

AIMA News

AIMA'S MONTHLY E-MAGAZINE

M A N A G E M E N T T I M E S

APRIL 2024



MESSAGE FROM THE DIRECTOR GENERAL

Dear Readers,

I am pleased to bring to you another issue of AIMA News.

The past few weeks have been busy at AIMA with several large events, regular programmes and special interactions being organised. AIMA recently organised its 9th National Leadership Conclave (NLC), which was followed by the 14th edition of AIMA Managing India Awards, where the Vice President of India, Shri Jagdeep Dhankhar presented the awards to several luminaries for their exceptional contributions.

The National Leadership Conclave, with the theme - 'Unshackling Leadership: Flexibility, Agility, Adaptability,' featured renowned speakers from diverse backgrounds discussing the importance of embracing innovation and adaptation in response to the changing landscape. Along with traditional sessions, the conclave introduced new formats such as interactive discussions with influencers, insights on family business dynamics, and engaging fireside chats. Leading personalities including General Manoj Pande, Prof Pradeep Khosla, Mr Karan Johar, Mr Nikhil Sawhney, Mr TV Narendran, Mr Sanjay Kirloskar, Mr Harshvardhan Neotia, Mr Harsh Pati Singhania, Mr Vishal Kampani, Mr Raj Chengappa and other key speakers, lent their expertise and perspectives to enrich the discourse.

At the Managing India Awards, held the same evening, several stalwarts and luminaries were presented AIMA's prestigious awards at a glittering ceremony. Shri Jagdeep Dhankhar presented the honours to Mr Onkar Kanwar; Mr Sanjiv Puri; Mr N Ram; Mr M B Parekh; Mr Gopal Vittal; Mr Ashish Bharat Ram; Mr Karan Johar amongst others, who were introduced by equally illustrious personalities. The awards Jury, chaired by Mr Sanjiv Goenka included the who's who of India Inc. The full list of award winners and further details on both these flagship events can be found inside.

On the international front, AIMA maintained its over two-decade partnership with the St Gallen University by participating in the 53rd St. Gallen Symposium in Switzerland a few weeks back. I was privileged to represent AIMA along with Mr Rajive Kaul, where we participated and engaged in discussions on global issues.

Extending its reach to the Asian management community as well, AIMA recently signed a MoU with Hong Kong's Asia CEO Community. This MoU has been signed with an aim to build collaboration and strengthen relations between the business communities of India and Hong Kong. In addition, AIMA organised a special training programme in collaboration with The World Bank in Kathmandu. The programme offered excellent insights on dispute resolution and contract performance and was very well received with an overwhelming number of delegates from both India and Nepal. Brief reports are carried in this issue.

In a bid to expand and strengthen its management education portfolio, I am pleased to share that AIMA has launched a new PG Diploma

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in Financial Planning, in collaboration with Financial Planning Standards Board, India. This two-year programme thoroughly prepares those who want to pursue careers in finance. The first batch will commence from 15th July 2024.

Additionally, in its ongoing effort to encourage leadership in women professionals, AIMA released its first AIMA-KPMG Women Leadership in Corporate India Report 2024, in collaboration with KPMG in India. The report has thrown up some very interesting findings in the areas of women's representation in Indian leadership, and a link to the report can be found inside.

AIMA continued to collaborate with Local Management Associations (LMAs), an integral part of its management network. AIMA President Mr. Nikhil Sawhney convened with representatives from 30 LMAs during the LMA CEOs' Meeting held alongside the 9th NLC. Additionally, the Bhopal Management Association partnered with AIMA for the 82nd AIMA Shaping Young Minds Programme (SYMP) in Bhopal. The SYMP, known for its high participation and positive feedback, attracted over 800 students and young managers. Regional Coordination Meetings with participating LMAs were also coordinated by AIMA during the month.

AIMA's special council for Young Leaders, AIMA YLC, also reached out to its members with special sessions on areas and topics of rising relevance. Brief reports can be found in this issue, along with other updates from AIMA and the LMAs, as well as some interesting articles on management.

I hope you enjoy this issue of AIMA News and look forward to your feedback and suggestions.

Warm regards,



Rekha Sethi
Director General

AIMA OFFICE BEARERS

PRESIDENT

Mr Nikhil Sawhney

Vice Chairman and Managing Director,
Triveni Turbine Limited and Director,
Triveni Engineering and Industries Limited

SENIOR VICE PRESIDENT

Ms Suneeta Reddy

Managing Director
Apollo Hospitals Enterprise Ltd.

VICE PRESIDENT

Mr TV Narendran

CEO & Managing Director
TATA Steel Ltd

IMMEDIATE PAST PRESIDENT

Mr Shrinivas Dempo

Chairman
Dempo Group of Companies

DIRECTOR GENERAL

Ms Rekha Sethi

Published by

AIMA, Management House,
14, Institutional Area,
Lodhi Road, New Delhi-110003
Tel : 01124645100
Fax : 01124626689
E-mail : dlma@aima.in
Website : <http://www.aima.in>



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VICE CHANCELLORS RESIDENTIAL RETREAT

**TRANSCENDING TO A NEW TOMORROW
LEADERSHIP CHALLENGES AND THE WAY FORWARD**

**20TH – 22ND JUNE, HOTEL TAJ GANGES
VARANASI**

AIMA proudly presents the Vice Chancellors Retreat 2024, where the brightest minds in academia will convene to delve into the theme of "Transcending to a New Tomorrow: Leadership Challenges and the Way Forward". In the face of unprecedented challenges and rapid transformations, this retreat offers:

- A platform for insightful discussions, innovative strategies, and collaborative solutions to propel our institutions toward a promising future.
- A forum for esteemed leaders in academia to engage in meaningful dialogue, share experiences, and navigate the intricate landscape of higher education.
- Participants will bring together invaluable insights into emerging trends, best practices, and transformative leadership approaches.
- An opportunity for participants to gather wisdom from experts and establish connections, fostering peer learning experiences in an enriching environment conducive to growth and exploration.
- An occasion to connect with fellow academic leaders, to shape meaningful collaborations and alliances.

For Whom

Academic & Administrative Heads of Higher Education Institutions, Universities, including the Presidents, Chancellors, Pro-osts, Vice Chancellors, Deans & Directors. The Retreat will help all those involved in academic and institutional governance.

Participation Fee of Residential Retreat

- The participation fee is Rs 70,000/- + 18% GST per participant.
- Rs 60,000/- +18% GST per participant for AIMA Vice Chancellors Council Members
- 10% discount for AIMA Members and for 2 participants or more from the same organisation.

Register Fast, Limited Seats!

For registration, please contact
Saumya Singh

Deputy Director, Centre for Management Education,
All India Management Association, New Delhi-110024
Email: vc-council@aima.in; saumya@aima.in www.aima.in
WhatsApp Number / Ph.No.9810475327

9th National Leadership Conclave



(L-R) P Dwarakanath, Former Chairman, GSK Consumer Healthcare Ltd; Maj. Gen. D.N. Khurana, Chairman, Center for Public Policy; Sudhir Jalan, Co-Chairman, Rieter India Pvt Ltd.; Nikhil Sawhney, President, AIMA and Vice Chairman & Managing Director, Triveni Turbine Ltd; Sanjay Kirloskar, Past President, AIMA and Chairman & Managing Director, Kirloskar Brothers Ltd; PS Puri, Former President, LNJ Bhilwara Group and Rekha Sethi, Director General, AIMA inaugurating AIMA's 9th National Leadership Conclave

AIMA organised its 9th National Leadership Conclave on 23rd April 2024 at New Delhi on the theme 'Unshackling Leadership, Flexibility, Agility, Adaptability'. The day started with the inaugural session where Mr. Nikhil Sawhney, President, AIMA and Vice Chairman and Managing Director, Triveni Turbine Ltd, and Ms. Rekha Sethi, Director General, All India Management Association, started the day-long National Leadership Conclave and set the tone for the day.

After the welcome address by Mr. Sanjay Kirloskar, Past President, AIMA, and Chairman & Managing Director, Kirloskar Brothers Ltd; General Manoj Pande, PVSM, AVSM, VSM, ADC, Chief of the Army



General Manoj Pande, PVSM, AVSM, VSM, ADC, Chief of the Army Staff, India addressing



in the defense sector is the need of the hour. He said, "Indian army is moving from being a buyer of weapons to becoming a partner of Indian industry in development and production. The concept of national champions has been adopted to build suppliers with national and global scale". He further added that "One cannot outsource security," referring to the supply disruption during covid and Russia-Ukraine war.

Pradeep Khosla, Chancellor, University of California, San Diego and Nikhil Sawhney, President, AIMA and Vice Chairman & Managing Director, Triveni Turbine Ltd

Staff, India, discussed how India is gearing up to meet the security demands at national and regional levels. He emphasised that self-reliance

Mr. Karan Johar, Producer, Director, Talk Show Host and Entrepreneur, wears many hats. He has



(L-R) Yezdi Nagporewalla, Chief Executive Officer, KPMG in India; T V Narendran, Vice President, AIMA and CEO & Managing Director, Tata Steel Ltd; Harsh Pati Singhania, Past President, AIMA and Chairman & Managing Director, JK Paper Ltd; Nikhil Sawhney, President, AIMA and Vice Chairman & Managing Director, Triveni Turbine Ltd; Raj Chengappa, Group Editorial Director (Publishing), India Today Group, and Vishal Kampani, Non-executive Vice Chairman, JM Financial Ltd

been vocal about his views and that is reflected in the kind of cinema he makes. In a session with Ms. Avarna Jain, Vice Chairperson, Saregama & Chairperson, RPSG Lifestyle Media; he took through his journey of 25 years and spoke about what it takes to be an icon of Indian cinema.

AI has taken the world by storm. It's important to keep pace with development but at the same time it's equally important to retain the productivity and creativity of humans. In a fireside chat between Mr. Nikhil Sawhney and Mr. Pradeep Khosla, Chancellor, University of California, San Diego; Mr Khosla spoke about risks and benefits of AI in this technology driven world. "A combination of humans and AI will be more perfect than either of them can be on their own," he said.



Karan Johar, Producer, Director, Talk Show Host and Entrepreneur and Avarna Jain, Vice Chairperson, Saregama & Chairperson, RPSG Lifestyle Media

During a panel discussion on reinventing legacy, panelists Mr. Piruz Khambatta, Group Chairman, Rasna Private Limited; Mr. Vineet Agarwal, Managing Director, Transport Corporation of India Ltd; and Mr. Shiv Siddhant Kaul, Managing Director, Nicco Engineering Services Ltd, talked about how to carry forward legacy while keeping pace with the changing trends. The session was moderated by Mr.



Vivek Gupta & Abhay Hanjura, Co-Founders, Licious in conversation with Sumita Kareer, Anchor, Deputy Editor, ET Now



(L-R) Vineet Agarwal, Managing Director, Transport Corporation of India Ltd; Piruz Khambatta, Group Chairman, Rasna Pvt. Ltd; Harshavardhan Neotia, Chairman, Ambuja Neotia Holdings Pvt Ltd; Shiv Siddhant Kaul, Managing Director, Nicco Engineering Services Ltd and Sanjay Kirloskar, Past President, AIMA and Chairman & Managing Director, Kirloskar Brothers Ltd

Harshavardhan Neotia, Past President, AIMA and Chairman, Ambuja Neotia Holdings Pvt. Ltd.

In a panel discussion, moderated by Mr. Vikram

Chandra, Founder, Editorji Technologies Ltd, money matters were discussed by panelists CA Rachana Ranade, Founder of Rachana Ranade and Associates,



(L-R) Ankur Warikoo, Founder of WebVeda, Content Creator; WariCrew, Speaker, and Author; Rachana Ranade, Founder of Rachana Ranade and Associates, FinFluencer, Entrepreneur, and Teacher; Vikram Chandra, Founder, Editorji Technologies Ltd., and Neha Nagar, Chief Executive Officer, Taxationhelp.in and Finance Content Creator

FinFluencer, Entrepreneur, and Teacher; Mr. Ankur Warikoo, Founder of WebVeda and Content Creator, Wari Crew, Speaker, and Author; Ms. Neha Nagar, Chief Executive Officer, Taxationhelp.in; Finance content creator. They delved deep into the risks and challenges while investing money and how smart financial planning can take one places.

In a fireside chat with Ms. Sumita Kareer, Anchor, Deputy Editor, ET Now; Mr. Vivek Gupta and Mr. Abhay Hanjura, Co-Founders, Licious, spoke about their journey of becoming India's first direct-to consumer unicorn. They also discussed the challenges they faced while getting into an uncharted territory and how they plan to hold on to their position as leaders of the segment.

During a panel discussion on current geopolitical condition and its impact on Indian economy, panelists Mr. Harsh Pati Singhanian, Past President,

AIMA and Chairman and Managing Director, JK Paper Ltd; Mr. T V Narendran, Vice President, AIMA and CEO & Managing Director, Tata Steel Ltd; Mr. Yezdi Nagporewalla, Chief Executive Officer, KPMG in India; and Mr. Vishal Kampani, Non-executive Vice Chairman, JM Financial Ltd; discussed how to maintain growth momentum amidst challenges posed by global shake up. The session was moderated by Mr. Raj Chengappa, Group Editorial Director (Publishing), India Today Group. The AIMA-KPMG Women Leadership in Corporate India 2024 Report was also released on the occasion.

The conclave was physically attended by more than 400 delegates from industry, government, media, and academia. Live streaming on AIMA's YouTube, Facebook and Twitter channels also increased viewership by several thousand and crossed over 14 lacs views on all platforms.



General Manoj Pande, PVSM, AVSM, VSM, ADC, Chief of the Army Staff, India with AIMA office bearers, speakers and other dignitaries



- 01 *Vishal Kampani and Harshvardhan Neotia*
- 02 *Rekha Sethi, Avarna Jain, and Karan Johar*
- 03 *T V Narendran and Harsh Pati Singhania*
- 04 *Nikhil Sawhney and Suneeta Reddy*
- 05 *(L-R) Vikram Chandra, Vineet Agarwal, Sudhir Jalan, Shiv Siddhant Kaul and Vinita Bajoria*





AIMA office bearers, speakers and other dignitaries at the National Leadership Conclave



Karan Johar and Nikhil Sawhney

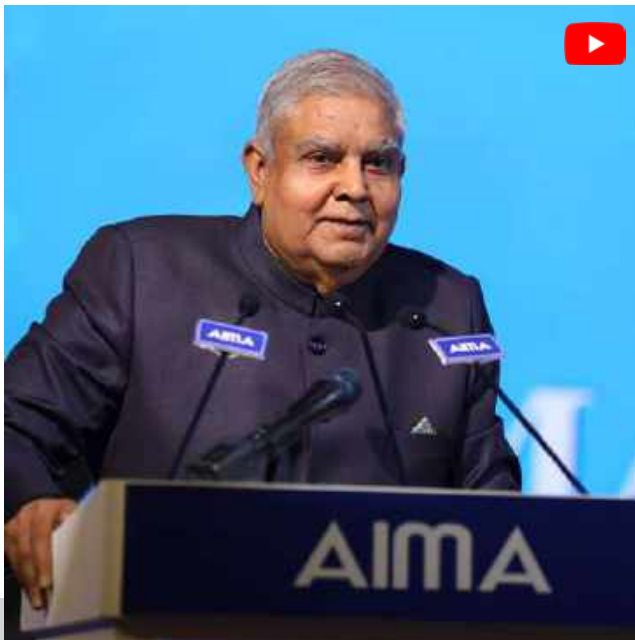


Stand-up Comedian, Atul Khatri

14th Managing India Awards



Jagdeep Dhankhar, Hon'ble Vice President of India with Managing India Award winners, citation readers, AIMA office bearers and other dignitaries



Jagdeep Dhankhar, Hon'ble Vice President of India addressing

On 23rd April 2024, AIMA organised its 14th Managing India Awards ceremony, where eminent leaders from various industries were recognised for their exceptional contributions. Vice President of India, Mr Jagdeep Dhankhar, was the chief guest of the occasion and presented the awards to India's high-performing management leaders and institutions for their contribution to nation-building. Mr Dhankhar congratulated the awardees and the award jury, emphasising that these awards enhance public perception, and the success stories of the awardees inspire and motivate others. He counted the many achievements of India in recent years but also reminded India's business leaders of their profound responsibility to contribute to the country's marathon march to becoming a Viksit Bharat by 2047.



