

# AIMA

ALL INDIA MANAGEMENT ASSOCIATION



# 8th NATIONAL COMPETITION FOR MANAGERS (NCM 2023-24)

## ONLINE

ADAPTING TO THE DIGITAL AGE:  
TRANSFORMING EVERY ASPECT OF BUSINESS

# ADAPTING TO THE DIGITAL AGE: TRANSFORMING EVERY ASPECT OF BUSINESS

In the era of digital transformation, businesses find themselves at the precipice of a profound paradigm shift, one that extends its reach into every nook and cranny of their operations. The impact of digitalization is not confined to the periphery; it penetrates the very core of business processes, touching upon crucial facets such as marketing, sales, human resource, customer service, supply & distribution, manufacturing, and internal operations. As companies navigate this transformative landscape, they increasingly recognize that embracing the digital revolution is not a mere option but an absolute imperative for ensuring their survival and prosperity in the modern business ecosystem.

In this digital age, adaptability and innovation take center stage. The companies that thrive are those that can seamlessly integrate digital technologies into their overarching strategies, foster a culture of perpetual learning, and embrace change as a constant companion on their journey. Success is no longer a matter of being measured solely by financial metrics; it hinges on an organization's ability to continuously evolve, connect with a tech-savvy customer base, and remain at the forefront of the ever-accelerating pace of technological advancement.

As you embark on your organization's transformation journey, we warmly invite you to share how the dynamic interplay of talent and technology is propelling your evolution into a future-ready entity. While the presentation should adhere to a concise format of 10 slides, it is crucial to acknowledge the inherent limitations. By showcasing the most significant impact areas and elucidating how they relate to your organization's transformation, you can ensure that the presentation maintains a coherent flow for the audience's easy comprehension.

## **The Format**

- Personal presentation for 10 minutes to the jury followed by Q&A from them.
- Two teams per category per region to be shortlisted for the Grand Finale.

## **Categories**

- PSU
- Private & Academia

## 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
- Suggestion - Participant are suggested to keep the PPT upto 10 slides

## 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

## 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.

## Date of the Competition (Online)

Regional Round 1	15th December, 2023
Regional Round 2	19th January, 2024

**GRAND**  
**FINALE** (Online)  
**24th January, 2024**

Top three teams in each Category would be awarded with trophies and certificates.

## Participation Fee

No. of Teams	AIMA / LMA Members	Non- Members	Academician
1 Team	₹ 32,000 Per Team	₹ 33,000 Per Team	
2 – 4 Teams	₹ 31,000 Per Team	₹ 32,000 Per Team	₹ 20,000 Per Team
5 Teams or above	₹ 30,000 Per Team	₹ 31,000 Per Team	

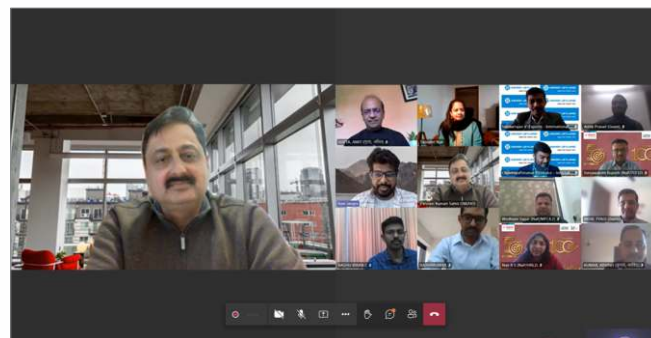
Terms and conditions:

- 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

The All India Management Association (AIMA) is the apex body for management in India with over 38000 members and close to 6000 corporate /institutional members through 67 Local Management Associations affiliated to it. AIMA was formed over 60 years ago and is a non-lobbying, not for profit organization. It works closely with industry, Government, academia and students, to further the cause of the management profession in India; and is represented on a number of policy making bodies of the Government of India and national associations. AIMA offers various services in the areas of testing, distance education, skill development & training, research, publications, executive education and management development programmes – both in the physical and virtual mode. In addition, AIMA brings to the Indian managers, the best management practices and techniques through numerous foreign collaborations with professional bodies and institutions.

## Glimpses of the Last Year



## Past Winners

Year	PSU	Private
2023	NTPC	Bosch Ltd
2022	IOCL	Ashok Leyland
2021	BPCL	TCIL
2020	GAIL India Ltd	Cholamadalam Investment and Finance Company Ltd
2019	NTPC	Ashok Leyland

For registration & further details, please contact :

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