

# AIMA News

AIMA'S MONTHLY E-MAGAZINE

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

AUGUST 2024



## MESSAGE FROM THE DIRECTOR GENERAL

Dear Readers,

It gives me immense pleasure to present a very special issue of AIMA News to you.

This edition brings you updates from AIMA's recently concluded 51st National Management Convention (NMC), following the milestone Golden Jubilee celebration last year. Each year, the NMC marks a new chapter for AIMA with a change of leadership. Ms. Suneeta Reddy has taken over as President, succeeding Mr. Nikhil Sawhney. Mr. T.V. Narendran assumes the role of Senior Vice President, while Mr. Vishal Kampani has joined as Vice President. Mr. P. Dwarakanath continues in his role as Treasurer.

AIMA's theme of the year—'India Tomorrow: Unlocking Industry, Innovation, Talent'—has been aptly chosen to reflect India's aim to strengthen manufacturing, leverage innovation, and develop a skilled workforce to drive economic growth and global leadership.

As India's apex body for the management profession, AIMA is well-positioned to support India's goals by enhancing the skills of both new and experienced professionals. AIMA will persist in its efforts to enhance management capabilities and skills across various domains and levels, working together towards the vision of a more powerful and impactful nation.

With this aim in mind, AIMA's 51st NMC focused on India's rise as a major global player by efficiently managing economic, geopolitical, and environmental challenges. The two-day convention featured addresses by distinguished ministers, government officials, ambassadors, economists, CEOs, startup founders, and media stalwarts. Eminent speakers included Mr. Jyotiraditya Scindia, Mr. Sachin Pilot, Mr. Amitabh Kant, Mr. V. Anantha Nageswaran, Mr. Sunil Kant Munjal, Ms. Latha Venkatesh, and Mr. TV Narendran among others. AIMA Awards and Fellowships were also presented on the occasion. The 51st NMC saw record participation of over 600 delegates with live streams on AIMA's social media channels exceeding 1.6 million views. You will find detailed coverage in this edition.

AIMA, a pioneer in distance education, consistently imparts value to students, professionals, and academia through its diverse management education offerings. Recently, we marked the 29th Annual Convocation in New Delhi, graced by Prof. Sitharam T.G, Chairman, AICTE, Ministry of Education, Government of India as the Chief Guest. Credentials and certificates were conferred upon over 1464 AIMA students and scholars in the presence of Mr Nikhil Sawhney, Dr Bhimaraya Metri and myself. A brief report is carried inside.

AIMA also remained committed to several other programmes, initiatives and undertakings. With an aim to empower digital professionals with key skills and strategies to excel in the evolving digital landscape, AIMA organised its Digital Immersion Retreat that featured interactive sessions and live case studies by leading digital experts.

Taking its partnership with the The World Bank forward, AIMA organised a Training Programme on Public Procurement and Contract Management addressed by esteemed trainers to equip procurement professionals with advanced knowledge on risk mitigation, procurement processes and contract management.

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Building on its youth centric initiatives, the AIMA Young Leaders Council continued to provide platforms for knowledge enhancement and best practice sharing for its members. Last month, two engaging virtual sessions on 'Strategies for Effective Dispute Avoidance, Resolution, and Management' and 'Union Budget: Strategic Insights and Implications' provided participants with advanced dispute resolution strategies and in-depth analysis of the Union Budget respectively.

AIMA's Local Management Associations (LMAs) play a crucial role in enhancing management skills across the country. To support this, AIMA holds Regional Coordination Meetings for sharing ideas and best practices. A meeting was held recently with participating LMAs from the Northern, Southern, and Eastern regions. These meetings greatly enhance collaboration and improve the effectiveness of LMAs in their respective regions.

More details can be found inside along with updates from the Local Management Associations and some interesting articles on management.

I hope you enjoy this edition of AIMA News and look forward to receiving your feedback and suggestions. With best wishes for the festive season.

Warm Regards



**Rekha Sethi**  
Director General

## AIMA OFFICE BEARERS

PRESIDENT

**Ms Suneeta Reddy**

Managing Director, Apollo Hospitals Enterprise Ltd

SENIOR VICE PRESIDENT

**Mr TV Narendran**

CEO & Managing Director  
TATA Steel Ltd

VICE PRESIDENT

**Mr Vishal Kampani**

Non-Executive Vice Chairman  
JM Financial Ltd

IMMEDIATE PAST PRESIDENT

**Mr Nikhil Sawhney**

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

DIRECTOR GENERAL

**Ms Rekha Sethi**

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# CONTENTS



## AIMA SNAPSHOTS

- 14 AIMA'S NEW OFFICE BEARERS
- 15 BEST LMA AWARDS
- 16 LMA CEOs' INTERACTION



## 17 AIMA CONVOCATION



- 19 DIGITAL IMMERSION RETREAT
- 20 CONGRATULATIONS
- 22 TRAINING PROGRAMME ON PUBLIC PROCUREMENT AND CONTRACT MANAGEMENT
- 23 TRAINING PROGRAMME ON BEHAVIORAL SKILLS
- 23 LMA REGIONAL COORDINATION GROUP MEETING

## 51st National Management Convention

- 24 IN-COMPANY PROGRAMME
- 25 YLC SESSIONS

## FEATURES

- 27 MAKE YOUR MARKETING A FORCE FOR GOOD
- 33 TO DISCOVER BREAKTHROUGH IDEAS, LOOK TO THE OUTSIDERS



## 37 NEWS FROM LMA's



## 64 AIMA EVENTS CALENDAR



# Global Innovation and Management Programme (GIMP)

**AIMA**  
ALL INDIA MANAGEMENT ASSOCIATION

Reset Leadership: From Crisis Renovation to Growth Innovation

3<sup>rd</sup> - 6<sup>th</sup> December 2024, Dubai

## SPEAKERS



**Harsh Kapoor**  
Programme Director &  
Partner Monitor, Deloitte



**Suneeta Reddy**  
President, AIMA &  
Managing Director  
Apollo Hospitals Enterprise Ltd



**Sunjay Sudhir**  
Ambassador of India  
UAE



**Nikhil Sawhney**  
Immediate Past President, AIMA &  
Vice Chairman & Managing Director  
Triveni Turbine Ltd



**Vishal Kampani**  
Vice President, AIMA &  
Non-Executive Vice Chairman  
JM Financial Ltd



**Rekha Sethi**  
Director General  
AIMA



**Christian Buchholz**  
Chief Innovation Officer &  
Co- Founder, myZoi



**Syed Muhammad Ali**  
CEO  
myZoi



**Shyam A Bhatia**  
Chairman, Alam Steel Group  
Founder and Curator  
Shyam Bhatia Cricket Museum



**Manu Jain**  
CEO  
G42 India



**Krishnadas Nanath**  
Deputy Head of Computer  
Engineering & Informatics  
department, Middlesex  
University, Dubai

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## 51<sup>st</sup> National Management Convention



*(L-R) T V Narendran, then Vice President, AIMA and CEO and Managing Director, Tata Steel Ltd; Suneeta Reddy, then Senior Vice President, AIMA and Managing Director, Apollo Hospitals Enterprise Ltd; Jyotiraditya M. Scindia, Minister of Communications; Development of North Eastern Region Government of India; Nikhil Sawhney, then President, AIMA and Vice Chairman and Managing Director, Triveni Turbine Ltd and Rekha Sethi, Director General, AIMA*

AIMA organised its 51st National Management Convention (NMC) on the theme 'India's ascent: Navigating global uncertainty'. The 2-day flagship event featured prominent leaders, industry experts, media figures, and entrepreneurs. The convention brought together notable ministers, government functionaries, ambassadors, CEOs, startup founders, economists, academics, and media professionals.

"India is no longer an embodiment of a struggling economy, but one that is rising like a phoenix; a country that is promoting the values of inclusivity, sustainable economic growth, digital development, and climate action," said Mr Jyotiraditya M. Scindia, Minister of Communications, Development of



*Jyotiraditya M. Scindia, Minister of Communications; Development of North Eastern Region, Government of India*



*(L-R) Sunjay Kapur, Chairman, Sona Comstar; Sachin Pilot, National General Secretary-INC and Member of Rajasthan Legislative Assembly and Former Cabinet Minister, Government of India and Nikhil Sawhney, then President, AIMA and Vice Chairman and Managing Director, Triveni Turbine Ltd*

North-eastern Region, Government of India, in his keynote address.

In an interesting fire side chat on day two, Mr Sachin Pilot, National General Secretary-INC and Member of Rajasthan Legislative Assembly and Former Cabinet Minister, Government of India discussed India's role in a multipolar world with Mr Nikhil Sawhney, President, AIMA and Vice Chairman and Managing Director, Triveni Turbine Ltd. "We have all the right ingredients for our country to become a launching pad to be one of the top-ranking nations in the world. People in India want to perform, and we as policymakers and politicians have a much larger role here," said Mr Pilot.



*(L-R) TV Narendran, then Vice President, AIMA and CEO and Managing Director, Tata Steel Ltd; V Anantha Nageswaran, Chief Economic Advisor, Government of India and Nikhil Sawhney, then President, AIMA and Vice Chairman & Managing Director, Triveni Turbine Ltd*



Mr V Anantha Nageswaran, Chief Economic Advisor, Government of India spoke about policies on skills training, updating labour laws and facilitating public-private partnerships that are crucial for adapting to technological changes.

Additionally, Mr Amitabh Kant, G20 Sherpa of India delivered the keynote address on the next generation reforms. In his address, Mr. Kant praised past successes and stressed the need for agriculture to shift towards manufacturing and sustainable urbanisation. He also highlighted India's goal to lead in green energy and called for simpler regulations across sectors.

Mr Nikhil Sawhney, President, AIMA; Mr.



*(L-R) P Balaji, Group Head- GRC and Corporate Affairs, Air India Limited; Amitabh Kant, G20 Sherpa of India, Government of India and Suneeta Reddy, then Senior Vice President, AIMA and Managing Director, Apollo Hospitals Enterprise Ltd*



*(L-R) Sudhir Jalan, Past President, AIMA and Chairman, Neo Foods Pvt Ltd; Sanjay Kirloskar, Past President, AIMA and Chairman & Managing Director, Kirloskar Brothers Ltd.; Nikhil Sawhney, then President, AIMA and Vice Chairman and Managing Director, Triveni Turbine Ltd; Suneeta Reddy, then Senior Vice President, AIMA and Managing Director, Apollo Hospitals Enterprise Ltd; T V Narendran, then Vice President, AIMA and CEO and Managing Director, Tata Steel Ltd; Vishal Kampani Non-Executive Vice Chairman, JM Financial Ltd, and Rekha Sethi, Director General, AIMA releasing the convention souvenir*





*(L-R) Sanjay Singh, Director-Strategy and External Relations, Jindal Steel and Power; Harsh Pati Singhania, Chairman and Managing Director, JK Paper Ltd; Sunil Kant Munjal, Chairman, The Hero Enterprise; T V Mohandas Pai, Chairman, Manipal Global Education; R Mukundan, Managing Director and CEO, Tata Chemicals Ltd; Hemant Jhahhria, Head of Consulting, KPMG in India and Vishal Kampani, Non-Executive Vice Chairman, JM Financial Ltd*

Sanjay Kirloskar, Past President, AIMA and Chairman & MD, Kirloskar Brothers Ltd.; Mr Sudhir Jalan, Past President, AIMA & Chairman, Neo Foods Private Ltd; Ms Suneeta Reddy, Senior Vice President, AIMA & MD, Apollo Hospitals Enterprise Ltd; Mr T V Narendran, Vice President, AIMA and CEO & MD, Tata Steel Ltd and Ms Rekha Sethi, Director General, AIMA also addressed the gathering.

were unable to join the 14th Managing India Awards presentation ceremony held earlier in April this year.

Several awards were also presented to dignitaries. AIMA's prestigious Managing India Awards were presented to two iconic individuals who



*(L-R) Rina Dhaka, Fashion designer; Shovana Narayan, Kathak Guru and IAAS (Retd); Latha Venkatesh, Consulting Editor, CNBC-TV18; Naina Lal Kidwai, Chairperson, Rothschild & Co India and Suneeta Reddy, then Senior Vice President, AIMA and Managing Director, Apollo Hospitals Enterprise Ltd*





*(L-R) Vetri Subramaniam, Chief Investment Officer, UTI Asset Management Company Ltd.; Ashish Dhawan, Founder and CEO, The Convergence Foundation and Founding Chairperson, Ashoka University; Nikhil Sawhney, then President, AIMA and Vice Chairman and Managing Director, Triveni Turbine Ltd; Vishal Kampani, Non-Executive Vice Chairman, JM Financial Ltd; A Balasubramanian, Managing Director and CEO, Aditya Birla Sun Life AMC Ltd and Sanjay Narayan, Chief General Manager, Zonal office-Delhi, Union Bank of India*

Ms Latha Venkatesh, Consulting Editor, CNBC-TV18 received the Award for Outstanding Contribution to Media and Mr Ashish Dhawan, Founder & CEO, The Convergence Foundation and Founding

Chairperson, Ashoka University was given the Award for Outstanding Corporate Citizen.