Jagdeep Dhankhar, Hon'ble Vice President of India and Dr. (Smt.) Sudesh Dhankhar

He pointed out that the world is in the midst of extreme and severe change due to technological revolution, which offers both opportunities and challenges to Indian entrepreneurs. "India is in the frontline of nations in unleashing new technologies,"

he said, adding that a new industrial revolution is coming from the transformative power of new technologies such as AI, quantum computing, hydrogen energy, and 6G communication.

Mr Nikhil Sawhney, President of AIMA and Vice Chairman & Managing Director of Triveni Turbine Ltd, delivered the welcome address and said that the AIMA Managing India Awards have attained a special niche among business accolades in the country, as AIMA awards focus on the country's wellbeing and

not just business achievements. Ms Suneeta Reddy, Senior Vice President of AIMA & Managing Director of Apollo Hospitals Enterprise Ltd, introduced the Managing India Awards. Other office bearers including Ms Rekha Sethi, Director General of AIMA; Mr T V Narendran, Vice President of AIMA and CEO & Managing Director of Tata Steel; and Mr Shrinivas Dempo, Immediate Past President of AIMA and Chairman of The Dempo Group, were also present to felicitate the winners.

This year's Lifetime Contribution Award was given to Mr Onkar Kanwar, Chairman of Apollo Tyres Ltd. The citation was read by Muzaffar Ali, Indian Filmmaker, Fashion Designer, Artist, and Poet.



Onkar Kanwar, Chairman, Apollo Tyres Ltd receiving the Lifetime Contribution Award from Jagdeep Dhankhar, Hon'ble Vice President of India as Dr. (Smt.) Sudesh Dhankhar and Nikhil Sawhney look on



Sanjiv Puri, Chairman & MD, ITC Ltd receiving the Business Leader of the Year Award from the Hon'ble Vice President of India as Shrinvas Dempo, Suneeta Reddy, Dr. (Smt.) Sudesh Dhankhar and Nikhil Sawhney look on

The Business Leader of the Year award was presented to Mr Sanjiv Puri, Chairman & Managing Director of ITC Limited, and Ms Sonal Kalra, Chief Managing Editor (Lifestyle & Entertainment) of Hindustan Times read the citation.

Mr N Ram, Director of THG Publishing Private Limited and Former Editor-in-Chief of The Hindu, received the Lifetime Contribution to Media Award. He was introduced by Mr Rajiv Makhni, Technology Journalist and Founder of RM Media Ltd.



Karan Johar, Film Director, Producer, Talk Show Host & Entrepreneur receiving the Award for Director of the Year from the Hon'ble Vice President of India



N Ram, Director, THG Publishing Private Limited and Former Editor-in-Chief of The Hindu receiving the Award for Lifetime Contribution to Media



Gopal Vittal, MD & CEO, Bharti Airtel Ltd receiving the Transformational Business Leader Award from the Hon'ble Vice President of India in the presence of Suneeta Reddy, Dr. (Smt.) Sudesh Dhankhar, Nikhil Sawhney, TV Narendran, Rekha Sethi and Yezdi Nagporewala

Mr Gopal Vittal, Managing Director & CEO of Bharti Airtel Limited, was conferred with the Transformational Business Leader of the Year Award. Mr Yezdi Nagporewalla, Chief Executive Officer of KPMG in India, introduced him.

The Emerging Business Leader of the Year was given to Mr Ashish Bharat Ram, Chairman & Managing Director of SRF Limited, and Mr Shekhar Gupta, Founder & Editor-in-Chief of The Print read his citation.

Mr Vivek Gupta & Mr Abhay Hanjura, Co-Founders of Licious, received the Entrepreneur of the Year Award. The citation was read by Sonal Mansingh, Indian Classical Dancer.

The Director of the Year Award was presented to Mr Karan Johar, Producer, Director, Talk Show Host, and Entrepreneur, and he was introduced by Mr Sanjay Kirloskar, Chairman & Managing Director of Kirloskar Brothers Ltd.

This year's Outstanding PSU of the Year was conferred on Hindustan Aeronautics Limited, with the award being received by Mr C.B. Ananthakrishnan, Director (Finance) & CFO with Addl. Charge of Chairman and Managing Director, and the company was introduced by Mr P Balaji, Group Head – Governance



Vivek Gupta & Abhay Hanjura, Co-Founders, Licious with the Entrepreneur of the Year Award

Risk Compliance and Corporate Affairs of Air India.

This year's jury members included Dr Sanjiv Goenka – Chairman, Managing India Award and Chairman, RP-Sanjiv Goenka Group; Mr Nikhil Sawhney, President, AIMA and Vice Chairman & Managing Director, Triveni Turbine Ltd; Ms Suneeta Reddy, Senior Vice President, AIMA and Managing Director, Apollo Hospitals Enterprise Ltd; Mr T V Narendran, Vice President, AIMA and CEO & Managing Director, Tata Steel Ltd; Mr Shrinivas Dempo, Chairman, Dempo Group of Companies; Mr Sunil Kant Munjal, Chairman, Hero Enterprise; Mr Sanjay Kirloskar, Chairman & Managing Director, Kirloskar Brothers Ltd; Mr Harsh Pati Singhanian, Vice Chairman & Managing Director, J K Paper Ltd; Mr Harshavardhan Neotia, Chairman, Ambuja Neotia Holdings Pvt. Ltd; Mr Rajive Kaul, Chairman, Nicco Engineering Services Ltd; Mr Sudhir Jalan, Co-Chairman, Rieter India Pvt Ltd; Mr Vineet Agarwal, Managing Director, Transport Corporation of India Ltd; Mr P Balaji, Group Head – Governance



Ashish Bharat Ram, Chairman & MD, SRF Ltd receiving the Emerging Business Leader of the Year Award from the Hon'ble Vice President of India

Risk Compliance and Corporate Affairs, Air India Ltd; and Mr Yezdi Nagporewalla, Chief Executive Officer of KPMG in India.



CB Ananthkrishnan, Director (Finance) & CFO with Adtl. Charge of Chairman and MD, Hindustan Aeronautics Ltd receiving the Outstanding PSU of the Year Award from the Hon'ble Vice President of India



01 *Muzaffar Ali, Indian Film Maker, Fashion Designer, Artist, Poet and Onkar Kanwar*

02 *T V Narendran, with Jagdeep Dhankhar, Hon'ble Vice President of India*

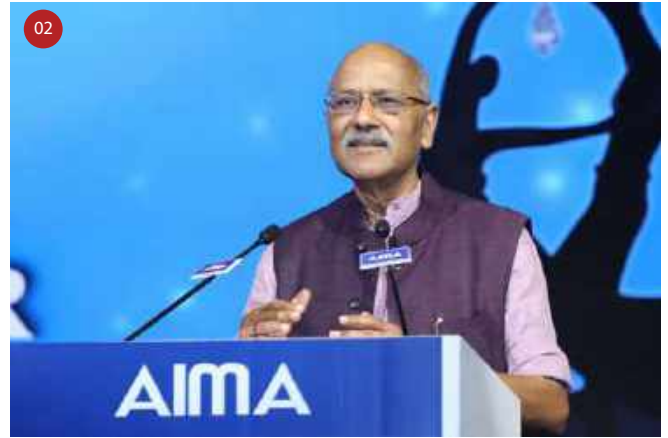
03 *Shovana Narayan, Kathak Guru & IAAS (Retd) in conversation with Ajey Mehta, Vice President, APAC at Trustonic and other delegates*



04 *(L-R) Rajiv Makhni, Technology Journalist and Founder, RM Media Ltd; Sonal Kalra, Chief Managing Editor (Lifestyle & Entertainment), Hindustan Times and Karan Johar, Producer, Director, Talk Show Host and Entrepreneur*

05 *Sonal Mansingh, Indian Classical Dancer reading the citation of the Entrepreneur of the Year Award*





01 Jagdeep Dhankhar, Hon'ble Vice President of India and Nikhil Sawhney

02 Shekhar Gupta, Founder & Editor-in-Chief, The Print reading the citation of the Emerging Business Leader of the Year

03 (L-R) Nikhil Sawhney, President, AIMA and Vice Chairman & Managing Director, Triveni Turbine Ltd; Ashish Bharat Ram, Chairman & Managing Director, SRF Ltd and Sanjay Kirloskar, Chairman & Managing Director, Kirloskar Brothers Ltd

04 Suneeta Reddy, Senior Vice President, AIMA & Managing Director, Apollo Hospitals Enterprise Ltd

05 Onkar Kanwar, Chairman, Apollo Tyres Ltd and N Ram, Director, THG Publishing Private Limited and Former Editor-in-Chief of The Hindu





- 06 *Sanjay Kirloskar and Raaja Kanwar, Chairman & Managing Director, Apollo International Group*
- 07 *T V Narendran and SK Roongta, Former Chairman, Steel Authority of India Ltd*
- 08 *P Balaji, Group Head – Governance Risk Compliance and Corporate Affairs, Air India and Gopal Vittal*
- 09 *The distinguished panel applauding all the AIMA Managing India Award winners*





**SUSTAINABLE
ADVANCEMENTS**
actioning responsibilities

AIMA
ALL INDIA MANAGEMENT ASSOCIATION



Programme Director:
Dr. Nayan Mitra
Distinguished Researcher &
Founder – Sustainable
Advancements

Certificate programme in Corporate Social Responsibility

The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030. At the heart of these are 17 sustainable development goals that are universal, integrated and indivisible. One of the key players in achieving these SDGs is through responsible leadership and corporate social responsibility (CSR). India in recent times has mandated its CSR policy and interestingly most of Schedule VII of the Companies Act 2013 integrates with the Sustainable Development goals.

This programme is of 3 months duration having 30 Instructional Hours with a few session exclusively conducted in workshop format.

The industry professionals, entrepreneurs, consultants, govt. officials, faculty members as well as B-Schools, Engineering and other HEI's Students (currently pursuing as well as pass outs) working or aspiring to work in the area of corporate social responsibility will find this programme immensely valuable.

The sessions will be offered during weekends in online live (Synchronous) mode.

Duration - 3 months programme. You may register online.

For further details, please contact:

Rahul Bhatia
Mob: 9891963303, Email: rbhatia@aima.in

All India Management Association-Centre For Management Education
15, Link Road, Lajpat Nagar - 3, New Delhi, India-110024
Tel : 011-47673000/011, 49868399, Ext. 722
Website: www.aima.in

LMA CEOs' Interaction



LMA CEOs and representatives with Nikhil Sawhney, President, AIMA and Rekha Sethi, Director General, AIMA

AIMA organised an LMA CEOs' Interaction with Mr Nikhil Sawhney, President, AIMA & Ms Rekha Sethi, Director General, AIMA on 23rd April 2024 in New Delhi. Mr. Sawhney addressed the LMA representatives, discussing avenues to strengthen the AIMA-LMA relationship. He emphasised the goal of increasing the number of LMAs to 70 from the current count of 68 and urged LMAs to organise more programmes aligned with AIMA's theme for the year - "The Indian Century: Managing Growth with Transformation." Ms Rekha Sethi welcomed the LMA representative and delivered the introductory remarks. Representatives from over 30 Local Management Associations joined for the interaction. The meeting was very well appreciated by all, as it was an opportunity for the LMAs and AIMA to come together. The LMA representatives also participated

in the National Leadership Conclave held during the day and the Managing India Awards held in the evening.



Nikhil Sawhney, President, AIMA and Vice Chairman & Managing Director, Triveni Turbine Limited addressing

53rd St. Gallen Symposium



A panel discussion at the 53rd St Gallen Symposium

AIMA, as the India partner of the St. Gallen Symposium, participated in the 53rd edition of the Symposium held on 2nd – 3rd May 2024, at the University of St. Gallen in Switzerland, maintaining a longstanding association spanning over two decades.

This year, AIMA was represented by Mr. Rajive Kaul, Chairman, Nicco Engineering Services Ltd, and Ms. Rekha Sethi, Director General, AIMA, who engaged in insightful discussions and gained valuable perspectives on pressing global issues.

Under the overarching theme of 'Confronting Scarcity', participants deliberated on various topics, exploring how scarcities of natural resources, labour, capital, and energy can be addressed strategically. Discussions highlighted diverse

perspectives, including Saudi Arabia's aspirations to become a tourism destination, Croatia's efforts to promote sustainable mass tourism, and Singapore's substantial investment in a national AI strategy.



Frank-Jürgen Richter, Chairman, Horasis; Rekha Sethi, Director General, AIMA and Rajive Kaul, Chairman, Nicco Engineering Services Ltd

Additional topics included India’s initiatives towards inclusive education, prospects for democratization in Russia, and urgent calls for ending wars globally. Throughout the symposium, speakers emphasised the potential opportunities that scarcity presents for innovation and growth.

This year’s event featured 1,200 participants from the fields of business, politics, academia, and civil society aiming at fostering the dialogue between generations, and more than 100 speakers, 200 young talents known as “leaders of tomorrow,” and 500 student volunteers. The St. Gallen Symposium is an annual global conference taking place in May at the University of St. Gallen in Switzerland. It facilitates intergenerational debates on economic, political, and social developments between decision-makers. This conference is unique in that it is entirely organised and run by the International Students’ Committee, supported by the St. Gallen Foundation



Roshni Nadar, Chairperson, HCL Technologies addressing the Symposium



Rekha Sethi, Rajive Kaul and Frank-Jürgen Richter with St Gallen representatives and participants

Contract Management & Dispute Resolution Training Programme- Nepal



Participants of Contract Management and Dispute Resolution Training Programme in Nepal

AIMA organised a three-day Training Programme on Contract Management and Dispute Resolution, supported by The World Bank. It was held in Kathmandu, Nepal from 24th to 26th April 2024.

The training programme covered a wide range of topics, including Forms & Structures of Contract, The World Bank Initiatives on Contract Management and Dispute Resolution, Performance, Execution, and Breach of Contract, as well as Good Practices, Alternative Dispute Resolution (ADR), and beyond. The programme utilised an interactive approach, incorporating case study discussions and group activities such as Mentimeter. It concluded with a Valedictory Session. After the training, participants enjoyed a city tour to experience Nepal's rich culture,

enhancing their overall enjoyment and learning experience.

