



AIMA BUSINESS UNUSUAL SERIES

JUNE - JULY 2020

All India Management Association (AIMA) – the apex body for management profession in the country, has launched the “BusinessUnusual Series”, a set of programmes aimed at preparing enterprises to get back to business quickly in the post lockdown.

AIMA BusinessUnusual Series is a set of one-day programmes conducted digitally and will focus on providing mentorship and guidance from experts to help enterprises revitalise their operations and realign their business models as per the new normal.

Participation at these programmes will be limited upto 25-30 participants per programme, to enable all delegates to take advantage of interacting and asking questions of the speakers.

With a purpose to help build management capability in these difficult times, the programmes under AIMA’s BusinessUnusual Series are being offered at subsidised prices for a limited period of time.

INNOVATING TO SURVIVE ADAPTING TO THE POST-COVID WORLD

Saturday, 06 June, 2020

As enterprises get back to business after a prolonged lockdown, they will realise that their world has changed. The needs and choices of businesses and consumers have been reshaped by the Covid experience. Supply failures during the pandemic have highlighted the need for innovation in production technologies and supply chains. Depressed demand due to uncertainty requires innovation in products and pricing. As people avoid contact and crowds, the operating and business models require a big adjustment. Increased costs due to snowballing debt, retooling of workplace, mobility constraints, social distancing etc would need a business response. In a highly stressful and unpredictable business environment, there would be a huge premium on innovation and management have to act quickly and adequately to get the business back on track.

Speakers



**Innovating to Survive
Adapting to the Post-Covid World**

TV Mohandas Pai
Chairman, Manipal Global Education Services



**Business Model Innovation in
a Highly Digital World**

Solomon Darwin
Executive Director, Garwood Center Corporate Innovation,
Haas School of Business, UC Berkeley




**Business Process Innovation to
Avoid Operations Disruption**

CP Gurnani
CEO and Managing Director, Tech Mahindra



**Product and Pricing Innovation
to Stimulate Demand**

D Shivakumar
Group Executive President - Corporate Strategy and Business,
Aditya Birla Group



**Reviving Contact and Travel Based
Business with Innovation**

Deep Kalra
Founder and Group Executive Chairman, MakeMyTrip Limited

BUILDING BUSINESS RESILIENCE MANAGING THE NEW NORMAL

Saturday, 13 June, 2020

The Covid crisis has exposed the vulnerability of business to sudden and total disruption. The continuing uncertainty further compounds the challenge of making business strategies for immediate survival and future growth. Business resilience is the top management priority in the new normal. The pandemic and lockdowns have altered business assumptions and the changed environment demands strategies that secure an organisation from sudden shocks and prepare it for multiple scenarios. Dependability and durability have to go with savings and growth. Even as enterprises count their losses because of lockdown, they have to factor in a rise in the cost of doing business because of health related regulations, macro-economic stress, depressed demand, investment in new technologies, competition for funds, reorganisation of supply chains and restricted access to markets. The resilient organisations will survive to grow another day.

Speakers



Strategies for Business Resilience

Pramod Bhasin
Founder, Genpact and Chairman, Clix Capital



Managing the New Normal

Sunil Kant Munjal
Chairman, Hero Enterprise




Startups Disrupted: Don't Panic

Manoj Kohli
Country Head - SoftBank India



Adopting Technology for Business Agility

Ganesh Natarajan
Chairman, 5F World



**Covid and Capital: Fund Management
in Times of Crisis**

Saurabh Mukherjee
Founder & Chief Investment Officer,
Marcellus Investment Managers

DIGITAL SUPREMACY CAPITALISING ON SHIFT TO ONLINE


Saturday, 20 June, 2020

Covid-19 crisis has changed marketing for ever. Lockdowns and social distancing have induced an exponential increase in the use of digital and social media and brought in huge number of new users. Consumers have developed new habits and preferences and the en masse shift to online world is unlikely to roll back even after the lockdowns are relaxed. Enterprises need to adapt to this new reality and develop marketing knowhow and strategies for the digital and social media. Being found online has become absolutely critical for finding customers. Marketers need to reach out to consumers while they are isolated and are nervous about spending. Brands need to build relationships with consumers in tough times to earn lasting loyalty. Marketers also need to optimise own spending in a scenario of low revenues right now but a rebound in consumption and competition in a few months. Covid has changed consumer behaviour and now marketers must change theirs.


Speakers




Rethinking Marketing in a Digital First World
D Shivakumar
Group Executive President - Corporate Strategy and Business, Aditya Birla Group



Shaping Consumer Behaviour with Big Data
Sunil Lulla
Chief Executive Officer, BARC India



Creating a Digital Brand Personality
Mohit Kapoor
Vice President- Advertising & Innovations, Jio and Mentor, Jio GenNext



Agile Marketing for Unusual Times
Sukhleen Aneja
CMO & Marketing Director, Hygiene home for South Asia, Reckitt Benckiser



Digital and Social Media Tactics During a Crisis
Anusha Shetty
Chairperson and CEO, Grey Group, India

AUTOMATION FOR BUSINESS CONTINUITY AND GROWTH

Saturday, 27 June, 2020

Factories, shops and offices are shut as people are not allowed to travel or assemble to prevent spread of corona virus. Only the digitised work and businesses have continued uninterrupted, which is a reminder that automation is more about business continuity at all times than about saving employee cost. Lockdowns have made enterprises appreciate the need for automation technologies such as data connectivity, mobile, cloud, internet of things, artificial intelligence, robotics, 3D printing etc. As businesses reopen after lockdowns, there would be a race for automating the essential business processes so that at least the critical business operations are not interrupted by a shock. Making business autonomous would also enhance competitiveness and growth by increasing the speed, accuracy and scale of business processes and innovation. The self-driving businesses would have an advantage in the post-Covid world.

