertaken in face of this unprecedented challenge to come out as winners**

**How Covid crisis has changed your organisation? – 1 slide**

**What are the new challenges and opportunities that exist for your organisation – 2 slides**

**What initiatives are you undertaking/ implementing – 3 slides**

**What is the likely impact of the proposed changes – 2 slides**

**Roadmap to new processes and organisation – 1 slide**

**Summing up – 1 slide**

## How do you Benefit

- Interact with the bright and talented contenders who they compete with in a highly stimulating environment
- Build leadership qualities, hone presentation skills and learn to work as a team
- Gain a broader perspective into the strategic and tactical aspects of the business environment they work in
- An opportunity to interact, and learn from the reviews and inputs of an eminent jury comprising luminaries from academia, the corporate world, management consulting, and the media etc.

## The Format

- Each team will get a total of 10 minutes for the oral presentation. The panel of judges will then subsequently ask questions. It is mandatory that both the team members participate in making the presentation.
- After first 8 minutes of the presentation by any member of the team, there would be an indication of remaining 2 minutes to complete the presentation. If any team stretches the presentation beyond the time limit of 10 minutes, there would be negative marking.
- The teams will make the presentations before the panel of judges in the respective regional rounds. Thereafter, the Jury will select top teams in the following categories:

- **PSUs**
- **Private & Others**

## Evaluation Criteria

- Clarity and substance of presentation
- Teamwork and synergy in presentation
- Contribution to effective managerial thinking and performance
- Ability to communicate with and respond to questions effectively from the judging panel

## Eligibility Criteria

- A two-member team of executives from the same organisation is eligible to participate
- Organisations / Institutions are also free to nominate as many as teams as they wish

## Date of the Competition (Online)

Region	Date
Western	20 January, 2021
Southern	22 January, 2021
Northern	28 January, 2021
Eastern	30 January, 2021

**GRAND**  
**FINALE (Online)**  
**3 February, 2021**

Top three teams in each segment would be awarded with trophies, certificates and gift hampers.

## Participation Fee

No. of Teams	AIMA / LMA Members	Non- Members	Academician
1 Team	₹ 30,000 Per Team	₹ 32,000 Per Team	₹ 27,000 Per Team
2 – 4 Teams	₹ 28,000 Per Team	₹ 30,000 Per Team	₹ 25,000 Per Team
5 Teams or above	₹ 26,000 Per Team	₹ 28,000 Per Team	₹ 23,000 Per Team

### Terms and conditions:

- GST will be charged extra  
AIMA GSTIN No. 07AAATA1644A1ZH      AIMA PAN No.: AAATA 1644 A
- Registration will only be confirmed on receipt of participation fee
- The fee paid is non-refundable/non-adjustable, though participation by a substitute is allowed
- Each team will be required to send the mandatory non-refundable entry fee, along with the registration form
- The fee should be sent by a crossed demand draft/cheque in favour of All India Management Association, New Delhi
- For online registration, please visit [www.aima.in](http://www.aima.in)

## About AIMA

All India Management Association (AIMA), as the national apex body of management profession in the country is committed to enhancing the competence of management profession through its multifaceted activities. AIMA has a broad base of 68 Local Management Associations including two cooperating LMAs abroad, with a membership of over 30,000. AIMA is represented on the Boards of India's premier Business Institutions and also represented on Boards of Government bodies including the AICTE, National Board of Accreditation, National Productivity Council to name a few. In addition, AIMA brings to the Indian managers, the best management practices and techniques through numerous foreign collaborations with professional bodies and institutions.

## 2020 Winners



Year	PSU	Private
2020	GAIL India Ltd	Cholamadalam Investment and Finance Company Ltd
2019	NTPC	Ashok Leyland
2018	Hindustan Aeronautics Ltd	Ashok Leyland

For registration & further details, please contact :

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