The programme attracted around 40 participants from diverse backgrounds, including middle and senior officials from renowned Indian organisations such as SAIL, NMDC, TATA Steel Foundation, KPMG, Income Tax Department, The World Bank, IFFCO, DMRC, and MIDFC. Additionally, Nepal contributed actively, with representatives from various departments including the Department of Roads, University Grants Commission, Urban Governance and Infrastructure Project, and Food and Nutrition Security Enhancement Project (FANSEP). The programme received widespread appreciation for its quality and relevance.

AIMA Signs MoU with Asia CEO Community



Signing of the Memorandum of Understanding between AIMA and Asia CEO Community of Hong Kong

AIMA recently signed a Memorandum of Understanding (MoU) with Hong Kong's Asia CEO Community (ACC) during the AIMA Council Meeting on April 22, 2024.

The MoU, signed by Mr. Gary Lam, Founder and CEO of Asia CEO Community, and Ms. Rekha Sethi, Director General of AIMA, outlines a framework for cooperation between the two organisations. Under the agreement, both parties commit to collaborate in areas such as event promotion, knowledge exchange, networking opportunities, and cross-border collaboration.

Mr. Lam expressed his enthusiasm for the partnership, highlighting the Asia CEO Community's

sizable membership of around 20,000 members. He emphasised the potential for AIMA and ACC to expand each other's membership base and provide members with valuable learning and business opportunities in the coming years.

The MoU signifies a significant step forward in strengthening the ties between AIMA and Asia CEO Community, paving the way for enhanced cooperation and mutual growth in the business landscape. Through joint efforts, both organisations aim to promote business relations, share best practices, and facilitate meaningful networking opportunities for professionals in India and Hong Kong.

AIMA KPMG Women Leadership Report



(L-R) Rekha Sethi, Director General, AIMA; T V Narendran, Vice President, AIMA and CEO & Managing Director, Tata Steel Ltd; Yezdi Nagporewalla, Chief Executive Officer, KPMG in India; Nikhil Sawhney, President, AIMA and Vice Chairman & Managing Director, Triveni Turbine Ltd; Harsh Pati Singhania, Past President, AIMA and Chairman & Managing Director, JK Paper Ltd; Raj Chengappa, Group Editorial Director (Publishing), India Today Group, and Vishal Kampani, Non-executive Vice Chairman, JM Financial Ltd releasing the AIMA – KPMG Women Leadership in Corporate India 2024 Report

Continuing its dedication to encouraging leadership in women and promoting excellence in management practices across the nation, All India Management Association (AIMA) released its first AIMA-KPMG Women Leadership in Corporate India Report 2024 brought out in collaboration with KPMG in India.

The Report marks a pivotal moment in the ongoing discourse on gender equality and leadership in the corporate world and was released at the 9th AIMA National Leadership Conclave held in Delhi on 23rd April, 2024. This seminal report offers a comprehensive analysis of the current state of women in leadership roles, highlighting both progress and persistent challenges.

The Report highlights significant progress in women’s representation in leadership positions in Indian organisations over the past five years,

with 83% reporting an increase in women leaders. However, pay parity remains a challenge, as only 50% of women leaders enjoy equal pay with their male counterparts. Family and caregiving responsibilities emerge as the primary barriers to women’s leadership aspirations, followed by bias and lack of mentorship. Despite organisations’ efforts, 77% see less than 30% of women hired at entry-level positions advancing to leadership roles, indicating the need for more targeted interventions. Recommendations from the report include, designing leadership development programmes tailored to women’s needs and ensuring transparency and fairness in leadership evaluation mechanisms.

Additionally, the report underscores the importance of mentorship and role models in fostering women’s leadership participation, with 56% of organisations

having just 10%-30% women in leadership roles. AIMA intends to continue this initiative as a regular exercise to track progress in women's status and role in corporate India, emphasising the imperative for organisations to actively promote women's representation in leadership positions.

The Report presents insights garnered from a diverse pool of over 400 respondents, with 65% holding CEO/CXO or senior management positions (with a 70:30 ratio of women to men). The report is an initiative of AIMA's Women Council, which is chaired by Ms Preetha Reddy, Executive Vice Chairperson, Apollo Hospitals Enterprise Ltd. To read the full report, [click here](#).

Key Findings:

- 83% of organisations witnessed increased women leaders in 5 years.
- Only 50% of women leaders have pay parity.
- 77% see less than 30% entry-level women reach leadership.
- Family responsibilities hinder women's leadership aspirations.
- 63% are satisfied with women's representation interventions.
- 56% have 10%-30% women in leadership.
- 49% saw decreased dropout rate of women leaders.
- 51% have women in CXO roles.
- Bias, lack of mentorship, hinder women's advancement.

- Recommendations: tailored leadership programmes, fair evaluations, promote women in leadership.

The AIMA-KPMG Women Leadership in Corporate India Report is an initiative under the aegis of AIMA's Womens Council - Aspire, aimed at promoting leadership and growth of women professionals.



LMA Regional Coordination Group Meetings

LMAs from each region came together, forming groups for the North, South, East, and West. These virtual meetings are organised with the objective of sharing best practices, fostering the growth of smaller and medium-sized LMAs, and improving coordination among the LMAs. The groups meet regularly to enhance and strengthen their respective regions. The regional round meetings were conducted for all four regions and saw active participation from the LMAs.



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For details contact:

Saumya Singh - Deputy Director
Centre for Management Education
All India Management Association
15 Link Road, Lajpat Nagar III, New Delhi-110024
Email:saumya@aima.in, Ph.No. 011-24608531, 9810475327

Shaping Young Minds Programme



Richard Rekhy, Entrepreneur Board Member and Former Chief Executive Officer of KPMG in India and Shikha Bhargava, Director & Professor, Oriental College of Management

AIMA organised the 82nd Shaping Young Minds Programme (SYMP) at Bhopal, in collaboration with Bhopal Management Association (BMA) on 2nd May 2024. Mr Suneel Bhargava, President, BMA delivered the welcome address and Dr Rajeev Agrawal, Chairman, SYMP offered the vote of thanks.

AIMA's SYMP aims to inspire and empower management students and young professionals by connecting them with distinguished figures from various fields. It offers a platform for interaction, valuable insights, and opportunities for personal and professional growth. The focus is on effective

self-management, informed career decisions, and fostering positive work environments.

Some of the other eminent speakers who addressed



Sudhanshu Mani, Former General Manager, Integral Coach Factory (ICF) Chennai, Indian Railways and Mukesh Narula, IT Head, LNCT Group of Colleges

the programme included, included Mr Richard Rekhy, Entrepreneur Board Member and Former Chief Executive Officer of KPMG in India; Mr Sudhanshu Mani, Former General Manager, Integral Coach Factory (ICF) Chennai, Indian Railways; Dr Shikha Nehru Sharma, Founder, Nutriwel Health India Ltd and Ambassador Dr



Shikha Nehru Sharma, Founder, Nutriwel Health India Ltd and Kunal Giani, Founder and Managing Director, Sarva Foam Industries (P)

Deepak Vohra, Special Advisor to the Prime Minister, Lesotho, South Sudan and Guinea-Bissau and Ladakh Autonomous Hill Development Councils, Kargil and Leh. The chairs for the sessions included Dr Shikha Bhargava, Director & Professor, Oriental

College of Management; Dr Mukesh Narula, IT Head, LNCT Group of Colleges; Mr Kunal Giani, Founder and Managing Director, Sarva Foam Industries (P) Ltd; Dr Sangeeta Jauhari, Pro Vice Chancellor & IQAC Coordinator, Rabindranath Tagore University.



Deepak Vohra, Special Advisor to the Prime Minister, Lesotho, South Sudan and Guinea-Bissau and Ladakh Autonomous Hill Development Councils, Kargil and Leh and Sangeeta Jauhari, Pro Vice Chancellor & IQAC Coordinator, Rabindranath Tagore University

Mr Sanjay Grover, Director, LMA Relations & Membership and Young Leaders Council, AIMA Also joined for the SYMP. The programme concluded with vote of thanks by Dr Rajeev Agrawal, Chairman, SYMP, and was well received with over 800 participants attending the programme physically.

Launch of AIMA's PG Diploma in Financial Planning



(L-R) Anuja Pandey, Programme Director, Case Author, Academic Researcher, Head- India Case Research Centre, Professor of Marketing, AIMA; Raj Kumar Singh, Deputy Director, Centre for Management Education, AIMA; Rohit Singh, Director, AIMA-Centre for Management Education; Krishan Mishra, CEO of FPSB India, Rajendra Srivastava, Novartis Professor of Marketing Strategy and Innovation, Executive Director- Indian School of Business, CBM, EFPM, Advisor AIMA and Arun Thukral, CPAC Chairman, FPSB India

AIMA in collaboration with Financial Planning Standards Board India (FPSB India) launched its new Programme - 'Post Graduate Diploma in Financial Planning'. The programme was launched on the occasion of FPSB India Summit '24 at New Delhi on 13th April 2024.

This comprehensive programme, offered by AIMA, not only prepares individuals for the esteemed Certified Financial Planner (CFP®) certifications but also bestows upon them the prestigious Postgraduate Diploma in Financial Planning, duly approved by the AICTE, Ministry of Education. The two-year programme prepares individuals for the dynamic financial services sector and offers a path to a rewarding career in financial planning and wealth management.

Mr. Krishan Mishra, CEO of FPSB India, and Dr. Rajendra Srivastava, Novartis Professor of Marketing Strategy and Innovation, Executive Director- Indian School of Business, CBM, EFPM, Advisor AIMA, graced

the occasion and extended their best wishes to AIMA and FPSB India for their joint venture in providing a comprehensive programme for individuals aspiring to excel in finance and financial planning.

Prof (Dr) Rohit Singh, Director, AIMA-Centre for Management Education, emphasised the programme's focus on solid business and finance fundamentals, management skill development, industry recognition, and strategic decision-making expertise. Dr. Anuja Pandey, Programme Director, Case Author, Academic Researcher, Head- India Case Research Centre, Professor of Marketing, AIMA, provided an overview of the Programme, highlighting its blend of managerial skills with financial expertise.

The Summit also featured engaging Panel Discussions on various topics related to finance. Eminent panelists shared their valuable insights with the audience

The new batch is commencing from July 2024, and further details can be found on pgcm@aima.in

YLC Session



Saurabh Jain
AIMA YLC - National Events Co-Chair
and Founder of Fun2Do Labs



Santosh Kumar Gopala
Vice Chairman - AIMA YLC

Another masterclass on the theme 'Masterclass on Angel Investing' was conducted on 26th April 2024. Mr Karan Verma, Co-founder & Director, Faad Network Pvt. Ltd. was the speaker of the masterclass. Mr Narayan Jaesingh, YLC Executive Board Member and chief Business Officer, Vserv AudiencePro

AIMA Young Leader Council (YLC) successfully organised a masterclass 'Startup Masterclass: 9 Steps to Startup Success' on 5th April 2024. The session, led by Mr. Saurabh Jain, AIMA YLC - National Events Co-Chair and Founder of Fun2Do Labs, delved into startup best practices, distilled into a simple and concise format as outlined in his book, 'Startup Masterclass'. Mr. Jain highlighted critical aspects of the entrepreneurial journey, including the startup lifecycle, product management, co-founder dynamics, core team recruitment, startup funding, and pitch deck creation, emphasising their importance for entrepreneurial success. The session was moderated by Mr Santosh Kumar Gopala Vice Chairman - AIMA YLC. The masterclass attracted a large number of participants and received positive feedback, providing actionable insights for aspiring entrepreneurs.

was the moderator of the session. This session equipped participants with essential knowledge, strategies, and networking opportunities crucial for making informed decisions and driving impactful investments. It proved particularly beneficial for individuals taking their first steps into angel investing or seeking to enhance their investment acumen. The session received a positive reception and was well-attended by a large number of participants.



Karan Verma
Co-founder & Director
Faad Network Pvt. Ltd.



Narayan Jaesingh
YLC Executive Board Member
and chief Business Officer, Vserv
AudiencePro

Corporate Management Olympiad



Participants of 6th Corporate Management Olympiad

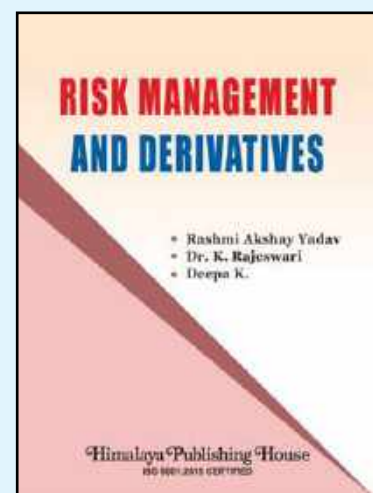
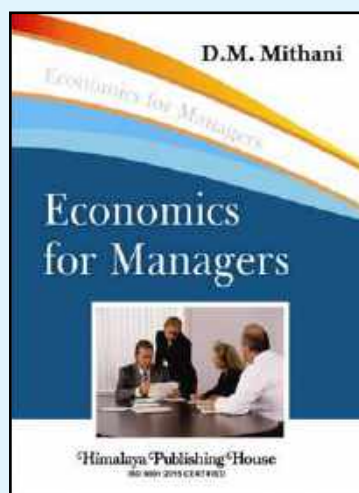
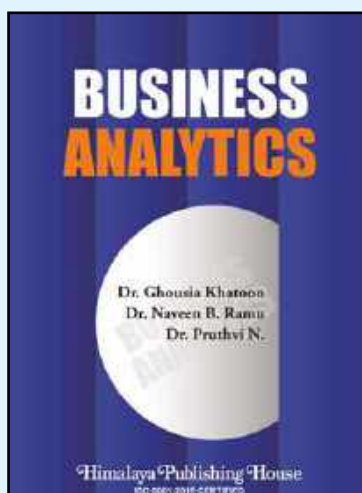
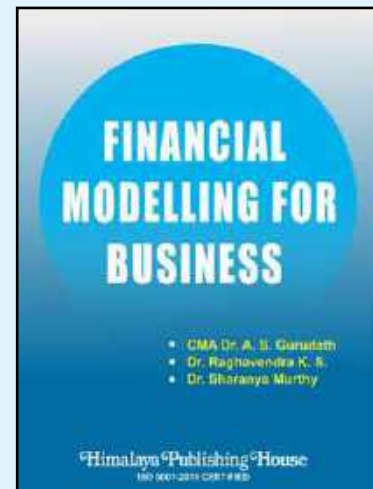
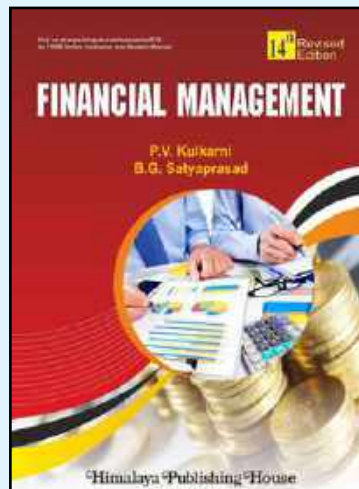
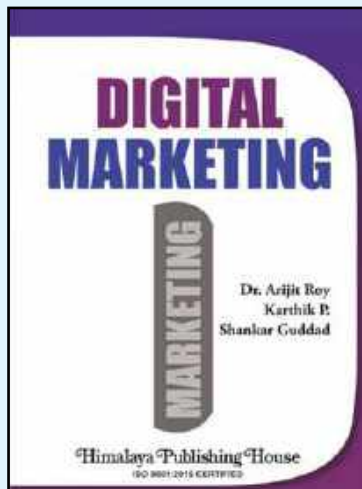
AIMA’s 6th Corporate Management Olympiad was held online from 7th - 8th May 2024. The goal of the Corporate Olympiad was to create a platform for managers to exchange thoughts, ideas and skills in a spirit of healthy competition, where individuals and corporates are recognised and feted for their competencies and achievements and encouraged to compete for corporate glory.