Speakers



Enterprise Intelligence in the Post Covid World
TV Mohandas Pai
Chairman, Manipal Global Education Services




Powering Business with AI
Umakant Soni
Co-founder, AI foundry and Advisor & Founding Partner, pi Ventures



Innovation for the Post-Covid Era
Sharad Sharma
Co-Founder, iSpirit Foundation



Robots to Rescue: Mechanizing Precision for Speed, Scale and Reliability
Pulkit Gaur
Founder & CTO, Gridbots Technologies



Reskilling Workforce for Automation
Ganesh Natarajan
Chairman, 5F World

SHOCK PROOFING SUPPLY CHAINS


Saturday, 04 July, 2020

Normally, supply chains are built on the presumption of a stable world with moderate risk of disruption and with the objective of saving costs. Covid has blown away those assumptions and crippled production and sales all over the world. Even before Covid outbreak, supply chains were under pressure from trade wars and protectionism, but Covid has changed the game altogether. Businesses need to rethink supply chains to ensure that they are not choked again. Managements need to measure, monitor and mitigate supply chain risks without losing competitiveness and profitability by much. Prudence in inventory, logistics and supplier mix has become essential and the production itself needs to become flexible to work with substitute inputs and outputs. In the post-Covid world, supply chain strategy would be a key factor in business survival and growth.

Speakers




Reimagining Inventory Management
CK Ranganathan
Chairman & Managing Director, CavinKare Pvt Ltd



Balancing Supply Chain Risks and Returns
Om Prakash Manchanda
Managing Director, Dr Lal PathLabs

Building Agile Supply Chains
RS Sodhi
Managing Director, GCMF Ltd (AMUL)



Mitigating Logistics Vulnerabilities
Vineet Agarwal
Managing Director, Transport Corporation of India Ltd



Building Logistics Platforms: Overcoming Fragmentation and Friction Challenges
Hanish Yadav
Associate Partner, McKinsey & Company



HR LEADERSHIP: TRANSFORMING WORK, WORKPLACE AND WORKFORCE

Saturday, 11 July, 2020

Covid has disrupted business for an extended period and every organisation is facing challenges in getting back to business. Most organisations are struggling to overcome the operational and financial setbacks caused by lockdowns. HR leadership is critical for securing business survival and growth in this scenario. HR leaders are expected to transform work, workplace and workforce to ensure viability and continuity of business. They need to protect employee health and morale and upgrade organisation's skill stocks at a low cost for adapting to the shifts in the market. HR has to retool and retrain workforce for greater automation of business and remote work in the post Covid world. It has to redefine jobs, roles, rules and culture to suit remote work and virtual workplaces. HR leaders have to play a decisive role in revitalising their organisations as business resumes.

Speakers



Suresh Narayanan
Chairman & Managing Director, Nestle India Ltd





Manish Sabharwal
Chairman, TeamLease Services Ltd

Rajeev Dubey
Principal Advisor, Mahindra & Mahindra Ltd



S Y Siddiqui
Chairman-AIMA Committee on HR & Executive Advisor, Maruti Suzuki India Ltd



Ranjan Mohapatra
Director (HR), Indian Oil Corporation Limited



Ira Gupta
HR Head, Microsoft India

THE BIG SHIFT: HOW COVID WOULD CHANGE CONSUMPTION AND BRANDING

Saturday, 18 July, 2020

Covid has interrupted life, liberty and pursuit of happiness. The instinctive caution and the imposed constraints have distorted consumer behaviour. Needs and desires have new focuses and priorities. Splurging has been replaced with stocking up. New categories of products and new ways of shopping have taken hold. The fettered consumers have become captives of availability. Brands have challenges in reaching and influencing customers and are vulnerable to a loss of habit and memory. The war for wallet is set to get intense as a big shift looms. Brand have to rethink their game and review their positioning and proposition.

Speakers



Thought for Food: Building Immunity of Pleasure

Saugata Gupta
Managing Director and CEO, Marico Ltd



An Over-the-top Solution: Catch Consumers on Phones and Smart Tv's

Tarun Katial
CEO, ZEES India

Pivot or Perish: Brand Strategy During Great Uncertainty

D Shivakumar
Group Executive President - Corporate Strategy and Business, Aditya Birla Group



To Care and Share: Helping The Consumer

Santosh Desai
Managing Director & CEO, Future Brands Ltd
Author, Columnist, Social Commentator



Programme Curated and Hosted by

Trends that Matters to Business

Devendra Chawla
CEO & MD, Spencer's Retail Ltd



CERTIFICATION

All participants joining the programme will be awarded the 'Certificate of Participation' from AIMA after the programme.

PARTICIPATION FEE

- INR 15,000+ GST per participant per programme - 1 to 4 nominations
- INR 12,500+ GST per participant per programme - 5 to 8 nominations
- INR 10,000+ GST per participant per programme - 9 or more nominations
- Group discounts can be availed on nominations from an organisation over multiple programmes under the series
- Plus 18% GST, GSTNo. AAATA 1644 AST001, PAN No. AAATA 1644 A
- The programme would be conducted digitally on a secured platform meeting the security measures as suggested by CERT-IN and MHA Advisories
- Registrations are confirmed upon receipt of payment only
- Log-in details for joining the programme will be shared with the participant(s) only after the receipt of the participation fee
- VAT will be charged where applicable
- Bank or any other charges will be extra on remittances
- All India Management Association (AIMA) reserves the right to postpone events or amend the programme if necessary



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