The AIMA- Kewal Nohria Award for Academic Leadership in Management Education 2024 was



*(L-R) Vineet Agarwal, Managing Director, Transport Corporation of India Ltd; Arun Kumar Singh, Former Indian Ambassador to US; Indrani Bagchi, Chief Executive Officer, Ananta-Centre; T V Narendran, then Vice President, AIMA and CEO and Managing Director, Tata Steel Ltd and Gunnar Hauptmann, Deputy CEO and Head of Programme, St. Gallen Symposium*



*(L-R) Gaurav Singh Kushwaha, Founder and CEO, BlueStone; Kanwaljit Singh, Founder and Managing Partner, Fireside Ventures; Muskan Kakkar, Co-Founder and Chief Operating Officer, GoMechanic; Mahesh Bhargat, Managing Director and Group CEO, Veeda Clinical Research Limited; Santosh Kumar, National Chairman, AIMA Young Leaders Council and Sanjay Kirloskar Chairman & Managing Director, Kirloskar Brothers Ltd.;*

presented to Prof. Umakant Dash, Director, Institute of Rural Management Anand (IRMA) and the AIMA- R K Swamy High Performance Brand Award 2024 was given to Reliance Jio Infocomm Ltd. (received by Mr Kapil Ahuja, Business Head & CEO, North Region, Reliance Jio Infocomm Ltd.). Many LMAs were also conferred with AIMA Best LMA Awards 2023-24. Additionally, the NMC Souvenir was also released on the occasion.

Some of the other distinguished speakers who addressed the NMC included, Mr Sunil Kant Munjal, Past President, AIMA & Chairman, The Hero Enterprise; Mr Harsh Pati Singhanian, Past President, AIMA & Chairman & MD, JK Paper Ltd; Mr T V Mohandas Pai, Past President, AIMA and Chairman, Manipal Global Education; Mr R Mukundan, MD & CEO, Tata Chemicals Ltd; Amb Arun Kumar Singh, Former Indian Ambassador to US; Mr Gunnar Hauptmann,

Deputy CEO & Head of Programme, St. Gallen Symposium; Ms Naina Lal Kidwai, Chairperson, Rothschild & Co India; Ms Shovana Narayan, Kathak Guru & IAAS (Retd); Ms Rina Dhaka, Fashion



*Vanshika Arora, Stand Up comedian and Vice President – Hosting Club and Ravi Gupta, Standup Comedian*





*AIMA office bearers, council members, past presidents and other dignitaries*

Designer; Mr Sanjay Singh, Director-Strategy and External Relations, Jindal Steel & Power; Mr Hemant Jhajhria, Head of Consulting, KPMG; Mr P Balaji, Group Head- GRC & Corporate Affairs, Air India Ltd; Mr Santosh Kumar, National Chairman- AIMA Young Leaders Council; Mr Vishal Kampani, Non-Executive VC, JM Financial Ltd; Mr Sunjay Kapur, Chairman, Sona Comstar; Ms Naina Lal Kidwai, Chairperson, Rothschild & Co India; Mr A Balasubramanian, MD & CEO, Aditya Birla Sun Life AMC Ltd; Mr Vetri Subramaniam, Chief Investment Officer, UTI Asset Management Company Ltd.; Mr Sanjay Narayan, Chief General Manager, Zonal office- Delhi, Union Bank of India; Ms Indrani Bagchi, CEO, Ananta Centre; Mr Vineet Agarwal, MD, Transport Corporation of

India Ltd; Mr Kanwaljit Singh, Founder & Managing Partner, Fireside Ventures; Ms Muskan Kakkar, Co-Founder & COO, GoMechanic; Mr Gaurav Singh Kushwaha; Founder and CEO, BlueStone; Mr Mahesh Bhalgat, MD and Group CEO, Veeda Clinical Research Ltd.

Famous Standup Comedian Mr Ravi Gupta also entertained the NMC audience with a humorous take on his corporate experiences.

Over 600 delegates from industry, government, media, and academia attended the convention. The 51st edition also saw a participation from 68 Local Management Associations. Live streams on AIMA's social media channels exceeded 16 lakh views.



01 (L-R) Prof. Umakant Dash Director, Institute of Rural Management Anand (IRMA) recipient of AIMA - Kewal Nohria Award for Academic Leadership in Management Education 2024; Srinivasan K Swamy, Chairman & Managing Director, R K Swamy Limited and Kapil Ahuja, Business Head & CEO, North Region, Reliance Jio Infocomm Ltd recipient of AIMA - R K Swamy High Performance Brand Award 2024

02 Latha Venkatesh Consulting Editor, CNBC-TV18 recipient of AIMA Managing India Awards 2024 for 'Outstanding Contribution to Media' and Ashish Dhawan, Founder & CEO, The Convergence Foundation and Founding Chairperson, Ashoka University recipient of AIMA Managing India Awards 2024 for 'Outstanding Corporate Citizen'

03 Suneeta Reddy and Jyotiraditya Scindia

04 AIMA office bearers, council members, past presidents and other dignitaries







05 *Suneeta Reddy, Sachin Pilot, Rekha Sethi and Vinita Bajoria*

06 *TV Narendran and Nikhil Sawhney*

07 *TV Mohandas Pai and Amitabh Kant*

08 *Ashish Dhawan and Harsh Pati Singhania*

09 *Sanjay Kirloskar, Naina Lal Kidwai and Vishal Kampani*



# AIMA's New Office Bearers



*Vishal Kampani, Vice President, AIMA and Non-Executive Vice Chairman, JM Financial Ltd; Nikhil Sawhney, Immediate Past President, AIMA and Managing Director, Triveni Turbine Ltd; Suneeta Reddy, President, AIMA and Managing Director, Apollo Hospitals Enterprise Ltd; Rekha Sethi, Director General, AIMA; T V Narendran, Sr Vice President, AIMA and Managing Director, Tata Steel Ltd and P Dwarakanath, Treasurer, AIMA and Former Chairman, GSK Consumer Healthcare Ltd*

AIMA also announced the new Office Bearers for the year 2024-25. Ms Suneeta Reddy Managing Director, Apollo Hospitals Enterprise Ltd has been elected the new AIMA President by AIMA Council. He succeeds Mr Nikhil Sawhney, Vice Chairman & Managing Director, Triveni Turbine Ltd. Mr TV Narendran, CEO & Managing Director, TATA Steel is the new Senior

Vice President of AIMA, a position that was occupied by Ms Suneeta Reddy. Mr Vishal Kampani, Non-Executive Vice Chairman, JM Financial Ltd joins the ranks of AIMA office bearers as Vice President. Mr P Dwarakanath, Former Chairman, GSK Consumer Healthcare Ltd., is the Treasurer. Ms Rekha Sethi is the Director General of AIMA.



*AIMA new office bearers and council members*



# Best LMA Awards

This year's Award Jury was chaired by Mr Harsh Pati Singhanian, Past President, AIMA and Chairman & Managing Director, JK Paper Ltd, The other members of the jury included Mr P Dwarakanath, Treasurer, AIMA and Former Chairman, GSK Consumer Healthcare Ltd, Mr Vijay Thadani, Vice Chairman & Managing Director, NIIT Ltd, Mr Richard Rekhy, Entrepreneur, Board Member and Former Chief Executive Officer of KPMG in India, Dr Bhimaraya Metri, Director, IIM Nagpur, Ms Vinita Bajoria, Chairperson, NICCO Cables Private Limited. Winning LMAs were presented with their awards during the 51st National Management Convention in New Delhi.

## BEST LMA AWARD 2023 – 2024



**CATEGORY I**  
**Ahmedabad** Management Association



**CATEGORY II**  
**Thrissur** Management Association



**CATEGORY III**  
 Winner - **Indore** Management Association  
 Runners up - **Jamshedpur** Management Association



**CATEGORY IV**  
 Winner - **Coimbatore** Management Association  
 Runners up - **Trivandrum** Management Association



**Most Improved LMA**  
**Jamshedpur** Management Association



# LMA CEOs' Interaction



*LMA CEO's with Suneeta Reddy, then incoming President, AIMA and Managing Director, Apollo Hospitals Enterprise Ltd and Ms Rekha Sethi, Director General, AIMA*

AIMA organised the LMA CEOs' Interaction with Dr Suneeta Reddy, then Incoming President, AIMA and Managing Director, Apollo Hospitals Enterprise Ltd and Ms Rekha Sethi, Director General, AIMA on 10th September 2024 in New Delhi. Dr Reddy addressed the LMA representatives, followed by interactions on the way forward to further strengthen the AIMA-LMA relationship. Ms Rekha Sethi welcomed the LMA representatives and delivered the introductory remarks. Representatives from over 40 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 Management Convention held on 11th and 12th September 2024, the convention saw participation of over 200 representatives from LMAs across the country.



*Suneeta Reddy, then incoming President, AIMA and Managing Director, Apollo Hospitals Enterprise Ltd addressing*



# AIMA 29th Convocation



*(L-R) Rekha Sethi, Director General, AIMA; Nikhil Sawhney, then President, AIMA and Vice Chairman and Managing Director, Triveni Turbine Limited; Prof. Sitharam T.G, Chairman, AICTE, Ministry of Education, Government of India; Bhimaraya Metri, Chairman, Board of Studies and Director, IIM Nagpur and Rohit Singh, Director, AIMA CME.*

AIMA organised its 29th Convocation on 5th September 2024 in New Delhi. Prof. Sitharam T.G, Chairman, AICTE, Ministry of Education, Government of India was the chief guest of the convocation. Prof Sitharam congratulated the fresh graduates on the successful completion of their courses. In his Convocation Address, he urged graduates to prioritise “ethical leadership” and let integrity guide their career decisions. He also advised them to shape their future through goal-setting, skill development and grasping opportunities.

Mr. Nikhil Sawhney, then President, AIMA and Vice Chairman and Managing Director, Triveni Turbine Limited delivered the welcome address and highlighted how AIMA supports graduates with job placement guidance, career counselling, and



*Prof. Sitharam T.G, Chairman, AICTE, Ministry of Education, Government of India addressing*

professional development.

While giving her introductory remarks, Ms Rekha Sethi, Director General of AIMA, advised the graduates to “invest in themselves” through skill development and seizing growth opportunities. Dr Bhimaraya Metri, Chairman, Board of Studies and Director, IIM Nagpur, presented the report on AIMA’s Centre for Management Education, highlighting some of its key initiatives.

This year, 15 students were felicitated for successfully completing their PhD in Business Administration, a programme offered in collaboration with Aligarh Muslim University. 223 students were given their Post Graduate Diploma in Management (PGDM) and Post Graduate Diploma in IT Management (PGDITM). Over 800 students received Post Graduate Certificates in various specialisations including finance, business analytics, international business, digital marketing, and Professional Diplomas in public procurement. More than 400 students were presented Professional Certificates and short course



*Nikhil Sawhney, then President, AIMA and Vice Chairman and Managing Director, Triveni Turbine Limited*

certificates in different specialisations including financial modelling, contract dispute resolution, public private partnership and business consulting. Total 1464 AIMA students were conferred Degrees and certificates. The Convocation concluded with a vote of thanks by Prof (Dr) Rohit Singh, Director, AIMA CME.





# Digital Immersion Retreat



*Participants of Digital Immersion Retreat*

AIMA organised its Digital Immersion Retreat on the theme- 'Digital Convergence: Equipping Professionals for the Future of Business' from 29th to 31st August 2024 at Goa.

The Digital Immersion Retreat was meticulously designed to empower professionals with the knowledge, skills, and insights needed to thrive in this digitally-driven future. Through immersive and interactive learning experiences, participants embarked on a transformative journey, equipping themselves with practical strategies to navigate and excel in the ever-evolving digital landscape.

Some of the eminent speakers who addressed the retreat included, Ravi Santhanam, Group Head, Chief Marketing Officer & Head – Direct to Consumer

Business, HDFC Bank; Anusha Shetty, Chairperson and Group CEO, Grey Group India; Ajey Mehta, Former CEO, Nokia APAC and Former Microsoft, Coca-Cola & ITC; KV Dipu, Senior President, Bajaj Allianz General Insurance Company; Ram Cobain (Jayaraman), Chief Creative Officer, Mullen Lintas; Sunil Goyal, CTO Hotels, MakeMyTrip and Ajay Dang, President and Head – Marketing, UltraTech Ltd. The retreat concluded with a workshop led by Kartik Sharma, AI Thought Leader, on emerging technologies like ChatGPT and the Metaverse. The Retreat provided participants practical knowledge and tools to navigate the future of business, making the retreat a valuable learning experience. More than 20 professionals from various industries attended the retreat.

# CONGRATULATIONS

## AIMA Director General receives Excellence Award for Women Role Model



*Rekha Sethi, Director General, AIMA receiving the Top Rankers Excellence Award for Women Role Model*

Ms Rekha Sethi, Director General, AIMA was honoured with the Top Rankers Excellence Award for Women Role Model by Top Rankers Management Club at an awards ceremony held at their 24th National Management Summit on 30th August 2024 at New Delhi. Ms Sethi received the award for her outstanding contributions and achievements as a woman leader. She was feted for her role in transforming AIMA into India's leading platform for management thought, and for her leadership in the

domain of management.

The award was presented by Mr Ashwani Lohani, Former Chairman, Railway Board & Former CEO, Air India Ltd in the presence of Mr VK Sood, President, Top Rankers Management Club and Mr VM Bansal, Chairman, New Delhi Institute of Management. Mr Suresh Prabhu, Former Minister and Chancellor of Rishihood University, addressed the event and congratulated the award winners through a video message.



# AIMA

ALL INDIA MANAGEMENT ASSOCIATION



# ADVANCED CERTIFICATE PROGRAMME IN BUSINESS CONSULTING

The Advanced Certificate Programme in Business Consulting is aimed at catering to the growing need for trained and skilled management consultants. This programme will help the participants in gaining knowledge and developing skills to act as a business/management consultant and further develop them as experts who can help the organisations to come out of the problematic situations they face.

## Eligibility

- Post-Graduate or equivalent in any discipline from a recognised university
- Minimum work experience of 5 years is desirable

## Duration

The duration of the programme is 6 months.

## Programme Fees

The programme fees for this course is ₹75,000/- (including GST @18%) which include cost of Course Learning Material & Examination fees.

