



Report 2014-15
Indore Management Association (IMA)

1. LMADetails

a. LMA Premises:

- Presently Indore Management Association office is rented.
- IMA has its own land for Management house, its area is 0.45 Hectares (25000 Sqr. Feet).
- Plan of Management House will be soon in Execution.

b. LMA Permanent Secretariat:

Yes IMA has permanent full time secretariat. IMA has permanent secretariat team for executive the plan of Executive Council and work for the vision of associations Director. During the year IMA has renovated well-furnished and technical supported Secretariat for enhancing the productivity. Indore Management Association (IMA) had built a strong IMA Secretariat for fulfilling Objectives.

This team is full time permanent staff members:

- Permanente Staff: 7 Employees
- Temporary Staff: 4 Employees
- Mentor: A Mentor for Executive Council

Name	Designation	Duties
Dr. Rachna Tiwari	General Manager	
Mr. Jaspreet Jeet Singh	Business Development Manager	Membership Promotion & Administration
Mr. Jagwant Singh Mangat	Asst. Manager	Training & Development
Ms. Harshita Tiwari	Business Development Executive	Media & Communication
Ms. Suman Agrawal	Business Development Executive	Evening Sessions & Forum
Mr. Varshil Saluja	Business Development Executive	Data Management
Mr. Anshul Poddar	Business Development	Student Membership



	Executive	Coordination
Mr. Simran Singh Chhabra	Business Development Executive	Membership Relationship
Mr. Devprakash Mehra	Accountant	Accounting Management
Mr. Devilal Purohit	Office Runner	Office & Support Staff

Dr. Rachna Tiwari is Ph. D and MBA – HR& Masters in Economics. She has 15 years rich experience in corporate and Academics in different cities of India. Since last six years she is associated with IMA and working as General Manager.

Mr. Jaspreet Jeet Singh is a B.COM from RGTU, Bhopal and perusing his Executive MBA from Prestige Institute of Management. Currently he is working with IMA as the Business Development Manager.

Ms. Harshita Tiwari is an MBA in HR and Marketing from IPS Academy, Indore and is working with IMA as the Business Development Executive.

Ms. Suman Agrawal is pursuing MBA in Finance from Prestige Institute of Management & Research, Indore and is working with IMA as the Business Development Executive

Mr. Devprakash Mehra is associated with IMA last 15 years and handling responsibility of all cash flow & Accounting Management and handling all Logistics & dispatching of communication & Inventory Management.

Mr. Devilal Purohit is associated with IMA past 25 years and handling day-to-day activity of office management.

IMA Mentor:

Mr. Jagdish Verma

Chairman – iLEAD Group

Member – CII Malwa Zonal Council

Mentor – Indore Management Association

Former Member – AIMA National Council

Former Joint Managing Director – KUBER LIGHTING



A graduate in Science and a Post Graduate in Management from Jamnalal Bajaj Institute, Mr. Verma has 20+ years' work experience with Philips, global leaders in Lighting, in India and Netherlands, and successfully transferred several technologies from Netherlands to India. During his 40+ years of professional career, he co-founded the largest lamp filament manufacturing company in India – Kuber Lighting Pvt. Ltd.

Mr. Verma has been pivotal in promoting the adoption of latest management concepts in several top companies throughout Central India. Mr. Verma successfully grew Indore Management Association (IMA), as President, into an influential nationally acclaimed organization, winning best Management Association Award for 7 years. He is presently Chairman, iLEAD Group, a global professional services group and Mentor, Indore Management Association

c. Full time CEO:

IMA has full time CEO as permanent staff Remuneration of last five years is as:

Years	Remuneration (Annual)
2010-11	480000
2011-12	480000
2012-13	480000
2013-14	472000
2014-15	576000
Presently (2015-16)	159000

d. ISO certification:

Presently IMA is not ISO Certified but it's in a plan of 2015-16

e. Development and Execution of Action Plan for the year 2014-2015.

IMA plan all its activities by knowing the members need and current scenario of industries to plan the future programs and trainings. We plan the Annual Plan of IMA Trainings & Activities after analyzing below process.

IMA schedule meetings with CEOs of various industries which help to understand their expectations from business and also deliberate on their plans and set of skills required.



We at IMA also meet organize the corporate and HR & Training Managers Meet to understand their future requirement and present challenges with human Resource.

IMA also workout through the feedback forms filled by members during their participation in previous programs. We also analyze suggested topics of programs & topics seeking by members.

We also make a research on the topics which are currently addressed by top Management Institutes & Consulting companies.

Above study helps to plan the Training & Development for various category of management field also it helps to provide the topics to arrange evening sessions and discussion theme for various other forums.

- We have planned 15 trainings for Supervisory level which are more related to Behavioral & Attitudinal Issues and Personality Development addresses the Communication & Etiquettes problems.
- We planned 5 workshops for the Development of Executives and Managers to be ready to take up next level of Hierarchy
- We have planned 5 technical workshop which addressing Operational level issues. This includes Tally. MS Excel and other workshop.
- Other MDPs were more related to functional areas.
- For Evening programs we have choose various activities which will be covering to diverse issues and by the different ways.
- Readers Clique which was started for those members who love reading and wanted to share the learning's with those who don't get time or not good in reading habits.
- Management Film Show is another program and selection of movies are more related to the desired learning's out of it.
- Senior level programs and expert sessions planned and organize for top level management like Tete-a-tete and Rendezvous for CEOs of the region.

Yearly programs organized as per plan.

2. Membership

- **Procedure for IMA Admission:**

- **LMA Membership Base**

- a) Number of Individual / Student Members: 2863
- b) Number of Institutional (Corporate/Institutions) Members: 252

c) Principal Industries and Occupations:



- a. Automobiles
- b. Pharmaceuticals
- c. Information Technology
- d. Telecommunication
- e. Service & Hospitality
- f. Banking & Financial Institution

- **AIMA - LMA combined Membership Base**

- a) Number of Individual Members: 38
- b) Number of Institutional Members: 10

- **Number of new members added in last two years (April 2013 to March 2015)**

Number of new members added in last two years (April 2013 to March 2015)				
	Category	Year - 2013-14	Year -2014-15	Total
A	Individual	86	51	137
B	Institutional / Corporate	49	28	77
C	Student	1680	2677	4357

3. **Affiliation Fee along with audited statements Sent to AIMA in time** :Audited Statement sent every year to AIMA along with Annual LMA Report(During the last two years: (2013 – 14 & 2014 - 2015)

Years	Date	Amount	Period
2013-14	17.10.13	53833	April 2013 to September 2013
2013-14	09.05.14	27364	October 2013 to March 2014
2014-15	17.10.14	62220	April 2014 to September 2014
2014-15	18.04.15	23643	October 2014 to March 2015

4. **Election conducted as per schedule: Yes**

Election 2014-15 conducted on May 29, 2014

List of Office Bearer – 2014-15

Name & Address	
President	
1	Mr. Vijay Goyal - Proprietor Sigma Chemicals "Sigma House", 170/22, R.N.T. Marg, Film Colony Indore



	Immediate Past President
2	Mr. Shamit Dave - Managing Director Davesmen India Pvt. Ltd. Mansa, 20/8, South Tukoganj Indore – 452 001
	Vice President
3	Mr. Amit Bidasaria - CEO VSN International Bidasaria Mills compound, before Indore Steel Near MPEB Grid Bidasaria Industrial Area, Indore
	Honorary Secretary
4	Mr. Navin Khandelwal - Director Niraj Engineering Co. (P) Ltd. 206, Navneet Plaza Old Palasia, Indore
	Joint Secretary
5	Mr. Utkarsh S. Trivedi - Director Sacos Indigo Private Limited 'Trivedi Chambers' 2 Maharani Road Indore – 452 007
	Treasurer
6	CA. Bhanu Pratap Inani
	Budget Officer
7	Mr. Manish Dafria V.K. Dafria & Co 302, Manas Bhavan Ext. R.N.T. Marg Indore

5. Annual General Meeting: Yes

Annual General Meeting was hold on May 29, 2014 and 31 members of IMA participated the AGM

6. Revenue and Surplus, Corpus Funds, Cash and Bank deposits (in Lacs) :



Last three Financial years of the Association. (2012-2013, 2013-2014, 2014-2015).

Years	Revenue (in Lacs)	Surplus (in Lacs)
2012-13	118.16	10.5
2013-14	150	36.63
2014-15	144.82	25.46

7. Number of Executive Committee meetings held and average duration during 2014– 2015.

Executive Council Meetings (April 2014 - March 2015)

Date	Participants
16-Apr-14	13
22-Apr-14	14
13-Jun-14	31
02-Sep-14	21
30-Oct-14	30
13-Mar-15	24

Extended Management Committee Meetings (April 2014 - March 2015)

Date	Participants
27-Jun-14	11
25-Jul-14	7
08-Aug-14	10
16-Aug-14	8
04-Jul-15	8

Management Committee Meetings (April 2014 - March 2015)

Date	Participants
03-Apr-14	7
19-May-14	6
23-Mar-15	9

Conclave Committee Meetings (April 2014 - March



2015)

Date	Participants
17-Aug-14	15
12-Oct-14	30
19-Oct-14	21
09-Nov-14	23
30-Nov-14	18
07-Dec-14	17
21-Dec-14	19
04-Jan-15	19
11-Jan-15	26
18-Jan-15	29
01-Feb-15	25

8. Capital Investment (Building, Furniture & Fixtures, I.T etc) Done for Improvement in LMA Infrastructure: Yes

S.no.	Particulars	Amount
1	Samvad Speech Teleprompter	225720
2	Cabin for Guard	42999
Total		268719

9. Number of Management Development Programs planned and executed / conducted, Attendance during 2014 -15:

Type of MDPs conducted / Topic – managerial, economic, social, industrial / faculty/ Free or Paid							
April 2014 to March 2015							
	Date	Duration	Topic	Faculty	Participant	Place	
1	09.05.14	8:30 AM to 4:00 PM	EDP-"Dealing with Difficult People"	Mr. Amber S. Arondekar	24	MAN Trucks, Pithampur	Paid
2	12.05.14	8:30 AM to 4:00 PM	EDP-"Dealing with Difficult People"	Mr. Amber S. Arondekar	24	Kirloskar Brothers, Dewas	Paid
3	14.05.14	9:30 AM to 5:00 PM	EFE -"Performance Management System"	Mr. Om A Singh Chauhan	26	Hotel Sarovar Portico, Indore	Paid
4	03.06.14	8:30 AM to 4:00 PM	EDP-"Managing Change"	Mr. Sandeep Atre	29	Cummins Technology	Paid



						Pithampur	
5	16.06.14	8:30 AM to 4:00 PM	In House EDP -"Dealing with Difficult People"	Mr. Amber S. Arondekar	25	Jaideep Ispat & Alloys, Pithampur	Paid
6	26.06.14	9:30 AM to 5:00 PM	EFE-"Managing Conflict at Workplace"	Lt. Col. Dr. V K Gautam	24	Hotel Sarovar Portico, Indore	Paid
7	08.07.14	8:30 AM to 4:00 PM	EDP-"Personality Development"	Ms. Gul Parvez	13	Gajara Gears, Dewas	Paid
8	15.07.14	8:30 AM to 4:00 PM	EDP-"Personality Development"	Ms. Gul Parvez	38	MAHLE Engine , Pithampur	Paid
				CA. Arvind Chawla			
9	17.07.14	9:30 AM to 5:00 PM	EDP-"Direct & Indirect Taxes"	CA. Sunil Jain	27	Hotel Sarovar Portico, Indore	Paid
				CA. Manish Dafria.			
				CA. Girish Agrawal			
10	18.07.14	9:30 AM to 5:00 PM	EDP-"Company Law"	CA. Navin Khandelwal	15	Hotel Sarovar Portico, Indore	Paid
				CS. Ashish Garg.			
11	29.07.14	9:30 AM to 5:00 PM	EFE-"Excelling as Highly Effective Team"	Er. Rakesh Jain	36	Hotel Sarovar Portico, Indore	Paid
12	20.08.14	8:30 AM to 4:00 PM	EDP- "Art of Effective Delegation"	Prof. Pankaj Kothari	44	Piramal Enterprises, Pithampur	Paid
13	05.09.14	9:30 AM to 5:00 PM	EFE-"Total Quality Management"	Mr. Shad Raza	36	Hotel Sarovar Portico, Indore	Paid
14	29.09.14	8:30 AM to 4:00 PM	EDP- -"Managing Emotions at the Workplace"	Mr. Shashank Kasliwal	40	MAHLE Engine , Pithampur	Paid
15	29.10.14	9:30 AM to 5:00 PM	EFE-"Leaders - Meet Your Future Selves"	Mr. Pushpak Deshmukh	14	Hotel Sarovar Portico, Indore	Paid
16	30.10.14	9:30 AM to 5:00 PM	EDP-"Work Process Improvement"	Mr. Sajal Jain	26	Cipla Ltd. Pithampur	Paid
17	24.11.14	8:30 AM to 4:00 PM	EDP- "How to become a better communicator"	Ms. Gul Parvez	36	Cummins Technology Pithampur	Paid
18	03.12.14	8:30 AM to 4:00 PM	EDP- "Get a Grip on Time to Become More Organized and Productive"	Mr. Sandeep Atre	33	MAN Trucks, Pithampur	Paid
19	08.12.14	8:30 AM	EDP-"Analytics Using Spread	Dr. Durgesh	20	SAIT, Indore	Paid



9	4	to4:00 PM	sheet (Excel)"	Kumar Mishra			
2	11.12.1	9:30 AM to 5:00 PM	EFE-"Baker Street Irregular Behavior In your Organization"	Mr. Shashank Kasliwal	23	Hotel Sarovar Portico, Indore	Paid
2	27.12.1	8:30 AM to4:00 PM	EDP "Accounting With Tally.ERP 9"	Ms. Kavita Navlani	17	Capital Via, Indore	Paid
2	13.01.1	9:30 AM to 5:00 PM	MDP - "Marketing in 21st Century"	Prof. Vidya.Iyer	26	Hotel Fortune Landmark, Indore	Paid
2	21.01.1	9:30 AM to 5:00 PM	EFE-"Holistic Approach to Management "	Dr. Yogeshwari Pathak	38	Hotel Sarovar Portico, Indore	Paid
2	27.02.1	8:30 AM to4:00 PM	EDP-"Professional Skills for Supervisors"	Prof. Pankaj Kothari	50	MAHLE Engine , Pithampur	Paid
				CA. Arvind Chawla			
2	11.03.1	10:00 AM to 5:00 PM	EDP- Changes in Budget 2015-16	CA. Sunil Jain	19	Hotel Sarovar Portico, Indore	Paid
				CA. Manish Dafria.			
				Mr. Siddharth Sethi			
2	12.03.1	10:00 AM to 5:00 PM	EFE-"Planning and Execution Skills"	Dr. Sumer Singh	46	Hotel Sarovar Portico, Indore	Paid
				Mr. Amit Bidasaria			
2	26.03.1	8:30 AM to4:00 PM	EDP-"Professional Excellence"	Mr. Amber S. Arondekar	39	Piramal Enterprises, Pithampur	Paid
Total					788		

Details of the programs are attached at the end of the report.