90 teams from both PSU and Private sector competed over various rounds of Case Study, Business Modelling, Quiz and Business Simulation Competitions. NTPC emerged as the winner of the AIMA’s 6th Corporate Management Olympiad by bagging the maximum gold medals in

the programme. Mr Deepak Taneja from Indian Oil Corporation Ltd and Ms Rishu Mangla from NTPC were declared the Mr. and Ms. Olympiad respectively. HDFC, SAIL, Indian Oil and NTPC emerged as the winners in various events of the Olympiad.



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visit on https://apps.aima.in/aima_library/new_arrivals.aspx

Make Your Workday Work for Your Mental Health

by *Alice Boyes*
May 01, 2024



Summary: *When you're struggling with your mental health, getting through your workday can feel a lot harder than usual. It's not always the quantity or type of work that is making your anxiety, depression, or other mental health difficulties worse — sometimes it's that your workday is structured in a way that's at odds with your natural rhythms or your mental health challenges. You can take steps to structure your workday, using your self-knowledge, doing some experiments, and balancing your needs with your job responsibilities. By building strong habits around when you do focused, deep work; creating routines to make progress on tasks with vague or long-term deadlines; and building in times to let your mind wander to take advantage of unfocused recovery time you'll boost your mental health — and your productivity.*

When you're struggling with your mental health, getting through your workday can feel a lot harder than usual. If your workload is making your anxiety, depression, or other mental health difficulties worse, it's not always the quantity or type of work that's the culprit. Sometimes it's that your workday isn't structured in a way that suits your natural rhythms or your mental health challenges.

Structuring your workday well can help with a wide range of difficulties, from depression and anxiety to ADHD and bipolar disorder. But there's no one-size-fits-all version of a mentally healthy workday. What's right for you will be based on self-knowledge, experimentation, and balancing your needs with the needs of others.

How can you figure out the best approach for you? First, I'll describe some specific strategies tied to particular mental health challenges; then I'll discuss mentally healthy time management in general.

Strategies for Specific Mental Health Challenges

Let's start with some advice that may help people who deal with common mental health issues.

Anxiety and depression

Whether your anxiety or depression is chronic or short term, it can make you more likely to avoid certain situations and prone to procrastination. For example, you may find yourself feeling extra sensitive to any signs someone is not happy with your work, but you may also avoid addressing it rather than tackling it head-on. If this sounds like you, consider structuring your days to make avoidance and procrastination more difficult. For example, create short deadlines for steps in a project rather than one deadline for the whole thing. Or, have a set time of day when you take at least one small step forward with a task you're avoiding. Making progress on tasks you'd prefer to avoid will stop the stress from getting even worse.

ADHD

Many mental health challenges cause people to struggle more with planning and seeing the big picture. This is temporary in the case of problems like depression, but more chronic with issues like ADHD. If you feel overwhelmed with planning, try to enlist the assistance of others, when they're willing. For example, ask a client to map out deadlines for each stage of a project, or make planning with others a consistent part of your schedule.

Bipolar disorder

Some folks with mood disorders, especially bipolar

disorder, struggle a great deal when their rhythms are disrupted — for example, if you're asked to do shift work or to take an early-morning flight to a conference. If you need a consistent schedule for your mental health, consider asking your boss what adaptations are possible.

Any mental health condition

You'll find many examples of the accommodations you can ask for in the United States by searching online or looking at the Equal Employment Opportunity Commission's website. Anyone with a mental health challenge of any sort should familiarize themselves with these options.

If you deal with a mental health condition regularly, look into the options available under the Americans with Disabilities Act sooner rather than later — and well before you're in a crisis. Don't make the mistake of thinking your issue doesn't warrant accommodations if it objectively does. And note that different countries use different terms for similar legislation. For example, the United States uses "accommodations," whereas the U.K. uses the phrase "reasonable adjustments."

If you're comfortable, talk to your manager about your condition and why a particular accommodation would be useful to you. Your therapist can help communicate only relevant information without excessive personal details. For example, they could write a letter to your boss to ensure you're comfortable with what they are disclosing.

In general, when you have a mental health difficulty, try not to be constantly overchallenged, but don't completely avoid challenges and triggers either. For example, if you have social anxiety, then sprinkle activities that trigger your anxiety among activities you feel confident with. (For me personally, this

means working with people I know well most of the time but working with new collaborators some of the time.)

Strategies That Anyone Can Use

The following steps can help anyone support their mental health at work, whether they deal with a condition chronically, occasionally, or somewhere in between. These strategies also work for people who have subclinical problems (for example, a degree of anxiety but not enough to have been diagnosed with an anxiety disorder) or people seeking to increase their resilience against mental health difficulties or relapses. If you have an active mental illness, including high-functioning depression or anxiety, note that self-care and time management aren't substitutes for actual evidence-based treatments. The strategies mentioned here are supportive; they are not treatments.

Build strong habits around deep work

Developing strong habits around how you work — including how you do deep, focused work — will help you feel in control of your life and schedule.

Why? Consistent routines add structure to our days, boosting our sense of control. Our brains get accustomed to performing sequences of behaviors and eventually start to do these almost on autopilot. A common example of how behaviors become automatic: Within a few months of learning to drive, we all turn on our car, put on our seat belt, release the brake, then look in our mirrors — without really thinking about it. The same thing will happen with your productivity habits if you're consistent with when and where you do your job. If you do deep, focused work during the same slot in your day, like 10 AM to noon, keeping up that habit will become easier and more automatic over time, even on days

when you're not at your best.

But this will only happen if you've got well-established, consistent habits. If you sometimes do your focused work at 10 AM, but other times you try to do it at 1 PM, you won't experience the full benefits of how habits reduce your need for discipline.

Anyone can benefit from this strategy, but particularly those who have episodic mental health challenges, like depression, or those who go through periods when their concentration is poor due to anxiety and rumination or worry. If you have strong habits for when you focus on work, it's more likely you'll get your work done. Keeping up your important habits during stressful times can protect you against the risk of unraveling. It can help you feel steady, stop your confidence from eroding, and ensure you don't have added stress from piles of undone work.

Create routines to do tasks without imminent deadlines

Tackling tasks with imminent deadlines may feel intuitive and obvious, but if all you're getting done is what's right in front of you, you'll generally feel a lack of control. When you accomplish important small tasks that don't have deadlines but that do need to get done, on the other hand, you'll feel like you're managing your life well. Regularly set aside time for these kinds of small administrative tasks. Whether it's getting back to a colleague about a collaboration that's weeks away or finally scheduling that appointment with the doctor or therapist, admin tasks create a lot of mental drain. You think I should do that but don't. And those thoughts keep recurring. To-dos that roll over from one day's list to the next don't feel good.

In my book *Stress-Free Productivity*, I observed that I can do up to an hour of admin tasks before I start my

deep work, without disrupting how much deep work I get done. The reason I focus on my admin tasks first is that if I attempt to get to them after deep work, I'm too tired. And checking off at least one "life admin" task (something not related to work) per day keeps them from piling up and creating mental clutter and stress.

Your work and your patterns of attacking it might be different from mine. What's important is that you observe your patterns and sequence tasks accordingly. For example, say that realistically you're only productive for four days a week. Consider accepting that rather than fighting it. If you notice that all you manage to do on Fridays is phone it in, see what happens if you're honest about it. Experiment with organizing your schedule accordingly — get your must-dos done Monday to Thursday — rather than criticizing yourself for the limitations of your focus and discipline. Accepting our limitations can sometimes have a paradoxical effect: Self-criticism takes up a lot of energy, so when we stop doing it, we have more energy for more productive things.

Use an unfocused mind to get things done

A huge part of why work can feel so overwhelming is the false idea that we should be focused and undistracted all day. That's not possible, and not necessary or desirable, especially if you're trying to do anything innovative.

It's more realistic and mentally healthier to have a mind that's alternately focused and unfocused, because during our brains' unfocused recovery time we make creative connections without even trying to. For example, you've probably had a brilliant idea for a project while taking a shower or going for a walk, right? When we're unfocused, pathways that felt murky while we were concentrating can

suddenly become clear. Problems we couldn't solve from up close up suddenly become simpler.

So rather than trying to force your brain to do task after task, let it relax and wander after you've been productive for a while. Personally, I achieve this through a combination of walks, errands, chores around the house, and entertainment (like reading a blog post in the middle of the workday).

I need to let my mind wander most after deep work sessions or when I'm feeling overwhelmed by how to prioritize. If I take a walk when I'm feeling mentally cluttered, my unfocused mind usually does my prioritizing and organizing for me. If you're stuck on an assignment and aren't sure what to do next, rather than stressing about it, let your mind wander for a bit. That way you'll be able to mull over ideas without just staring at a blank page.

Unfocused time can also be hugely helpful to people experiencing mental health challenges at work. For example, someone with social anxiety needs breathing space to recover from feedback or to adjust to the working styles of new collaborators. Likewise, someone with depression needs opportunities for small bites of pleasure, like a leisurely coffee in a sunny spot, to bolster their mood.

Making time to be unfocused should become a regular part of your habits. Maybe you can do your deep work in the mornings and then treat your afternoons as opportunities for serendipity and wandering. However you do it, find ways to let your brain off the hook for a while each day. And remember, the more you're doing novel or innovative work, the more you'll need mental downtime to recover from the toll of it. Very challenging work involves lots of mental and emotional fallout, including disappointment, uncertainty, and

frustration. If you expect yourself to be firing on all cylinders at all times, you'll shy away from doing the types of novel and challenging work that require unfocused recovery time.

What Managers Need to Know

If you're a manager, make sure you understand how the previous advice will help your staff both feel better and do their work better, and familiarize yourself with the types of accommodations that help people with specific mental health challenges. You can do this by simply searching online, talking to HR, or asking a psychologist to do an education session for your workplace. With the latter option, explain to the psychologist in advance how your workplace functions so they can consider types of flexibility that won't be excessively disruptive.

Learn from your staff about what their difficulties are and what would help them, and of course, never

judge them negatively for their mental health. A particular difficulty doesn't say anything about their talent, dedication, or their quality of work. Since people may be reluctant to ask for accommodations, remind staff regularly that you're open to requests and that you welcome honest conversations about mental illness and health. Be as creative as you can in making accommodations. Your job is to bring out the best in your people, and you'll do that by supporting their mental health in the ways they request.

...

Structuring your workday to support your mental health and structuring it to do your best work don't have to be at odds. Using the tips from this article, you should see improvements in both your mental well-being and your productivity.

A version of this article also appears in HBR Guide to Better Mental Health at Work.

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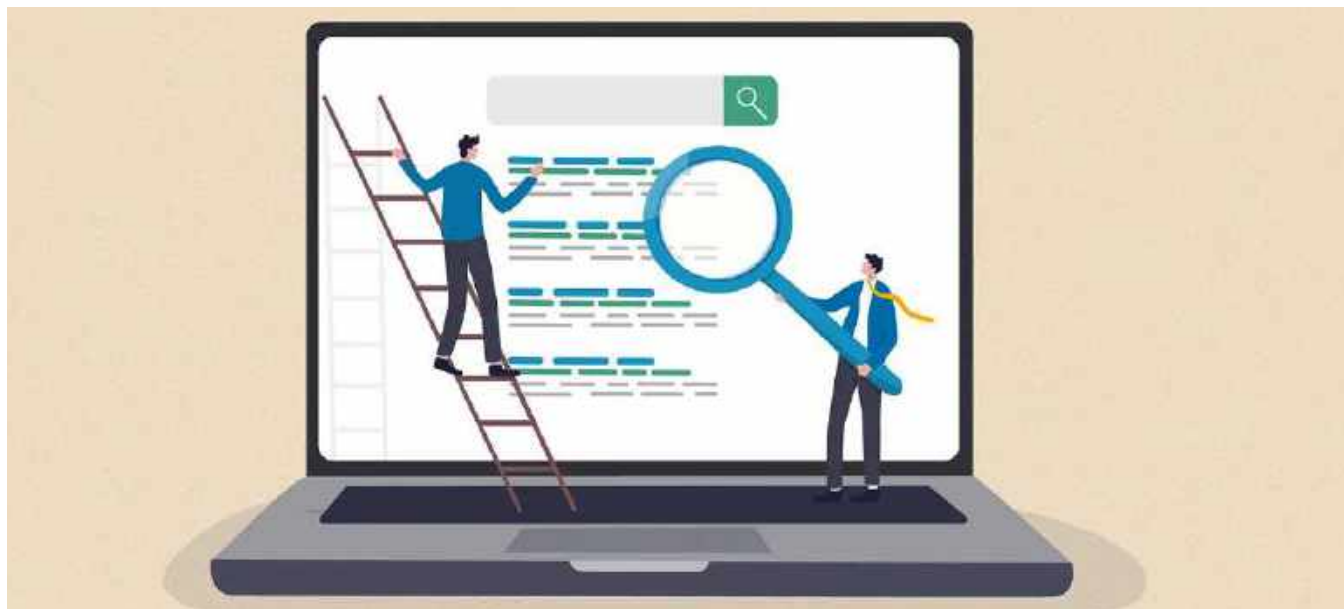
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What People Really Think About Search Engine Ads. (You Might Be Surprised.)

Are search ads convenient or annoying? New data bolsters one side of this long-running debate.

by *Theodore Kinni*

March 07, 2024



Summary: Revenues from search ads are expected to exceed \$300 billion in 2024 — making search the world’s largest advertising channel online or off. The ads are essential to search companies, but their value to users, who collectively make more than 1.2 trillion queries per year on Google alone, has always been something of a mystery.

Some experts argue that search ads are intrusive and even scammy — a distraction users must tolerate in exchange for free access to search engines. Others see the ads as a convenience, enhancing the search experience by offering users additional information and easy access to products and services related to their interests. “The utility of search advertising has been a controversial question and people have written positive and negative points of view on it

in the media for a long time,” says Navdeep Sahni, an associate professor of marketing at Stanford Graduate School of Business. “But it is a question that needs to be answered with data.”

Sahni now has that data. Sahni and Charles Zhang, PhD '22, then a GSB graduate student focused on quantitative marketing, got it from real users and real ads in a large-scale field experiment on a widely used U.S. search engine. While there has been copious research on the efficacy of search advertising for ad buyers, this experiment was unique for its scale and empirical focus on the value of ads to search users.