For further details, please contact: **Kiran Rawat**  
ALL INDIA MANAGEMENT ASSOCIATION-CENTRE FOR MANAGEMENT EDUCATION  
15, Link Road, Lajpat Nagar - 3, New Delhi, India-110024  
Tel : 011-47673000/011, 49868399 Extn. 741, Email: kiran@aima.in, Website: aima.in

# Training Programme on Public Procurement and Contract Management



*Participants at the Training Programme*

AIMA, with support of the World Bank successfully organised a training programme on Public Procurement and Contract Management from 12th-14th August 2024 in Panaji, Goa.

The 3-day training programme covered various topics in Procurement from World Bank Perspective, Preparation of Procurement Plans and methods of Procurement, Performance Management, Execution and Breach of Contract, Best Practices of Contract Management and Recent Trends and Developments in Public Procurement and Contract Management.

The trainers delivered outstanding sessions, offering in-depth insights and practical knowledge in the

procurement field, highlighting the complexities of procurement and contract management. The training was attended by PSUs like Solar Energy Corporation of India Ltd., Mumbai Port Trust, GIZ India, Tanzania National Roads Agency (TANROADS), Dakshin Haryana Bijli Vitran Nigam Ltd., HEET Project, Tanzania, Power Grid, WBSEDCL, DFCCIL, BCCL, NTPC, Nagaland Education Project-The Lighthouse (NECTAR), Mitsui & Co. Ltd., THDC India Ltd., NMCG, Mazagaon Dock Shipbuilders Limited.

The training programme was a collaborative effort and an enriching experience for all the participants.



# 15th Training Programme on Behavioral Skills for Executive Assistants/Secretaries



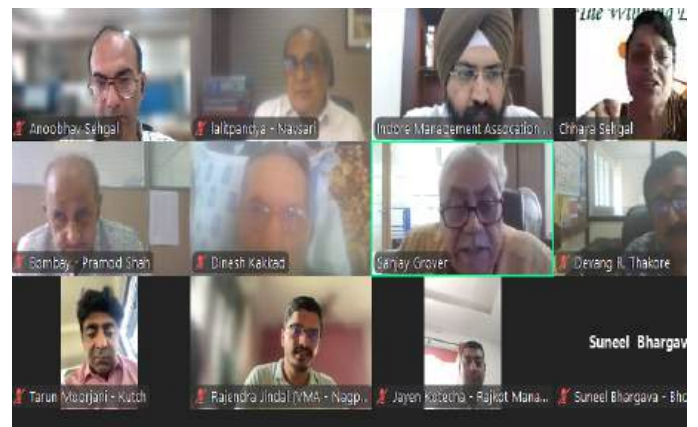
*Participants at the Training Programme on Behavioral Skills for Executive Assistants/Secretaries*

three-day programme aimed to enhance the interpersonal and essential behavioral skills of the participants to complement their existing business acumen. The programme focused on developing competencies that would enable them to be more effective and efficient in their roles, ultimately maximising their contributions to their organisations. The training curriculum covered a comprehensive range of skills, including Emotional Intelligence, Managing Pressure and Conflicting Demands, Influencing Skills, People Management Skills, Communicating with Stakeholders, Developing Resilience and Maintaining Confidentiality. The programme brought together a diverse group of professionals from a wide array of industries, including energy, education, banking, warehousing, real estate, and aviation.

The 15th edition of 'Behavioral Skills for Executive Assistants/Secretaries' was successfully conducted from 1st to 3rd August 2024, in Hyderabad. The

## LMA Regional Coordination Group Meeting

LMAs from each region came together with the formed groups - North, South, East and West. The virtual meetings were organised with an objective to share best practices, help the growth of smaller and medium sized LMAs and improve coordination among the LMAs. The meetings have been conducted on regular basis to help improve and strengthen the respective regions. The regional round meetings of the western region were conducted on 22nd August 2024 and saw an active participation from the LMAs of the region with representatives sharing activities conducted by them, planned activities and discussions on the way forward.



*LMA Representatives at regional round meeting*

# In-Company Programme

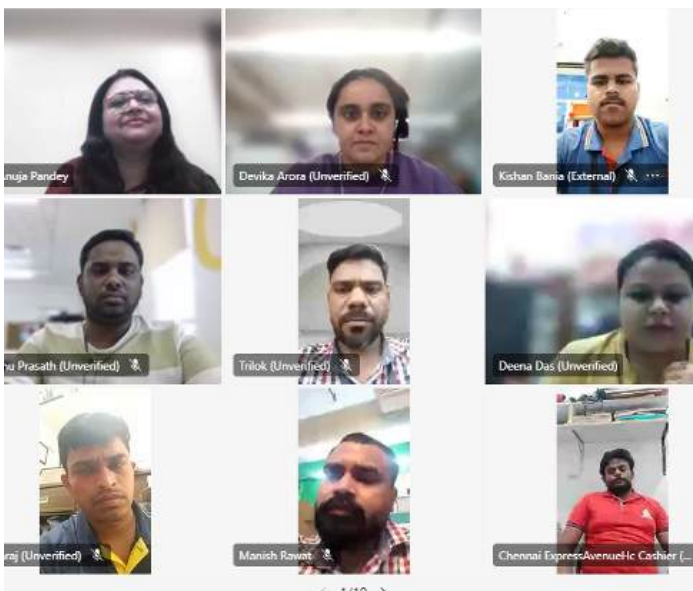
## Professional Diploma in Pharmaceutical Sales and Marketing

AIMA launched an in-company programme, the Professional Diploma in Pharmaceutical Sales and Marketing, specifically designed for Biologicals E. This innovative programme was designed to address the latest trends in pharmaceutical sales and marketing, leveraging cutting-edge technologies such as analytics, digital marketing, artificial intelligence, and machine learning. This programme also aimed to equip them with the necessary skills and knowledge to excel in the rapidly evolving pharmaceutical industry.

The first cohort of the programme, saw a participation of 38 business managers, regional managers, and general managers.



*Dr Rohit Singh, Director, CME AIMA with participants*



*Participants of Professional Diploma in Retail Skills*

## Professional Diploma in Retail Skills

AIMA launched its 5th annual batch of Professional Diploma in Retail Skills, an in-company programme designed for the Lifestyle Group, one of the largest retail chains. This year, professionals from Lifestyle, Max Fashion, Home Centre, and Easy Buy joined the programme.

The programme focused on enhancing retail skills and strengthening operational and marketing capabilities. The updated programme incorporated new elements such as AI and ML in retail analytics, as well as augmented reality and virtual reality in retail, to keep pace with the latest industry trends.

A total of 280 employees from 64 stores enrolled in the batch.



## YLC Sessions



*Mr. Abhishek Gupta, Advocate, Supreme Court of India*



*Mr. Aditya Trivedi, Corporate Lawyer*



AIMA YLC organised a virtual session on ‘Strategies for Effective Dispute Avoidance, Resolution, and Management’ with Mr. Abhishek Gupta, Advocate, Supreme Court of India, on 9th August 2024. The session was moderated by Mr. Aditya Trivedi, Corporate Lawyer. The session provided valuable insights on preventing and managing inter-company and intra-company disputes, emphasizing clear communication, effective contract management, and early risk identification. Participants received practical tips on managing disputes efficiently, enabling businesses to continue operating smoothly and fostering a positive work environment.

Another online session was held on 30th August 2024, featuring Mr. Vipin Agarwal, Partner at AVM Resolution Professional LLP, on the theme ‘Union Budget: Strategic Insights and Implications’. The session moderated by Mr. Saurabh Jain, AIMA YLC National Events Co-Chair and Founder of Fun2Do Labs focused on analyzing the Union Budget beyond media coverage and taxation debates, offering insights into emerging economic and business trends. The session aimed to provide participants with strategic cues from the budget to inform future business decisions.



*Mr. Vipin Agarwal, Partner at AVM Resolution Professional LLP*



*Mr. Saurabh Jain, AIMA YLC National Events Co-Chair and Founder of Fun2Do Labs.*



# VICE CHANCELLORS CONCLAVE

## Transformational Leadership for a Viksit Bharat 2047 Transforming India into the Global Hub of Knowledge & Education 22-23 November 2024, New Delhi

Aligned with the Viksit Bharat Vision 2047, the Conclave aims to contribute to the nation's long-term goal of becoming a developed nation by 2047. AIMA's Vice Chancellors Conclave stands as a beacon of transformative leadership, bringing together the brightest minds in academia to foster a culture of excellence and innovation. This Conclave is dedicated to handholding academic leaders, enhancing their capabilities, and nurturing the leadership skills essential for steering educational institutions toward a brighter future.

The Conclave aims to equip Vice Chancellors and Heads of Institutions with advanced leadership skills. Through a series of interactive sessions, keynote addresses, and panel discussions, participants will explore the latest trends in higher educational landscape.

By bringing together a diverse group of academic leaders, the Conclave will facilitate the creation of a robust network of peers. This network will serve as a platform for sharing best practices, innovative ideas, and collaborative opportunities, thereby strengthening the educational ecosystem.

Sessions will focus on developing a long-term vision, implementing effective policies, and embracing technological advancements to enhance the quality of education and research. The Conclave is specially designed for Vice Chancellors, Academic and Administrative Heads of Higher Education Institutions

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## Make Your Marketing a Force for Good

*by Brent Coker*  
September 11, 2024



**Summary:** *In a crowded marketplace, traditional attention-grabbing marketing tactics often come off as narcissistic and off-putting. Brands can create meaningful awareness by embodying heroic qualities—acting as guardians against injustice, prioritizing others’ needs selflessly, and serving as mentors and role models. Successful campaigns, like Carrefour’s defiance of archaic agricultural laws or Domino’s pothole-filling initiative, demonstrate these traits, leading to increased consumer trust and brand loyalty. A four-part framework can guide brands in creating effective hero campaigns by addressing significant social issues with genuine effort and broad resonance. As brands increasingly take on roles akin to social activists, their power and responsibility to contribute positively to society become paramount,*

*shifting from traditional CSR to authentic societal betterment.*

In the summer of 2018, a curious news story began to make the rounds on social media: Domino’s Pizza was filling potholes in towns across America, leaving a branded sticker on the freshly laid asphalt. The initiative, playfully named “Paving for Pizza,” was a practical response to a common nuisance — the potholes that can wreak havoc on cars, buses, and yes, pizza deliveries. The pizza company humorously explained that it was working to ensure smooth rides so its pizzas would arrive unscathed.

Domino’s campaign earned the company more than 1 billion media impressions in its first eight months alone. The runaway success illustrates a

new, under-utilized approach to brand strategy. Traditional marketing orthodoxy holds that awareness above all is fundamental to a brand's survival. In an attention-starved media environment, brands are thus often lured into overt self-promotion to gain notice, often resorting to increasingly intense and sensational tactics. However, much like how people might react unfavorably to an individual conspicuously seeking attention, consumers often perceive similar tactics by brands as self-centered and narcissistic, and that turns consumers off. Indeed, the evidence is compelling that something isn't working with the traditional approach to branding.

According to surveys by PR giant Edelman, just 63% of consumers trust brands to do what is right, 46% say brands are not doing enough to address issues like climate change, yet 59% of consumers will pay more if the brand does good in the world.

Brands are thus in a bind — they must draw attention to themselves but be seen to be acting selflessly. To understand how to do this successfully, I studied more than 150 award-winning campaigns from the Cannes Lions (the preeminent marketing awards for “viral” marketing campaigns) between 2018 and 2023. I found that most of the winning campaigns followed a hero's arc, sharing three common traits:

### **1. Hero Brands Serve as Guardians**

Fictional heroes like Superman and Batman protect people from harm and injustice. For a brand to embody this heroic trait, it must defend those who face a real disadvantage, desire relief from this threat, and suffer from a widely recognized injustice. Missing any of these criteria can disqualify a brand from achieving hero status.

Consider the European supermarket chain Carrefour. An archaic European law forbade French farmers from growing 97% of fruit and vegetable varieties. The law threatened biodiversity, unnecessarily increased the cost of agriculture, and deprived consumers of more flavorful varieties. Carrefour defied the law by opening 400 “Black Supermarket” stores across France selling the illegal varieties of fruits, vegetables, and grains. It perfectly met the three criteria for a heroic branding campaign: French citizens were clearly disadvantaged by not having access to more food varieties, they desired change, and they recognized the unfairness of the archaic laws. By demonstrating how the world would be a better place without the law, Carrefour won its battle against the European parliament, and the law was repealed. According to the World Advertising Research Center (WARC), the campaign resulted in 377 million media impressions and propelled Carrefour to the most preferred supermarket in Europe.

### **2. Hero Brands are Selfless**

In comics, heroes have an unwavering commitment to prioritizing others' needs over their own. Similarly, hero brands act selflessly, focusing on others' well-being without seeking profit from these actions. When a brand's initiatives seem driven by self-interest, it risks consumer backlash, undermining its heroic stance.



Consider the unfortunate case of Sellitonline – an Australian shopping website that offered to donate electrical generators to areas in Tasmania impacted by forest fires. The altruistic gesture seemed perfect for a hero brand, until they stipulated a condition: They would only donate if they got Facebook likes. This was interpreted by consumers as profiting from the suffering of others, which resulted in significant backlash against the brand.

This isn't to suggest that brands can't benefit from their heroic actions, but their initial motives must be genuinely altruistic and not overtly self-serving. Consider Domino's campaign to fill potholes, which was humorous but also spoke to a deeper commitment to improving the everyday lives of people, in places where local governments had fallen short. Potholes wreak havoc on vehicles, and Domino's came to the rescue.

### **3. Hero Brands are Mentors and Role Models**

In action films, there is often a mentor archetype who teaches and guides the hero to overcome challenges and achieve their goals — think of Yoda in Star Wars or Alfred in Batman. Similarly brands can become heroes when they seize an opportunity to educate their audience or address social issues.