10. Number of Lecture Sessions Conducted and Attendance during 2014 - 15:

Film Show

April 2014 to March 2015

S.No	Date	Duration	Film	Moderater	Participant	Venue	
1	16.07.14	6.30 pm to 8.00 pm	Vertical Limit	Er. Rakesh Jain	25	IMA, Meeting Room, Indore	Free



2	09.08.14	6.30 pm to 8.00 pm	The Secret	Mr. Shashank Kasliwal	35	IMA, Meeting Room, Indore	Free
3	23.09.14	6.30 pm to 8.00 pm	Steve Jobs	Mr. Shailesh Danani	35	IMA, Meeting Room, Indore	Free
4	10.10.14	6.30 pm to 8.00 pm	October Sky	CA Pankaj Kothari	30	IMA, Meeting Room, Indore	Free
5	28.11.14	6.30 pm to 8.00 pm	Erin Brockovich	Mr. Deepak S Mulchandani	30	IMA, Meeting Room, Indore	Free
6	24.02.15	6.30 pm to 8.00 pm	The Pursuit Of Happiness	CA Alok Jain	35	IMA, Meeting Room, Indore	Free
7	23.03.15	6.30 pm to 8.00 pm	Captain Philips	Mr. SandeepNaolekar	28	IMA, Meeting Room, Indore	Free

Details of the programs are attached at the end of the report.

IMA Center of Excellence

April 2014 to March 2015

S.No	Date	Duration	Topic	Speaker	Participant	Venue	
1	18.04.14	6.30 pm to 8.00 pm	Using Intellectual Property Rights in the 21 st Century	Mr. Vedant Vijay Pujari	31	IMA, Meeting Room, Indore	Free
2	20.05.14	6.30 pm to 8.00 pm	Living in more than one world	Lt. Col. Dr. V K Gautam	30	IMA, Meeting Room, Indore	Free
3	30.06.14	6.30 pm to 8.00 pm	Pre-Employability Test – Boon or Bane	Mr. Shad Raza	30	IMA, Meeting Room, Indore	Free



4	18.07.14	6.30 pm to 8.00 pm	Competitive Intelligence	Mr. Heital Yaagnik	18	IMA, Meeting Room, Indore	Free
5	30.08.14	6.30 pm to 8.00 pm	The Grow or Die Lie	Lieut. Shalabh Agrawal	30	IMA, Meeting Room, Indore	Free
6	30.09.14	6.30 pm to 8.00 pm	The Path to Sustain Happiness	Mr. Vikram Agnihotri	30	IMA, Meeting Room, Indore	Free
7	05.11.14	6.30 pm to 8.00 pm	Management Wisdom through Science of Spirituality	Dr. Piyush Shrivastava.	25	IMA, Meeting Room, Indore	Free
8	19.11.14	6.30 pm to 8.00 pm	Data warehousing and Data Mining	Dr.Durgesh Kumar Mishra	30	IMA, Meeting Room, Indore	Free
9	22.12.14	6.30 pm to 8.00 pm	Ethics in Business	Col (Retd) Alok Bhandari	25	IMA, Meeting Room, Indore	Free
10	27.03.15	6.30 pm to 8.00 pm	Stress Management	Mr. Chetan Pandharkar	24	IMA, Meeting Room, Indore	Free

Details of the programs are attached at the end of the report.

IMA HR Forum

April 2014 to March 2015

S.No	Date	Duration	Topic	Discussion	Participant	Venue	
1	30.04.14	6.30 pm to 8.00 pm	Social Media as a Recruitment Tool		26	IMA, Meeting Room, Indore	Free
2	30.05.14	6.30 pm to 8.00 pm	Hire Slow & Fire Fast		22	IMA, Meeting Room,	Free



						Indore	
3	27.06.14	6.30 pm to 8.00 pm	Boost Employee Engagement		25	IMA, Meeting Room, Indore	Free
4	25.07.14	6.30 pm to 8.00 pm	The Career Development Gap: Why do we fail to retain top talent		19	IMA, Meeting Room, Indore	Free
5	22.08.14	6.30 pm to 8.00 pm	The Root Causes of Low Employee Morale		20	IMA, Meeting Room, Indore	Free
6	26.09.14	6.30 pm to 8.00 pm	New Grad Hires: Ready & Willing. But, Are They Able		20	IMA, Meeting Room, Indore	Free
7	29.10.14	6.30 pm to 8.00 pm	How To Bridge The Gap: Employee Engagement & Motivation		15	IMA, Meeting Room, Indore	Free
8	24.11.14	6.30 pm to 8.00 pm	Turnaround is not Transformation		19	IMA, Meeting Room, Indore	Free
9	29.12.14	6.30 pm to 8.00 pm	After the Layoff - Managing the Survivors		15	IMA, Meeting Room, Indore	Free
10	26.02.15	6.30 pm to 8.00 pm	The Role of HR in Change Leadership		12	IMA, Meeting Room, Indore	Free

Details of the programs are attached at the end of the report.

IMA Reader's Clique

April 2014 to March 2015

S.No	Date	Duration	Book	Moderator	Participant	Venue	
1	18.03.15	6.30 pm to 8.00	Autobiography of	Mr. Sandeep	22	IMA,	Free



		pm	Sir Richard Branson – losing my virginity	Atre		Meeting Room, Indore	e

Details of the programs are attached at the end of the report.

IMA Student Chapter

April 2014 to March 2015

S.No	Date	Duration	Film	Moderater	Participant	Venue	
1	17.03.15	9.30 am to 11.30 am	Erin Brockovich	CA. Deepak Mulchandani	200	IPS Academy, Indore	Free

Details of the programs are attached at the end of the report.

IMA's Professional Women Forum

April 2014 to March 2015

S.No	Date	Duration	Topic	Speaker	Participant	Venue	
1	10.04.14	11.00 am to 1.30 pm	Nothing In Mind	Mr. Abhishek Pasari	80	Pritamlal Dua Auditorium, Indore	Free
2	10.05.14	4.00 pm to 6.00 pm	How to Handle Butterflies in the Stomach	Ms. Sweta Khandelwal	18	IMA, Meeting Room, Indore	Free
3	01.06.14	10.00 am to 4.00 pm	Empowering Women Entrepreneur Conference	Mr. Prahlad Kakkar	150	Hotel fourtune Landmark, Indore	Free
4	28.08.14	4.00 pm to 6.00 pm	The Art of Successful Negotiations	Ms. Monica Anand	50	AIMP, Pologround, Indore	Free

Details of the programs are attached at the end of the report.

51st Foundation Day

S.No	Date	Duration	Topic	Speaker	Participant	Venue	
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S.No	Date	Duration	Topic	Speaker	Participant	Venue	Fee
1	12.09.14	5.30 pm to 9.30 pm	Double Digit Growth-Making It Happen Panel Discussion - Indian Business – Today & Tomorrow	Mr. Kewal Handa Mr. Vivek Agarwal Mr. Sourangshu Sen Mr. Ajay Savekari	110	Hotel Fortune Landmark, Indore	Free

Details of the programs are attached at the end of the report.

Tete-A-Tete

S.No	Date	Duration	Topic	Speaker	Participant	Venue	Fee
1	10.06.14	7.00 pm to 9.30 pm	Impact of Media in developing Good Governance Seeing Globe through WEB	Mr. Anurag Batra Mr. Suhas Gopinath	40	Hotel Fortune Landmark, Indore	Paid
2	15.09.14	7.00 pm to 9.30 pm	Learning through Experiences	Dr. Vithal Venkatesh Kamat	35	Hotel Radisson Blu, Indore	Paid

Details of the programs are attached at the end of the report.



11. Number & Details of any Other Events conducted International Management Conclave 2015

FLAGSHIP EVENT

24th IMA International Management Conclave

A grand stage, a hanging multi-directional screen at the centre of the roof, a rotating stage, an auditorium full of great minds, corporate professionals and young management students. This is not enough to describe the experience at the 24th IMA International Management Conclave or “Madison Square” at IMA.

Day 1, started with the National Anthem followed by a dramatic 10 seconds countdown which gave goose bumps to the crowd present at Abhay Prashal, Indore. The speech of PM Jawaharlal Nehru addressing the nation about India’s “Tryst with Destiny” took everyone at the historic moment.

AIMA President Mr. H.M.Nerurkar thanked the elite personalities and participants declaring the Conclave open. The whole conclave was filled with thrilling AV effects. IMA President, Mr. Vijay Goyal thanked everyone and discussed about the sessions to be followed. He spoke of IMA’s new plans about establishing a new modern media centre equipped with new technologies in the new building of IMA. The Chairperson of the Conclave, Mrs. Ritu Grover extended welcome to all and discussed the deep insights to be shared by the speakers. The most awaited secret, the new logo of Indore Management Association was also unveiled at IMA’s 24th International Management Conclave 2015. Today IMA has its “COAT OF ARMS”. This year the conclave’s motive was to have a deep insight & to grow at a faster pace than ever before.



Day 1: Flag hosting by Dr. K Radhakrishnan, Former Chairman - ISRO & Mr. HM Nerurkar, President - AIMA with Directors IMA.



Day 1: Lamp Lighting Ceremony by Dr. K Radhakrishnan, Former Chairman - ISRO & Mr. HM Nerurkar, President – AIMA along with Mr. Shiv Singh Mehta - Chairman IMA, Mr. Vijay Goyal – President IMA, Ms. Ritu Grover - Conclave Chairperson 2015 & Mr. Jagdish Verma – Mentor IMA.



The Audience at IMA's 24th International Management Conclave 2015. (Management Students)



The Audience at IMA's 24th International Management Conclave 2015. (Corporate Delegates)



Dr. K Radhakrishnan, Former Chairman - ISRO & Mr. HM Nerurkar, President – AIMA along with IMA dignitaries unveiling the Coat of Arms, Indore Management Association.



Dr. K Radhakrishnan – Former Chairman ISRO addressing at IMA’s 24th International Management Conclave 2015.

Dr. K Radhakrishnan was felicitated by IMA Life Time Outstanding Innovation Award 2015 by IMA Dignitaries. The title “Mangalyanan” was also given in honor. He inspired all by sharing his life experiences and the hard work behind MOM’s success story. He advised students to have multiple role models and learn from them. He made students understand the significance of learning from both failures & successes for excellence in life.



Mr. HM Nerurkar - President AIMA, addressing at IMA's 24th International Management Conclave 2015.



Mr. H.M. Nerurkar

President AIMA

Mr. H.M. Nerurkar acknowledged Indore Management Association for its enormous achievement to make this event happen. He appreciated Team IMA for continuously expanding the grandeur and the extent of innovation every year. Moving over to his topic “Corporate Governance” he focused on the key roles and leaders who are playing a significant role in the challenging the world both at work and outside. He also stated that leaders lack long-term vision but performances are often measured by short-term objectives. He concluded by addressing young future leaders with the saying that- Be futuristic, be specific and lead the Nation reclaiming its ‘Tryst with Destiny’.





Dr. K Radhakrishnan & Mr. HM Nerurkar unveiling the Commemorative Issue 2015 - Indore Manager along with IMA Dignitaries and the Editorial Team.



Mr. Rahul Bajaj –Chairman, Bajaj Group addressing at IMA’s 24th International Management Conclave 2015.

Mr. Rahul Bajaj, Chairman - Bajaj Group was conferred with IMA Life Time Outstanding Achievement Award 2015 for his contribution throughout his illustrious career. He thanked IMA and cited many examples from his life’s ups and down to make concepts of corporate governance more easy to understand. He spoke of opportunities that young entrepreneurs have today, what he called “Centre of Enterprise”. He advised students to seek information from past experiences and make use of it in a constructive manner. He underlined the importance of rational thinking and significance of collective roles of politicians, businessmen or society at large, in the making of a new glorious future.



Mr. Bhaskar Bhat - Managing Director, Titan Industries addressing at IMA's 24th International Management Conclave 2015.

Mr. Bhaskar Bhat - Managing Director, Titan Industries shared about "Make in India" he gave new definition to IMA saying in IMA "I" stand for inspiration and innovation, "M" stands for maintain the, and "A" stands for aspiration. He also emphasized about women empowerment followed by Tata's Commercial Advertisements currently running on television.



Mr. Rana Kapoor, Founder & CEO – Yes Bank addressing at IMA's 24th International Management Conclave 2015.

Mr. Rana Kapoor - Founder & CEO - YES Bank appreciated IMA's efforts for the large scale Conclave. He mentioned the shift in economy and how to cope up with it. He shared his management concepts with students and related them with thinking innovatively. He shared his experiences which were a combination of clear communication, contribution and understanding of requirements. He motivated all by citing success story of YES bank.



Mr. Murugavel Janakiraman, Chief Executive Officer- Matrimony.com Private Limited during interaction session at IMA's 24th International Management Conclave 2015.



Mr. Nikhil Gandhi, Founder & Non-Executive Chairman - Pipavav Defence and Offshore Engineering Company Limited addressing at IMA's 24th International Management Conclave 2015.

Mr. Nikhil Gandhi, Founder & Non-Executive Chairman, Pipavav Defence and Offshore Engineering Company Limited shared his success story stating one man can never right a success story but many people working together does. How he gained the experience and confidence throughout his journey and built a first private sector port in India. He also inspired students to firmly stand by their decisions. He made students understand the importance of strong control execution, pooling individual interest into common interest and grow further collectively.



Major Gen. Bhupesh Jain - Indian Army, addressing at IMA's 24th International Management Conclave 2015.

Major Gen. Bhupesh Jain - Indian Army, thanked the entire team of IMA for this opportunity to share his ideas in the conclave. He stated that the army is the weapon of last resort and is always there at your service. Major Gen emphasized that there should be order in the management and we should always check skills on ground level. Skills should be of more importance rather than education.



Day 2 of IMA International Management Conclave 2015

The proceedings of the Day 2 started with the National Anthem and book launch of the honored speaker Sadhguru Jaggi Vasudev “*Anand Lehar- Chaho Aur Pa Lo*”, by Dr. Bimal Jalan, Former Governor RBI. The presence of Sadhguru Jaggi Vasudev made the whole ambience vivacious. He encouraged all by sharing his idea for a balanced life and underlining the importance of correcting inner self rather than blaming exterior forces. He discussed the various states of pleasantness by citing real life experiences of individuals. He said that “time & energy” are the most basic components of human existence. He highlighted the attributes for Inner Engineering and how they can be controlled for creating a better place to live in. According to him Human Beings are the most ‘complex gadget’ in the world. The speech concluded his speech with a humble request “to fix ourselves” and gain more control over ourselves.



Sadhguru Jaggi Vasudev along with other IMA dignitaries during the flag hosting ceremony at IMA’s 24th International Management Conclave 2015



Sadhguru Jaggi Vasudev along with other IMA dignitaries during lamp lighting ceremony at IMA's 24th International Management Conclave 2015.



Sadhguru Jaggi Vasudev addressing at IMA's 24th International Management Conclave 2015.



The audience at IMA's 24th International Management Conclave 2015.