Collected over a period of five months in 2017, the data reports on queries submitted to the search engine by nearly 3 million unique users. For two

months in the middle of the experiment, half of the users saw search results that included the usual number of ads that appear among the top results and in the middle of the page, known as mainline ads. “Whenever there’s a search query,” Sahni explains, “search engines use a proprietary algorithm that scores every ad that could appear with the results. Only those ads whose quality exceeds a certain preset threshold get placed in the mainline positions.” These ads are the most visible on the page and have the most effective positioning.

During the same two-month period, the search engine tweaked its ad-scoring algorithm so that the other half of the user group saw fewer mainline ads with their results. “The experiment increased the threshold cutoff of that algorithm just enough so that 17% of the ads that would have received mainline positions got pushed to less visible positions on the side of the page,” Sahni explains.

Ads Add Value

Analyzing search engine usage before, during, and after the experiment, Sahni and Zhang discovered that the users who saw fewer mainline ads did not seem more satisfied with their search experience. Instead, when the number of mainline ads was reduced, they used the search engine less. This decrease in search engine usage did not kick in immediately, but it was sticky over time.

“Search ads, on the whole, can be a positive for users.... That goes against the widely held point of view that ads are a high price that users are forced to pay for access to search.”

Navdeep Sahni

“We used a revealed-preference approach in which we assumed that people are going to use a product

more when they like it and less when they don’t,” Sahni says. “So based on that, we concluded that users liked the search engine less when the ads were removed from their search results than when the ads were present.”

Bolstering this finding, the reduction in usage was especially pronounced among users who used the search engine least frequently and those who used several search engines. “They should be the ones who are most likely to increase their usage in response to positive stimulus,” Sahni says. “Yet they were the ones who reduced their use of the search engine the most when ads are sidelined.”

What explains these findings? One explanation was revealed when the researchers found that mainline ads were featuring new and unique websites that were not being included in the search results — “a clear measure of extra information getting added to the space by ads,” according to Sahni. It may be that such search ads solve a fundamental problem with search engine results: the time it takes for high-quality results to appear in and climb up search rankings.

“It’s hard for search engines to figure out whether a new website is actually good or not given the scale at which they operate,” Sahni says. “So, they rely on an indirect measure: backlinks, which are the number of other websites that are linking to the new site and referring traffic to it. The more backlinks, the better the new website becomes in the eyes of search engine.”

This process takes time, however, and that gives rise to information asymmetry between the search engines and the entrepreneurs behind the new websites. Search ads give the entrepreneurs a means of closing the gap between search results and search

users. “Good quality websites will find it profitable to advertise, because when search users go to the sites, they are more likely to complete a transaction and therefore support the search ad spending,” Sahni says.

Overall, Sahni and Zhang’s findings suggest that search ads are not a necessary evil but a useful feature of search results. “We are not saying that all

search ads are good, because that is certainly not the case,” Sahni concludes. “With all the usual caveats about relying on one sample, our point is that search ads, on the whole, can be a positive for users, as well as the owners of websites that might be passed over by search engines. That goes against the widely held point of view that ads are a high price that users are forced to pay for access to search.”

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With a vision to be a leader in Management Development AIMA facilitates individuals and organisations to realise their potential. And in its endeavour to shape the management destiny of the new age India, AIMA has constituted **YOUNG LEADERS COUNCIL** for young leaders. A non-lobbying platform to mentor and nurture young leaders for the next wave transformation.



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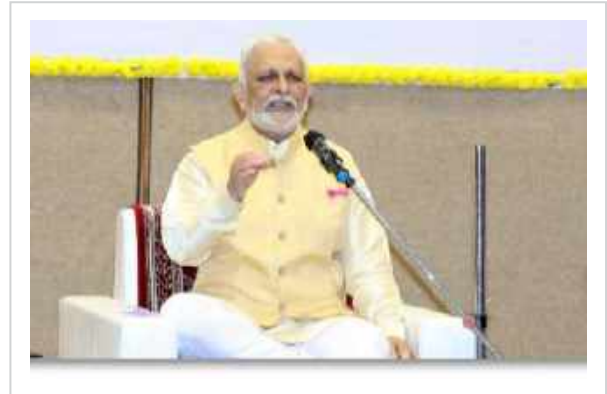


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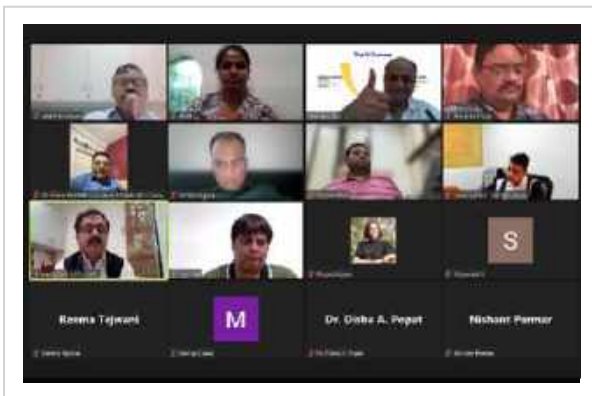
Ahmedabad Management Association

Talk

On 4th April, Sri M, a renowned spiritual guide, author, and educator, delivered a talk on 'Tapping the Infinite Potential: The Science of Yoga.' He delved into the harmonious relationship between science and yoga, highlighting its capacity to transform individuals for enhanced growth and well-being.



Speaker - Sri M, a Spiritual guide, author addressing



Session in progress

On 5th April, Mr. Manoj Onkar, Chief Consultant for Management Innovations and Senior Consultant for Emerging Futurz, led a 'Preview Masterclass on Theory U' via Zoom. Theory U offers a framework for profound change by accessing deep sources of creativity and innovation. He talked about leadership and how one can lead in a better way for better results in the future.

On 5th April, Dr. Daniel Marschner, Director of Graduate Admissions at Loyola Marymount University, addressed 'Dynamic Opportunities and Innovative Education in Silicon Beach' in association with the Indo-American Chamber of Commerce. This engaging discussion highlighted the evolving landscape of education and career prospects within the vibrant ecosystem of Silicon Beach.



Speaker - Dr. Daniel Marschner



Dr. Bharat Patel(C) and Writers

On 5th April, Dr. Bharat Patel launched the book 'Farmer Producer Companies in India: Road Map to Ensure Sustainability,' authored by Dr. U.K. Srivastava and Dr. Pramila Srivastava from P.S. Management Consultants, Ahmedabad. The book explores strategies and insights for fostering sustainability within farmer producer

companies, offering valuable guidance for navigating the agricultural landscape in India. Dr. Patel, along with other esteemed writers, shared valuable insights from the book.

On 5th April, Ms. Sanjana Parikh, Resume Consultant and Fund Development Officer at London Heritage Council, addressed 'Building Your Resume for Canada,' providing an insights into tailoring resumes for Canadian job markets. She also highlighted the key elements crucial for effective applications. Attendees gained practical strategies and valuable tips for enhancing their resumes to better align with the expectations and preferences of the Canadian employers.



Ms. Sanjana Parikh addressing



Mr. Ankit Majmudar addressing

On 11th April, Mr. Ankit Majmudar, EXIM Consultant and Founder of Global Business Solutions, delivered a comprehensive session on 'How to Prepare Export Budget and Plan,' offering practical guidance and expert insights into the strategic planning and financial aspects crucial for successful exporting endeavours.

On 19th April, Dr. V Prakash, PhD, FRSC, Padmashree, Bhatnagar awardee, and distinguished Former Director of CFTRI, Mysore, gave an enlightening talk on 'Sustainable Management of Food, Nutrition, and Health by Innovations, Investments, and Integration.' His address explored the pioneering strategies and integrated approaches aimed at fostering sustainable solutions in food, nutrition, and health management.



Dr. V Prakash(C) and Moderator

On 20th April, Dr. Sudhir V. Shah, Senior Consultant Neurophysician and Head of Department at SVP IMSR; Dr. Heli Shah, Parkinson and Movement Disorders Specialist at Sterling and Jivraj Mehta Hospital;

Dr. Chirag Solanki, Senior Consultant Neurosurgeon; Dr. Nita Goswami, President of Parkinson Disease Society Gujarat (India); and Dr. Dhvani Parikh, Head Coordinator and Physiotherapist at BKPPDMS, Ahmedabad Support Group, convened to address 'Parkinson's Day - Cause - Cure - Courage.



Speakers and Moderator



Speakers and participants during the event

On 20th April, 'PR Day Celebration – Creating Value Through Public Relations' took place. Mr. Neeraj Jha, Group President and Chief Communications Officer, Bajaj Group presented the Keynote address on 'The Present and Future of PR and Communication in the Era of Artificial Intelligence and Social Media.' In addition of that, there was a panel discussion on 'Challenges and Opportunities in Today's PR Domain'

addressed by Mr. Susim Mohanty, Lead – Brand and Communications, New Age Makers' Institute of Technology; Ms. Riddhima Basiya, Head, Corporate Communication and Employee Engagement, Dishman Carbogen Amcis Ltd; Mr. Nisarg Acharya, General Manager, Marketing, Public Relations and Corporate Communications, Gujarat International Finance Tec City Co. Ltd. Mr. Narayan Bhatt, Vice President - Corporate Communication at Reliance Industries Ltd moderated the panel discussion.

On 24th April, a panel discussion was held on 'Empowering Entrepreneurs: Harnessing the Power of Effective Websites with Smartbiz by Amazon'. It was addressed by Ms. Bhagyashree Pani, Growth Strategist Lead, and Ms. Nikita Hada, Strategy and Business Development Specialist, from Smartbiz by Amazon; Dr. Satya Ranjan Acharya, Professor and Director, Department of Entrepreneurship Education (EDII); Ms. Anusha Singu, Head of GTM, Amazon Smart-commerce; and Ms. Chetna Mishra, GTM Specialist at Amazon.



Speakers and Moderator at the panel discussion

On 25th April, a panel discussion titled 'Fundraising Through GIFT City' was moderated by Mr. Sandip Shah, Head of the IFSC Department at Gujarat International Finance Tec-City Co. Ltd (GIFT City). The discussion featured addresses from Mr. Manish Misra, Head of the IFSC Banking Unit at ICICI Bank Limited; Mr. Apoorva Vora, Founder and CEO of Finolutions LLP; CA Amber Jain, Head of Debt Syndication at Elara Capital; and Dr. (H.C.) Tushar S Deocchakke, Founder and President of RealDom India Pvt Ltd.



Speakers and Moderator during the panel discussion



Speaker- Dr. Justice Kaushal J. Thaker

On 26th April, Dr. Justice Kaushal J. Thaker, Chairperson of the Gujarat State Human Rights Commission, delivered a keynote address on 'Human Rights: Contemporary Issues and the Way Ahead for India.' The discussion covered a wide range of pressing human rights concerns faced in the nation today, along with that he also suggested the potential strategies and approaches which can be used for addressing them in the future.

On 27th April, a discussion was held in commemoration of World Intellectual Property Day 2024, with the theme 'Intellectual Property and the Sustainable Development Goals: Building our Common Future with Innovation and Creativity.' The event featured addresses by Prof. Unnat Pandit, Controller General of Patents, Designs and Trademarks (CGPDTM), and Shri Sanjeev Sanyal, Member of the Economic Advisory Council to the Prime Minister (EAC-PM).



Speakers and Moderator at the session

On 28th April, Mr. Jatin Parekh, Chairman and Managing Director of Group Trident, and Mr. Thomson Jose, Senior Executive Vice President of HDFC Bank Ltd., and an alumnus of Wharton Business School,



(L-R) Mr. Jatin Parekh and Mr. Thomson Jose addressing

addressed the B.N. Dastoor Learners' Forum on the topic 'Learnings as a Leader.' The forum provided insights on the experiences, challenges, and lessons learned by these leaders throughout their careers, and they also offered valuable perspectives for aspiring leaders and professionals.

Summer Programmes

During the summer vacation, AMA launched its summer workshops on 15th April as part of a special initiative aimed at shaping young minds through hands-on learning and innovative workshops. These workshops focus on various aspects such as character building, developing entrepreneurial insights, nurturing creativity, and enhancing life skills.



Glimpses of Summer Programmes 2024

Allahabad Management Association

Health Workshop

Allahabad Management Association in collaboration with Utthan Shambhunath Research Institute of Medical Science and Hospital organised a Health Workshop on the theme 'My Health, My Right' on 8th April to commemorate World Health Day. Dr Dharendra Kumar, President Utthan and Mr Ravi Prakash, President AMA welcomed the guests and Mr Vibhav Bajpai introduced the speakers. The chief guest, Dr Vatsala Mishra, Principal, MLN Medical



President AMA, Mr Ravi Prakash presenting a memento to Chief Guest, Dr Vatsala Mishra

College emphasised our responsibility for adopting a healthy lifestyle for good health. She appreciated the role of AMA in promotion of health. The second session was conducted by Dr G.S. Tomar, who emphasised the fact that a healthy lifestyle and four hours of good sleep were the basic requirements for a disease-free healthy life. Mr Ravi Prakash, President AMA presented memento to the speakers

and Dr Shanti Chaudhri, PRO AMA proposed the vote of thanks. The AMA souvenir Pragyan was also released on the occasion.

Executive Committee Meeting

AMA held its executive committee meeting on 14th April, during which the committee members were briefed about the new guidelines set by AIMA for management development programmes and other lecture meetings covering various topics. It was decided to emphasise improving the quality of programmes and conducting an awareness drive



President, AMA addressing the executive committee meeting.

Bharuch District Management Association

Webinar

BDMA had the privilege of hosting Mr. Saurav Sharma for an enlightening hybrid webinar on 2nd April titled 'Leadership Lessons from the Ramayana.' The programme aimed to explore timeless leadership principles embedded within the ancient Indian epic, the Ramayana, and their relevance in today's dynamic world.



Participants during the webinar at BDMA



Doctor from Lifeline Foundation delivering the session.

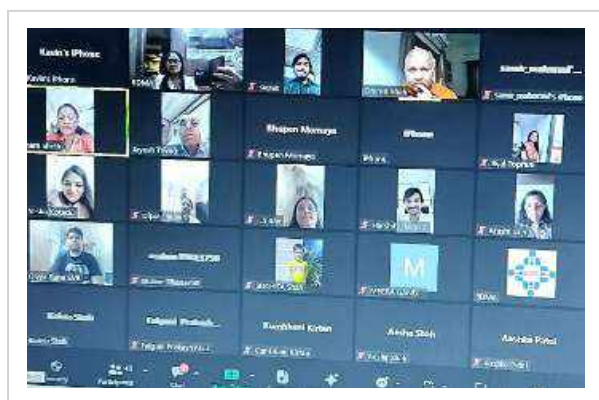
TDP

On 9th April, a First Aid programme offered by Lifeline Foundation in Vadodara provided comprehensive training in essential life-saving techniques. With a focus on practical skills and theoretical knowledge, participants learned to respond effectively to medical emergencies. Led by experienced instructors, the programme equipped individuals with the confidence and capability to administer immediate assistance in critical situations, ultimately promoting community well-being and safety.

