

AIMA

ALL INDIA MANAGEMENT ASSOCIATION



9th NATIONAL COMPETITION FOR MANAGERS (NCM 2024)

ONLINE

**Business Transformation
Embracing Change with Purpose**

Business Transformation Embracing Change with Purpose

In today's fast-paced, digital-driven world, organizations must continuously adapt to shifting market conditions, technological advancements, and evolving consumer demands. The theme for this year's National Competition for Managers (NCM), "Business Transformation: Embracing Change with Purpose," captures the essence of what it takes to thrive in this environment: transformation that is both strategic and purpose-driven. Business transformation refers to the process of fundamentally changing how a company operates—whether through innovation in products, processes, or organizational structures—to meet emerging challenges and seize new opportunities. It is not merely about survival but about positioning a company for future success, ensuring relevance in a competitive market. By embracing change with purpose, companies can become resilient, future-proof organizations that not only survive but flourish in the evolving global landscape.

Participants are expected to demonstrate how embracing change—when aligned with a clear and compelling purpose—can be a powerful driver for innovation and success. The competition encourages forward-thinking managers to view transformation not as a disruption, but as an opportunity to lead their organizations toward sustainable growth, while making a positive difference in the world.

The presentation should address the following key aspects:

- Describe a transformation project or initiative that your department within the organization has undergone.
- What impact has this transformation had on revenues, profits, processes, or the organization's commitment sustainability?
- How do you see this transformation evolving in terms of broader applicability and scalability?

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)

Prelim Round 1	25 th November, 2024
Prelim Round 2	6 th December, 2024

GRAND
FINALE (Online)
9th December, 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	

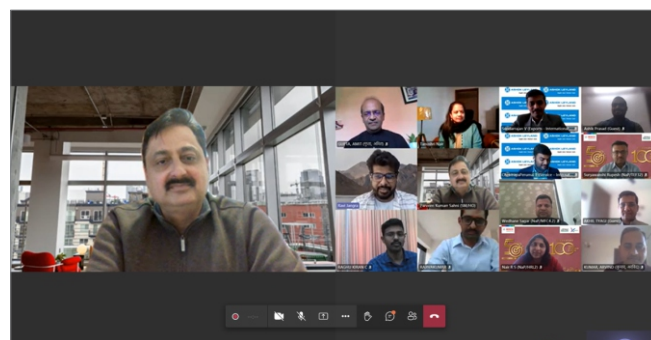
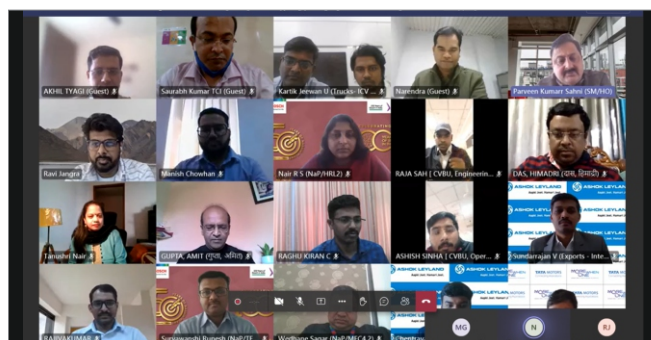
Terms and conditions:

- 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

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	IOCL	E.I.D. -Parry (India) Limited
2022	IOCL	Ashok Leyland
2021	BPCL	Transport Corporation of India Ltd
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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