Dr. Bimal Jalan, Former Governor - Reserve Bank of India addressing at IMA's 24th International Management Conclave 2015.

Dr. Bimal Jalan, Former Governor - Reserve Bank of India, shared his thoughts about the basic fundamentals of the economy, politics and governance. He also commented on anti-defection law in India. He related the theme of the conclave to his own topic and said that this will be a real challenge reclaiming 'Tryst with Destiny' and many roles in the respective fields has to be changed. He advised students for optimum utilization of the resources of the country and thus further reclaims the 'Tryst with Destiny'. He concluded by saying that it is good to gain benefits but it is worth if the benefits can reach masses.



Mr. Arun Nanda - Chairman, Mahindra Holidays and Resorts India Limited and Chairman, Mahindra Lifespace Developers Limited addressing at IMA's 24th International Management Conclave 2015.

Mr. Arun Nanda, Chairman, Mahindra Holidays and Resorts India Limited and Chairman, Mahindra Lifespace Developers Limited shared his perspective of growth. He said, "Life and businesses are like trade mill if you don't run you would fall. He concluded his speech by sharing his thought - to have a dream, pursue it and do not lose it.



Mr. Sunil Kant Munjal, Jt. Managing Director - Hero MotoCorp Ltd addressing at IMA's 24th International Management Conclave 2015.

Mr. Sunil Kant Munjal, Jt. Managing Director - Hero MotoCorp Ltd shared that in order to fix problems, one needs to first understand what exactly are the problems and their root causes. He added that the responsibility of building a better future requires collective efforts from every individual. In his inspiring speech he underlined the significance of nourishing skills along with education to build a strongest nation.



Mr. Vallabh Bhanshali, Chairman and co-founder, ENAM Securities Pvt. Ltd addressing at IMA's 24th International Management Conclave 2015.

Mr. Vallabh Bhanshali, Chairman and co-founder, ENAM Securities Pvt. Ltd in his valuable thoughts shared that India is a promising place. Being inspired by Honorable Prime Minister's ideas that of democracy, demand and demography he emphasized that India is a great place for business opportunities.



Ms. Renuka Ramnath, Founder – Multiples addressing at IMA’s 24th International Management Conclave 2015.

Ms. Renuka Ramnath, Founder – Multiples emphasized that it takes courage to step out and try the things that never existed. It is not the matter of money but building a sustainable development. She advised students to match their individual goals with the organization goals they are going to work for. She also motivated them with the mantra of thinking out of the box and standing firmly by your decisions to be the next leader.



Mr. Vivek Kaul, Author – Easy Money Trilogy addressing at IMA’s 24th International Management Conclave 2015.

“I may be late but I am the latest” - Mr. Vivek Kaul began his talk with the financial crisis situations all over the world starting right from America in 1927 to one in Japan in 1980. He discussed the impact of printing money by central banks of the countries and effects on interest rates on consumers. He also covered great research and analysis of global financial markets during his talk.



CONCLAVE PRESS

COVERAGE

MALCOLM LAWRE GOLDEN WOMENTUS

सफलता-असफलता दोनों से सीखें-डॉ. राधाकृष्णन

पहले देश के प्रति संवेदनशील बनें

It's youthful event

संविधान रत्न अजयतन शुकल-अनन्य कोशिका के खबर होती है

Jaitley sensible than his predecessors

मैनेजमेंट से हार जाता है करप्शन भी

Lessons from failures helped launch IIM in first attempt

IMA Conclave: EX-RBI governor takes swipe at coalition politics



12. Any Awards instituted / presented

Indore Management Association every year honors to those who contributed to Corporate World and Management Fraternity with Lifetime Outstanding Excellence Award. This Award given at IMA's Annual Flagship Event IMA International Management Conclave.

In 2015 we honored two such icons for their contribution to Corporate & Innovation in their work

- Mr. Rahul Bajaj, Chairman – Bajaj Auto India
- Dr. K. Radhakrishnan – Former Chairman – ISRO



Award Ceremony: IMA Dignitaries presenting IMA Lifetime Outstanding Innovation Award 2015 to Dr. K Radhakrishnan – Former Chairman ISRO.



Award Ceremony: IMA Dignitaries presenting IMA Lifetime Outstanding Achievement Award 2015 to Mr. Rahul Bajaj –Chairman, Bajaj Group

13. Collaborative Programs conducted with AIMA

AIMA & IMA associated to organize a SME workshop in 2014 but due to unavailability of out of Indore faculties program was cancelled.

Indore Management Association look forward to associate with AIMA to conduct joint programs in future. An expectation from such workshops is majorly to design rich content based workshop which is beneficial for IMA members and National & International Experts & Speakers to address the occasion.



- Indore is hub of SMEs therefore programs which helpful to this fraternity would be more successful and beneficial.
- Indore is also known for educational institutes & larger academic fraternity, programs which can be designed in association with AIMA for youngsters would also be beneficial for IMA student members.

14. Study Tours Industrial visits:

IIM, Indore Student was sent for Industrial visit to Tata International, Dewas Industrial Area.

15. Annual Convention, Management Day: Yes

- Indore Management Association regularly participates in AIMA's National Management Convention. National Management Conclave was attended by CEO & Members of Management Committee includes President for both the days.
- Also CEO of IMA attend all CEOs workshop organized by AIMA.
- IMA also registered the participation in AIMA Leadership Conclave and also in CEOs workshop organized by AIMA.
- IMA represents its presence in Convention organized by Viakom Management Association in Kumarkon, Kerla. It was one day convention in organized by Vaikom followed by LMA Meet.

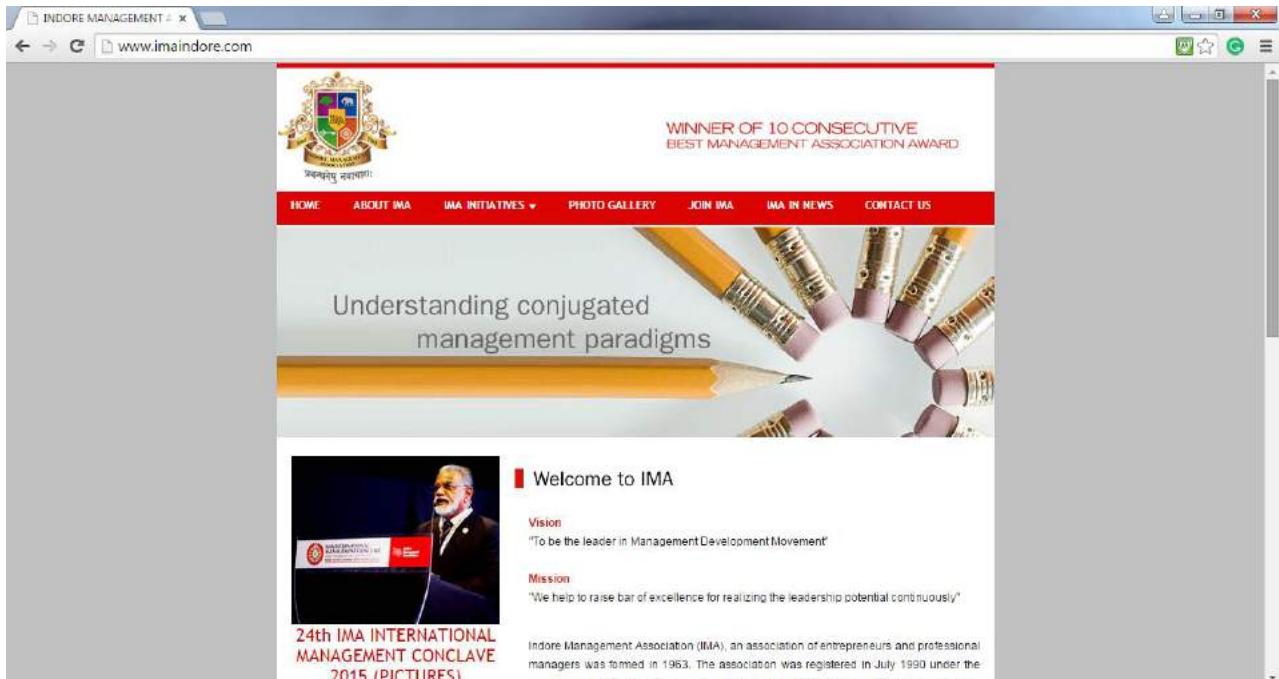
Program	Date	Participation
AIMA National Management Convention 2014	23-24 September 2014	Mr. Vijay Goyal, President Mr. Utkarsh Trivedi, Joint Secretary Dr. Rachna Tiwari, General Manager
AIMA CEOs Workshop	22 September 2014	Dr. Rachna Tiwari, General Manager
Convention, Management Association, Vaikom	8 November 2014	Dr. Rachna Tiwari, General Manager
AIMA CEOs Workshop	28 April 2015	Dr. Rachna Tiwari, General Manager
Leadership Conclave	29-30 April 2015	Dr. Rachna Tiwari, General Manager

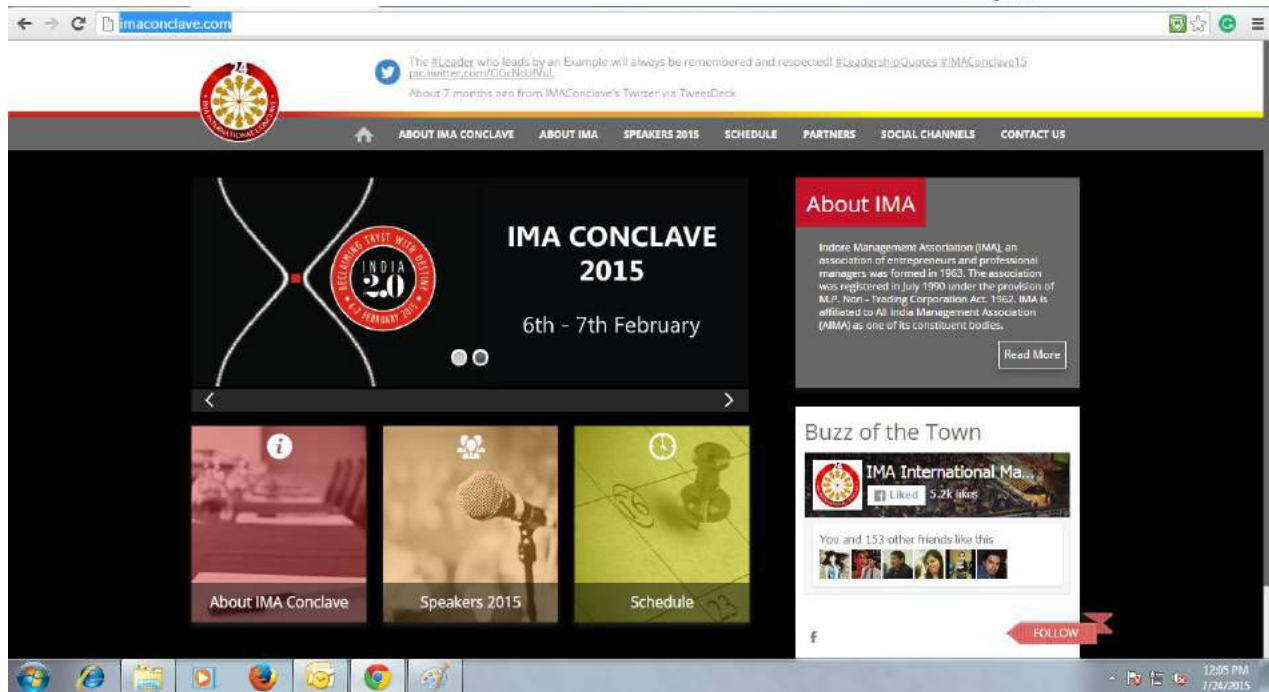


16. a. LMA Website: Yes

IMA has website which is regularly updates its programs and activities and all other information related to members. Website link: www.imaindore.com

IMA has separate website for its Annual Flagship event which known by name International Management Conclave 2015





b. Social Media Connectivity: Yes

IMA is on **Facebook Group & Pages** for other major programs, we are on **Twitter and Instagram** also.

Facebook Group & Other Pages:

IMA reached to its members and non-members through most of the social media sites. We have Facebook open group on facebook which has approx. 7000 members.

We have separate facebook page for International Management Conclave & IMA bi-Monthly publication – Indore Manager. We have 5280 members following us in International Management Conclave page & Indore Manager Page is followed by 300 likeminded people.



INDORE MANAGEMENT ASSOCIATION

Public Group

6,960 members (21 now)

Write something...

Simran Chhabra with Navin Khandelwal and 21 others
July 17 at 3:31pm

Indore Management Association is organizing a Center of Excellence (COE), an evening talk on, "Excellence in Service Management" on Friday, July 31, 2015 at IMA Meeting Room.

INDORE MANAGEMENT ASSOCIATION

IMA International Management Conclave

Page Messages Notifications Insights Publishing Tools Settings Help

IMA International Management Conclave
Education

5,288 likes +7 this week
Rachna Tiwari and 165 other friends

352 were here 0 this week
Himanshu Joshi and 23 others

Invite friends to like this Page

28 post reach this week

Reach People Nearby
Get people near Indore to like your Page

What have you been up to?

IMA International Management Conclave
Published by Harshita Tiwari (?) · July 13 at 12:56pm ·

A re tweet by @TheCEOexpert, Roger Harrop.

Tweets Tweets & replies Photos & videos

Roger Harrop retweeted
IMA Indore @MAIndore · Jul 9

Promote

THIS WEEK

28 Post Reach

25 Post Engagement

Recent

2015

2014

2013

2012

2011

See Your Ad Here

IMA International Manage...
IMA's 24th International Management Conclave is a rare opportunity to witness



Indore Manager

https://www.facebook.com/IMAIndoreManager?fref=ts

Indore Manager

Page Messages Notifications Insights Publishing Tools Settings Help



Indore Manager Magazine

Create Call to Action Liked Message

Timeline About Photos Likes More

299 likes +1 this week
Jaspreet, Jeet Singh and 46 other friends

3 post reach this week

Invite friends to like this Page

Find New Customers
Connect with more of the people who

Status Photo / Video Offer, Event +

What have you been up to?

Indore Manager
Published by Harshita Tiwari [?] · July 10 at 12:23pm ·

Anger - Your Personal Poison.

Promote

THIS WEEK

3 Post Reach

2 Post Engagement

Recent

2015

2014

2013

2012

2011

Launched

See Your Ad Here

Indore Manager
"Indore Manager" is Indore Management Association's bi

Twitter:



Twitter, Inc. [US] | <https://twitter.com/imaconclave>

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Search Twitter Have an account? [Log in](#)

24th IMA Conclave

India 2.0: Reclaiming Tryst with Destiny



6th & 7th Feb 2015



TWEETS	FOLLOWING	FOLLOWERS	FAVORITES
1,307	86	151	38

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Tweets Tweets & replies Photos & videos

Twitter, Inc. [US] | <https://twitter.com/imaindore>

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TWEETS	FOLLOWING	FOLLOWERS	FAVORITES
53	61	30	5

[Follow](#)

IMA Indore
@IMAIndore

Tweets Tweets & replies Photos & videos

 IMA Indore @IMAIndore · Jul 16


Instagram:



IMA conclave (@ima_conclav...)




https://instagram.com/ima_conclave/

Instagram Get the app Log in

 **ima_conclave** FOLLOW

IMA conclave IMA's 24th International Management Conclave is a rare opportunity to witness galaxy of thoughts for - "India 2.0: Reclaiming Tryst with Destiny"
www.imaconclave.com

74 posts 45 followers 123 following

Follow the live updates at #IMAConclave15

Windows taskbar icons: Internet Explorer, File Explorer, Google Chrome, etc.



