

The background features a stylized illustration of a human head in profile, facing left. The head is rendered in a textured blue color. The interior of the head is filled with a vibrant, multi-colored watercolor splash, transitioning from yellow and orange at the top to blue and purple at the bottom. The splash also extends upwards and outwards from the top of the head, creating a sense of expansion and creativity. In the top left corner, the AIMA logo is displayed in a bold, blue, sans-serif font, with the full name 'ALL INDIA MANAGEMENT ASSOCIATION' in a smaller, blue, sans-serif font directly below it.

AIMA

ALL INDIA MANAGEMENT ASSOCIATION

47th National Competition for Young Managers (NCYM 2021)

Special PSU category added

**Transformation for Continuity:
Innovative practices for resilient
organizations**

About theme:

Transformation for Continuity: Innovative practices for resilient organizations

Each organisation needs to transform to stay relevant and to grow over a period of time. Many a times the transformation journey is internalised, yet sudden and exceptional events such as the Covid-crisis act as catalyst to transverse onto the journey of modernisation and resilience.

The corporate sector has responded very well to this adversity and has not allowed the operations and supply chains to collapse. The employee welfare has taken welfare and so has the care for stakeholders of business and community at large

There are lessons to be learnt and good practices to be shared. Without exception each department of the organisation be it production, quality control, logistics, finance, HR, Marketing, Sales and Service have risen to the occasion and devised ways and means to keep the customer and the business running. Another development has been focus of the businesses towards Business Responsibility with every organisation working to help communities at large through innovation in their own and related lines of business. News of PPE Kits, ventilators, temporary shelters, opening of the premises to

offer shelter and food to the affected have made for pleasant reading.

The National Competition for Young Managers 2021 seeks entries and case studies of any such wonderful ways in which your organisation changed and helped the other communities and the government in its efforts to fight the challenges from this event

- How did the processes and adaption of technology changed the way you worked from pre-covid era?
 - How has that made your business much better equipped to handle adversities in the future?
 - How has that helped in enhancing the productivity of the function and the organisation as a whole?
 - How has the processes, new models and products changed the orientation of the organisation?
 - What were all the steps that your organisation had undertaken to reach out to stakeholders and the community at large during the Covid era?

Elaborate all the above in light of ensuring Continuity through Transformation – be it in business operations, lines of product & services, business responsibility and any other.

How do you benefit

- Interact with the bright and talented contenders who they compete with in a highly stimulating environment
- Build leadership qualities, hone their 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 with and learn from the reviews and inputs of an eminent jury comprising luminaries from academia, the corporate world, management consulting, media etc.

What is NCYM?

All India Management Association has been organising the National Competition for Young Managers (NCYM) annually since 1974, with a view to recognise competitive excellence among young managers and by providing them an unparalleled opportunity to hone their analytical, creative thinking, problem solving, team working and leadership skills in a national-level competitive setting. The competition has continued to gain in strength and popularity year after year and corporate organisations have recognised its value as a useful tool to groom their young managerial talent for higher responsibilities. The NCYM today is one of the foremost and hugely popular pan India National-level Competition meant exclusively for the young managers working in public and private sector organisations in business and industry. The competition brings disparate teams of young executives from the corporate world on a common platform to research, analyse, discuss and deliberate on a theme of contemporary managerial interest and national significance.

The format

The teams are required to first submit a soft copy of the synopsis between 1500-2000 words (maximum 4 pages) to the NCYM official mail id i.e. ncym@aima.in. Reports should be based on live case projects of their current company, innovative ideas backed by research and analysis of data from pertinent sources, both primary and secondary, **including the team's experience of his/her own organization (wherever applicable)**. Team will then make the presentation before a panel of judges online. Thereafter, two best team from each region will be selected to make final presentation at the Grand Finale.

- Each team will get a total of 15minutes for the oral presentation. The panel of judges will then subsequently ask questions. It is mandatory that all the team members participate in making the presentation.
- After first 13 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 15 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

Eligibility criteria

A three member team of executives less than 40 years of age (as on January 1, 2021) is eligible to participate. The team should be from an organisation only. Organisations are also free to nominate as many teams as they wish.

Each team will be required to send the mandatory non-refundable entry fee, along with the registration form. The fees should be sent by a crossed demand draft/cheque in favour of All India Management Association, New Delhi and is payable in advance (at least 10 days ahead of the competition).

How to enter the competition

Each team will be required to send the mandatory non-refundable entry fee, along with the registration form. The fees should be sent by a crossed demand draft/cheque in favour of All India Management Association, New Delhi.

Regional rounds (online)

East Region	25 August, 2021	GRAND FINALE 17 th September, 2021 Online
West Region	1 – 2 September, 2021	
South Region	7 – 8 September, 2021	
North Region	14 – 15 September, 2021	

Participation fee (per team)*

(*For a team of three persons)	1-2 Team	3-6 Teams	7-More Teams
For Members of AIMA	₹30,000	₹28,000	₹26,000
For Non-members of AIMA	₹32,000	₹30,000	₹28,000
For Academician ₹15,000/- per team			

- 18% GST will be charged extra
- AIMA GSTIN No. 07AAATA1644A1ZH
- AIMA PAN No.: AAATA 1644 A
- The program 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
- For online registration [CLICK HERE](#)
- Log-in details for joining the programme will be shared with the participant(s) only after the receipt of the participation fee
- 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

Glimpses of last year

46th National Competition for Young Managers
Transformational Leadership - Winning Strategies in Uncertain Times
4th September, 2020
Online

Grand Jury

- Rajeev Bhushan, Founder & Managing Partner, Effluent Consultancy
- Vinod Mehta, CEO, Sage Publications
- Sandeep Pal Singh, Director - Personnel, Shipping Corporation of India Limited
- D V Sharma, Executive Director, GAIL
- Manoj Kishore, Managing Director, Legal, Marketing and Sales
- Rameshwar Prasad, Managing Director, India Media Lighting

Previous year winners

Year	Champion	I Runners-up	II Runners-up
2020	Robert Bosch	IOCL and Bosch Ltd	
2019	KHS Machinery	Rashtriya Ispat	BHEL
2018	Bosch Ltd	BPCL	Robert Bosch Engineering & Solution Ltd
2017	Bosch Ltd	BHEL	Bosch Automotives
2016	Bosch Ltd	GE T & D Ltd	BPCL

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.

Kindly contact for more details and submission of registration forms to:

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