Consider the lingerie brand K-Lynn. According to a survey cited by WARC, the main reason 60% of Middle Eastern women don't have a breast cancer screening is because they are short of time. Yet K-Lynn also knew that most of its female customers spent at least one hour a day shopping online. To address the conundrum, K-Lynn changed the typical model poses in their catalogue to instructional poses demonstrating a breast self-exam. This creative mentorship approach increased their sales by 23% and, more importantly, raised local mammogram appointments by 43%, according to WARC.

Another way hero brands become role models is by taking the lead on an issue within the industry they operate in. As part of its move to plastic-free packaging, Corona beer ran a campaign to address ocean pollution by organizing global "plastic fishing" tournaments, incentivizing fishermen to collect and sell ocean plastic for recycling. According to WARC, the initiative removed more than 200 tons of plastic and dramatically increased the brand's positive social media sentiment by 98%.

#### **Creating a Hero Campaign**

While it's important to understand what makes a brand heroic, designing campaigns that successfully manifest these traits is a different challenge. I developed a framework to guide brands in this endeavor, ensuring their campaigns not only exhibit heroism but also resonate effectively with their audience. The framework includes four necessary conditions to ensure the success of a hero campaign.

#### **Severity**

Creating a hero campaign begins by identifying a problem in society that is severe enough for people to care about. The litmus test for identifying a sufficiently severe social or environmental issue is that consumers must view it as a genuine threat, either now or in the future.

A common problem when identifying a social issue for a hero campaign is misinterpreting or underestimating the severity of the issue. In 2017, for example, Pepsi launched a campaign that featured a mock crowd protest supporting the Black Lives Matter movement, and an influencer giving a token can of Pepsi to an armed police officer. The campaign was immediately criticized for failing to recognize the seriousness of the issues underlying the BLM movement, and was pulled within days of launching.

In contrast, the dishwasher brand Finish effectively raised perceptions of severity regarding America's looming water shortage by using research that found that 40 out of 50 states would be affected by water shortages within the next decade. Finish helped educate the public on saving water by demonstrating how pre-rinsing dishes isn't necessary with their product. The campaign was a huge success, earning 479 million organic media impressions and increasing sales of Finish by 33%, according to WARC.

### **Effort**

Picture a superhero attempting to save the occupants of a burning house. They won't be seen as a hero unless they do their absolute best to save the people inside — you can't phone in efforts to "save the day." Hero brands must similarly demonstrate determination and dedication to avoid being seen to be paying only lip service to their noble intentions. For example, Bud Light partnered with transgender influencer Dylan Mulvaney to promote diversity and inclusivity, but was heavily criticized when it failed to stand up to transphobic bullying against Mulvaney. Despite taking a stand, its half-hearted approach failed to convey the full effort needed for hero status.

Consistency in efforts is also crucial. H&M and Primark faced criticism for selling Pride collections made in countries where homosexuality is illegal, highlighting the need for brands to ensure their actions don't contradict their stated intentions.

### **Affinity**

Affinity is a feeling of warmth, respect, or deep appreciation for an activity, idea, or object. A campaign with high affinity is viewed as relevant by the target audience, while a campaign with low affinity is seen as irrelevant.

Affinity is crucial for hero brands to create, and campaigns fail when it is missing. Consider Mark Zuckerberg's decision to livestream his use of the Oculus Rift to view a 360-degree virtual reality fly-through of Puerto Rico's hurricane disaster. Although his intentions to highlight aid relief were genuine, he drew significant backlash since it looked like he was promoting disaster tourism through his new VR tool, rather than trying to help. By failing to demonstrate how Facebook's actions were relevant, Zuckerberg failed to create the necessary affinity required to make the campaign a success.

The most common way to increase the affinity in a hero campaign is to position the brand as a justice seeker, challenging a powerful adversary in the name of change. Take Grupo Estratégico's campaign in Honduras to protest a ban on the morning-after pill. They creatively set up a floating dispensary just off the coast in international waters, to legally distribute the pills. The real impact, however, came from



documenting the journey of women traveling to the offshore dispensary. This storytelling approach, which highlighted the personal experiences and struggles of the women, garnered over 550 million organic impressions and led to the collection of 2 million petition signatures, according to WARC. This powerful campaign not only drew widespread attention but also played a pivotal role in overturning the restrictive law, exemplifying how hero brands can foster deep affinity by championing justice and sparking significant societal change.

### **Reach**

For a hero campaign to succeed, it needs to reach enough people. Two critical factors determine sufficient reach: public awareness of the social issue and the recognition of its negative impact on society.

One effective strategy to amplify reach is to align a campaign with events or issues that are already in the public eye. For instance, Brazilian soda brand Guaraná leveraged the Tokyo Olympics to highlight gender inequality in sports. They pointed out the disparity in prize money awarded to female footballers in Brazil, in comparison to men. By dressing the national team players in 1980s apparel and re-launching their beverage in vintage bottles during the Olympics, Guaraná successfully drew attention to this issue. This strategic move led to over 180 million organic media impressions according to WARC and was influential in changing the rules to ensure equal prize money for all genders in Brazil, demonstrating the power of effective reach in hero branding campaigns.

The distinction between corporate social responsibility (CSR) and branding is increasingly blurred. Brands, often equipped with resources and persuasive power surpassing those of many activist groups and even governments, are uniquely positioned to address social and environmental issues. Yet this power comes with a responsibility to act not out of self-interest, but with genuine intent to contribute positively to society. In other words: to be a hero.

Brands, like people, possess distinct personalities and seek admiration and recognition. However, like responsible citizens, brands need to introspect and ask, "How can I contribute meaningfully to society?" This marks the beginning of a journey where a brand transcends traditional marketing and branding paradigms to become a cherished and respected member of the community it serves. Thus, the essence of hero branding lies in this authentic alignment of a brand's actions with societal betterment, reflecting a deep understanding of its role and impact on the world.

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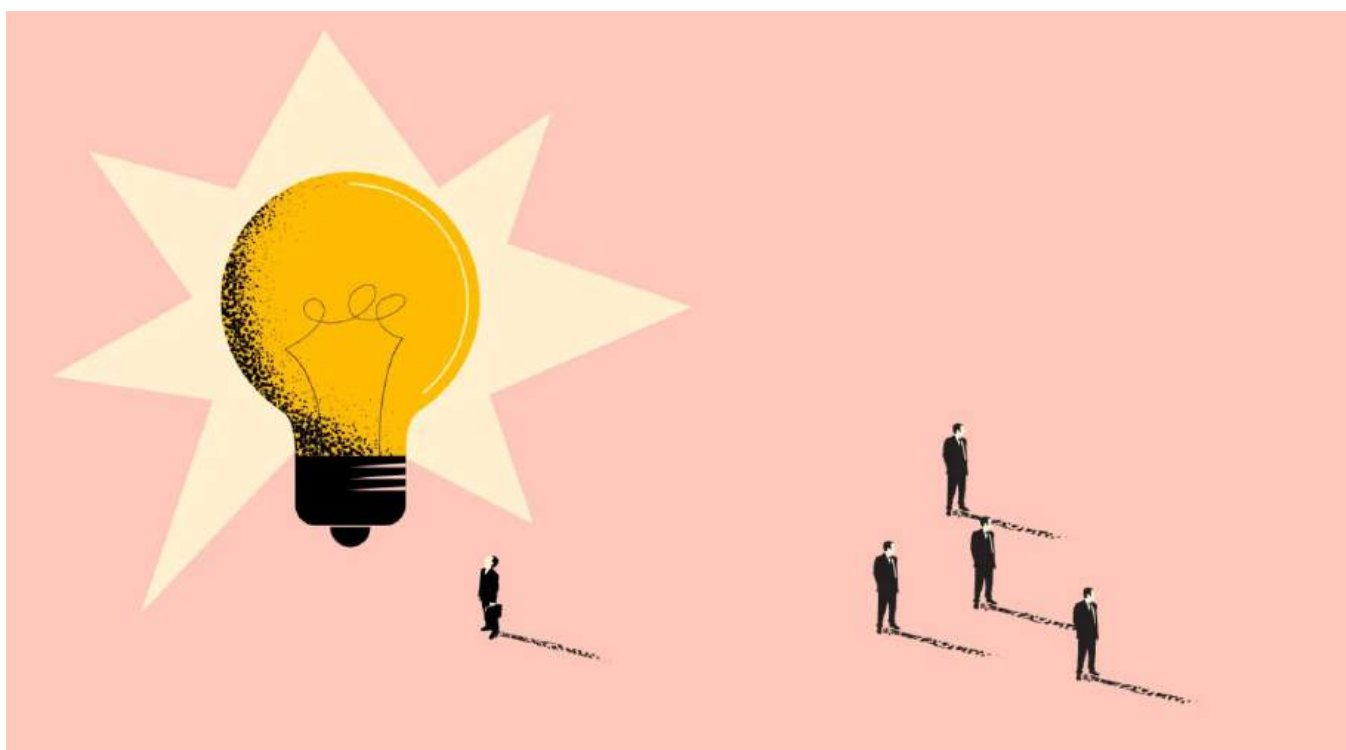


## To Discover Breakthrough Ideas, Look to the Outsiders

An AI-boostered search for prescient ideas finds they're more likely to come from the periphery than the core.

*by Lee Simmons*

March 05, 2024



*Women in male-dominated fields who “act like men” elicit a backlash. | iStock/mediaphotos*

Investors and business leaders are always on the lookout for the next big thing, the paradigm shift that will upend industries and change the world. The hope is to get in early and ride the wave — or at least avoid getting flattened by it. Yet where should they be looking?

“There’s a huge literature on innovation,” says Amir Goldberg, an associate professor of organizational behavior at Stanford Graduate School of Business. “One of the perennial debates is whether new ideas are more likely to come from established players or new entrants in a field — those in the core or on the periphery, so to speak.”

There are plenty of examples of each. “In American culture, we celebrate the plucky outsider, the maverick who bucks conventional thinking,” Goldberg says. But many game-changing innovations come from dominant firms, like the Apple iPhone or the invention of transformer architecture at Google, which revolutionized artificial intelligence.

The problem with such anecdotes, he says, is that they focus on the moment of creation, not conception. “We see the tangible outcome, but who knows where the original spark came from?” Anyway, he adds, innovation is often more of an organic process without any specific eureka

moment or single inventor.

But a few years ago, Goldberg and Paul Vicinanza, PhD '23, along with Sameer Srivastava, a professor at UC Berkeley's Haas School of Business, had a breakthrough idea of their own. Seeing how emerging AI programs could digest vast amounts of documents, they wondered if they could deploy these tools to detect early signs of new thinking in language.

One advantage of this approach was that they could study innovations that went beyond the usual focus on new technology. "Some of the most impactful innovations are intangible things like business strategies," says Vicinanza, now a postdoctoral researcher at the University of California, Berkeley. "Think of how Amazon revolutionized commerce."

Since the method was quite general, they broadened their study to look not just at business but also law and politics. They built a dataset of 5 million congressional floor speeches starting in 1961, collected 4.2 million court decisions over 50 years, and tapped the transcripts of 108,000 quarterly earnings calls beginning in 2006.

Then, they tasked a deep learning model known as BERT with assessing every sentence in those millions of texts and rating the speakers in relative degrees of prescience. They chose the term "prescience" with care. "Novelty isn't enough," Vicinanza says. "Anyone can say something new — I could start talking gibberish right now, and that would be novel. But it would only be prescient if it became common in the future."

The results were striking: In all three fields, they found that prescient ideas were much more likely to emerge from the periphery than the core. "In studies of creativity, people tend to focus on brilliant individuals," Goldberg says. "But unless you think there are more geniuses on the margins, this suggests that where you sit matters at least as much as who you are."

### **Predicting Prescience**

Tracing ideas to their origin has long been the province of historians working subjectively from their reading of old texts. With this project, Goldberg, Vicinanza, and Srivastava have developed a way of quantifying that attribution process — and doing it at scale.

Like other language models (think ChatGPT), BERT is a "prediction machine," Goldberg says. It generates text by predicting missing words in a document, based on the corpus of texts it's trained on. The researchers realized they could run it in reverse, taking a real historical sentence and seeing how predictable it would have been at the time.

They didn't know what the results would show. "There are a lot of reasons to expect innovation to come from the center," Goldberg says. "A dominant firm has more resources to invest in blue-sky thinking, it can hire the best people, and if all else fails, it has the power to shape the world to fit its ideas" — a sort of brute-force way of accomplishing prescience. (Up to a point — Mark Zuckerberg has yet to convince many that the metaverse is the future.)

On the other hand, outsiders haven't been socialized to think in the same way that entrenched elites do. Plus, it's in their interest to disrupt the status quo. Thomas Kuhn's classic 1962 book, *The Structure of Scientific Revolutions*, argues that the establishment resists paradigm shifts because they undermine the in-group's status.

"People tend to focus on brilliant individuals. But unless you think there are more geniuses on the margins, this suggests that where you sit matters at least as much as who you are."

- Amir Goldberg



Indeed, Goldberg's team consistently found that prescient thinking was much more likely to emerge from the periphery of a field, and that held for business, politics, and law. In the latter realm, for instance, highly prescient decisions were 22 times more likely to come from state appeals courts than the U.S. Supreme Court.

"When I showed the results to legal scholars, they were shocked," Goldberg says. "People tend to think of the Supreme Court as a sort of revolutionary force, with the most original thinkers, but we find the exact opposite: They're not initiating change in their rulings; they're codifying change that's already emerged. The real creativity is happening in the lower courts."

Vicinanza notes that we shouldn't conflate prescience with progress. The model's review of the congressional record tagged former representative and House Speaker Newt Gingrich for his prescience. In the late 1980s and early '90s, his extreme partisanship and obstructionist tactics were unusual, but they would set the tone for today's politics.