On 19th April, BDMA took a step into the realm of comprehensive safety protocols with the ‘Contractor Safety Management’ programme led by Mr. Anurag Tripathi, founder of Max Safety in Mumbai. This programme enabled participants to gain invaluable insights into risk mitigation strategies, regulatory compliance, and best practices tailored for contractors. It was attended by around 60 participants.



Mr. Bhavesh Rami – Co Chair EHS Forum BDMA introducing Mr. Anurag Tripathi



Participants during the webinar

Womens’ Forum

BDMA’s Women’s Forum organised a webinar on 16th April in collaboration with the Rotary Club of Bharuch and Interact Club on the topic ‘Birds around us,’ where speaker Mr. Dhiren Shah, AMFI certified Mutual Fund Distributor, shared wonderful information about the unique characteristics of these feathered inhabitants and celebrated their presence in our ecosystems.

BDMA proposed to collaborate with the Jhagadia Industries Association for the valuable opportunity to enhance the skill set of the participants by attending the training programme on Excel in Ms Excel by Mr. Mukesh Shah, Former Chief Manager at GNFC, on 18th April. Various executives of JIA participated in the programme and learned about various tips and tricks of Excel that enable quick and easier access to MS-Excel.



Mr. Mukesh Shah addressing the programme on MS – Excel

In- House MDP

BDMA organised a training at Toyo Ink India Pvt. Ltd on 20th April by Ms. Deval Joshi to the professional journey with MDP training on the topic ‘Passion for Performance.’ This programme unlocked the secrets to igniting enthusiasm, driving productivity, and achieving excellence in every endeavour.



Activity session at Toyo Ink Ltd. by Ms. Deval Joshi

BDMA organised a programme on 20th April with Dr. N Ravichandran, former Director of IIM Indore, and Full-Time Professor at IIM Ahmedabad, who presented a captivating programme titled 'Reflection of Panchtantra Stories,' weaving narratives from ancient wisdom into modern corporate themes. The programme was attended by around 30 participants.



Speaker, Dr. N Ravichandran along with the participants



Dr. N Ravichandran along with the participants at the CEO Forum Meet

CEO Think Tank Forum Meet

On 25th April, at the BDMA CEO Forum Meet, Dr. N Ravichandran captivated the audience with his insights on 'transformational leadership,' emphasising the pivotal role of visionary guidance in navigating change. Amidst this atmosphere of enlightenment, Mr.

Sunil Thakar was honoured for his exemplary leadership as the National President of IICHE, underscoring the event's theme of recognising and celebrating outstanding achievements in the business community.

Book Lovers' Meet

BDMA celebrated the 28th Anniversary of Book Lovers Forum on 27th April. Mr. K Shah, Mr. Ramnik Agravat and Ms. Archana Patel being an esteemed member deeply involved in the Book Lovers Forum of BDMA from its inception and shared their valuable insights which greatly enriched the gathering.



Celebration of 28th Anniversary of Book Lovers Forum

87th HR Forum

BDMA's HR Forum organised its 87th HR Forum meet at Reva Aranya on 28th April. The participants enjoyed barefoot walking amidst nature, during which they were given a brief description of how the concept of Reva Aranya emerged, along with the fruitful development of a natural habitat for many animals and birds. They were also guided about various plants, animals, and bird species at Reva Aranya.



Participants during the session at Reva Aranya

Calicut Management Association

Managing Committee Meeting

CMA Managing Committee Meeting, which took place on 9th April, included a review of the Annual General Meeting held on 30th March, presented by CA Sujith Kumar T N, Immediate Past President. It was decided during the meeting to hold the CMA office bearers' installation ceremony on 16th April. Dr. V Venu, IAS, Chief Secretary to the Government of Kerala, was selected as the Chief Guest, and Mr. Tony Thomas, Chief Digital and Information Officer at Signify, Netherlands, was chosen as the Guest of Honour and expert speaker.

Installation Ceremony and Management Talk

CMA held its Installation ceremony for new office bearers on 16th April, followed by opening remarks about the event by Pradeep Kumar C M, a member of the Organising Committee. President CA Sujith Kumar TN welcomed the gathering. The President-Elect, Er. Ananda Manik was installed as the new President, and the records and certificates were handed over to him. The Chief Guest, Dr. V. Venu IAS, addressed the meeting, and the Guest of Honour, Mr. Tony Thomas, mentioned during his speech that India would be a 10 trillion-dollar economy by 2030. The event concluded with a summary and a vote of thanks by Honorary Secretary CA Ravi Chandrashakar.



Inauguration with the lighting of the traditional lamp

Coimbatore Management Association

Monday Musings

Coimbatore Management Association hosted a session on 1st April featuring Dr Balamurugan, who explained the issue of obesity, which is a medical disease and not a cosmetic problem. He explained the diagnostic criteria for obesity and its slabs. Exercise is an absolute must for all the above problems, and he focussed more on the type of exercises which eradicate the disease thoroughly.



Talk by Dr. Balamurugan



Talk by Dr. R. Ben Ruben

CMA organised a session on 8th April with speaker Dr. R. Ben Ruben, who explained about the Industrial Revolution categorising Industry 1.0 (Mechanisation, waterpower, steam power), Industry 2.0 Mass production, assembly line and electricity), Industry 3.0 Computers, automation electronics, Industry 4.0 Cyber physical systems, Internet of things, networks.

CMA hosted a session on 15th April with Dr. M. Rangarajan, who explained an analysis about why there is currently no fancy for reading and shared the benefits of reading. The topic covered the interaction between Steve Jobs and John Sculley (Pepsico) in 1983 and anecdotes from the book 'Odessey to Apple' written by John Sculley. He also talked about various other works such as 'Ride of the Lifetime' by the CEO Of Walt Disney, Robert Iger, the invention story of 'Walkman' from the book 'Made in Japan' by the founder Akio Morita, and others.



Talk by Dr. M. Rangarajan

CMA hosted a session with Dr. R. Swaranalatha on 15th April on the topic 'Design Thinking for Business and Innovations' approach in organisations today. She explained that the Design Thinking is a human-centred approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.



Session by Dr. R. Swaranalatha



Talk by Dr. Mallika Sankar

On 29th April, a session was held with Dr. Mallika Sankar on 'How to Secure Funding for Your research: A guide to ICSSR Grant Applications'. ICSSR has developed ICSSR Data Service to serve as a national data service for promoting powerful research environment through sharing and reuse of data.

LMA CEOs Interaction with AIMA

Coimbatore Management Association was represented by Mr. K. Seetharam, Managing Committee Member at LMA CEOs Interaction session on 9th Leadership Conclave and 14th Managing India Awards on 23rd April.



Mr. K. Seetharam, Managing Committee Member of CMA at LMA CEOs Interaction

Delhi Management Association

2nd Edition of Biz-Champs Contest

DMA successfully completed the 2nd edition of the Biz-Champs contest, in association with New Delhi Institute of Management (NDIM) on 5th April. Powered by LearnBiz Simulations and facilitated by Dr. Maninder Singh Khalsa, with Dr. Yogesh Misra and Mr. Amit Kumar Arya as co-chairs, the event witnessed participation from 27 teams representing both academic institutions and the corporate sector. The competition provided a platform for participants to demonstrate their leadership and decision-making skills, as they worked towards achieving business objectives and enhancing shareholder value for their organisations.

On 5th April, NDIM students were provided with a remarkable opportunity to enrich their understanding of AI implementation in organisational contexts. The distinguished speaker Mr. Naveen Kaushik, Enterprise Solution Architect-Digital Workplace Services,

Accenture, along with Mr. Amit Kumar Arya Hon. Secretary DMA shared the importance of embracing chaos as a catalyst for innovation and transformation in the rapidly evolving landscape of AI.

Antmanirbhar Bharat National Entrepreneur Summit and Awards

Delhi Management Association organised the 'Atmanirbhar Bharat - National Entrepreneurship Summit and Awards' ceremony in collaboration

with the DTU-DCE Fraternity Forum on 6th April. The



Winners of Biz-Champs Contest with NDIM Chairman Mr. V M Bansal; DMA President, Dr. Yogesh Misra; Vice President Ms. Anuradha Sharma; Honorary Secretary Mr. Amit Arya; Treasurer Dr. Maninder Singh Khalsa and MC Member Ms. Shuchi Gupta



Participants and faculty members of NDIM with speaker Mr. Naveen Kaushik and DMA Hon. Secretary Mr. Amit Kumar Arya.

event served as a platform to celebrate and recognise outstanding contributions to entrepreneurship in India. Dr. Navneet Kumar Sharma, IRSS, Vice President of DMA, and Founder and President of the DTU-DCE Fraternity Forum, served as the event's Chairperson, overseeing the proceedings with his expertise and guidance. The event was graced by the Honourable Vice-Chancellor of Gautam Buddha University, Prof. Ravindra Kumar Sinha. A highlight of the event was the presentation of various awards, recognising excellence in entrepreneurship across 12 different categories.



Lighting of the Lamp by the Chief Guest Prof. Ravinder Kumar Sinha, Founder and President of the DTU Forum



Participants at the workshop

Workshop

DMA organised an 8-hour Growth Club Workshop on 13th April in collaboration with Ethique Advisory wherein total 40 participants were participated in the full day event. Mr. Ratish Pandey, Mr. Abhimanyu Yadav and Mr. Indranil Mukherjee were the speakers of the event.

Round Table Conference and Awards

Delhi Management Association and BusExe successfully conducted a Round Table Conference on 27th April, focusing on Sales, Marketing, and Communication in the Post-Operations Space. This event brought together industry experts, academics, and professionals to explore key themes shaping the future of sales and marketing strategies. Distinguished speakers included Mr. Anuj Bahri Malhotra, CEO of Bahrison's Booksellers, and Mr. Sukanta Dey, Former President of DMA, along with other industry experts who contributed their insights, enriching discussions. The organising



Round Table Conference on Sales, Marketing and Communication



Shri. Sukumar Bose of Bose Foundation presenting the awards

committee, comprising Mr. Sukumar Bose (CEO at BusExe), Kr. Partha Dhiraj Singha Bose (Chief of Commercial, BusExe), Mr. Yogesh Kumar Misra (President DMA, Vice President Thomas Assessments), and Mr. Amit Arya (Vice President at Accenture), expressed gratitude to all participants for their valuable contributions. Following the conference, an award ceremony honoured exemplary individuals for their outstanding contributions, with Shri. Sukumar Bose of Bose Foundation presenting the awards.

Faridabad Management Association

Faridabad Management Association (FMA) has entered into a Memorandum of Understanding (MoU) with Echelon Institute of Technology to conduct events on the Echelon campus for faculty and students.

The MoU was signed by Dr. Ranjit, Director of Echelon Institute of Technology, and Ms. Saloni Kaul, President of FMA and Founder and CEO of Its People, in the presence of Dr. Irfanullah Khan, Professor and Head of the Department of Management Studies, and Dr. Mohit Kapil, Assistant Professor in the Department of Management Studies.



(L to R) - Dr. Ranjit, Director, Echelon Institute of Technology; Ms. Saloni Kaul, President, FMA and Founder and CEO It's People; Prof. Dr. Irfanullah Khan, HOD, Department of Management Studies and Dr. Mohit Kapil, Assistant Professor- Department of Management Studies, Echelon Institute of Technology.

On 18th April, FMA hosted a seminar titled 'How to Plan for Startups: Legal and Ethical Steps' at the Echelon Institute of Technology (EIT) Campus. The keynote speakers were Ms. Priyanka Gang, a Social Entrepreneur, and Ms. Saloni Kaul, Founder and CEO of It's People and President of FMA. They covered various topics including idea generation, feasibility studies, choosing the right business structure, establishing a strong digital presence, workspace considerations (own, rented, or shared), business planning, finalizing revenue models, fundraising, regulatory compliance, team selection, streamlining operations, and ethical practices. Dr. Irfanullah, Professor and Head of the Department of Management Studies, provided a summary and concluded the session with a vote of thanks.



Ms. Saloni Kaul, Founder & CEO, It's People and President, FMA addressing students

FMA launched a MDP Series 'HR for HR' on 21st April at Jiva Ayurveda, NHPC Chowk, Faridabad. The welcome address was given by Mr. Heeresh Girdhar, Coordinator- events and membership FMA and Head



Speakers- Ms. Saloni Kaul, CEO It's People and President, FMA and Mr. Anand Dwivedi, Global Capability Lead, Takeda Pharmaceuticals along with participants

- HR, Swadeshi Civil Infrastructure Pvt. Ltd. The launch was celebrated with Cake Cutting by Ms Saloni Kaul, President, FMA along with the member participants. The distinguished speakers were Mr. Anand Dwivedi, Global Capability Lead, Takeda Pharmaceuticals and Ms. Saloni Kaul, President, FMA. The vote of thanks was proposed by Mr. Heeresh Girdhar.

On 21st April, FMA conducted its virtual signature event -Mahabharata Series with a welcome address by Ms. Saloni Kaul, President, FMA and Founder and CEO of Its People, who introduced the distinguished speaker Mr. Debasis Satpathy, Chief General Manager, HR of NBCC

India Ltd., who spoke in detailed by giving examples of Charters of Mahabharata i.e., Shakuni, Bhishma Pitamah and Lord Krishna. The session concluded with a vote of thanks proposed by Mr. V. Thyagarajan, Executive Director, FMA and was attended by members from industry and academia.

FMA held its Unnati Talk Show on 30th April about Women empowerment at JIVA Public School, Faridabad. The event started with the inaugural address by Ms. Saloni Paul, President, FMA and Founder and CEO, It's People. The prestigious event was hosted by Monica Anand, Head - Institutional Alliance, FMA and Director, Anand Industries Pvt Ltd., Faridabad. The distinguished guest was Dr. Anubha Walia, Founder, Prism Philosophy and Chairperson ISTD Delhi Chapter, who spoke about her remarkable success in scaling her company - Prism Philosophy into a Global Company. Finally, a vote of thanks was proposed by Maj. General Sudhir Datt, AIMA-FMA Member and entrepreneur in Faridabad.



Sitting - 2nd from right onwards - Ms. Meenakshi Singh, Head-HR, Jiva Ayurveda; Host, Ms. Monica Anand, Director, Anand Industries Pvt Ltd., Faridabad and Head - Institutional Alliances, FMA; Guest Dr. Anubha Walia, Founder for PRISM Philosophy and Chairperson, ISTD, Delhi and Ms. Saloni Kaul, President, FMA along with participants.

Ghaziabad Management Association

Ghaziabad Management Association, in collaboration with Ajay Kumar Garg Engineering College, organised a conference on 'Women in Power' on 5th and 6th April, under the theme 'Catalyzing Change: Women Empowering the Next Wave.' The inaugural function was graced by distinguished guests, including Ms. Neerja Mathur, former Chairperson of the Central Electricity Authority; Prof. Perna Gaur, Director NSUT and Chair Elect 2024 IEEE India Council, and Ms. Ammi R Toppo, Chief Engineer of the Central Electricity Authority. The keynote addresses by Dr. Livleen K Kahlon on 'Demystifying Women Leadership in Climate Action' and Dr. Rashmi Agarwal on 'IEEE Women in Engineering Leadership Summit' were enlightening.