17. Journals, Newsletters, Video CDs, Audio CDs, and Books published:

Indore Management Association publishes its bi-monthly Magazine – Indore Manager. The magazine has exclusive articles on latest management thoughts and practices along with other columns of Business & Profession linked interesting management & non-management issues.

The hard bound Indore Manager is circulated in around 2000 hard copies and 4000 soft copies. Readership of Indore Manager include CEOs, head of various departments, senior executives of the corporates of the region, individuals and practicing professionals. The magazine is also available on Indore Management Association's website www.imaindore.com.

Indore Manager has gained a high visibility amongst the professionals & CEOs of the corporate world and is also placed in all top Business Hotels of Indore.



ISSN 2278-7852



For private circulation only

INDORE MANAGER

VOLUME XXII | ISSUE 1 | APRIL-JUNE 2014

THE MONTHLY MANAGEMENT MAGAZINE

PRICE - 50

IMA'S
GOLDEN JUBILEE
YEAR CONCLAVE.

THE MAKING



ISSN 2278 - 7953



For private circulation only

INDORE MANAGER

VOLUME XXIII | ISSUE 2 | JULY- AUGUST 2014

THE MONTHLY MANAGEMENT MAGAZINE

PRICE ₹50



FRUGAL INNOVATION

As Albert Einstein famously stated: "One cannot solve a problem with the same mind set that created it in the first place." Frugal innovation is the ability to generate considerably more business and social value while significantly reducing the use of scarce resources. It's about solving—and even transcending—the paradox of "doing more with less."



ISSN 2078-7803



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INDORE MANAGER

VOLUME XXIII | ISSUE 3 | SEPT-OCT 2014

THE MONTHLY MANAGEMENT MAGAZINE

PRICE ₹50



HIRING PRACTICES

A worldwide trend has been under way for nearly a decade: Responsibility for talent acquisition is shifting from HR to Frontline Executives. It is fueled by the recognition that many aspects of talent management are best handled by day-to-day managers.



ISSN 2278 - 7852



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INDORE MANAGER

VOLUME XXIII | ISSUE 3 | NOV-DEC 2014

THE MONTHLY MANAGEMENT MAGAZINE

PRICE ₹50



The Future of 'WORK'

Millennials are going to be the majority workforce in the coming years. Cubicles and offices will no longer be mandatory but optional...

The Third Wave of Virtual Work

To a career planner, McCulloch's might seem like an erratic path. For us, as longtime observers of workers....

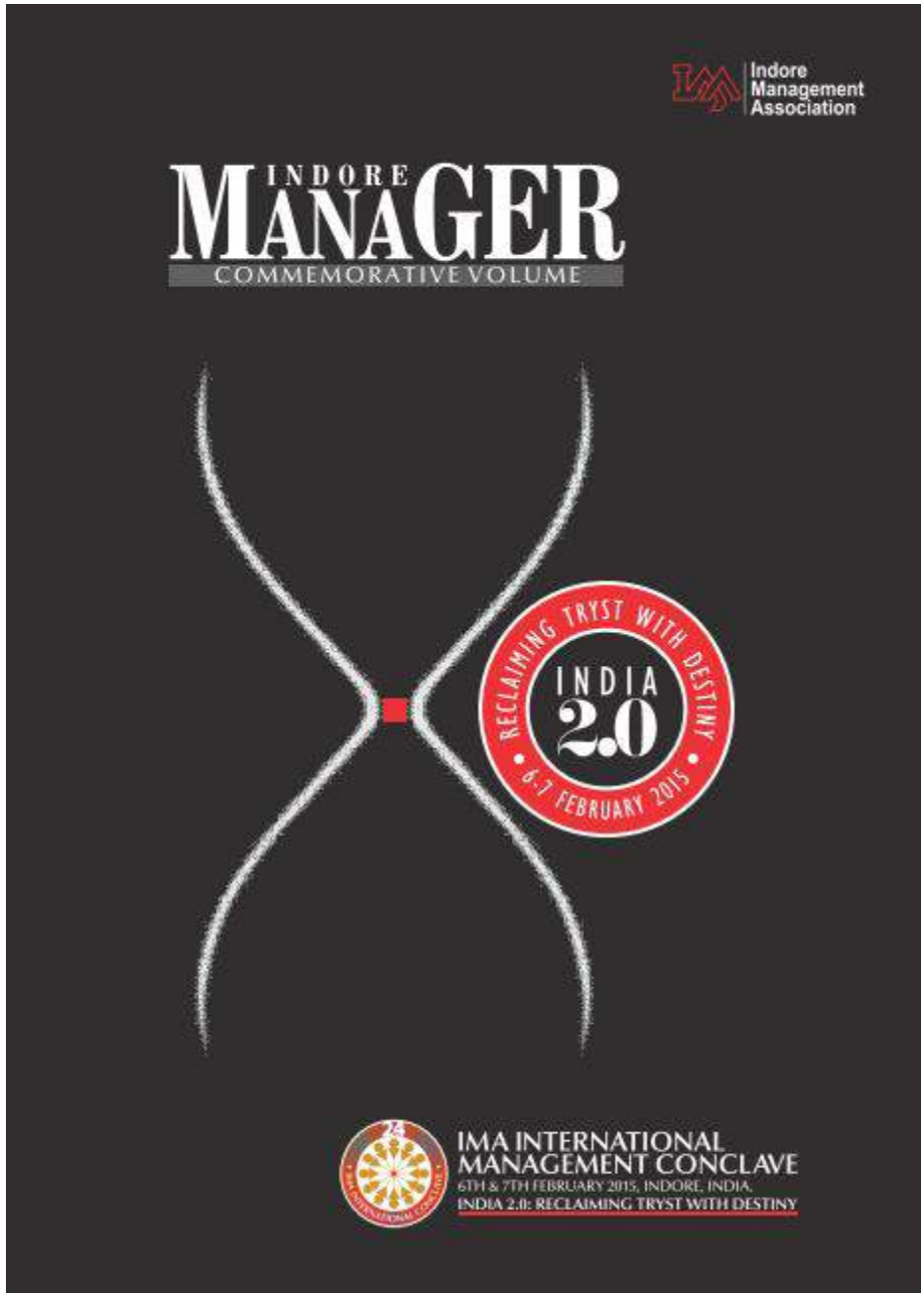
History of Apple Logo

It's incredible how far Apple has come since its humble inception nearly 40 years ago. The branding and marketing ...

Predictions for the Future of Work

As a Corporate Anthropologist, I study the cultures of organizations-how they evolve and intersect with...







ISSN 2278 - 7852



For private circulation only

INDORE MANAGER

VOLUME XXIII | ISSUE 2 | MARCH-APRIL 2015

THE BI-MONTHLY MANAGEMENT MAGAZINE

PRICE ₹50



24th IMA INTERNATIONAL MANAGEMENT CONCLAVE 2015- THE MAKING

Getting ready for the new normal.

On the eve of our independence, India made "A Tryst with Destiny". Today, sixty eight years later, the nation once again finds itself at the cusp of a new era which holds the promise of deliverance for a



IMA Coffee Table Book

On the occasion of 50 years of glorious Journey of IMA we have published a Coffee Table Book which consists of anecdotes and slice of life at IMA as memory of those days. It also showcases the achievements and journey of Association & its members. This Coffee Table book is also helpful to Brand & Market IMA to the





Conclave DVD.

IMA publish the video set of its speakers speech in form of DVD set for its members to revisit the addresses of speakers and those who missed at least hear them as per convenience. A copy is enclosed for the kind reference



IMA INTERNATIONAL MANAGEMENT CONCLAVE
6TH & 7TH FEBRUARY 2015, INDORE, INDIA.
INDIA 2.0: RECLAIMING TRYST WITH DESTINY

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INDIA 2.0: RECLAIMING TRYST WITH DESTINY




IMA INTERNATIONAL MANAGEMENT CONCLAVE
6TH & 7TH FEBRUARY 2015, INDORE, INDIA.
INDIA 2.0: RECLAIMING TRYST WITH DESTINY





18. Research / Survey conducted: NO

19. Number of outreach programs conducted beyond local Jurisdiction /exclusive programs conducted.

IMA reached to the Industries at their doorstep to support Industries.

Training@Doorstep:

- We have started a program called Training@Doorstep which is hosted by one of the company for all industrial area participation. IMA design and organize the workshop in that region rather than inviting them in Indore. This initiative is very well take by companies and we are receiving very good feedback.
- Total 16 such workshops organized during the year.
 - Hosted by companies:
 - Cummins Technologies
 - Cipla Ltd
 - Man Trucks
 - Mahle Migma
 - Mahindra2Wheelers
 - Piramal HealthCare
 - Kirloskar Brothers India
 - Participated by 498 participants in a year.
 - Topic of the workshop was Supervisory Skill &Behavioral& Personality Development based.

HR Forum: Best Practices Sharing:

We moved to Industrial zone for organizing the other discussion programs also. HR Forum is another initiative which we have conducted in Industrial zone so it can be attended by HR team of all companies to discuss their Best Practices.

HR Forum Meeting was hosted by Neo Corp International in Pithampur



20. Interactive sessions between LMA and other institutions, organizations / local Governmentbodies.

National HR Summit on:
UNLEASHING HUMAN POTENTIAL IN CHALLENGING TIMES'
(ISSUES, CHALLENGES AND INNOVATIVE STRATEGIES)
Saturday, 12 April 2014



During the National HR Summit (From Right : Mr. Amit Bidasaria - Honorary Secretary IMA, Mr. Jagdish Verma - Mentor IMA, Mr. J.P Upadhyay – Director, Jaipuria Institute of Management, Dr. Y V Verma - Former CEO, Onida Electronics)

NHRDN Indore Chapter in association with Indore Management Association & Jaipuria Institute of Management, Indore organized a National Conference on the subject 'Unleashing Human Potential in Challenging Times: Issues, Challenges and Innovative Strategies' on Saturday, 12 April 2014 in Indore.

The purpose behind this National HR Summit was Unleashing Human Potential in Challenging Times with focus on current scenario, skills required to be successful in fast changing business environment and insights which may help the participants to perform better in their future roles.

The summit was addressed by a galaxy of HR veterans from diverse business across the country. The summit provided unique opportunity to listen to best practices and new insights in fast changing business landscape along with experience sharing and networking.



IMA Center of Excellence - A Session on:
“Using Intellectual Property Rights in the 21st Century”
Friday April 18, 2014

IMA
Invites you to
**Center Of Excellence
(COE)**
on
**Using Intellectual Property
Rights in the 21st Century**

Intellectual property (IP) refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce.
IP is protected in law by, for example : patents, copyright and trademarks, which enable people to earn recognition or financial benefit from what they invent or create.

By striking the right balance between the interests of innovators and the wider public interest, the IP system aims to foster an environment in which creativity and innovation can flourish.

Facilitator:
Mr. Vedant Pujari
He is an intellectual property lawyer with over 10 years of experience. One of his notable contributions in the field of intellectual property is creating India's first searchable web-enabled commercial IP information platform. He is also credited with the development of a web-enabled tool to remotely manage patent annuities in India. He has trotted the globe as a speaker in several conferences and seminars of international repute.

Day & Date:
Friday, April 18, 2014
Time:
6:30 pm- 8:00 pm
Venue:
IMA Meeting Room

For Registration Contact:
Mr. Jaspreet Jeet Singh
Mob: +91 8889996138
Email: info@imaindore.com

IMA INDORE
MANAGEMENT
ASSOCIATION
We do it our way...

Indore Management Association organized a **Center of Excellence** session on “Using Intellectual Property Rights in the 21st Century” for its members. The program was organized on Friday, April 18, 2014 at IMA’s Meeting Room, Jall Auditorium, Indore. The Speaker for the session was Mr. Vedant Vijay Pujari, IP Lawyer and Founder at Accrued Legal.

Vedant Vijay Pujari(Vedant) is an IP lawyer with over 10 years of experience. He has advised many Indian and overseas companies on their IP issues.

The presentation-based talk and contained some real life case studies expressed the importance of intellectual property and how the same can be used in modern businesses. The session sensitized the audience towards IP rights, its benefits and proposed a practical way forward into how can IP rights be effectively used in the modern day business scenario.

The Companies that participated were National Steel, John Deere, Sigma Chemicals, Rosy Blue, VE Commercial, Suyush Hospital Pvt. Ltd., H&R Johnson India, Deepak Khetan & Co & from Income Tax Office.



Mr.

Mr.

VedantPujari in discussion with the Participants.



Participants during IMA's Centre of Excellence Program.



आईएमए मॅम्बर्स को संबंध्यत करतें वेदांत पुजारी

आईपी एक्ट से सिक्चोर इनोवेशन

इंदौर मैनेजमेंट एसोसिएशन के सेमिनार में
आईपी लॉयर वेदांत पुजारी ने कहा

plus रिपोर्ट

indoreplus@patrika.com

इंदौर मैनेजमेंट एसोसिएशन की ओर से शुक्रवार को सेंटर ऑफ एक्सीलेंस सेशन का आयोजन किया गया। इस सेशन में आईपी लॉयर वेदांत विजय पुजारी ने इंटलेक्चुअल प्रॉपर्टी एक्ट के बारे में लोगों को जानकारी दी। उन्होंने बताया माडर्न बिजनेस सिनारियो में इंटलेक्चुअल प्रॉपर्टी का होना जरूरी है। वर्तमान दौर के बिजनेस की चुनौतियां पहले के बिजनेस से बिल्कुल अलग हैं। तेजी से बढ़ती प्रतिस्पर्धा में बने रहने के लिए

इनोवेशन का होना बहुत जरूरी है। ऐसे में जब कोई कंपनी नया प्रोडक्ट या ब्रांड लॉन्च करती है तो उसके फीचर्स को सिक्चोर करना जरूरी है। अपने इनोवेशन को इंटलेक्चुअल प्रॉपर्टी लॉ के जरिए सिक्चोर किया जा सकता है। उन्होंने बताया कस्टमर को अट्रैक्ट करने और रिवेन्यू जनरेट करने के लिए क्रिएशन, प्रोटेक्शन, और मॉनिटरिंग का होना जरूरी है। टॉक शो में प्रेजेंटेशन के साथ रियल लाइफ केस पर डिस्कशन के जरिए आईपी एक्ट के बारे में जानकारी दी गई।

**IMA 'HR Forum Meeting'
Wednesday, April 30, 2014**

IMA organized 'HR Forum Meeting' on the topic "MAXIMIZING SOCIAL MEDIA AS A RECRUITMENT TOOL" on Wednesday, April 30, 2014 at IMA Meeting Room.