Another was John Stennis, a Democratic senator from Mississippi who opposed every civil rights bill of the 1960s. Instead of publicly defending segregation, he justified his stance with calls for limited government and individual freedom. His argument that policy should not be based on race anticipated campaigns against affirmative action on the principle of "color-blindness."

### **Look to the Little Guys**

"We're not saying innovation always comes from the periphery, only that it's more likely," Goldberg notes. This idea, already widely accepted in business, is backed up by the team's finding that prescient thinking was eight times more likely to emerge from the smallest companies than the largest.

"Startups don't have a lot to lose," Vicinanza says. "They can try something wild and crazy, and if it doesn't work out, no big deal. The cost of pivoting and going after a different customer segment is low — whereas if a big established company tries to radically reshape its business model, there's probably going to be a lot of pain."

This is why it's common for big companies to acquire startups. "What they're essentially doing is buying new ideas," Vicinanza says.

However, Vicinanza also says that big tech companies have done a better job of maintaining a startup ethos than traditional manufacturing companies. Sometimes they've done this by maintaining separate organizations for research — he points to the example of Google Brain, now part of Google DeepMind, which produced many important AI innovations.

Putting this study in a larger context, it's intriguing to think about what it means for societies as a whole. "One of the enduring questions in human history is why certain time periods or certain societies are more dynamic and others are more stagnant," Goldberg says. "Our research doesn't address that question, but it suggests that an openness to outsiders and welcoming a diversity of voices is a good place to start."

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# Champions of change

## Inspiring, Creating and Innovating

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## Ahmedabad Management Association

### Talk

Ahmedabad Management Association organised a series of talks in August. On 1st August, the programme 'Gatha Garvi Gujaratanoni' highlighted inspiring lives of five great Gujarati women of the 19th century who contributed immensely to the society and opened up new avenues for others to follow by Ms. Falguni Manjula. On 2nd August, Dr. Zenia Gupta, Senior Divisional Operations Manager of the Indian Railways Traffic Service, Ahmedabad Division, addressed on 'Advancement in Railways' and highlighted the recent technological innovations and infrastructural developments within the Indian Railways. Dr. Rajen Purohit, PhD, Chairman and Managing Director of KISHIVA and a former higher education leader, spoke on the topic 'Bridging The Gap: Harnessing Technology and AI for NEP 2020 and UGC Recommendations in Universities' on 3rd August.



Ms. Falguni Manjula



Dr. Rajen Purohit



Dr. Zenia Gupta



Speakers with Moderator

On 8th August, the third Masterclass of the CFO Forum, centered on the "Strategic Role and Responsibility of a CFO," was conducted for CFOs and leaders from the finance and accounts community. The session was facilitated by Dr. Savan Godiawala, a distinguished PhD, CA, LLB, and Visiting Professor at IIM-A and IIT-Gn, who is also the President of AMA, an angel investor, and a start-ups mentor. Mr. Nitin Parekh, Chief Financial Officer of Zydus Lifesciences Ltd, shared practical examples from his experience.

On 10th August, Mr. Rambhai Ruparelia from Gir Jatan Sansthan shared valuable insights on the importance of the Cow breed in sustainable agriculture practices, emphasising its role in organic farming and enhancing soil fertility.



*Mr. Rambhai Ruparelia with Moderator*



*Ms. Mitsuko Takahashi*

On 17th August, Ms. Mitsuko Takahashi, Director of Bi-lateral Trade Development at Haa Baht Inc. in Tokyo, Japan, and a Research Scholar in Family Business at the Graduate School of Management Studies, Gujarat Technological University in Ahmedabad, addressed on the topic 'The Gujarati Diaspora in Japan and The Future of Gujarat-Japan Relationship' and discussed the historical and cultural ties between Gujarat and Japan.

On 23rd August, Mr. Rajesh Jain, a Global Executive Coach, Mentor, and Managing Director of Eptitude Consultants in London, UK, addressed the topic 'Personal and Business Success through Emotional Intelligence and Spirituality.' During his address, Mr. Jain emphasised the critical role of emotional intelligence in achieving personal and professional success.



*Mr. Rajesh Jain addressing*



*Speaker, Ms. Vijayalakshmi addressing*

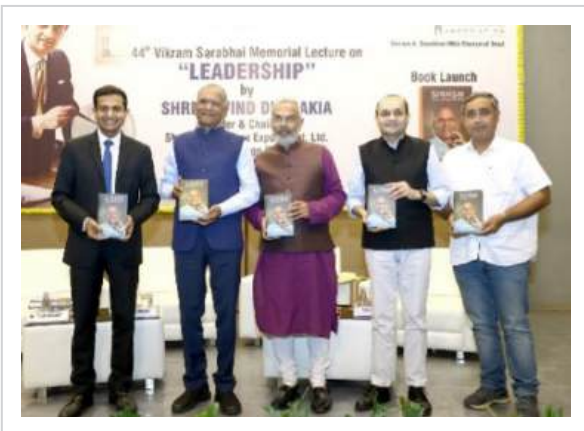
On 24th August, Ms. Vijayalakshmi, a Permaculture Designer and Educator, highlighted how sustainable agricultural practices can enhance soil health, conserve water, and promote biodiversity, emphasising community involvement for effective environmental stewardship.



On 3rd August, EXIM Conclave: Unlocking Export Potential and Opportunities for Gujarat’s Exporters began with an inaugural address by Dr. CA Savan Godiawala and a keynote by Mr. Jainil Shah, emphasising Gujarat’s export potential. Discussions on leveraging Gujarat’s global market position featured experts like Mr. Pinakin Pandya and Mr. Sagar Agravat, while Mr. S. Abidi highlighted new export opportunities in Africa. The event also addressed international logistics challenges with advice from Ms. Manisha Thaker and Mr. Dhaval Shah. The conclave concluded with Mr. Samir J. Shah’s valedictory session, encouraging strategic global trade practices and a forward-looking vision for participant.



Speakers at the Exim Conclave



Book launch by guests

On 13th August, Mr. Govind Dholakia, Founder and Chairman of Shree Ramkrishna Exports Pvt Ltd., and SRK Knowledge Foundation, delivered the 44th Vikram Sarabhai Memorial lecture on the topic ‘Leadership.’ He discussed his book, ‘Diamonds Are Forever, So Are Morals,’ emphasising the importance of ethical values in business and leadership.

On 31st August, AMA (ATIRA Campus) celebrated its Foundation Day, marking the establishment of the Torrent-AMA Management Complex. The event honoured the legacy of the late Shri U.N. Mehta, a visionary philanthropist whose contributions played a key role in the organisation’s growth. A special docudrama showcasing his inspiring life as the founder of the Torrent Group was screened, with Mr. Varun Mehta, Director of Torrent Power Ltd., as the Chief Guest.



Chief Guest, Mr. Varun Mehta

### Industrial Visit

On 10th August, a visit was organised to Ancient Roots and Induben Khakhrawala, where participants gained insights into traditional manufacturing processes and innovative business practices. On 30th August, participants visited Knack Packaging Pvt Ltd., and Siddhi Group of Firms to learn about modern packaging techniques and the operational strategies of leading companies in the industry.



Participants at Ancient Roots and Induben Khakhrawala



Participants at Knack Packaging Pvt Ltd., and Siddhi Group of Firms

## Allahabad Management Association

### 36th AGM and Annual Day Function

Allahabad Management Association organised its 36th Annual General Meeting and Annual Day celebrations on 18th August. Mr. O. P. Goel was nominated as the new President of the association. The chief guest for the occasion was Prof. Badri Narayan, Director of the Govind Ballabh Pant Social Science Institute, Jhusi, Allahabad. The event began with a presentation by Mr. Ravi Prakash, the outgoing President, who highlighted the activities of the year 2023-2024. In his address, the incoming President, Mr. O. P. Goel, outlined the reorganisation and reforms to be introduced in the association and discussed the increasing role of AMA in the management sector. He also announced the new executive committee and office bearers, including Mr. Apporava Agha as Secretary, Mr. Pramod Bansal as Vice President, Dr. Shanti Chaudhri as Vice President/PRO, Mr. Ratnesh Dixit as Treasurer, and Mr. K. R. Singh as Joint Secretary. The Chief guest Prof. Badri Narayan informed the members about the new courses offered by the social science institute and emphasised the importance of effective management in daily life. The vote of thanks was delivered by Dr. Shanti Chaudhri, and the entire event was smartly conducted by Secretary, Dr. Navaneet Singh.



The President of AMA presenting a memento to the chief guest



### Core Committee Meeting

The core committee of the Allahabad Management Association met on 30th August to discuss new programmes planned for the coming month and to formulate strategies for joint events with LMAs and AIMA. Eight members were in attendance, and a draft plan was prepared.

## Bharuch District Management Association

### In- House TDP

BDMA organised an in-house TDP programme on 10th August at Toyo Ink India Ltd on the topic ‘Creating Impactful PowerPoint Presentations with Presentation Skills.’ The session aimed to enhance participants’ abilities to design visually compelling slides and deliver engaging presentations. Expert speaker Mr. Nilay Shah shared tips on structuring content, using visuals effectively to captivate the audience.



Speaker Mr Nilay Shah with the participants



Mr. Paresh Sheth with the participants

BDMA recently organised a ‘Master Class on ESG and Sustainability Reporting,’ on 13th August focusing on India’s journey towards becoming a developed nation, or Viksit Bharat. Mr. Paresh Sheth shared insights on aligning business practices with global standards, underscoring the strategic benefits of ESG for long-term growth.

### Finance Conclave

BDMA’s Finance and Taxation Forum organised a Finance Conclave on 21st August on the topic ‘GST - Learn and Re-Learn’ and saw participation from around 125 industry professionals. Mr. Dharamveer Chouwan, IRS Assistant Commissioner from the CGST department, along with Assistant Commissioners Mr. Vivek Sahasturbudhe, Mr. Shivaji Mango Suralkar, Mr. Rajesh Arjunbhai Gangani, and Mr. Krishna Kumar from Bharuch and Ankleshwar district, attended the programme. The event, organized by BDMA President Mr. Devangbhai Thakore and Finance and Taxation Forum Chairman Mr. Rajesh Makwana, included insightful presentations from CA Kirti Oswal, Advocate Jigar Shah, and Advocate Abhay Desai.



Glimpses of Finance Conclave

### Book Lovers' Meet

The Book Lovers Forum of BDMA recently hosted a book review session on 24th August on 'Life's Amazing Secrets' by Gaur Gopal Das. In his review, Mr. Hardik Dixit noted that the book blended timeless wisdom with practical advice, offering insights on balancing work, relationships, and personal well-being.



*Memento Presentation at Book Lovers' Meet*



*Speaker- Mr. Vijay Dandiwala addressing*

### HR Forum Meet

BDMA's HR Forum organised a session on 'Collective Bargaining' on 30th August. The event was facilitated by Mr. Vijay Dandiwala, an HR-IR consultant with 40 years of experience in HR, industrial relations, and administration at prominent organisations like Aditya Birla Group, Reliance Industries, and UPL. The session covered key topics such as the historical background of wage settlements, the Industrial Disputes Act of 1947, preparation, and precautions for negotiations, follow-up actions after negotiations, and insights into new paradigms in industrial relations. The meet was successful with participation of 60 industry professionals.

On 31st August, BDMA organised an in-house MDP at Toyolnk India Ltd., on the topic 'Good Work Habits' by Ms. Deval Joshi, a prolific speaker and trainer known for her expertise in professional development. The programme aimed to instill positive work habits among employees, enhance productivity, and foster a culture of continuous improvement. Key areas covered included time management, effective communication, self-discipline, and maintaining a proactive attitude in the workplace.



*Ms. Deval Joshi addressing the participants*



## Bhopal Management Association

### Webinar

Bhopal Management Association successfully organised a webinar on 24th August via Zoom on the topic of ‘Creative Writing.’ The guest speaker was Mr. Rajesh Khar, an editor, translator, researcher, and communication expert from Noida. The welcome address was delivered by Mr. Suneel Bhargava, President of BMA, and the introduction of the speaker was presented by Dr. Nishtha Tyagi Pachouri, EC Member and Co-Chairperson of WEC, BMA. Dr. Shikha Bhargava, Chairperson of WEC, BMA, provided the concluding remarks, while Mr. Prashant Gangrade, Member and Trainer at BMA, offered the vote of thanks.



Speaker - Mr. Rajesh Khar addressing



(L to R) Dr. Aditya Gupta, Umesh Gupta, Dr. SN Malviya, Suneel Bhargava, Ramesh Sharma, Rajesh Tiwari, G.K. Chhibbar

### General Body Meeting

On 31st August, BMA, in collaboration with TV 27 News, held its monthly General Body Meeting and a talk on ‘The Role of Media in Nation Building’ at L.N. Hotel and Resorts, Bhopal. The guest speaker for the event was Mr. Ramesh Sharma, a senior journalist, who emphasised the crucial role of the media in nation-building. The event was graced by Dr. S.N. Malviya, MD of TV 27 News, and Mr. Umesh Gupta, Vice President and Consulting Editor of TV 27 News, who served as the Guests of Honour. The programme was moderated by Mr. Mahendra Joshi, EC member of BMA. Concluding remarks were provided by Mr. R.G. Dwivedi, Chairman of the AAC, BMA, and Mr. Rajesh Tiwari, President-Elect of BMA, offered the vote of thanks.