Felicitating women at function

GMA organised a 2-day Management Development Programme (MDP) on 15th and 16th April in association with Ajay Kumar Garg Institute of Management (AKGIM) Ghaziabad, on 'Enhancing Business insights: Leverage Power BI, Tableau, Advance excel for comprehensive reporting.' The session was taken by Dr Ritesh Singhal, Dr Sarjue Pandit and Dr Ankit Garg and was attended by 12 participants from institute and industry.



The participants, speakers, and faculty members at the MDP



Awarding certificate to participants

GMA organised a session on 'Cybersecurity and Ethical Hacking' on 19th April at IMS, Ghaziabad, for STUGMA members of IMS, RKGIT, and AKGIM. Mr. Kundan Kumar and Mr. Vishal Jain from the Global Institute of Cyber Security and Ethical Hacking were the speakers, explaining how to protect against social engineering, different types of malware, viruses, and ransomware. The session was highly interactive, and participants learned practical and live examples through computer

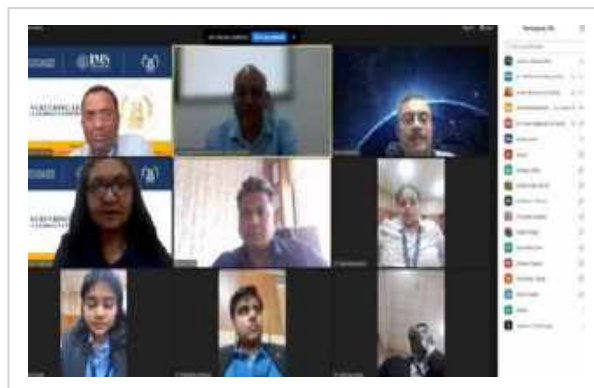
demonstrations. All the participants were felicitated with certificates presented by Mr. Rahul Agrawal, Executive Director of GMA.

GMA and IMS Ghaziabad (UC Campus) organised 'Start-up Conclave-2024: Sustainable Technology for Viksit Bharat' on 20th April. It brought together students, entrepreneurs, and industry leaders to celebrate innovation, entrepreneurship, and collaboration, while we strive to move a step ahead towards Viksit Bharat. The event attracted participation from over 50 colleges and universities, with over 100 students attending. GMA members i.e. M/S Ghaziabad Precision Product Pvt Ltd, M/S Spectra products Pvt Ltd and M/S Shriram Pistons and Rings Ltd were the sponsors to give away the awards to the winners.



Inauguration of Start-up Conclave

GMA organised an online session on Artificial Intelligence: Driving into AI: An Industry friendly introduction to Artificial intelligence by speaker Mr Anshu Bhartiya, risk Analyst, IBM Global Business services. He started with a basic explanation of Algorithm and AI in layman's definition, its application, and pitfalls. More than 100 participants logged in for a useful session as an introduction to AI.



Participants at the programme

GMA organised a National Seminar on 'Realizing Self-Reliant India through Digital transformation, Outcome based Education and Inclusive Leadership' on 27th April in association with IPEM, Ghaziabad. The inaugural speakers were Mr. Anshu Bhartiya (Risk Consultant, IBM Global Business Services), Dr. Arvind Kumar (Professor and Former Dean at Atal Bihari Vajpayee

School of Management and Entrepreneurship, Jawaharlal Nehru University New Delhi), Prof. (Dr.) Ramesh C. Sharma (Director, HRDC & Instructional Design, Dr. B R Ambedkar University Delhi) and Mr. Rajesh Malhotra (Founder of Saral Computers Pvt Ltd) were the esteemed speakers of the Seminar. 38 participants presented their research papers in the seminar.



Speakers on dais

Goa Management Association

MoU

Goa Management Association signed a Memorandum of Understanding (MoU) with the Agnel Institute of Technology and Design (AITD), Assagao, on 17th April, at the GMA Office in Porvorim. Mr. Deepak Bandekar, Chairman of GMA, signed the MoU on behalf of GMA, while Fr. Agnelo Gomes, Director of AITD, signed on behalf of the Institute. The MoU aims to further collaboration between both organisations on areas of common interest and concern, working towards



Signing of MoU with Agnel Institute of Technology and Design, Assagao, Goa

bridging the gap between academia's offerings and the industry's requirements. Present at the occasion were Past Chairman Dr. Krishna Gopal Rajanala; Dr. Pradeep B. Salgaonkar, Immediate Past Chairman;

Mr. Amin Ladak, EC Member; Mr. Vasu Ramanujam, and Administrative Officer, Ms. Rusai Fernandes. Representing the Agnel Institute along with Fr. Agnelo were Dr. V. Mariappan, Advisor; Prof. Laxmikant Bordekar, Officiating Principal; Dr. M. Prabhakaran, HoD, Department of Management Studies, and Prof. Shrinivas Joshi, Manager, Corporate Institute Relationship Cell, Agnel Institute of Technology and Design.

Gwalior Management Association

Heritage Walk

Gwalior Management Association organised a Heritage Walk on 27th April for its members, during which they visited the e- library and planetarium museum. The objective of this Heritage Walk was to raise awareness among its members about the rich heritage and legacy of Gwalior. The central library is the first library of Madhya Pradesh which has been awarded by the honourable President of India. GMA

members found this Heritage walk very informative and praised the rich heritage, culture, and legacy of Gwalior. The walk was led by Dr. Praveen Agarwal, President of GMA, and Prof. (Dr.) Manoj Patwardhan, Executive Director of GMA, and was attended by Mr. Shyam Agarwal, Honorary Secretary, along with all the office bearers and executive members of GMA.



GMA team at the Heritage Walk



Participants after the Industry Visit

Industry Visit

GMA organised an industry visit for its members to JB Mangharam Foods Pvt Ltd (a fully owned subsidiary of Britannia Industries Ltd) on 31st March. The objective of the industry visit was to make the members aware with one of Britannia's finest manufacturing plants in Gwalior. The members of GMA were welcomed by the plant head, Mr Ajith Gopinath. The visit was attended by Dr. Praveen Agarwal, President of GMA, Prof. (Dr.) Manoj Patwardhan, Executive Director, Mr. Shyam Agrawal, Honorary Secretary, and other office bearers of GMA.

Guest Lecture

Gwalior Management Association organised a guest lecture on 17th March by Mr. Than Singh, a renowned spiritual leader, who travelled many countries across the globe. Mr. Than Singh discussed in detail about self, the management of self and how this can be used for personal and professional excellence. The talk was organised and attended by the Executive Director of GMA Prof. (Dr.) Manoj Patwardhan along with other office bearers.



Mr. Than Singh, Spiritual Leader delivering talk to the participants.

Hyderabad Management Association

Lecture

HMA organised a meeting on 20th April with Mr. Ajit Rangnekar, Director General of the Research and Innovation Circle of Hyderabad, who discussed the importance of adopting a different thought process in leadership. He emphasised that organisations should strategically allocate their resources to achieve goals and enhance efficacy. He stressed the significance of being a leader who motivates the team to collectively achieve organisational goals and excellence. Mr. Ranga Reddy, Secretary of HMA, welcomed the gathering.



Felicitation of Mr. Ajit Rangnekar



IRP students with certificates

Industry Readiness Programme

On 20th April, HMA organised an online Industry Readiness Programme module, specially tailored for students primarily from government-affiliated or government-funded MBA/BBA colleges. Certificates were distributed to the students, and their feedback was gathered. Speaking at the event, Mr. B P Acharya IAS (Retd), Former Special Chief Secretary of the Government of Telangana, urged HMA to expand this initiative to reach out to 1000 students and to explore the possibility of providing internships to these candidates by engaging with the corporate sector.

MDP

HMA organised an MDP on 27th April for Windseal Hardware Industries with Mr. M David Raj, Founder and CEO of M Square Motivation. Strong communication skills can help close deals faster. Having good communication is not only about understanding the customer’s needs and wants but also about being able to effectively explain the benefits and value of your product or service.



Speaker - Mr. M David Raj with participants

Indore Management Association

MDP

IMA organised a MDP on the topic ‘Effective Decision-Making Strategies with PowerBI’ on 5th April. The facilitator of the session was Dr. Pooja Kushwaha, an Associate Professor- IT and Analytics, Jaipuria Institute of Management, Indore.



Dr. Pooja Kushwaha with participants



Participants at Meditation Workshop

Meditation Workshop

IMA in association with Ekal Yuva organised a 3-Day meditation workshop named ‘Dhyan Utsav’ on 8th, 9th, and 10th April.



Mr. Pankaj Kothari addressing participants

Diksha -In House Training

IMA organised ‘Diksha’ in-house training session on the topic ‘Team Building’ on 10th April at ACG Associated Capsules Pvt Ltd. The facilitator of the session was Mr. Pankaj Kothari, a Life Coach, Trainer, Founder of Impact Margdarshan.

IMA organised an in-house training session on the topic 'Mastering First Impressions and Interview Skills' on 19th April at John Deere. The facilitator of the session was Ms. Vijeta Yadav, a Communication Coach, Corporate Trainer, NABET Certified Trainer, Certified Image Consultant and Career Coach, Certified NLP Coach and Practitioner.



Ms. Vijeta Yadav conducting the training the session

IMA organised a session on the topic 'Interns Development Program' on 19th April at Sigma Chemtrade Private Limited. The facilitator of the session was Mr. Abhishek Mishra, a Corporate Trainer, Educator, Success and Life Coach.



Mr. Abhishek Mishra during the session

Open Forum

IMA organised an Open Forum session on the topic 'Pardon My Footprint: Walking Lighter on The Planet' on 16th April with Ms. Navita Arora, a Management Trainer.



Ms. Navita Arora along with the participants

Reader's Clique

IMA celebrated World book day on the topic 'Books – A Portal To Transcend from Chaos to Clarity' on 23rd April. The facilitator of the session was CA Ishani Maheshwari, Founder of Enlight Trainings, Co-Founder of Upvaas Food Services Pvt. Ltd., Public Influencer and Writer.



Authors at the Reader's Clique session

Open Forum

IMA organised an Open Forum session on the topic ‘From Plate to Performance: Optimizing Food and Physique’ on 26th April. The facilitator of the session was Dr. Madan Mohan, Director of Flexifit Clinic, Founder of BSIP and Spine and Sports Specialist and Ms. Sheetal Gadia, Holistic Ayurvedic Cooking Mentor, Breath and Meditation Instructor and Wellness Coach.



Dr. Madan Mohan and Ms. Sheetal Gadia with participants



Finale at Hotel 'The Park'

Women Forum Programme

IMA conducted Women Brand Quiz Brand Guru ‘Season 2’ at Hotel The Park on 30th April.

Management Premier League

IMA Student Chapter organised Management Premier League Season 2 at HSS on 29th April, comprising of the following 5 activities- Brand Survey, Brand Guideline, Marketing Campaign, Brand Shoot and Creating the Advertisement. The finale of MPL Season 2 was conducted with an activity named Brand Quiz on 30th April.



Jamshedpur Management Association

Industrial Visit

Jamshedpur Management Association arranged a trip to Timken India on 5th April for the students of Xavier Institute of Tribal Education (XITE) College. 28 students toured the plant and gained valuable industry insights.



Students at the plant visit

Bake Talk

JMA under the banner of the BAKE platform (Business Acumen and Knowledge by Experts) hosted a session virtually on 'Efficacy of PPP Model- A Case Study' on 9th April. The expert speaker of the session was Mr. Saurabh Agarwal, Certified coach and mentor in management and digital tech. Mr. Agarwal shared that PPP model involves collaboration between government entities and private sector companies to deliver public infrastructure, services, or projects leads to faster project delivery due to streamlined processes and access to private sector expertise. The talk was attended by 30 participants.



Mr. Saurabh Agarwal delivering his talk on PPP Model

Visit

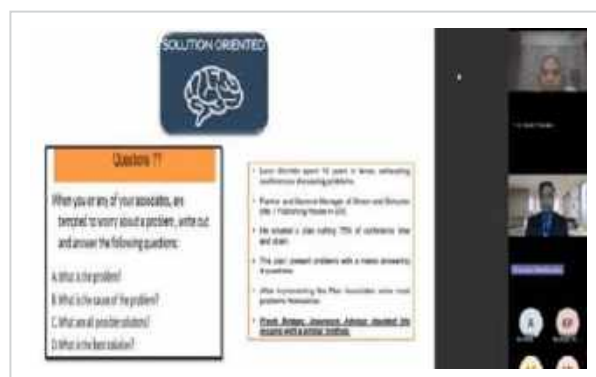
JMA has embarked on a groundbreaking research project on 21st April to enhance healthcare access for tribal communities in Jharkhand. In the first survey, 14 volunteers of JMA and MTMC visited village Lupungdih, in Hurlung Panchayat and surveyed 28 villagers. This initiative has garnered support and guidance from distinguished professionals, including Prof. Giridhar Ramachandran from XLRI Jamshedpur, and Dr. Jarina Begum and Dr. Rohit from Manipal Tata Medical College, Jamshedpur.



JMA volunteers conducting the survey

Talk

JMA organised an Enriching Life Series (E.L.S) talk virtually on '10 Pillars of Success in Professional and Personal Life' on 27th April with Mr. Nilanjan Mukherjee, General Manager HR of Relaxo Footwears, and author. In the talk, Mr. Mukherjee shared that everybody must have both personal and professional spheres, success thrives on clear goal setting, continuous learning, effective time management, strong relationships, a positive mindset, adaptability, risk-taking, consistent action, embracing failure, and balancing work-life harmony. The talk was attended by more than 32 participants.



Mr. Nilanjan Mukherjee sharing his presentation

Lucknow Management Association

Interactive Session

Young Managers Forum of Lucknow Management Association organised an interactive session on 'Purple Squirrel' at the Institute of Management Research and Technology (IMRT) College on 3rd April. The session featured CA Devesh Agarwal, a renowned Chartered Accountant and Coordinator of LMA YMF, as the keynote speaker. Col (Dr) Sameer Mishra and Utsav Srivastava, a Member of YMF, were also present at the event. Prof. (CS) Dolly, the coordinator of the session, ensured that the event was informative and engaging for the attendees, who were students and young professionals from various backgrounds.



(L-R) Prof. (CS) Dolly and CA Devesh Agarwal



Session in progress

An interactive session between AIMA and LMA on Developing the Newly Formed Banaras Management Association was held on 12th April. Dr. Siddhath Rai, a Hospital Management Professional and President of BMA, along with the BMA office bearers, Mr. Sanjay Grover, Director of AIMA, and Mr. A.K. Mathur, Senior Vice President of LMA, participated in the interaction. The lead presentation for the session was given by the Lucknow Management Association.

Six days Startup Series

LMA organised a six-day startup series on 'Entrepreneurship and Innovation' at the G.C.R.G. Institute, Lucknow Incubation Center from 9th to 14th April, led by Mr. Shivendra Singh Chauhan, CEO of Brahmos Technologies Pvt. Ltd. The series covered a spectrum of topics ranging from idea validation to scaling and funding. Its overarching goal was to provide attendees with a comprehensive and pragmatic learning experience, enhanced by real-world case studies, interactive sessions, and insights gleaned from industry stalwarts.