Social media is a powerful recruiting and sourcing tool for organizations. It takes the old networking adage of hiring based on "who you know" to a new level. The ability of employers to tap into these social networks is quickly becoming an indispensable resource. IMA organized the HR Forum Discussion inviting experiences & ideas from the HR's of various companies.

The companies that participated in the discussion were Narmada Extrusions, Idea Cellular, STI Textile, TUV Rhenland (I) Pvt. Ltd., QMS Management Consultant, Diaspark, Deccan Diesels & National Steel.



IMA HR Forum Discussion



IMA HR Forum Discussion



IMA HR Forum Discussion

IMA's Training @ Doorstep Workshop on "Dealing With Difficult People" on Friday, May 9, 2014 at MAN Trucks Pvt. Ltd, Pithampur & Monday, May 12, 2014 at Kirloskar Brothers Ltd., Dewas.



IMA Training @ doorstep!

A workshop series on

"Dealing With Difficult People"

Do you find it difficult, even impossible, to work with some people? They are rude, impatient, emotional persistent or aggressive people? Do you come home stressed out from work having had to work with difficult people all day? In IMA workshop participants will learn strategies for coping with challenging personalities. Even the most troublesome individuals can become manageable when you understand what causes undesirable behavior. **Workshop will discuss the following outlines:-**

- Understanding behavior and its effects
- Changing difficult behavior
- Preventing difficulties
- Dealing with manipulators
- Basic communication
- Dealing with difficult supervisors, co-workers and sub-ordinates
- Encouraging desirable behavior

Facilitator: MR. AMBER ARONDEKAR

Mr. Amber is the MD of Powertrain and a seasoned corporate trainer with over 18 years of corporate experience. He won several awards & recognitions and has been instrumental in establishing training processes in startup insurance organization.

Investment:

	Per Person	Group Offer (Min 5 Nominees)
IMA Members	Rs. 1200	Rs.1100
NON Members	Rs. 1800	Rs.1600 (Per Person)

(12.36% Service Tax will be additional)

Workshop at Pithampur:

VENUE:

MAN Trucks India Pvt. Ltd.
Plot No. 3, Sector 1,
Pithampur.

DAY & DATE:

Friday, May 9, 2014

TIME:

8:30AM – 4:00PM

Workshop at Dewas:

VENUE:

Kirloskar Brothers Ltd.
Opp. To railway station,
Ujjain Road, Dewas.

DAY & DATE:

Monday, May 12, 2014

TIME:

8:30AM – 4:00PM

For enquiry & registration please contact to:

Mr. Jaspreet Jeet Singh
M: +91 8889996138
E: info@imaindore.com/
ima.trainings@gmail.com
L: +91 731 2512544-45



Indore Management Association (IMA) has organized its Training @ Doorstep a one-day Workshop for the corporate people on Friday, 9th May 2014, at MAN Trucks India Pvt. Ltd, Pithampur & 12th May 2014, at Kirloskar Brothers Ltd., Dewas. The module for the workshop was: "Dealing with Difficult People" and Speaker for the session was Mr. Amber S. Arondekar, Founder & Mentor of Powertrain India.

Human beings are the only living resource that an organization possesses and hence it is important to know how to deal with them and why it is important to deal with them. As managers, we need to understand that it is not people who are bad, sometimes it is situation and circumstances that force them to behave in a particular manner. Reflecting on the skill-will matrix, facilitator Mr. Amber Arondekar said that it is important to understand the skill-will combination of employees, and assigning them a particular place on the matrix, suitable for them, helps deal with them.

The workshop was conducted by IMA at Man Trucks, Pithampur & Kirloskar Brothers Ltd., Dewas and was attended by all first and second line managers of the company.

The companies that participated in the workshop were – MAN Trucks India Pvt. Ltd., Rajratan Global Wire Ltd., STI Textile, Cipla Ltd., Indore Composite, Rosy Blue, Capital Via, Pinnacle Industries Ltd., Kirloskar Brothers Ltd., Vippy Soya, H&R Johnson, Diaspark, Ranbaxy Laboratories Ltd. and many more.



Mr. Amber S. Arondekar in discussion with the participants during the IMA Training @ Doorstep workshop at MAN Trucks India Pvt. Ltd, Pithampur



Mr. Amber S. Arondekar in discussion with the participants during the IMA Training @ Doorstep workshop at MAN Trucks India Pvt. Ltd, Pithampur



Mr. Amber S. Arondekar in discussion with the participants during the IMA Training @ Doorstep workshop at Kirloskar Brothers Ltd. Dewas



Mr. Amber S. Arondekar during the IMA Training @ Doorsteps workshop at Kirloskar Brothers Ltd. Dewas



आईएमए 'ट्रेनिंग एट डोरस्टेप' पर वर्कशॉप 'परिस्थितियां करवाती हैं खराब बर्ताव'

इंदौर। किसी संस्थान में ह्यूमन रिसोर्स ही एकमात्र जीवित संसाधन होता है, इसलिए इसका मैनेजमेंट सीखना हर मैनेजर के लिए जरूरी है। कठिन व्यक्ति या कर्मचारी हर संस्थान में होते हैं, सिर्फ उन्हें संभालना आना चाहिए।



इंदौर मैनेजमेंट एसोसिएशन के 'ट्रेनिंग एट डोरस्टेप' प्रोग्राम के तहत आयोजित वर्कशॉप में यह बात ट्रेनर अंबर अरोंदेकर ने कही। वे 'कठिन लोगों से कैसे पेश आएँ' विषय पर चर्चा कर रहे थे। प्रथम एवं द्वितीय श्रेणी के मैनेजर्स को ट्रेनिंग देते हुए श्री अरोंदेकर ने कहा कि प्रबंधक होने के नाते हमें यह समझना जरूरी है कि लोग हमेशा बुरे नहीं होते, कभी-कभी परिस्थितियां भी लोगों को खराब बर्ताव करने के लिए विवश कर देती हैं। उन्होंने मैनेजर्स को 'कर्मचारियों की मानसिकता समझने, उनके व्यवहार और नजरिए का व्यवहार पर पड़ने वाले प्रभाव' विषयों पर रोशनी डाली।

श्री अंबर ने बताया कि हर संस्थान में 15 प्रकार के कर्मचारी होते हैं और प्रत्येक की अपनी एक अच्छी और बुरी विशेषता होती है। अलग-अलग किस्म के कर्मचारियों की पहचान कर उनसे निपटने के लिए विधि सीखना कंपनी के नेतृत्व और शीर्ष अधिकारियों की जिम्मेदारी है। ऐसा करने से ही हर कर्मचारी की 100 प्रतिशत कार्यक्षमता का उपयोग किया जा सकता है।

Indore Management Association's Professional Women Forum organized a workshop on "How to Handle Butterflies in the Stomach" on May 10, 2014 at IMA Meeting Room.



IMA's Professional Women Forum

Invites you to a
Workshop On

“How To Handle BUTTERFLIES In The STOMACH”



By : **Ms. Sweta Khandelwal**
Director - Speech Craft

Day & Date: Saturday, May10, 2014

Time: 4:00 PM to 6:00 PM

Venue: IMA Meeting Room, Jall Auditorium, 56/1, South Tukoganj, Indore

RSVP: Ms. Harshita Tiwari +91 8889996133, **E-mail:** mail@imaindore.com

Indore Management Association's (IMA) Professional Women Forum had organized a workshop on “How to Handle Butterflies in the Stomach” on Saturday, 10th May 2014, at IMA Meeting Room, Jall Auditorium. The Speaker for the session was Ms. Sweta Khandelwal, Director Speech Craft. Ms. Sweta Khandelwal is a highly experienced trainer and associated with many educational institutes of Indore. Her forte lies in communication & soft skills.

The workshop explained how to overcome stage fright, nervousness & other inhibitions associated with it. It also created an understanding in various aspects of speech building.

Ms. Sweta Khandelwal discussed that in the corporate world we have to be ready with the perfect communication all the time may it be business report reading, presenting power point presentation and so on. She said that the stage fear can be overcome as a professional & as a experienced speaker does. This process of overcoming the problem should begin with a full understanding of why & where the problem exists.

The participants included IMA's Women Forum Members, professionals & students. The fruitful session concluded emphasizing various ways to control stage fear & confidence building.



Ms. Sweta Khandelwal explaining various aspects of speech building with the IMA Professional Women Forum Members.





IMA Professional Women Forum Members during the workshop.

IMA organized Evolution for Excellence Workshop on: "PERFORMANCE MANAGEMENT SYSTEM" on Wednesday, May 14, 2014 at Hotel Sarovar Portico, Indore.

<p align="center">IMA Evolution for Excellence</p> <p align="center">One Day Workshop Series for Executives & Managers On</p> <p align="center">Performance Management System</p> <p align="center">Wednesday, 14 May, 2014</p> <p>Wondering why your performance management systems are not getting the traction you want. Too often, these systems focus too narrowly to accelerate enterprise-wide success, or place accountability for performance management on the wrong organizational function. Learn the vital role in the Performance Management Process, and also learn its accountability for somewhere else. Gain the perspective on performance management that will get the traction organizations looking for. Participants will be able to apply their new knowledge in the development of an organizational performance management plan.</p> <p>Workshop will cover the below given issues:</p> <table border="0"> <tr> <td>• Balance Score Card</td> <td>• Critical Success Factor & KPI</td> </tr> <tr> <td>• Correlating BSC with Organization's Process & Procedure.</td> <td>• Stakeholder involvement in developing Performance Management System</td> </tr> <tr> <td>• Execution of Vision and Values as Strategic Objectives</td> <td>• Setting targets and making them work.</td> </tr> </table>		• Balance Score Card	• Critical Success Factor & KPI	• Correlating BSC with Organization's Process & Procedure.	• Stakeholder involvement in developing Performance Management System	• Execution of Vision and Values as Strategic Objectives	• Setting targets and making them work.	<p>Facilitator: Mr. Om A Singh Chauhan</p> <p>Mr. Chouhan is an accredited Trainer & Master Practitioner in Neuro linguist Program (NLP) & have spent 13 years in Bharti Airtel. He has a cross functional experience in the domains of Sales & Marketing, Customer service, HR, Quality & Knowledge Management. He is currently heading the Operational Excellence (DGM) in UN Circle and is responsible to ensuring the Six Sigma Culture in the organization by undertaking circle strategic projects and knowledge Management</p> <p>Venue - Hotel, Sarovar Portico</p> <p>Timing - 09:30 AM To 05:00 PM</p> <p>Day - Wednesday, 14 May, 2014.</p> <p>Investment - For IMA Member : 2200/- INR Non Member : 3500/- INR (12.36% Service Tax will be additional)</p> <p>Contact:</p> <table border="0"> <tr> <td>Mr. Jaspreet Jeet Singh M : +91 8889996138 Email : info@imaindore.com</td> <td>Ms. Harshita Tiwari M : +91 8889996133 Email : mail@imaindore.com</td> </tr> </table>	Mr. Jaspreet Jeet Singh M : +91 8889996138 Email : info@imaindore.com	Ms. Harshita Tiwari M : +91 8889996133 Email : mail@imaindore.com
• Balance Score Card	• Critical Success Factor & KPI									
• Correlating BSC with Organization's Process & Procedure.	• Stakeholder involvement in developing Performance Management System									
• Execution of Vision and Values as Strategic Objectives	• Setting targets and making them work.									
Mr. Jaspreet Jeet Singh M : +91 8889996138 Email : info@imaindore.com	Ms. Harshita Tiwari M : +91 8889996133 Email : mail@imaindore.com									

Indore Management Association (IMA) has organized its one-day Workshop for the corporate people on Wednesday, 14th May 2014, at Hotel Sarovar Portico, Indore. The module for the workshop was: "Performance Management System" and Speaker for the session was Mr. Om A Singh Chauhan, Corporate Trainer.

Om Singh spoke on the above subject at a daylong seminar held under the aegis of Indore Management Association. Mr. Singh pointed out that the balanced scorecard has evolved from its early use as a simple performance measurement framework for non-financial performance measures to a full strategic planning and management system.

Mr. Singh concluded with his remark that even Medium and Small Businesses need to adopt the BSC methodology to align its Vision to execution and have a clear internal external communication of its mission. The companies that participated in the workshop were –JaideepIspat& Alloys, Cummins, Pinnacle, Indira, Securities Pvt. Ltd, Sonic Biochem, HEG Ltd., Rajratan Global Wire , Sigma Chemicals, Methodex Systems Ltd., CHL Group of Hospitals, Ruchi Infrastructure Ltd., SS Global, Ruchi Group, Capital Via, STI, Anik Industries Ltd. ,



Indore Composite Pvt. Ltd., Permali Wallace Pvt. Ltd.



Mr. Om A Singh Chauhan in discussion with the participants during the IMA EFE Workshop at Hotel Sarovar Portico, Indore



The participants during the IMA EFE Workshop at Hotel Sarovar Portico, Indore



IMA EFE Workshop at Hotel Sarovar Portico, Indore



स्कोरकार्ड से बेहतर होता है परफॉर्मेंस

इंदौर इंदौर मैनेजमेंट एसोसिएशन की ओर से होटल सरोवर पोर्टिको में बुधवार को एक दिवसीय वर्कशॉप का आयोजन किया गया। परफॉर्मेंस मैनेजमेंट सिस्टम पर आयोजित हुई



ओम सिंह चौहान

वर्कशॉप में कारपोरेट ट्रेनर ओम सिंह चौहान ने वर्कशॉप में उपस्थित लोगों को मैनेजमेंट के फंडों से अवगत कराया।

इस दौरान उन्होंने कहा, बिजनेस के टाइप और साइज के

अनुसार स्ट्रेटजी प्लानिंग कर उसे अप्लाय किया जाता है। इससे बिजनेस एक्टिविटीज को विजन के अनुरूप कर संस्थान के इंटरनल और एक्सटर्नल कम्युनिकेशन को इम्प्रूव किया जा सकता है। संस्था पर सही नियंत्रण से गोल को हासिल करना बेहद आसान हो जाता है। कार्यक्रम के दौरान उन्होंने स्कोरकार्ड का महत्व बताते हुए कहा, इससे संस्थान का परफॉर्मेंस बेहतर होता है। साथ ही मैनेजमेंट सिस्टम भी पॉवर फुल होता है।

INDORE MANAGEMENT ASSOCIATION organized Center Of Excellence (COE) on "Living In More Than One World" on Tuesday, May 20, 2014 at IMA Meeting Room !



Indore Management Association

Invites you to
Center of Excellence (COE)

on

“Living In More Than One World”

Peter Drucker personified the value of creating and living a “total life” with diverse interests, relationships, and pursuits; what he called “living in more than one world.” The idea is that when we have a setback in one area, we can soften the blow by developing other areas of strength and support them by adding new meaning and dimensions to our life.