## Calicut Management Association

### Monthly Management talk

Calicut Management Association held its 5th Management Talk on 13th August, featuring a fireside chat between Mr. Shyam Sreenivasan, Managing Director and CEO of Federal Bank, and Mr. Rajesh Nair, Partner at Ernst & Young LLP. The discussion highlighted the importance of courageous decisions, the right mindset, and authenticity as essential prerequisites for effective decision-making. Mr. Sreenivasan emphasised that banking is fundamentally a trust-based business, where admiration is earned, and the use of technology should be relevant to customers’ needs. He also shared that the attrition rate at Federal Bank is only 3%, significantly lower than the industry standard of 46%. He concluded by stating that Federal Bank is becoming younger with the influx of fresh talent.



Fireside chat in process

## Coimbatore Management Association

### Monday Musings

CMA hosted a session on 5th August, with Mr. R.R. Padmanabhan on ‘Current Regulatory Challenges in Exports and Imports.’ Mr. Padmanabhan emphasised the importance of correctly listing EPCG and Advance License numbers on shipping bills. Omitting these numbers could lead to complications and financial setbacks during license redemption, he said. He also highlighted the growing opportunity in drone exports, noting that the authorization for such exports, governed by the General Authorisation for Export of Drones (GAED), is valid for three years.



Session by Mr. R.R. Padmanabhan



Talk by Ms. Nandhini Padmanabhan

On 19th August, CA. M. Ramji presented on ‘Budget Impact 2024’ and discussed highlights from the economic survey released on 22nd July. The survey revealed that the Indian economy grew at 7.2% in 2024, using 2011-12 as the base year, with net taxes increasing by 19% due to strong tax growth. CA Ramji also outlined the ‘Visit Bharat 2047’ roadmap, which identifies nine key priorities in the Budget: enhancing productivity and resilience in agriculture, manufacturing, and services; improving infrastructure; boosting employment and skills development; advancing urban development; nurturing innovation and research; promoting inclusive human resource development.



Talk by CA. M. Ramji

On 26th August, Dr. Prashant R. Nair spoke on the topic ‘Innovation and Technology Readiness Level (TRL)’ and why innovation is needed in a ‘VUCA’ World: Volatility, Uncertainty, Complexity, and Ambiguity. He spoke about the myth of innovation, which is not a linear process which is Basic Research, Applied Research, Development and Commercialisation. He also explained different technology readiness levels based on a classification scale used to measure the maturity of a technology.

Talk by Dr. Prashant R. Nair



Industrial visit at Bull Machines Pvt Ltd

**Industrial Visit**

On 13th August, CMA organised its 12th industrial visit for MC members and faculty from student chapter institutions to M/S Bull Machines Pvt Ltd, Sulur, Coimbatore. An 18-member delegation explored the state-of-the-art manufacturing plant of this leading heavy engineering equipment manufacturer, established in 1997. The group observed a fully digitised production process of Backhoe Loader Machines. Mr. Parthiban, Managing Director, highlighted Bull Machines’ commitment to quality, with their products recognised in over 65 countries.



Brands of Kongu Region 2024 hosted by GRG School of Management Studies

Brands of Kongu Region 2024 was hosted by GRG School of Management Studies on 22nd August. Three major brands Classic Polo, Arya Vaidya Pharmacy, and Walkraro presented their brand journey.

**CMA Bridge Conclave**

The Department of Management Studies at Avinashilingam University hosted the CMA Bridge Conclave on 29th August. The event featured Mr. V. Krishna Kumar, Vice President of COINDIA, and Mr. V. Sundaram, Director of CODISSIA Defence Incubation and ATAL Incubation Centre, as chief guests. The conclave highlighted how the city’s MSMEs offer a comprehensive learning experience across various functional areas, in contrast to the specialised roles typically found in larger corporations.



Speakers and participants at CMA Bridge Conclave



## Faridabad Management Association

Faridabad Management Association conducted its HR4HR event on the topic ‘Leveraging Artificial Intelligence in Talent Acquisition’ on 4th August at Jiva Ayurved, DLF Industrial Area, Faridabad. The event started with a welcome address by Ms. Saloni Kaul, President – FMA. Mr. Zeeshan Mullick, Talent Partner - Altassian India was the guest speaker, who spoke about using Artificial Intelligence, how to enhance recruitment efficiency, improved candidate experience. HR fraternity from Faridabad and Delhi, NCR attended the event. Ms. Monica Anand, General Secretary, FMA offered the vote of thanks.



(L to R) Mr. Heeresh Girdhar - Membership and Events - FMA; Mr. Zeeshan Mallick, Talent Partner, ALTASSIAN India; Ms. Monica Anand, General Secretary - FMA and Ms. Saloni Kaul, President - FMA



(L to R) Dr. Parul Khanna, Vice Principal, IMT Faridabad and Ms. Saloni Kaul, President, FMA

On 9th August, IMT Faridabad, in collaboration with FMA, organised a seminar titled ‘What It Takes to Succeed.’ The guest speaker, Ms. Saloni Kaul, President of FMA and CEO of Its People, emphasised the power of dreaming big and pushing beyond limits. She highlighted the concept of “212 degrees” — the idea that success often comes from going the extra mile. Ms. Kaul also discussed how famous individuals overcame failures by staying curious and persistent. She concluded by thanking and honouring Prof. Parul Khanna, Vice Principal of IMT Faridabad.

FMA conducted the first virtual session on ‘Financial Planning Series’ on 9th August. Ms. Saloni Kaul delivered the welcome address and invited the resource person Mr. Jaisheel Bonda, Associate Vice President, HSBC. He explained various sources of investment and shared strategies for generating passive income over a lifetime. Concluding remarks were given by Mr. V. Thyagarajan, Executive Director, FMA.



Top (L to R) Mr. Jaisheel Bonda, Associate Vice President, HSBC, Ms. Saloni Kaul, President-FMA

On 13th August, FMA, in collaboration with AIMA and Wadhvani Foundation, held a meeting with Faridabad Industries Association (FIA) President, Mr. Raj Bhatia, Managing Director of Bony Polymers Pvt. Ltd. FMA was represented by President Ms. Saloni Kaul and General Secretary Ms. Monica Anand, while AIMA was represented by Mr. Rahul Bhatia, Assistant Director. Mr. Kedar Pandya, Director-SME of Wadhvani Foundation, shared a presentation with Mr. Raj Bhatia. Mr. Bhatia provided valuable suggestions to update the workshop collateral and brochure, making them more concise and appealing to encourage FIA members to attend the workshop.



(L to R) Mr. Rahul Bhatia, Assistant Director, AIMA, Mr. Kedar Pandya, Director- SME -Wadhvani Foundation, Mr. Raj Bhatia, President -FIA & Managing Director, Bony Polymer P Ltd., Ms. Saloni Kaul, President, FMA, Ms. Monica Anand, General Secretary, FMA, and Col Sharma, General Secretary, FIA.



The welcome address by Ms. Charu Smita Malhotra, Sr Vice President, FMA and Speaker Mr. Ravinder Singh, AVP HR - Values & Compliances, Advent Management and Consulting Services,

FMA launched its new series on 24th August on 'Compliances and Labour Laws.' The first session, titled 'Labour Laws – A Practical Session for HRs,' was introduced by Ms. Charu Smita Malhotra, Vice President of FMA, who delivered the welcome address. The key speakers were Mr. Gaurav Chaturvedi, Chief Value Officer at Advent Management and Consulting Services, and Mr. Ravinder Singh, AVP-HR, Values and Compliances at the same firm.

On 31st August, Sr. Vice President Ms. Charu Smita Malhotra was invited as a Keynote Speaker by DAV Institute of Management to address the newly inducted students of MCA and MBA. She spoke on Value Systems and Purpose in Life, Professional Skills and Hiring Criteria and T-Shaped Skilled guidance which combine deep expertise in a specific area.



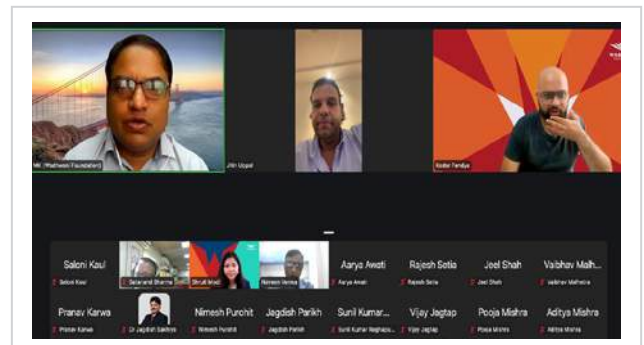
(L to R) Dr. Meera Wadhwa, Associate Professor, DAVIM, Ms. Charu Smita Malhotra, Sr Vice President, FMA & Sr. Business Leader, IBM, Dr. Sarita Kaushik, Associate Professor, DAVIM and Dr. Anamika Bhargava, Associate Professor, DAVIM



Online session in progress

FMA conducted a leadership session titled ‘The Ultimate Career Move – Transitioning from Management to Board Leadership.’ The session featured Ms. Divya Momoya, Director of MENTORMYBOARD, as the guest speaker. She talked about the importance of leadership transitions to board roles and provided insights on how to successfully navigate to a board position. Ms. Momoya also elaborated on the role of Independent Directors within a company. The session was attended by FMA members and industry professionals. Mr. V. Thyagarajan, Executive Director of FMA, delivered the vote of thanks.

All India Management Association with Wadhvani Foundation has started its new initiative by offering Complimentary Growth Accelerate Program – Unlock 3X Business growth. Due to this initiative Mr. Jitin Uppal has taken up Institutional Member with Faridabad Management Association and also took part in the Course which started on 30th August 2024.



Top – (L to R) Faculty Mr. Kedar Pandya, Director - SME - Wadhvani Foundation and Mr. Jitin Uppal, Director, Pioneer Enterprises



Council and Executive committee members at AGM

## Ghaziabad Management Association

Ghaziabad Management Association conducted its 41st Annual General Body Meeting on 3rd August, with 53 attendees, including Council and Executive Committee members. Executive Director Mr. Rahul Agrawal provided an overview of the actions taken following the 40th AGM, held on 28th September 2023. CA Anil Agrawal, Honorary Secretary, presented the annual report of activities, while Mr. Shailendra Singh, Honorary Treasurer, shared the Annual Audited Accounts for the year ending 31st March 2024, along with key highlights. President Mr. S.K. Tiwari welcomed the attendees and announced the addition of 40 new members from diverse professional backgrounds

to the GMA family. He also highlighted GMA’s efforts in raising awareness about cervical cancer, including detection camps and the provision of vaccines. Additionally, membership cards were issued to GMA members, offering various discount benefits. The meeting concluded with a vote of thanks by Senior Vice President, Dr. T. R. Pandey.





*Participants enjoying the game for team building*

On 8th August, GMA held a Management Development Programme on ‘Organisational Skills’ at AKGIM, Ghaziabad. The event commenced with a keynote address by Dr. Hemant Ahuja, Director of AKGEC, who discussed the concept of team building in the context of the workshop. The session’s resource person, Mr. Rajiv Goel, covered key topics including leadership—its qualities, types, and organisational impact—based on practical scenarios. The 24 participants were fully engaged and appreciated the interactive approach, which effectively conveyed the various organisational skills through games and workshops.

GMA organised a session on ‘Understanding Finance for Non-Finance’ on 22nd August. The topics covered were Understanding of Basic Accounting, Reading and Understanding Financial reports, Budgeting and Controls, Financial Analysis and Basic Taxation. The session was interactive, and doubts were raised to clarify with discussions, engaging over 17 participants.

GMA organised an online session on ‘Powerful Memory: A Path to Success’ via Zoom on 24th July. The session began with an exploration of the role memory plays in our lives. The speaker, Mr. Nilanjan Mukherjee, GM HR of Relaxo Group, explained that memory is all about ‘LIFE’—an acronym for Law of Association, Imagination, Faith, and Emotion. Over 100 participants attended the session.



*Participants attending the programme*



*Delegates during the conference*

GMA, in collaboration with IEEE UP and AKGEC, organised the International Conference on ‘Advanced Computing and Emerging Technologies (ACET-2024)’ on 23rd and 24th August at AKGEC, Ghaziabad. The conference received 821 paper submissions from India and abroad, including countries like Uzbekistan, Iraq, and China, with 148 papers ultimately accepted. The event aimed to advance green energy and computing, foster international collaboration, promote innovation, and address global challenges. Over 100 delegates from various industries, institutions, and student bodies attended the event.

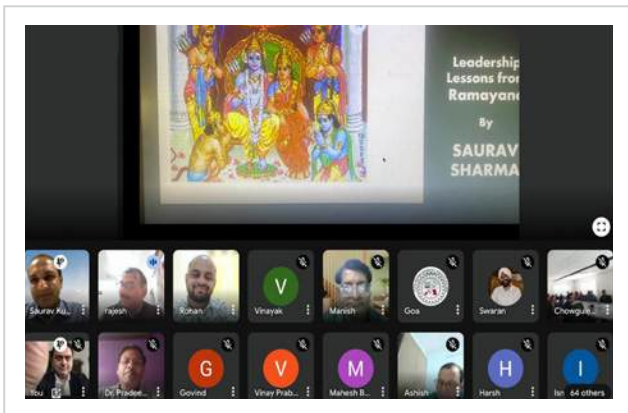
On 31st August, GMA organised a session on ‘Personal Finance for Beginners (Managing Money for a Better Future)’ with CA Devendra Arora at Ram Chameli Chadha Girls College, Ghaziabad. The session focused on the importance of personal finance, including budgeting basics, such as the 50/30/20 rule, creating a budget, and setting financial goals. Students were advised to avoid impulse buying, credit card usage, and taking on any form of loans. The session was attended by 70 participants, including students, faculty, and GMA members.