Mr Shivendra Singh Chauhan interacting with students

Visit

LMA organised a visit to Pratham Multi Skill Training Center Bakshi ka Talab, Lucknow on 19th April for LMA Members. The objective was to train youth from economically disadvantaged backgrounds (age 18-25 years) and provide them with employable skills, coupled with access to employment and entrepreneurship opportunities.

Workshop

LMA organised a wonderful and enriching workshop titled 'Improving Learning Outcomes of youth in



Mr. A.K. Mathur, Ms. Smriti Raj, Ms. Renu Chaudhary and other LMA members during the visit

Secondary School as per NEP 2020.' The workshop provided valuable insights and practical strategies to improve the learning outcomes of youth in secondary schools, in accordance with the National Education Policy (NEP) 2020. Dr Rukmini Banerjee and Dr Ashok Ganguly gave an insight into the existing system and showed the way forward while addressing all the queries and concerns of participants.



Dr Rukmini Banerjee addressing the session

Conference

Lucknow Management Association organised a conference on 'Water Management for Agriculture and Environment' on 25th April. The event was graced by LMA President Mr Manoj Kumar Singh IAS, APC, IIDC, UP, along with Dr. Roshan Jacob IAS, Lucknow Commissioner, and Mr Inderjit Singh, Municipal Commissioner, who served as the chief guests. The conference emphasised the theme of rejuvenating water bodies to promote sustainable agriculture and improve the environment and AQI (Air Quality Index) through advanced technology. To delve deeper into this topic, LMA invited Mr Madhukar Swayambhu, the founder of Vedic Srijan LLP, a purely Indian climate tech startup based in Ghaziabad, to provide detailed insights.



Mr Madhukar Swayambhu presenting on the theme

Health Talk

LMA organised a health talk for its members on 26th April at Max Super Speciality Hospital Lucknow. Dr. Shashank Chaudhary, an Onco-Surgeon, addressed the prevalence of cancer and its societal impact, providing valuable insights into the challenges and advancements in cancer treatment. Dr. Mohd. Suhel, a Medical Oncologist, delved into the diagnosis and treatment of Prostate Cancer. Dr. Sandeep Aggarwal, a Senior Neuro Physician, focused on neurological diseases, highlighting the importance of early diagnosis and intervention in managing conditions affecting the nervous system.



Dr. Mohd. Suhel addressing the health session

Navsari Management Association

Seminar

Navsari Management Association organised a seminar on 7th April under the NMA School Forum on 'Career Guidance' for students in the 10th and 12th grades. Dr. Mehul Thakkar, a renowned speaker and faculty member specialising in career guidance, provided deep insights to students and parents regarding various career opportunities available worldwide. Around 200 students participated in the event, which was well-organised, highly useful, and timely.



Dr. Mehul Thakkar addressing the participants

Patna Management Association

Patna Management Association, in collaboration with the Bihar State Productivity Council, organised a webinar on 30th April with the theme 'Transformational Leadership for Organisational Success.' Mr. Basant Kumar Sinha, President of PMA, and Secretary General of BSPC delivered the welcome address. Dr. R. D. Mishra, Former Director and HOD of the National Productivity Council, delivered the keynote address, which provided comprehensive insights into various aspects of transformational leadership, including task definition, planning, subordinate development, effective communication, instilling confidence, and



Participants during the webinar

inclusivity. The webinar marked a new beginning in inter-LMA collaboration, highlighted by the presence of Mr. S. N. Panda, President of the Cuttack Management Association. Interactions during the webinar featured representatives from various organisations, including Mr. Chandreshwar Khan of Tata Motors, Mr. Sanjay Choudhry and Mr. M. K. Das of Tata Steel, Mr. Nagesh Jha of HEC, and Dr. A. K. Verma of NMIMS. The vote of thanks was delivered by Dr. Anil K. Prasad, Professor of Eminence in English.

Rajkot Management Association

Webinar

Rajkot Management Association organised a webinar on the topic 'How to Meet Compliance Requirements of SMEs' by Mr. Ramesh Subramanian (Associate Partner, Tenor International) on 30th April. With a distinguished background as an IIT Bombay Physics Post Graduate and over 50 years of experience in Indian manufacturing industries, Mr. Ramesh Subramanian shared about aspects such as Statutory Compliances for MSMEs, Legal and Factory Act Compliance requirements, and Measurements for compliance, among others. President Mr. Jayen Kotecha extended a warm welcome, setting the tone for an engaging and informative session, while Vice-President Mr. Harshit Shah efficiently coordinated the proceedings, ensuring a seamless experience for all participants. Attendees benefited by learning strategies for maintaining the required compliance data and avoiding any negative consequences from the authorities.



Speaker - Mr. Ramesh Subramanian addressing



Participants during the workshop

Rohilkhand Management Association

Rohilkhand Management Association organised a one-day workshop on 'People-Centric Leadership' on 18th April, in collaboration with Polyplex Corporation Ltd., Khatima, Uttarakhand. The Chief Guest, Mr. D.K. Verma, Vice President of HR, and the speaker, Corporate Trainer Mr. Thomas Mathew, graced the event. The workshop commenced with a welcome address by RMA President, Dr. Manish Sharma, who underscored the significance of people-centric leadership. Mr. Qadir Ahmad, Secretary of RMA, introduced the speaker and provided information about RMA. Mr. Thomas Mathew explained the concept of people-centric leadership through impactful exercises, emphasising its importance, style, and approach, which prioritise placing people at the center of an organisation's priorities and strategies to foster a positive and supportive work environment. Mr. D.K. Verma, the Chief Guest, shared practical insights based on his experiences on the topic, enriching the discussion. Participants from diverse industries also contributed by sharing their own experiences during the workshop.

Management Association of Rourkela

Inter School Quiz Contest

Management Association of Rourkela successfully hosted the 'Mindspark' interschool quiz contest at Rourkela Club on 14th April. Mr. Atanu Bhowmick, Director In-Charge (DIC) of Rourkela Steel Plant, with additional charge of Bokaro Steel Plant, graced the event as the Chief Guest and presented awards, including cash prizes, to the winners and runners-up. Executive Directors and other senior officers of RSP also graced the occasion. Around 250 students from Grades VIII to XII, representing various schools from Rourkela and Bhubaneswar, enthusiastically participated in the quiz competition. The quiz, conducted by Mr. Ajay Poonia, a renowned quizmaster from New Delhi, challenged contestants to think critically and respond swiftly. Mr. S. S. Panda, Secretary, and Mr. Sampad Mishra, EC member, MAR, efficiently coordinated the event.



Students and participants with the Awards and prizes during the Inter School Quiz Contest

Thrissur Management Association

TMA MC Meeting

The Managing Committee meeting of TMA convened on 9th April with 40 participants in attendance. Chaired by CA Geo Job, the President of TMA, the meeting was a platform for discussing numerous upcoming events and formulating an action plan for the fiscal year 2024-25.



TMA MC Members at MC Meeting



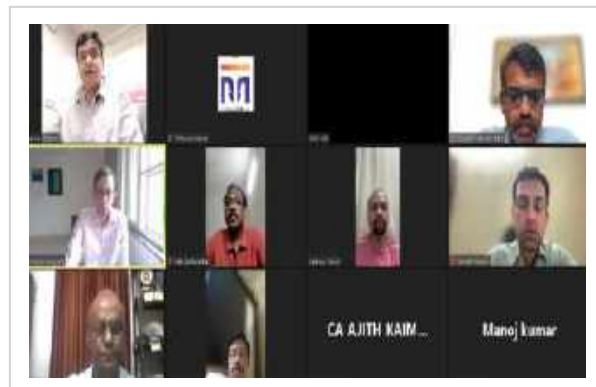
TMA Members at National Leadership Conclave

AIMA National Leadership Conclave

Six members from the Thrissur Management Association participated in the AIMA National Leadership Conclave held on 23rd April. The conclave provided an enriching and fantastic experience for the participants.

Thrissur Fintech Hub Meeting

As part of TMA's Vision 2047, TMA organised a meeting on Thrissur Fintech Hub initiatives via Zoom on 15th April. Around 10 members actively participated in the session, engaging in fruitful deliberations aimed at advancing the fintech agenda within the Thrissur region.



Thrissur Fintech Hub meeting in progress



Dr. Murallee Thummarukudy (Director, G20 Global Land Initiative) addressing TMA Members

TMA Guest Lecture

TMA organised a guest lecture on 'Moving Kerala into the Fourth Industrial Revolution' on 27th April. The esteemed guest speaker for the event was Dr. Murallee Thummarukudy, Director of the G20 Global Land Initiative. The session proved to be engaging and informative, with active participation of 130 from both TMA members and students.

Trivandrum Management Association

TMA Student Chapter Inauguration

Trivandrum Management Association inaugurated a TMA student chapter at Joy University, Tirunelveli, Tamil Nadu, on 17th April. The event featured a captivating session on 'The Importance of IQ/EQ/AQ/SQ/HQ in Career Planning' by Corporate Trainer, Mr. N. Sethu Madhavan N. Attended by faculty and students alike, the event received an overwhelming response, marking the beginning of an empowering journey for future leaders.



Session in progress

TMA organised an insightful session titled ‘How AI is Changing Management Forever,’ featuring expert Sree Sreenivasan, Co- Founder and CEO, Digimentors, USA, on 29th April at Chamber Hall, Jawahar Nagar Kowdiar. The event attracted a diverse audience, including TMA members, eager to explore AI’s transformative impact on modern management. The event was well appreciated and received by the participants.



Sree Sreenivasan, Co- Founder and CEO, Digimentors, USA addressing

Vaikom Management Association

Employability Skills Training

Vaikom Management Association and Thalayolaparambu ICM Computers jointly organised the sixth series of the free training program on 13th April at the seminar Hall of ICM Computers. 50 Candidates from various disciplines attended the training. Mr. Sojan Jose, Director of ICM Computers made the introductory speech, followed by the welcome speech by Smt. Indira. N.G. The first session was handled by Mr. N. Shine Kumar, President, VMA and the second session, by Mr. M. Raju, Secretary General, VMA. The third session by Mr. P. Rajendra Prasad, pointed out the basic skills needed for the submission of application, preparation of resume, interview skills, and SWOT analysis.



Mr. N. Shine Kumar, President VMA during his session at ICM Computers, Vaikom.



Mr. K. Roopesh Kumar, CEO of Responsible Tourism Mission Society, Department of Tourism, Government of Kerala addressing

Seminar

Vaikom Management Association in association with the Sustainable Development Club of St. Xavier’s College, Vaikom organised a seminar on the development plans for Vaikom, titled ‘Sustainable Development of Vaikom’ on 21st April. Mr. K. Roopesh Kumar, CEO, of Responsible Tourism Mission Society, Department of Tourism, Government of Kerala was the keynote speaker. 44 participants connected to the tourism sector in and around Vaikom attended the three-hour session. Mr. M. Raju, Secretary General, VMA made the

welcome speech and introduced VMA to the participants and the efforts and scope of its activities. Mr. N. Shine Kumar, President VMA in his presidential address expressed happiness and informed that the most potential sector, tourism in the Vaikom area will be encouraged and supported with the service of the Tourism Department by the initiative of VMA. Mr. Anil Kumar. K.S. expressed the vote of thanks.

Observance of World Earth Day 2024

VMA conducted an online programme on 22nd April as part of the observance of World Earth Day, highlighting the energy scenario in the country. Mr. M. N. Prasad, former General Manager, NTPC, delivered a presentation on the above topic. The event tagged the 'Monday Musings' series, an initiative of VMA to utilise the expertise of in-house experts and to create a team interested in attending online programmes was formally inaugurated by Mr. P. Rajendra Prasad, founder President, VMA. Around 41 participants attended the session, including VMA members and students of St. Xavier's College, Kothavara, Vaikom. Dr. N.K. Sasidharan, Secretary-Administration VMA expressed the vote of thanks.

AIMA with Technical Support of The World Bank Offers

CERTIFICATE COURSE IN

PPP

PUBLIC PRIVATE PARTNERSHIP

The Certificate in Public Private Partnership is a blended learning programme that aims to nurture a basic level of knowledge among individuals working on or interested in learning about PPPs, regardless of their discipline or sector. The programme equips participants with the necessary conceptual knowledge and skills to comprehend the Public Private Partnership as a project. With a focus on both theory and practice, the curriculum covers various aspects including designing a PPP transaction, available financing options, bidding for PPP, PPP contract management and dispute resolution. It also includes in-depth regional and sector-specific knowledge, incorporating the best practices of PPP, both in India and worldwide.

Who can benefit

- Government and PSU officials involved or interested in designing and managing PPP transactions
- Employees of Private Concessionaires, Contractors and suppliers involved or interested in implementing PPP contracts
- EPC and other downstream contractors
- Procurement Professionals for updating their domain knowledge

Eligibility

Graduate in any discipline from university or recognised institute.

Fee Structure

Total fee (inclusive of all taxes) – ₹ 41,300/-
Course fee- ₹ 35,000/- plus GST (18%)

For further details contact

Programme Manager

15 link Road, Lajpat Nagar - III, New Delhi

M: +91 8800893848 | Ph: 011-47673000, 49868399-Ext 721 / 710 | Email: ppp@aima.in | Website: www.aima.in

AIMA Events Calendar

Event	Programme Chairman/Key Speaker	Venue	Date
11th HR Leadership Retreat		Goa	26-28 May 2024
70th LeaderSpeak session on AI and the Future of Management Education	Prof V G Narayanan Thomas D. Casserly, Jr. Professor of Business Administration, and Senior Associate Dean of Executive Education and Harvard Business School.	Online	31 May 2024
YLC session on Tech Opportunities in India	Pranav Pai Founding Partner and Chief Investment Officer 3one4 Capital	Online	07 June 2024
National Competition for Young Managers		Regional Round 1- Online Regional Round 2 -Online Regional Round 3- Online Regional Round 4- New Delhi (Physical) Grand Finale - New Delhi (Physical)	07 June 2024 14 June 2024 21 June 2024 28 June 2024 05 July 2024
National Management Games		Regional Rounds -Online Grand Finale – New Delhi	25 June – 30 August 2024 31 August 2024
YLC Session on Ideas to Execution: Entrepreneurial Insights for Shaping the Future	Manasa Garemella Co-Founder Kindlife Abhit Sinha Co-Founder, Orbo	Online	12 July 2024

Event	Programme Chairman/Key Speaker	Venue	Date
Business Leadership Retreat		Kuala Lumpur, Ma-Malaysia	24-26 July 2024
Leadership Development Programme		Bhubaneswar	02-04 August 2024
Digital Immersion Retreat		Goa	29-31 August 2024
51st National Management Convention		New Delhi	11-12 September 2024
2nd Women LeadHERship Retreat		Goa	18-20 September 2024
Global Advance Management Programme - USA	Prof Solomon Darwin Programme Director -Executive Director, Center for Corporate Innovation, Haas School of Business	Silicon Valley, USA	10-16 November

To view full calendar please visit www.aima.in

For any feedback, suggestions or advertising queries please write to, aimanews@aima.in

AIMA

ALL INDIA MANAGEMENT ASSOCIATION

All India Management Association

Management House, 14 Institutional Area, Lodhi Road, New Delhi-110003

Tel: 011-24645100, 43128100 ; Fax: 011-24626689

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