Facilitator: Lt. Col. V.K Gautam

Lt. Col. V. K. Gautam is the Professor & Group Director of Modern Group of Institutes, Indore. He is also the Managing Director of CAPE Assessment Center, Ahmedabad



Day & Date: Tuesday, May 20, 2014

Time: 6:30 PM to 8:00 PM

Venue: IMA Meeting Room

For Registration:-

Contact: Jaspreet Jeet Singh

Mob: +91 888-999-6138

E-mail: info@imaindore.com



Indore
Management
Association

Jall Auditorium, 56/1, South Tukoganj, Indore-452 001. Tel: 0731-2512544/45, 4069546
Fax: 0731-2528680. E-mail: mail@imaindore.com Website: www.imaindore.com

Indore Management Association organized a *Center of Excellence* session on “Living in more than one world” for its members. The program was organized on Tuesday May 20, 2014 at IMA’s Meeting Room, Jall Auditorium, Indore. The Speaker for the session was Lt. Col. (Vétéran) Dr. VK Gautam, Président, NCPO, New Delhi (Parivaar) Managing Director, CAPE Assessment Center Ahmadabad and a Philanthropist. He is also the President of Parivaar, a largest NGO of the world which is dedicated to the cause of disables.

At the outset the speaker mentioned about five questions that are to be asked to face the challenges of the unprecedented opportunities in the world today, for the attainment of own ambition, and these questions were based on the a combination of our strengths and self-knowledge.

The session sensitized the audience and certain techniques of self management were also given stating how to balance the wheel of life by maintaining the congruence of various aspects; to be a success in personal, career and social life.



Dr. VK Gautam during an exercise with the participants at IMA's Centre of Excellence evening program.



Dr. VK Gautam in discussion with the participants at IMA's Centre of Excellence evening program



Dr. VK Gautam with the participants at IMA's Centre of Excellence evening program.

SEMINAR

आईएमए का 'लिविंग इन मोर देन वन वर्ल्ड' विषय पर सेमिनार वीकनेस नहीं स्ट्रेंथ पर करें फोकस

plus रिपोर्टर

indoreplus@patrika.com

इंदौर. इंदौर मैनेजमेंट एसोसिएशन की ओर से मंगलवार को 'लिविंग इन मोर देन वन वर्ल्ड' का आयोजन किया गया। सेमिनार में लेफ्टिडनेंट कर्नल डॉ. वीके गौतम ने अपने विचार शेयर किए।

उन्होंने कहा आगे बढ़ने के लिए अपनी कमजोरियों के बारे में सोचने के बजाय अपनी स्ट्रेंथ पर विचार करें। परफॉर्मेंस को इम्पूव करने के लिए हार्डवर्क करने की जरूरत होती है। इस बात की पहचान खुद ही करनी होगी कि आप कैसे बेस्ट परफॉर्म कर सकते हैं। हर कंपनी के काम करने की अलग पॉलीसी होती है। कई बार एम्पलॉई और कंपनी के बीच में वैल्यूज को लेकर टकराव होता है, जो फ्रस्टेशन और खराब परफॉर्मेंस



का कारण बनती है। उन्होंने कहा चीजों को किस प्रकार से किया कि कुछ लोग ही जानते हैं कि जाता है।

खुद से पूछें ये सवाल

- | | |
|---|---|
| 1 मेस्ट वैल्यूबल स्ट्रेंथ एंड मेस्ट डेंजरर्स वीकनेस | 4 वॉट आर द मोस्ट डीपली हेल्ड वैल्यू |
| 2 हाउ टू आई लर्न एंड वर्क विद अदर्स | 5 वॉट टाइप ऑफ वर्क एन्वयरनमेंट कैन मेक छोटेस्ट वॉर्करी ब्यूशन |
| 3 वॉट टू रीड मोर अबाउट हाउ टू विकसल सीईओ | |



IMA organized 'HR Forum Meeting' on the topic "Why Should We Hire Slow & Fire Fast?" on Friday, May 30, 2014 at IMA Meeting Room.

IMA HR FORUM MEETING

Friday, May 30, 2014



Discussion Topic:

Why Should We Hire Slow & Fire Fast ?

Hiring is an investment – and good investments take the right approach and time at acquisition. When employees are well hired, the need to fire is already reduced. However, there are times when employees just don't work out, achieve what is expected, or clash with values, culture or management. Thus, it becomes necessary to cut the employee loose. Lets discuss at IMA HR Forum, why "Hire slow & fire fast" is well on its way in becoming the favorite cliché in the companies.

For Details Contact:

Ms. Harshita Tiwari

M: +918889996133

L: +91 731-2529649

Email: mail@imaindore.com

Time

6:30PM-8:00PM

Venue

IMA Meeting Room



Jall Auditorium, 56/1, South Tukoganj, Indore-452 001. Tel: 0731-2512544/45, 4069546
Fax : 0731-2528680. E-mail : mail@imaindore.com Website : www.imaindore.com



Participants during the HR Forum Meeting



Discussion during the HR Forum Meeting

IMA organised 'HR Forum Meeting' on the topic "Why Should We Hire Slow & Fire Fast?" on Friday, May 30, 2014 at IMA Meeting Room. It was a discussion which emphasized the modern approach of "hire slow & fire fast"



In a time of massive youth unemployment around the world, the principle of “hire slow, fire fast” may seem insensitive. However, for few reasons this approach is *more* compassionate than the alternatives.

First, it doesn’t serve the world to create bloated, bureaucratic companies that will slowly die. We need healthy, growing companies capable of sticking around for the long run.

Second, it isn’t compassionate to keep one person — but make their whole team struggle as a result. We need teams in which everyone can trust each other to do a great job. If “hire slow, fire fast” sounds harsh or mercurial, consider how harsh it is to allow a whole team to be held hostage by someone who should not have been hired in the first place. And while we’re on the subject, lacking courage is not the same as having compassion.

Third, trying to force someone to be something they are not is neither sustainable nor humane. It doesn’t serve people to keep them in the wrong role, giving them the same negative feedback week after week, month after month, year after year. So, to “hire slow, fire fast,” start by being absurdly selective in who you hire.

The discussion was fruitful. Various companies that participated in the discussion were-

Pensol industries limited, Kodixodel Ltd. Webgility Software Pvt. Ltd., Premier Biosoft, E Morphis, Diaspark Infotech, STI Textiles, National Steel, Indo German Tool Room, Cap & Seal, Piramal, LIC, Mahindra, GSIMR, Scientech.

Tête-à-tête with Mr. Anurag Batra & Mr. Suhas Gopinath



Tête-à-Tête
with
Mr. Anurag Batra & **Mr. Suhas Gopinath**
Chairman - BW | Business world
CEO & President – Globals
Topic: “Impact of MEDIA in developing GOOD GOVERNANCE”
Topic: “Seeing GLOBE through WEB”

Day & Date: Tuesday, June 10, 2014
Time: 07:00 PM
Venue: Hotel Fortune Landmark, Indore
Investment per person: Rs. 1200 + S. Tax

For more details please contact:
Mr. Jaspreet Jeet Singh
M: +91 8889996138
E: info@imaindore.com

Note: No registration charges for IMA Rendezvous Members



Indore Management Association organized a Tête-à-tête with **Mr. Anurag Batra**, on the topic “Impact of MEDIA in innovating & managing governance in future” & **Mr. Suhas Gopinath** on the topic “Seeing GLOBE through WEB”, on **Tuesday, June 10, 2014 at 7:00 p.m., Hotel Fortune Landmark, Indore.**

Mr. Utkarsh Trivedi, EC member IMA welcomed and introduced the guest speakers to the members present which & the program followed by the floral welcome of the speakers. Mr. Vijay Goyal, President IMA, proposed the welcome note.

Mr. Anurag Batra belongs to first generation entrepreneur and currently serving as Chairman of India’s Most Respected and widely acknowledged business magazine BW | Business world.

He also serves as Chairman and Editor-in-Chief of exchange4media group which includes exchange4media.com – India’s leading media industry website, PITCH – India’s only Advertising, Marketing and Media Magazine, IMPACT – The Marketing.

Mr. Anurag also serves as Joint Managing Director of India’s leading fortnightly magazine Governance Now. He is also an honorary advisor to India’s leading website on fashion,, and leading auto website, besides mentoring many budding entrepreneurs.



Mr. Suhas Gopinath at the age of 14 was recognized as the world's youngest certified Professional Web developer through his project coolhindustan.com. Mr. Gopinath was very assertive to be an entrepreneur and wanted to encourage the youth, he set up Globals in the year 2000 from an internet shop and has drastically scaled up Globals as one of the fastest growing Technology companies focused in Education, as featured in The Economist.

At the age of 16 he was recognized as the world's youngest entrepreneur in by CNBC and e Business, Canada. With this at the age of 17 he was recognized as the World's Youngest CEO by leading Medias across the globe including BBC, Washington Times, The Age, etc., including Limca Book of Records. He is also designated as the resource person for various B Schools in India and abroad for Entrepreneurship, and Advisory Board member at IIT Bombay Entrepreneurship Cell.

The European Parliament and International Association for Human Values conferred "Young Achiever Award" to Mr. Suhas Gopinath at the EU Parliament, Brussels.

In 2008, the prestigious World Economic Forum announced Suhas as one of the "Young Global Leaders" and he became the youngest member ever in the World Economic Forum's history.

Mr. Anurag Batra emphasized that the good governance is all about how citizens, leaders and public institutions relate to each other in order to make change happen. The media shapes in large part what people think of the issues and institutions that affect them. It is critical to the formation of public opinion. A free media is fundamental to any definition of democratic good governance.

He also apprised that IMA has passion & I haven't seen such a passion in any association, I have visited. He shared that Digital media is changing the impact by giving the example of **Modi's** Campaign. He quoted that - Its necessary to be financially strong else one would take shortcuts. Last but not the least he concluded with the saying that ; Be a positive catalyst always, money will come by its own.

Mr. Suhas Gopinath apprised about SMAC, Social mobile analytics & cloud.

He shared his experiences about various challenges he had faced during his journey as an entrepreneur. He discussed the ways through which social media has been amazingly occupied by the businesses.

The session was rich & enthusiastic & was appreciated by all.

The companies who participated in the program were:

Davesmen India, Sigma Chemicals, Ad-Manum Packaging Ltd, Neeraj Engineering, Capital Constructions Pvt. Ltd., LIC of India, Gajra Gears Ltd., Rajratan Global Wires Ltd, Capital Via Global Research Ltd., Jaideepsipat& Alloys Pvt. Ltd., Sonic BiochemExtractions Ltd. CAPCO, Sacos Indigo Pvt.Ltd., Mahindra, Mittal Corp Limited, Vastramber, Accures Legal, Cipla Ltd., Rosy Blue, Matchbox, DCBS Indore, Choithram International, Percept Swift Advertising Pvt. Ltd, AtulPolychem, Directorate of Distance Education DAV, Indore Patel Audio Visual, Radisson Blu Hotel, Anik Industries, Power Train, Neocorp, Truba College and many more.



Mr. Vijay Goyal, President IMA welcoming Mr. Anurag Batra & Mr. Suhas Gopinath.



Mr. Anurag Batra during the discussion with the participants.



The participants during Tete-a-tete.



Mr. Suhas Gopinath addressing during the session.

‘सशक्त हो रहा है मीडिया का डिजिटल स्वरूप’

आईएमए के सेमिनार में वक्ताओं ने रखे विचार

इंदौर। आईएमए द्वारा होटल फॉर्च्यून लैंडमार्क में आयोजित सेमिनार में बिजनेस वर्ल्ड के चेयरमैन ने गुड गवर्नेंस में मीडिया के प्रभाव पर अपने विचार रखे, वहीं ग्लोबल इंक के यंग सीईओ सुहास गोपीनाथ ने वेब की नजरों से लोगों को दुनिया दिखाई।

‘इंपैक्ट ऑफ मीडिया इन गुड गवर्नेंस’ विषय पर अनुराग बत्रा ने कहा कि पहले मीडिया सिर्फ अखबारों तक ही सीमित था, लेकिन बदलते वक्त के साथ अब मीडिया का डिजिटल रूप भी सशक्त होता जा रहा है, हालांकि आज भी अखबारों की विश्वसनीयता बनी हुई है। आज मीडिया सबसे अधिक तनाव के दौर से गुजर रहा है। लोगों में भ्रान्ति है कि मीडिया संस्थान बहुत प्रॉफिट कमाते हैं, लेकिन वास्तविकता अलग है। मीडिया के लोगों को दूसरे ग्रह के प्राणियों की तरह देखा जाता है। लोग भूल जाते हैं कि वे भी हमारे और आपके बीच के ही लोग हैं।



मीडिया का आर्थिक सशक्तिकरण जरूरी

श्री बत्रा ने कहा कि मीडिया का आर्थिक रूप से सशक्त होना जरूरी है। तभी मीडिया बिना किसी बाहरी शक्ति के दबाव में आए सामाजिक मुद्दों पर लंबी लड़ाई लड़ सकेगी। उन्होंने कहा कि कई गंभीर मुद्दों पर मीडिया ने सकारात्मक कार्य करते हुए न्याय दिलाने में महत्वपूर्ण भूमिका अदा की है। मीडिया लोगों को जागरूक करने के साथ समाज की कमजोरियों को उजागर करते हुए नए लीडर्स पैदा कर रहा है।



सोशल साइट्स पर मौजूद हैं बिजनेस की संभावनाएं अपार

plus रिपोर्ट

indoreplus@patrika.com

इंदौर, आज के दौर में सोशल, मीडिया, एनालिसिस और क्लाउड (smac) का जितना ज्यादा इस्तेमाल करेंगे, विकास की रफ्तार उतनी अधिक होगी। ये कहना है आईटी कंपनी ग्लोबल आईएनसी के सीईओ सुहास गोपीनाथ का। वे मंगलवार को होटल फॉर्च्यून लैंडमार्क में आईएमए की ओर से आयोजित सेमिनार को संबोधित कर रहे थे।

उन्होंने कहा सोशल मीडिया में बिजनेस की अपार संभावनाएं मौजूद हैं, जरूरत है उन्हें पहचान कर इस्तेमाल करने की। पब्लिक स्कूल एजुकेशन को इम्पूव करने के लिए आईवीआरएस टेक्नोलॉजी का यूज करने की जरूरत है। इससे स्कूल और स्टूडेंट्स की सही जानकारी पैरेंट्स और गवर्नमेंट तक पहुंच पाएगी। कार्यक्रम को संबोधित करते हुए बिजनेस वर्ल्ड के अनुराग बत्रा ने कहा कि मीडिया अपने समाजिक

कर्तव्यों को भूला नहीं है। शोषित वर्ग को न्याय दिलाना आज भी मीडिया की प्राथमिकता में शामिल है। उन्होंने कहा सोशल मीडिया के इस दौर में लोगों का अखबारों के प्रति विश्वास कायम है। अखबारों की पहुंच सोशल मीडिया से ज्यादा है। विकिलीक्स के दौर में आप घोटाला कर ये नहीं सोच सकते कि वो उजागर नहीं होगा। समारोह में शहर और आस-पास के क्षेत्र की विभिन्न कंपनियों के कॉर्पोरेट्स मौजूद थे।



United Consulate Inaugurates American Business Corner

Mumbai – U.S. Principal Commercial Officer Ms. Camille Richardson today inaugurated the American Business Corner (ABC) in partnership with the Indore Management Association in Indore, Madhya Pradesh.

