

# AIMA

ALL INDIA MANAGEMENT ASSOCIATION



# 6<sup>th</sup> NATIONAL COMPETITION FOR MANAGERS (NCM 2022)

## ONLINE

NEW UNCERTAIN WORLD:  
TRANSFORM AND SUCCEED

## NEW UNCERTAIN WORLD: TRANSFORM AND SUCCEED

The world has been bruised by an unprecedented event which is seen once in a lifetime. Never before there has been such scale of disruption forcing whole industries to shut down with no revenues streams in sight. Many industries saw unimaginable drop of revenues and customers while some businesses saw fresh lease of life courtesy altered business and consumer environment.

One thing was common – no company could claim that it was unaffected. The realities and fundamentals of doing business underwent a stress and ambiguity and hence had to rethink every aspect of business. As the businesses get back to some kind of normalcy, it is Business Unusual for all.

The acceptance of technology in work processes has been greatly accelerated, the hybrid models of work have become increasingly acceptable and massive innovation has happened on processes and models of conducting business. It is a whole new world out there basking in the glory of new ideas, designs and ways to conduct business.

We call upon organisations in the corporate and the Public Sectors, in new start-ups and academia across heavy and core industries, Banking, Finance and Insurance, IT and ITES, FMCG and Durables, Services and Hospitality, Travel and Tourism to participate in this competition to showcase some exceptional work they have done and executed in the past few years to Transform and Succeed.

Your work could be in the area of

- Creating new Business Models and introducing New Product and Service lines
- Adoption of Technologies to cut costs, enhance efficiency and productivity and for better customer experience
- Create new workplace and ways of recruiting, motivating, developing in order to have more productive workforce
- Devised ways to involve stakeholders across channels to have a more inclusive and responsible business

In short, the changes made would have created a more agile and resilient organization with an aim to succeed in the New Realities of business.

**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 have things changed your organization ? – 1 slide**
- **What were challenges faced by your organization ? – 1 slide**
- **What were the new opportunities which were presented to your organization ? – 1 slide**
- **What are the steps and transformational steps undertaken/ implemented by your organisation ? – 3 slides**
- **How do you think this would help you succeed in the new realities ? – 2 slides**
- **Explanation of the new processes and organization – 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

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

## 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)

Regional Round 1	10-11 February, 2022
Regional Round 2	18-19 February, 2022

**GRAND**  
**FINALE (Online)**  
**22 February, 2022**

Top three teams in each segment 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
2021	BPCL	TCIL
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 :

**Poonam Rawat - Manager**

M: (+ 91) 98183 81229, E: [prawat@aima.in](mailto:prawat@aima.in)

**All India Management Association**

14 Institutional Area, Lodhi Road, New Delhi – 110003, India

W: [www.aima.in](http://www.aima.in)