Participants attending the session

## Goa Management Association

Goa Management Association held an online session on ‘Leadership Lessons from Ramayana’ on 3rd August by Mr. Saurav Sharma, Tedx Speaker, Duke of Edinburgh – CSC Alumni, EV Enthusiast, AI Evangelist. Mr. Sharma spoke on commitment, patience, relationship and liasoning, resource allocation, and listening to the team, professionalism, ethics and value system. Mr. Deepak A Bandekar, Chairman, GMA welcomed the online participants, and Mr. Rohan Bhandare, Honorary Secretary, GMA held the Q/A session followed by vote of thanks by Mr. Rajesh Mehrotra, Vice Chairman, GMA. The session was attended by students over 500 management students and other professionals in Goa.



Session on ‘Leadership Lessons from Ramayana’

GMA successfully organised a LeaderTalks session featuring Mr. Chetan Prakash, Senior Vice President – Research and Development and Technical at Berger Becker Coatings Pvt Ltd, on 9th August at the International Centre Goa. Mr. Prakash delivered an insightful talk on the topic ‘Climate Change and Sustainable Development.’ He discussed the role of human activities in accelerating climate change, the importance of rainwater harvesting, and the adoption of green and renewable energy. The session began with a warm welcome from Mr. Rajesh Mehrotra, Vice Chairman of GMA, and concluded with a vote of thanks by Dr. Pradeep B. Salgaonkar, Former Chairman of GMA.



GMA Team alongwith Mr. Chetan Prakash





Industrial visit at Pentair Water India Pvt Ltd

### Industry Visit

As part of GMA’s ongoing initiative to enhance understanding of operations and management practices across member organisations and other industries, the GMA team visited Pentair Water India Pvt Ltd, Verna Goa on 29th August. The GTA team was welcomed by Mr. Raghunath Mane, Managing Director of Pentair Water India Pvt Ltd, Mr. G M K Venkat Rao, Director Finance cum Company Secretary and other team members of Pentair Water India Pvt Ltd. The visit included a comprehensive tour of the manufacturing units, where the team observed the cutting-edge technology and processes involved in the production of water treatment systems.

## Gwalior Management Association

### Shining MP Conclave 2024

Gwalior Management Association, a special partner, organised the Shining MP Conclave on 23 -24 August at Jai Vilas Palace, Gwalior. This remarkable event brought together 40 companies and 80 innovative startups, showcasing the dynamic growth and potential of Madhya Pradesh. The GMA was honoured to meet Her Highness Priyadarshini Raje Scindia, who led the conclave with her inspiring vision for the future. The conclave was attended by Prof. (Dr.) Manoj Patwardhan, Executive Director of GMA; Dr. Praveen Agarwal, President of GMA; Dr. Ashutosh Agrawal, Executive Vice President of GMA; Adv. Syed Ather Ali, Executive Vice President of GMA; Mr. Shyam Agarwal, Honorary Secretary of GMA; Er. Mohit Verma, Joint Secretary; and other office bearers and executive members of GMA.



GMA Executive Director with Her Highness Priyadarshini Raje Scindia

## Hyderabad Management Association

Hyderabad Management Association conducted its 59th Annual General Meeting on 29th July. The President, Mr. Jaywant Naidu, in his address, briefed both HMA and AIMA members present, on the activities. The Treasurer read out the audited financial statements for the benefit of all members. Prior to the commencement of the AGM, the Annual Report for the year 2023-2024 was circulated to all members. The newly elected team was introduced to the members, and in the presence of the AGM attendees, Mr. K Chandra Sekhar assumed the role of President of HMA for the year 2024-2025.



AGM in progress



The first MC meeting with the newly elected team was held on 6th August, during which the new office bearers, convenors, co-opted members, and advisors were finalised. The meeting also discussed and confirmed the activities and events to be conducted for the year 2024-25. A few new initiatives, such as the HMA WhatsApp Channel, YouTube Channel, and member engagement strategies, are being considered for this year.



*Speakers addressing on the session 'Empathy and Leadership – The Heart of Effective Management'*

HMA conducted a knowledge-sharing session on the topic 'Empathy and Leadership – The Heart of Effective Management' on 28th August, featuring Prof. B P Acharya, IAS (Retd.), Former Special Chief Secretary, Government of Telangana, as the speaker. The session was attended by HMA members, prospective members, and students from various business schools. Additionally, it was decided that all future events organised by HMA will comply with the SOPs documented under ISO, as HMA is ISO 9001:2015 certified.

## Jamshedpur Management Association Press Conference

JMA organised a press conference on 3rd August for the Vinod Gupta School of Management (VGSOM) at IIT Kharagpur to promote their new Executive MBA programme launched in Jamshedpur. The event attracted 20 local news channels, all of which came together to learn more about the EMBA program. The key speakers at the press conference included Ms. Sangeeta Sahney, Dean of VGSOM, along with Prof. Surojit Mookherjee and Abhijit Chandra, who provided insights into the programme's offerings and objectives.



*Professors of VGSOM addressing the journalists*



*Participants with the trainer after the training session*

## Training

On 9th August, a Management Development Programme was held for employees of JCAPCPL, ISWP, Tata Steel Ltd. (Tinplate Div.). The session covered the details of effective communication and its impact on professional success. The key skills addressed included speaking, listening, written, non-verbal, and telephonic communication. The importance of effective interpersonal communication and the principles of ethical communication were also discussed.



*JMA members with the IIM Ranchi delegates and participants*

### **Battle of Titans 2.0**

On 11th August, JMA jointly organised the 'Battle of Titans 2.0' with IIM Ranchi during the Management Conclave '24. The event was a platform for showcasing innovation and strategic thinking, featuring three key activities: Case Study Competitions, Poster Making Competitions, and Panel Discussions on various contemporary topics. The esteemed juries, including Mr. Akhilesh Sengar, Head Management Development, Tata Steel; Mr. Vivek Banka, Chief Audit (Profit Centres and Group Companies), Tata Steel and Mr. Satish Agarwal, Senior Principal Data Scientist, Affine, provided expert evaluations and constructive feedback to the participants.



*Students of Srinath University at CTC India*

### **Industrial Visit**

On 17th August, JMA organised an industrial visit for 20 diploma students from the Mechanical branch of Srinath University to CTC India. This visit was part of their industrial exposure programme and provided the students with valuable insights into the operational aspects and challenges of the industry. The experience aimed to bridge the gap between academic learning and real-world applications, enhancing their practical understanding of industry dynamics.



*Mr. Subhashish Kar and Ms. Anushka (JMA) during the BAKE session*

### **Talk**

JMA hosted a talk on 21st August titled 'Think Big, Think Different: Startup Visionaries Transforming Ideas into Ventures'. The session featured Mr. Subhashish Kar, Managing Director of MCOS Global Pvt Ltd., and CEO of Techbooze Consultancy Services Pvt Ltd. During this engaging webinar, Mr. Kar shared his insights on innovative thinking, entrepreneurial strategies, and the mindset required for entrepreneurs during the early stages of their ventures.

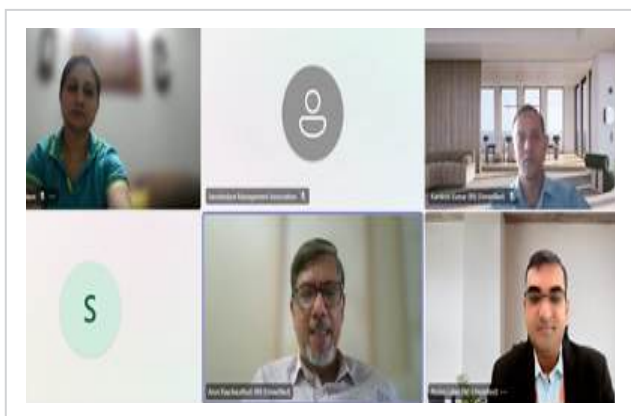
On 23rd August, JMA organised an industrial visit for 20 first-year management students from Arka Jain University to Tata Motors. The visit aimed to provide students with practical knowledge of automobile manufacturing processes and insights into Tata Motors' operational excellence. This experience helped bridge the gap between academic concepts and real-world industry practices, offering valuable exposure to one of the leading players in the automotive sector.



*Students of Arka Jain University at TATA Motors*

**Online Meeting**

On 27th August, JMA held an online meeting to discuss potential collaboration with PwC. The meeting was led by Mr. Sanjay Sabherwal, Board Member of JMA, and Mr. Kamlesh Kumar, Manager of Operations and Manufacturing Consulting, PwC. The primary focus of the discussion was to plan a knowledge-sharing session specifically tailored for SMEs (Small and Medium Enterprises) in Jamshedpur and the surrounding industrial areas.



*Team Meeting with JMA Members and PwC team*



*Ms. Shraddha addressing on 'Early-Stage Entrepreneurship'*

**EDGE Session**

On 28th August, JMA conducted an inspiring session under the EDGE Series, focusing on 'Early-Stage Entrepreneurship' for the students of RVS College of Engineering and Technology. The session featured Ms. Shraddha Agarwal, CEO and Founder of Izzki Tech Solutions Pvt. Ltd., who shared her entrepreneurial journey and provided valuable insights to aspiring entrepreneurs. The event saw active participation of 200 students.



## Training

On 28th and 29th August, a two-day training programme titled 'Driving Self' was conducted at Tata Bluescope. Total 18 participants from Bluescope attended to develop their personal and professional skills aiming to improve leadership effectiveness, foster a positive work environment and achieve better work-life balance.



*Participants of Tata Bluescope with the Trainer*



*Participants of CSO course at TERI office*

On 31st August, JMA in collaboration with The Energy and Resource Institute (TERI), organised a one-day training programme titled 'Operationalising and Accelerating Sustainability Imperatives among Businesses in India' at the TERI Technology and Demonstration Centre, Gurugram. The event featured interactive sessions with TERI leaders like Dr. Prodipto Ghosh Fellow at TERI, Ambassador Ajai Malhotra, Fellow at TERI; Dr. Shruti Sharma Rana, Asst. Prof. TERI SAS and Mr. Souvik Bhattacharjya, Asst. Director Resource Efficiency. This event marked the final day of the Chief Sustainability Officer Certification Programme, where participants were awarded their course completion certificates.

## Navsari Management Association

### Talk

Navsari Management Association organised a talk show on 'Parenting in new digital age' on 11th August. The felicitator was very well-known parenting consultant Ms. Riddhi Doshi Patel from Ahmedabad, the founder of LAJA and TEDx speaker. It was a very impressive and useful talk attended by 70 participants who appreciated the efforts on innovative subject by NMA. It was followed by two other talks on 'Story Telling and its tools of growing your business' by Vadana Joshi COO of LAJA foundation and Meditation training by Hetal Gandhi Officer of LAJA. The entire session was very well appreciated by all.



*Ms Riddhi Doshi Parel addressing the participants*

**Workshop**

NMA organised a very need of the hour workshop on 'Phon-o-graphy.' It was a very need based training workshop attended by 35 participants on 14th of August at the Corporate office of Past President, Mr. Haardik Nayak. Mr. Nevil Zaveri - a well-known wildlife photographer and trainer was the felicitator. It was a paid event, and everybody appreciated the concept.



*Mr. Nevil Zaveri interacting with the participants*



*Flag hoisting Ceremony at NMA House*

**Noida Management Association**

**Flag Hoisting Ceremony**

NMA organised the flag hoisting ceremony in front of its building at NMA House on 15th August.

**Pala Management Association**

**Seminar**

Pala Management Association in association with Engineers' Forum Pala and Rotary Club of Pala conducted a seminar on 17th August at the Alphonsian Pastoral Institute, Pala. The seminar aimed to explore and discuss the potential for developing sustainable industrial parks in Meenachil Taluk of Kottayam District, Keral. The event featured a diverse range of speakers and attendees, ensuring a rich exchange of ideas. Over 240 attendees from diverse sectors—local body members, entrepreneurs, industry leaders, academicians, investment enthusiasts, land holders, special invitees and management students—actively participated in the event. This successful event has laid the groundwork for actionable steps towards establishing industrial parks, with various opportunities identified across sectors such as IT, telecom, healthcare, agri-food, rubber, pharma, manufacturing and knowledge-based industries.



*Lighting the lamp by PMA President – Ms Maya Rahul in the presence (L-R) Chief Coordinator Gp Capt. Babu Joseph, Engineers' Forum President Er Mathew Joseph, Rotary AG Dr Tessy Moolayil, Jt. Coordinator CA Biju VR*



## Rajkot Management Association

### Training programme

Rajkot Management Association in collaboration with Rajkot City Traffic Police, successfully concluded 5-day training programme 'Supercops – 2024' for traffic wardens from 1st to 5th August. Under the leadership of Mr. Jayen Kotecha, President – RMA, the dedicated efforts of Rajubhai Hariyani, Vice President, Community and Mehulbhai Jamang, Executive Council Member were pivotal in the success of this event. Special appreciation was extended to Rajkot Police Commissioner Mr. Brajesh Jha; Additional Police Commissioner Mr. Mahendra Bagadiya; DCP Pooja Yadav, and City Traffic ACP Mr. J.B. Gadhvi for their unwavering support and inspiration. The programme offered training to 110 traffic wardens, conducted by expert trainers and members of the RMA. The training covered a range of topics, including psychological, social, professional, and ethical aspects, aimed at enhancing the wardens' overall efficiency and effectiveness.

On 15th August, RMA successfully hosted a one-day workshop titled 'How to Setup Export Import Business.' The event was inaugurated by RMA President, Mr. Jayen Kotecha, and featured Mr. Anand Mirani, Director at Simplex Exim and Corporate Advisory LLP, as the esteemed faculty. Over 25 participants from various industry sectors attended the workshop, where they gained valuable insights into essential concepts of international business and import-export, procedures for organising and registering import-export activities, strategies for identifying products and overseas buyers. The event was coordinated by Mr. Harshit Shah, Vice President - Academia.