The Indore ABC is the second such initiative in western India, the first being in Surat, Gujarat. ABCs allow the Foreign Commercial Service to organize programs, visits, events and disseminate information on U.S. Government programs to connecting Indian buyers to U.S. suppliers, and Indian investors to opportunities in the United States.

Indore Management Association welcomed the esteemed guests to the Inaugural Ceremony of American Business Corner & the prestigious partnership of International Trade Administration, US Department of Commerce with Indore Management Association.

The program started with the lightning of lamp & ribbon cutting ceremony signifying the opening of the American Business Corner at Indore Management Association. MOA & Certificate was also presented by U.S. Principal Commercial Officer Ms. Camille Richardson.

Mr. Vijay Goyal, President - Indore Management Association said, International Trade Administration (ITA) strengthens the competitiveness of US Industry, promotes trade and investment & ensures fair trade laws and agreements. It also works to improve the global business environment and helps U.S. organizations compete at home and abroad.

He also discussed that the goals of this joint, U.S. Trade and Investment Expansion partnership are to increase awareness of the economic benefits of trade; educate the public on trade activities as a job creation and growth strategy and to encourage U.S. businesses interested in exporting and foreign businesses interested in investing in the United States to seek the assistance of ITA.



Speaking at the occasion, Ms. Camille Richardson said, “The American Business Corner in Indore will foster new trade and investment links between the United States and India, helping create jobs in both of our countries. The selection of Indore underscores our belief that much of India’s future growth will come from cities like Indore.”

The members present appreciated & congratulated Indore Management Association for this prestigious collaboration with US Department of Commerce.

Companies who participated in the Inaugural Session were:

Rosy Blue, Gabriel India Ltd., Gajra Gears Ltd, Emorphis Software Tech, Tata Precision Industries, DiasparkInc, Jaipuria Institute of Management, Innovative Clad Solutions, Trump Crown pvt. Ltd, Eco Build Engineers, ABS Softech, Divergent Software Labs, Davesman India

Sigma Chemicals, Swan Finance Ltd., Neocorp International, Ad-ManumPackagings Ltd.

Percept Swift , Omega Rubber BM Jain & Co, CH Edgemakers, GramcoInfratech (P) Ltd.NaiDuniaAbsolute Training Solution Niraj Engineering Co. (P) Ltd.

CSC India, IPS Academy and many more.





Ms. Camille Richardsonduing the inaugural ceremony of American Business Corner at Indore Management Association with Mr. Jagdish Verma, Mr. Vijay Goyal & Mr. Shamit Dave.



Ms. Camille Richardson introducing the American Business Corner.



Ms. Camille Richardson presenting the MOA Certificate to Mr. Vijay Goyal - President IMA



The guests during the inaugural session of American Business Corner at Indore Management Association.



IMA's Evolution for Excellence Workshop

**IMA's
Evolution for Excellence**
(A one-day workshop series)

**Managing Conflict
at Workplace**

Venue: Hotel Sarovar Portico

Timing: 09:30 AM To 05:00 PM

Day: Thursday

Date: June 26, 2014

Investment:

For IMA Member : 2200/- INR

Non Member : 3500/- INR

(12.36% Service Tax will be additional)



"As long as the conflict is functional, the organization will grow, the moment it becomes self-based or dysfunctional, it would lead to devastation"

(Study by Mr. John, CEO of IBM in 1991-92)

The aim of this IMA workshop is to enhance productivity and satisfaction, by way of reducing the conflict and hostility at work place and at the same time creating an environment of camaraderie for self-improvement-cum-organizational growth. Workshop will cover given below areas -

- Concept of "Conflict Management"
- Conflict Process and Converting Conflict into a useful dialogue
- Echelons of Command as a Team Player in the System.
- Enhancing Capability to Lead
- Understand the scenario at Work Place and Manage
- Understanding the conflict handling intention

Facilitator of the Workshop : Lt. Col. (Vétérán) Dr. VK Gautam, Président, NCPO, New Delhi (Parivaar) Managing Director, CAPE Assessment Center Ahmadabad and a Philanthropist. He is also the President of Parivaar, a largest NGO of the world which is dedicated to the cause of disables.

For registration please contact:

Mr. Jaspreet Jeet Singh
M : +91 8889996138
Email : info@imaindore.com

Ms. Harshita Tiwari
M : +918889996133
Email : mail@imaindore.com

Indore Management Association (IMA) has organized its one-day Workshop for the corporate on Thursday, 26th June 2014, at Hotel Sarovar Portico, Indore. The module for the workshop was: "Managing Conflict at Work Place" and Speaker for the session was Lt. Col. Dr. V K Gautam, Corporate Trainer and MD, CAPE Assessment Center

Conflict can be serious issue in an organization and would lead to closure of a business, if not, surely there could be a loss of productivity or may lead to losing good people from an organization. It must be understood that all conflicts are not bad, as long as they are functional. Hence, it is important to incorporate additional aspects; like conflict process, cognitive dissonance, negotiation and bargaining and techniques to solve conflicting issues at work place. It is also pertinent to note that superior, colleagues and subordinate relations play a paramount role at work place. One should be clear that employer and employee relation is a key



success in any business. To maintain such coordination and respect for each other high degree of understanding is required, like more wisdom than intelligence. Hence, both the sides have to understand each other's stance for developing a conducive-environment with collaborative approach for the better results by building spirit de corps.

Col. Gautam covered various aspects; starting from causes, process and various schools of resolutions techniques, supported by use of Instruments' to find out the approach in life of participants and for application of the subjects, real industry cases were discussed. Col. Gautam also pointed out that conflict in the organization is must and useful, as long as organizational interest comes first and it is functional for the good health of the organization, with one simple principle, ' if organization grows- all grow; all grow- I grow; I grow-all grow, and if all grow- organization- grows'.

Participants attained multi-prong benefits:

- (a) Participants understood the latest concept of "conflict management"; whereby, they could improve their true understanding of conflict process and converting conflict into a useful dialogue.
- (b) They would be able to perform better in various echelons of command or as a team player in the system.
- (c) Participants also enhanced their capability, with regards to; how to lead, understand the scenario at work place and manage to make a worthwhile place of work for self and others by understanding the conflict handling intention and managing it, professionally.

Col. Gautam concluded that conflict is inevitable and we should convert into productivity with precision.

The companies that participated in the workshop were –Cipla, Jaideeplspat& Alloys, Capco, Cummins, Pinnacle, Indira Securities Pvt. Ltd, Idea, Sonic Biochem, HEG Ltd., Rajratan Global Wire , Sigma Chemicals, Capital Via, Anik Industries Ltd. ,D&H Secheron, E Morphis .



IMA's Evolution of Excellence Workshop by Lt. Col. Dr. V K Gautam.



Participants during discussion with Lt. Col. Dr. V K Gautam



Participant during discussion at the workshop with Lt. Col. Dr. V K Gautam.

WORKSHOP



कॉर्पोरेट्स ने जाने कॉनफ्लिक्ट दूर करने के तरीके

इंदौर मैनेजमेंट एसोसिएशन की ओर से वर्कशॉप

plus रिपोर्टर

indoreplus@patrika.com

इंदौर. इंदौर मैनेजमेंट एसोसिएशन की ओर से गुरुवार को होटल सरोवर पोर्टिको में वर्कशॉप का आयोजन किया गया। 'मैनेजमेंट कॉनफ्लिक्ट एट वर्क प्लेस' विषय पर आयोजित इस वर्कशॉप में लेफ्टिनेंट कर्नल डॉ. वीके गौतम ने विचार रखे।

उन्होंने कहा किसी भी इंस्टीट्यूट में मतभेद बहुत गंभीर मुद्दा है। बढ़ता मतभेद बिजनेस को बंद करने का कारण भी बन सकता है। ऐसा नहीं हुआ तो कम से कम ये लॉस ऑफ प्रोडक्टिविटी और संस्थान में अच्छा काम करने वाले कर्मचारियों को खोने का कारण भी बन सकता है। कर्नल गुप्ता ने ये भी माना कि संस्थान के लिए

मतभेद का होना जरूरी और उपयोगी है। इसके जरिये संस्थान की सेहत अच्छी रहती है और कर्मचारियों को इंस्टीट्यूट के इंटेरेस्ट के बारे में भी पता होता है।

सभी मतभेद बुरे नहीं

कर्नल गुप्ता ने कहा हमें ये समझने की जरूरत है कि सभी मतभेद बुरे नहीं होते, जब तक की उन्हें सॉल्व किया जा सकता है। इसे दूर करने के लिए मतभेद के कारण को जानना जरूरी है। ये भी ध्यान रखने वाली बात है कि सीनियर, कलिंग और सब ऑर्डिनेट का रिश्ता हमेशा एक-दूसरे से जुड़ा रहता है। बिजनेस की सफलता के लिए एम्प्लॉइ और एम्प्लॉयर का रिलेशन बहुत महत्वपूर्ण होता है। एक दूसरे के लिए सम्मान और बेहतर कॉर्डिनेशन के लिए अंडरस्टैंडिंग जरूरी है।



Training@doorstep workshop series on "PERSONALITY DEVELOPMENT – ESSENTIALS OF CREDIBILITY, COMPOSURE & CONFIDENCE"

Tuesday, July 8, 2014 at Gajra Gears Pvt. Ltd. Dewas & Tuesday, July 15, 2014 at MAHLE Engine Components India Pvt. Ltd, Pithampur



Indore Management Association (IMA) has organized its Training @ Doorsteps a one-day Workshop for the corporate people on Tuesday, July 8, 2014 at Gajra Gears Pvt. Ltd. Dewas & Tuesday, 15th July 2014, at MAHLE Engine Components India Pvt. Ltd, Pithampur. The module for the workshop was: "Personality Development – Essentials of Credibility, Composure & Confidence" and Speaker for the session was Ms. GulParvez.

In this fast moving world of today where brands are competing with one another and each corporate house is vying to outshine the other, the focus has turned to strengthening their human resources.

Hence it has become incumbent to instill impeccable Soft Skills, Communication Skills and International Corporate knowhow and expectations in their employees to meet the Global challenges.

Ms. GulParvez is the Founder of Personality Enhancement & Soft Skills Development Institute known by the name "Panache" and a corporate trainer for most of the corporate houses in the central region.

In this program Ms. Parvez laid stress on Motivation, Conversation and Listening Skills, Importance of Positive attitude and Commitment. Trainer also, gave an insight on Corporate and International Business etiquette as well expected cordial behavior towards female employees.

Along with technical knowhow, the Soft Skills also are very essential and cannot be overlooked, as expectations are riding high, and they assist an organization to create a niche for themselves in the corporate society.



The companies that participated in the workshop were – Mahle, Jaideepsat & Alloys, Rosy Blue, John Deere, National Steel, Rajratan, VECV, Pinnacle Gajra Gears, Gabriel, HEG, EHS Consultants, DEWAS Techno, Dewas Metal and many more.



Ms. GulParvez, interacting with the participants during the training@doorstep workshop at Gajra Gears Pvt. Ltd. Dewas



Ms. GulParvez speaking on 'Confidence Building' during the workshop at Gajra Gears Pvt. Ltd. Dewas.



Ms. GulParvez during the workshop at Mahle Engine Components India Pvt. Ltd, Pithampur.



During the training@doorstep workshop on Development – Essentials of Credibility, Composure & Confidence at Mahle Engine Components India Pvt. Ltd, Pithampur.

GROOMING

‘पॉजीटिव एटिट्यूड के साथ कमिटमेंट भी है जरूरी’

आईएमए का वन डे पर्सनैलिटी डवलपमेंट सेमिनार



plus रिपोर्ट

indoreplus@patrika.com

इंदौर. सक्ससेसफुल बिजनेस करियर के लिए पॉजीटिव एटिट्यूड जितना जरूरी है, उतना ही जरूरी है कमिटमेंट। तेजी से चैंज हो रहे कॉर्पोरेट वर्ल्ड में स्टेबल बने रहने के लिए दूसरे को कम्पीट करने से ज्यादा जरूरी है अपना कमिटमेंट पूरा करना। इसी से मार्केट में एक पॉजीटिव इमेज क्रिएट होती है। यह कहना है पर्सनैलिटी इन्हेंसमेंट और सॉफ्ट स्किल डवलपमेंट इंस्टीट्यूट की फाउंडर गुल परवेज का। मंगलवार को वे इंदौर मैनेजमेंट एसोसिएशन की वन डे कॉर्पोरेट ट्रेनिंग वर्कशॉप

में वे बतौर मेन स्पीकर शामिल हुईं। पीथमपुर स्थित माहले इंजिन कम्पोनेन्ट्स इंडिया प्रा.लि में हुई इस वर्कशॉप में ‘पर्सनैलिटी

डवलपमेंट- एसेशियल ऑफ क्रेडिबिलिटी, कम्पोस एंड कॉन्फिडेंस’ विषय पर गुल परवेज ने स्पीच दी।

बिजनेस एटीकेट्स सिरवाए

प्रोग्राम में उन्होंने सॉफ्ट स्किल, इम्पोर्टेंट ऑफ पॉजीटिव एटिट्यूड एंड कमिटमेंट के साथ ही कॉर्पोरेट एंड इंटरनेशनल बिजनेस एटीकेट्स के बारे में बात की। उन्होंने कहा कि कॉर्पोरेट संसाधनी में अच्छी इमेज बनाने के लिए टेक्निकली अपडेट तो होना ही चाहिए साथ ही सॉफ्ट स्किल्स की इम्पोर्टेंस भी बताई। कंपनी में फीमेल एम्प्लॉइज के साथ कैसा बिहेवियर करना चाहिए यह भी उन्होंने बताया। माहले के अलावा जयदीप इरफ़ाट एंड एलॉयस, जेजी ब्लू, जॉन डीरे, नेशनल स्टील और वीईसीपी के पार्टिसिपेंट्स ने भी वर्कशॉप में हिस्सा लिया।



WEDNESDAY, July 16, 2014



Invitation to attend Film Show
On
“Vertical Limit”

An emotionally-charged action-adventure story, THE VERTICAL LIMIT is a high-adrenaline tale of a young climber who launches a treacherous and extraordinary rescue effort up K-2, the world's second highest peak, to save his sister and her summit team in a race against time.



On

Wednesday, July 16, 2014
from 6:30 pm to 8:00 pm
at IMA, Meeting Room

Moderated By -

Er. Rakesh Jain
Trainer
Outdoor Learning Resources

Contact:

Jaspreet Jeet Singh
Mob: 8889996138
Ph: 0731-2512544-45
Email: info@imaindore.com

56/1, Jall Auditorium,
South Tukoganj,
Indore - 452001



We do it our way...

Indore Management Association organized a Film Show, on “Vertical Limit” for management professionals and students. The program was organized on Wednesday, July 16, 2014 at IMA’s Meeting Room, Jall Auditorium and Indore. The Moderator for the session was Er. Rakesh Jain, Trainer, Outdoor Learning Resources.