*Felicitation of Traffic ACP Gadhvisir by RMA President Mr. Jayen Kotecha and Chairman Dr. Kalpit Sanghvi*



*Participants at the workshop*

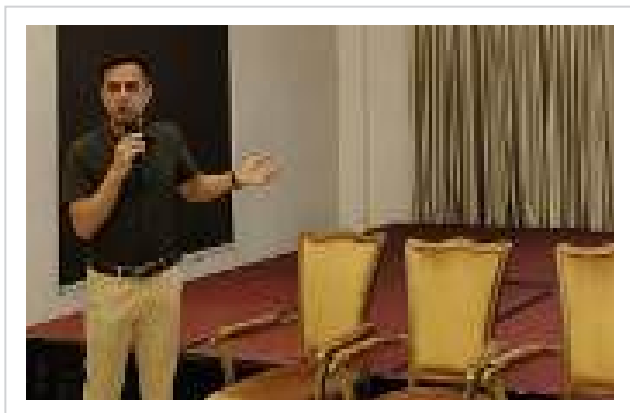


*Speakers addressing the participants*

## Rohilkhand Management Association

Rohilkhand Management Association, in collaboration with the Plywood Manufacturing Association, Indian Industries Association, and Chamber of Commerce Welfare Society, organised a grand event on 'Entrepreneurs, Exporters, and Farmers Connect' at Government Inter College, Bareilly, on 17th August. The Honourable Chief Secretary of U.P. served as the Chief Guest, joined by the Commissioner and District Magistrate of Bareilly as Special Guests of Honour. Entrepreneurs from MSMEs and farmers from the Rohilkhand region shared their challenges in detail. The officials on the dais, including the Chief Secretary, attentively listened and assured prompt action to address the genuine issues raised. The event concluded with a vote of thanks from the IIA President.





President CA Anantharaman T R presenting TMA Vision 2024-25

## Thrissur Management Association

### TMA Managing Committee Meeting

Thrissur Management Association organised its 3rd Managing Committee meeting on 12th August. The meeting saw the participation of 45 members. During the session, the President, CA Anantharaman T R, presented his vision plan for the year 2024-25, outlining the strategic direction and key initiatives for the association. The meeting also involved a detailed discussion on the action plan for the year, aiming to align the association’s activities with the articulated vision.



Chapter Members with Guest Speaker, Er George Paul TMA MC Member

### Management Development Session

TMA in collaboration with the Department of Management Studies at St. Mary’s College (Autonomous), Thrissur, organised an insightful talk titled ‘Dream to Reality - Where Innovation meets Action’ on 13th August. The programme aimed to inspire and educate students about the significance of innovation and its practical applications in the business world. Er. George Paul addressed the session bringing a wealth of experience and valuable insights on innovation and action to the event.

On 14th August, TMA organised a half-day session titled ‘Revitalising Thrissur’ and Shri Suresh Gopi, Hon’ble Union Minister of State, Ministry of Petroleum and Natural Gas, and Ministry of Tourism, served as the keynote speaker, offering insights into the region’s development prospects. During the event, TMA presented various action plans aimed at fostering the growth and development of Thrissur, emphasising strategic initiatives that align with the city’s heritage and future aspirations.



Handing over Thrissur Vision 2047 Document



*Chapter Members with Guest Speaker*

The inaugural event of TMA Student Chapters for the year 2024-25 took place on 23rd August at Holy Grace Business School, Thrissur. The event featured a Management Development session on ‘The Indian Economy—The Growth Story and Major Challenges,’ led by CA V Venugopal, a Past President of TMA. Around 100 students attended the session, actively participating in interactive discussions that enriched their understanding of the current economic landscape in India.



*CS Jackson David C, CEO of TMA interacting with students*

On 29th August, TMA in collaboration with the BBA Department of Sahrdya College, organised a MDP session focused on the Union Budget 2024. The keynote speaker for the day was CS Jackson David C, the CEO of TMA. The session was followed by an interactive discussion, which was highly engaging and well-received by the students.



*TMA celebrating Independence Day with members*

### **Independence Day Celebrations**

TMA celebrated the 78th Independence Day on 15th August at TMA House with great enthusiasm. The event began with TMA President CA Anantharaman T R hoisting the national flag, followed by an inspiring Independence Day message. Around 25 members attended the programme.

### **Industrial Visit**

On 17th August, 20 members of the Young Leaders of Thrissur (YLT) participated in an industrial visit to the Elandu Milk Plant in Thrissur. During the visit, members engaged in discussions with the plant’s management, gaining valuable insights into the various steps involved in milk processing and other dairy production procedures. The visit was highly informative and well-received by the YLT members, contributing to their understanding of the dairy industry and its operational practices.



*Industrial Visit at Elandu Milk Plant*



### Study Tour

TMA organised a study tour on 24th August to Moozhikulam Sala, Thrissur, centered on the theme of Environmental Protection and Climate Change. The tour aimed to raise awareness on critical issues such as sustainability, climate change, and global warming. Around 35 members participated in the programme, with the major highlight being the carbon-neutral cooking demonstration.



*Study Tour on Environment Protection and Climate Change*



*Er Christ George, CMD Hykon India and Past President TMA receiving a memento*

### Seminar

TMA in collaboration with the District Employment Exchange and St. Thomas College, Thrissur, organised a one-day seminar on 29th August focused on business startups. The event featured Er. Christo George, CMD of Hykon India and Past President of TMA, as the keynote speaker. The seminar attracted around 200 students and included engaging interactive sessions, providing valuable insights into the world of startups.

### Thrissur vision 2047

As part of the Thrissur Vision 2047 initiative, TMA was represented by Mr. Biju Viswam in a joint session with KILA and Thrissur Corporation on the 'Playful Thrissur' Local Area Planning stakeholders meeting held on 30th August. The session saw the participation of 50 members, contributing to the collaborative planning efforts for Thrissur's future.



*Mr Biju Viswam (Member, TMA) addressing stakeholders*



*TMA MC Members with Chief Guest, Justice Harisankar V Menon (Judge, Kerala High Court)*

### TMA Guest Lecture

On 31st August, TMA organised a guest lecture on the New Indian Criminal Laws 2024 (Bharatiya Nyaya Sanhita). The session was led by Justice Harisankar V Menon, Judge of the Kerala High Court, who provided an in-depth overview of the various sections of the Bharatiya Nyaya Sanhita. Around 100 members attended the event, which was highly informative and offered valuable insights into the significant changes and implications of the new laws.



## Trivandrum Management Association Management Leadership Award Ceremony

Trivandrum Management Association hosted the TMA Management Leadership Award 2024 ceremony on 20th August. Shri Arif Mohammed Khan, the Hon'ble Governor of Kerala, was the chief guest and presented the award to Mr. Madhu S. Nair in recognition of his outstanding contributions to the maritime industry and exemplary leadership. The event, attended by influential decision-makers, CEOs, and TMA members, celebrated Mr. Nair's remarkable achievements and contributions. Mr. A. P. M. Mohammed Hanish IAS, Principal Secretary – Industries, Government of Kerala, also delivered a felicitation speech during the ceremony. Instituted in 1986, the TMA Management Leadership Award has a long-standing tradition of honoring individuals and organizations for their excellence in management and leadership.



TMA MC Members with Chief Guest, Justice Harisankar V Menon (Judge, Kerala High Court)

## Vaikom Management Association Employability Skills Training

VMA conducted its 10th series of the Employability Skills training session on 10th July at ICM Computers, Thalayolapparambu. 32 ICM students participated in the training. Mr. P. A. Sudheeran, Former General Manager of Kerala Electrical and Allied Engineering Ltd, conducted the first session, focusing on employability skills, emphasising knowledge, attitude, hard work, patience, and determination. Mr. M.N. Prasad, Former General Manger, NTPC led the second session, discussing SWOT analysis, building confidence, self-preparation for interviews, online interviews, and language and body language. Mr. P. Venu, Secretary General of VMA, offered the concluding remarks.



Mr. P. A. Sudheeran, Former General Manager, KEL and former Secretary Programme, VMA addressing his session at ICM Computers, Vaikom.



Dr. T. V. Muralivallabhan, Director, Centre for Sustainable Development addressing

VMA hosted its monthly programme on 25th August featuring Dr. T.V. Muralivallabhan, Director of the Centre for Sustainable Development, who delivered a comprehensive talk on Sustainable Business Management. He discussed various topics, including holistic approaches to knowledge, business breakdowns and building up, the man-nature relationship, the 4th Industrial Revolution, lifestyles impact on sustainability, the origin of sustainable development, corporate business and the future world, and the path towards sustainable business.



Session on 'Understanding Landslides'

### Wednesday Musing

A Google Meet session held on 28th August explored the complexities of landslides. Dr. C.P. Rajendran, Geoscientist, Adjunct Professor, National Institute of Advanced Studies, Bangalore and Dr. Kusala Rajendran, Honorary Consultant, ISRO Centre for Excellence, presented their insights to 42 attendees. Dr. Rajendran highlighted the causes of landslides: rainfall, terrain, soil type, land cover, proximity to roads, and human activities. Dr. Kusala Rajendran shared her field experiences, reinforcing the importance of understanding landslide dynamics. The session concluded with a lively discussion and a comprehensive summary by Dr. G. Madhu, Adjunct Professor, Cochin University of Science and Technology.

### Vidarbha Management Association

Vidarbha Management Association organised its weekly session on 4th August by CA Mahendra Kamath, Managing Director of Wealth Insight Capital Services, who emphasised the importance of resetting one's mind map for business growth. Quoting Wayne Dyre, Kamath urged attendees to 'Change Your Orbit' by exploring new markets and avoiding the trap of over-relying on strengths. He highlighted the need for delegation, organisation, understanding competitors, and strategic play to stand out.



Speaker- CA Mahendra Kamath addressing



CA Nirbhay Pareek addressing

VMA conducted a session on 11th August by CA Nirbhay Pareek, who emphasised the importance of implementing PBFA—Planning, Budgeting, Forecasting, and Analysis—for effective financial planning in business. Speaking on 'Beyond Compliance: Financial Analysis and Planning,' CA Pareek advised creating an annual operating plan with a 12-month sales forecast, analysing expenses, and comparing forecasts with actuals for accuracy. The session was moderated by Mr. Mandar Joshi and coordinated by Mr. Niket Agrawal.

On 18th August, VMA organised an innovative event titled 'Filmi Mantra,' where VMA members presented management lessons from popular Bollywood and Hollywood films. Mr. Rohit Dujari discussed the film 'Band Baaja Baaraat,' highlighting the importance of dreaming big and forming strategic partnerships. Mr. Hussain Laxmidhar explored 'Lagaan,' emphasising commitment, teamwork, and overcoming challenges. Mr. Mithilesh Jindal analysed 'Auro Mein Kaha Dum Tha,' stressing the importance of legal knowledge and informed decision-making. Mr. Manoj Jain presented insights from 'The Secret,' focusing on positivity, the Law of Attraction, and willpower. Mr. Aryan Agarwal discussed '3 Idiots' and 'Chhichhore,' focusing on raising independent, responsible children, and the importance of friendship and wise financial decisions. Mr. Vedant Ingle wrapped up with lessons on teamwork from 'Chak De India.'



*Speakers addressing on 'Filmi Mantra: Management Lessons from Films for Entrepreneurs'*



*Session by Dr. Ashutosh Paturkar, Dean at G. H. Rasoni Skill Tech University*

VMA conducted a session on 25th August with Dr. Ashutosh Paturkar, Dean at G. H. Rasoni Skill Tech University, who emphasised the power of case studies in unlocking new values in business. Speaking on 'Crafting Strategies through Case Studies,' Dr. Paturkar highlighted the importance of analysing complementary products, understanding customer pain points, and the emotional versus functional drivers behind purchases.



# AIMA Events Calendar

Event	Programme Chairman/Key Speaker	Venue	Date
Shaping Young Minds Programme		Ludhiana	20 September 2024
National Management Quiz (NMQ)		Online	18 September - 01 October 2024
72 <sup>nd</sup> Leaderspeak Session on Stakeholder Management, Business Ethics and the Challenges	<b>Prof R. Edward Freeman</b> Stephen E. Bachand University Professor of Business Administration Elis and Signe Olsson Professor of Business Administration University of Virginia Darden School of Business	Online	26 September 2024
YLC session on Harmonizing Minds: Business Psychology and Spirituality	<b>Anshul Bafna</b> Business Psychologist & Spiritual Coach	Online	27 September 2024
Business Responsibility Summit		New Delhi	27 September 2024
YLC Session on Atal Innovation Mission and its impact on Indian Startup Ecosystem	<b>Ramanan R</b> Founder Mission Director of Atal Innovation Mission	Online	18 October 2024
The Global Advanced Management Programme - USA (GAMP)	<b>Prof Solomon Darwin</b> Programme Director - Executive Director, Center for Corporate Innovation, Haas School of Business	Silicon Valley, USA	10-16 November 2024
PSU Summit		New Delhi	22 November 2024
Shaping Young Minds Programme		Indore	22 November 2024
2nd HR Power Workshop		Mumbai	28-29 November 2024

Event	Programme Chairman/Key Speaker	Venue	Date
Leadership Development Programme	<b>R K Mohapatra</b> Former Director(HR) Indian Oil Corporation	Guwahati	29-30 November 2024
2nd Global Innovation and Management Programme (GIMP)		Dubai	02-05 December 2024
Innovation Practitioners Summit		New Delhi	December 2024
Young Managers Simulation		Online	December 2024
AIMA YLC Summit 2024 - Shaping the Future of Young Leaders		New Delhi	12 December 2024

To view full calendar please visit [www.aima.in](http://www.aima.in)

For any feedback, suggestions or advertising queries please write to, [aimanews@aima.in](mailto:aimanews@aima.in)

# AIMA

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