Er. Rakesh Jain established “Outdoor Learning Resources, Indore” an outbound training company for developing real work force. He has an active interest in behavior dynamics. His vast experience in the



adventure playfields of the Himalayas coupled with insights into the mechanisms of the human mind have seen him develop and design a vast number of training modules over the last 5 years. His specialty lies in using the Outdoors as a medium to communicate complex & difficult ideas and making them fun while improving the learning curve. He has handled many training programs for companies around the region and nationally as well.

Er. Jain moderated clips of The Movie Vertical Limit wherein he said Mountains are always a teacher to all main kinds. Mountains specially Himalaya is a great institution for learning all Life skills and Managerial skills and oneself can explore his own capacity and capabilities during visiting its deep reaches and valleys. He also emphasized that the Vertical Movies is about climbing the World second highest mountain K2 situated in Karakoram Range and about the search and rescue of Team during a fix time format. Learning's from the movie are:

- Any Task will need a concrete panning and a contingency for Second plan.
- Leader is very important and everyone should be follow their direction above the personal and emotions.
- Celebration of success should be only after the successfully accomplishing the result.
- Every team members will have an important role.
- Deadline of time effect the performance, so do well before the time die.
- In today's world only Survival of the fittest will grow, because they are very well equipped for all odd situations.
- The Motivation should keep high never look down.
- If your intentions are positive you definitely get benefited by others.
- Respect life and its all circumstances on positive side.

At the end he concluded that this movie teaches the all aspect of life management skills from the height of 28251 feet.



Mr. Rakesh Jain moderating the movie "Vertical Limit"



The participants during the film show on "Vertical Limit".

हिमालय है लाइफ स्किल का बेस्ट इंस्टीट्यूट

आईएमए शो में फिल्म वर्टिकल लिमिट का प्रदर्शन



इंदौर पर्वत हमेशा से ही इंसान के लिए एक टीचर साबित हुए हैं। अपने विशाल स्वरूप के कारण वे इंसान को लाइफ स्किल्स से जुड़ी कई बारीकियां सिखाते हैं। हिमालय तो लाइफ स्किल का बेस्ट लर्निंग इंस्टीट्यूट है। ये कहना है आउटडोर लर्निंग रिसोर्सस इंदौर को स्टेब्लिश करने वाले इंजीनियर राकेश जैन का। बुधवार को इंदौर मैनेजमेंट एसोसिएशन की ओर से आयोजित फिल्म शो में वे बतौर मॉडरेटर

शामिल हुए। इस अवसर पर फिल्म वर्टिकल लिमिट का प्रदर्शन किया गया। फिल्म के दृश्यों से राकेश जैन ने लाइफ स्किल्स से जुड़ी कई बारीकियां बताईं।

प्रोग्राम में उन्होंने बताया कि कोई भी प्लान तभी पूरा होता है, जब उसकी प्रॉपर प्लानिंग की जाए। लक्ष्य को पाने के लिए लीडर का होना बेहद जरूरी है। उन्होंने हर टीम मेंबर के इम्पोर्टेंट रोल और पॉजिटिव एटिट्यूड के बारे में भी बताया।



Excellence for Proficiency- "COMPANY LAW AND DIRECT & INDIRECT TAXES", Thursday 17th July, 2014



TWO DAYS WORKSHOP ON EXCELLENCE FOR PROFICIENCY

on

COMPANY LAW AND DIRECT & INDIRECT TAXES

Date: July 17th & 18th | Duration: Two days | Venue: Hotel Sarovar Portico

Highlights of the Workshop-

TAXES 2014

- Intensive coverage of changes in Tax - Direct & Indirect
- Insight budget

COMPANY LAW

- Impact on Industry laws
- Changes applicable to corporate Financial Statements, Audit, Fraud, Depreciation, Loans and Deposits, Reporting

July 17th
Session on Day 1
Direct and Indirect Tax

July 18th
Session on Day 2
Company law

Investment

One Workshop: ₹2,000 (For members)
Two Workshops: ₹3,500 (For members)
(Service Tax will be additional)

Profiles of the Speakers-

1st DAY SPEAKERS

CA Arvind Chawla

is a Chartered Accountant, Information System Auditor & Company Secretary. He is a leading practitioner in the area of Service Tax within the states of M. P, Maharashtra, Rajasthan and Gujarat.

CA Manish Dafria

Managing Partner of Chartered Accountancy firm M/s. V.K. Dafria & Co. Indore. His area of specialization includes International taxation and internal audits. He is also a visiting faculty at IIM Indore since last 12 years. He has been nominated by Ministry of Finance, Government of India to the Regional Direct Advisory Committee, Indore Region for the year 2011-13.

2nd DAY SPEAKERS

CA Navin Khandelwal

is practicing CA for last 17 Years. Expertise in the area of Audit. He is a faculty at ICAI in various courses & also Executive Council Member, IMA.

CA Girish Agarwal

with over 17 years of professional experience, is a fellow member of ICAI with excellent exposure to diverse work areas like Direct Tax Litigation representation at ITAT, Transfer Pricing Services, Search, Corporate Mentoring etc.

Contact Details-

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Ms. Harshita Tiwari

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Indore Management Association (IMA) organized its two day exclusive workshop for corporate & individuals on Wednesday 16th July & Thursday 17th July, 2014 at Hotel Sarovar Portico, Indore. From **10 A.M.** to **5 P.M.** on the topic “Company Law & DIRECT & INDIRECT TAXES”

And the speakers for the session were: **CA. ArvindChawla, CA. Sunil Jain** and **CA. Manish Dafria, CA Navin Khandelwal.**

Mr. Chawla deliberated upon the changes made in the budget in the areas of service tax. Few specific Service tax related changes are as follows:

- Radio taxis now made taxable
- Also air-conditioned chartered buses for hire, eg. for companies are now taxable
- Advertisements other than in print media are taxable again
- Exemption to education services restricted and renting of property to educational institutions now taxable.
- Transportation of cotton, organic manure exempted
- No penalty waiver in cases of fraud and suppression of facts.
- Interest rate increased from 18 % to 30% as per period of delay
- Service tax payment mandatorily through internet banking.
- Time limit for adjudicating cases by department authority fixed upto one year
- Central government can now sell property of successor in case of default in tax payment by predecessor of business
- Amendments made in SEZ provisions

Indirect taxes:

- Tribunal can now refuse to admit a case below Rs. 2 lakh.
- Before filing first appeal 7.5% of amount demanded including penalty is to be deposited and at second stage appeal before Tribunal, 10% of the amount is to be deposited subject to maximum deposit of Rs. 10 crore. This will increase the pressure on assesses in case of frivolous demand
- Benefit of advance Ruling can be availed even by a resident private limited company
- A newly introduced provision, equally applicable to service tax provides for sharing of information by the classes of persons (local authorities, departments, banks) as specified with the central excise department, failing which penalty can be levied on them
- Nullifying the judgment of Supreme Court in Fiat India case, provision is inserted that sale value shall be considered for levying duty where goods are sold below cost of production.

Mr. Jain discussed the changes in the excise and custom.



Mr. Khandelwal & Mr. Agrawal discussed on the Company Law.

Mr. Dafria highlighted the changes in the income tax, all discussions were with aspect to corporate and each provision was discussed in detail. Points Covered were:

INCREASE IN EXEMPTION LIMIT, HOUSE PROPERTY INCOME, SEC. 80C, BUSINESS INCOME, Investment Allowance u/s 32AC, CSR deduction, Disallowance of deduction for TDS Default –

The speakers for the session ON 18th were: **CA. Navin Khandelwal, CA. Girish Agrawal** and **CS. AshishGarg.**

Mr. Khandelwal&Mr. Agrawal deliberated upon the changes made in the Company Law:

- The areas covered were from the conceptual changes in the LAW to the details of the various provisions in the ACT 2013.
- The topics discussed were Loans and Investments. Directors and Related Party Transactions.
- Further the topics related to presentation of accounts and auditors were discussed as they are more relevant to corporate in the current scenario.
- Practical cases were taken for better understanding
- Secretarial Areas of filing of documents to ROC was also discussed.

In the last session, **CS. AshishGarg**, Secretary of WIRC of the ICSI has briefed about the Compliance Management under the Companies Act 2013 related to filing of various forms with Ministry of Corporate Affairs. He informed that the Corporate has to be more vigilant and alert as the level of compliances has increased many folds. He informed that we have to move in the direction of Absolute Compliance i.e. Compliance with letter and spirit both, from the era of Apparent or Adequate Compliance where the letter or spirit is missing. He told that somehow this Act is too harsh on the Private Limited Small Companies which may adversely affect the corporatization of small family owned businesses which are running in Proprietorship or Partnerships.

The companies that participated in the workshop were – Cummins, Jaideepsat& Alloys, Capital Construction, John Deere, National Steel, Kirloskar, Permali Wallace, Eicher Tractors and many more.



CA Sunil Jain during the workshop .



CA Manish Dafaria during the workshop.



CA AshishGarg during workshop.



CA Naveen Khandelwal during the workshop

Indo – South Africa Business Relations

Indore Management Association organized an interactive session with South African Delegation on “Indo – South Africa Business Relations” on Saturday, July 26, 2014 at Hotel Fortune Landmark, Indore. Mr. Vijay Goyal, President - Indore Management Association welcomed the esteemed guests **Hon. Mr E.S. Magashule**, Premier, Free State province and other delegates to the Interaction Session.

The program started with the floral welcome of the delegates from Free State - South Africa. Mr. Vijay Goyal, President - Indore Management Association gave the presentation on IMA and its contribution to the region. He also emphasized that “International Trade strengthens the competitiveness of Industries,



promotes trade and investment & ensures fair trade laws and agreements. It also works to improve the global business environment and helping organizations compete at home and abroad”

Premier of Free State, South Africa said, India supported us during the apartheid and during our hard times, this is what made us to collaborate with India. We respect the values of Mahatma Gandhi & Nelson Mandela who fought for South Africa during apartheid. He elaborated; we are rich terms of agriculture, infrastructure, health, medicines, tourism etc. We need support from India to work together in these fields. The Premier said that they have opened a new development bank in South Africa and in the coming years wish to have strong economy because “Economic power is most important for any country”. South Africa spends 40% of its budget on education and gives due importance to education of the people in the state. 85% children have free access to education in the state. Premier said, they have humble and responsible people which they admire the most. From India they are not only looking for business but also strengthening political relations. He announced that they are organizing South Africa Week on 8-9 Sept. in Delhi Mumbai & 11-12 Sep in Delhi and invited business delegates from Indore.

Hon. Mr E.S. Magashule interacted with the corporates professionals & entrepreneurs of the city & shared the Business scenario along with the various opportunities related to business in Indore region. He shared that Indore is an emerging state of India in terms of food production, education, health & agriculture and could enhance better business opportunities.

The program was followed by the question & answer session with the answered the queries related to business prospects in South Africa.

The initiative taken by IMA was very well taken and appreciated by the local entrepreneurs and corporates. It was a wonderful session with so many possibilities of new avenues and ventures.



Companies who participated in the Session were –
Capital Via, Capital Constructions Pvt. Ltd., CAPCO, Indira Securities Pvt. Ltd., Ipca Laboratories Ltd., Gabriel India Ltd., Mittal Corp Limited, Sigma Chemicals, Neo Corp International and many more.



Mr. Utkarsh Trivedi, Joint Secretary IMA introducing IMA to the South African Delegation.



Mr. Vijay Goyal, President IMA


addressing the South African Delegation.



Participants during the session.



Indore Management Association (IMA) has organized its one-day Workshop for the corporate on Tuesday, 29th July 2014, at Hotel Sarovar Portico, Indore. The module for the workshop was: “EXCELLING AS HIGHLY EFFECTIVE TEAM” and Speaker for the session was Mr. Rakesh Jain, Director of “Outdoor Learning Resources”, MBA, Life coach of NLP.

<p>Evolution for Excellence (A one-day workshop series) ON</p> <p>Excelling as Highly Effective Team</p> <p>Methodology Experiential & NLP</p> <p>Venue: Hotel Sarovar Portico Timing: 09:30 AM To 05:00 PM Day: Tuesday Date: July 29, 2014</p> <p>Investment: For IMA Member : 2200/- INR Non Member : 3500/- INR (12.36% Service Tax will be additional)</p> <p> INDORE MANAGEMENT ASSOCIATION</p>	<p>They don't think "I". They don't think "we"; they think "Team".</p> <p>It's not the technology, finance or strategy; it's the teamwork that remains to be the ultimate competitive advantage of organizations both because it's powerful and rare. A team is a living entity, integrating diverse and different individuals, whose greatest challenge is to evolve into a smooth functioning, cohesive and synergistic unit. Thus, team-building workshops are used to forge new bonds between co-workers or team members.</p> <p>Workshop will cover:</p> <ul style="list-style-type: none">•Team Building•Role Play•Team Dynamics•Planning & Implementation•Leadership n Decision making skills•Managing with limited resources and other constraints•Performing under stress and difficult situations•Breaking own barriers and coming out of Comfort Zone. <p>Workshop Facilitator :</p> <p>Rakesh Jain is a Director of “Outdoor Learning Resources”. He is an MBA, Engineer, Life Coach of NLP. His vast experience in the management & adventure playfields coupled with insights into the mechanisms of the human mind have seen him develop and design a vast number of training modules over the last decade. Team building is his forte and has conducted various Outbound Workshops for a diverse profile of teams ranging from all service and manufacturing sector.</p> <p>For registration please contact:</p> <table><tr><td>Mr. Jaspreet Jeet Singh M : +91 8889996138 Email : info@imaindore.com</td><td>Ms. Harshita Tiwari M: +918889996133 Email : mail@imaindore.com</td></tr></table>	Mr. Jaspreet Jeet Singh M : +91 8889996138 Email : info@imaindore.com	Ms. Harshita Tiwari M: +918889996133 Email : mail@imaindore.com
Mr. Jaspreet Jeet Singh M : +91 8889996138 Email : info@imaindore.com	Ms. Harshita Tiwari M: +918889996133 Email : mail@imaindore.com		

“The only things that happen naturally in an organization are confusion, friction and bad-performance. Everything else is the result of Leadership.” We’ve probably all worked in teams that have not been highly effective. Some have been lucky enough to work in high performing teams. So what makes the difference? It’s understanding that, as with growing most things, it takes time, understanding and nurturing to bring a high performing team to fruition. It is also pertinent to note that superior, colleagues and subordinate relations



play a paramount role at work place to achieve excellence. One should be clear that employer and employee relation is a key success in any business. To maintain such coordination and respect for each other high degree of understanding is required, like more wisdom than intelligence.

Mr. Rakesh Jain covered various aspects; starting from Team building, Take Challenges, Work with Innovation & Creativity, and with Limited resources. This session was focused on the nature of collaboration in teams and what are the important drivers in creating a collaborative atmosphere. Mr. Rakesh Jain also used some icebreakers to make participant understand the idea of working in teams and what are the potential issues that might arise in working together. Through various interesting activities Mr. Rakesh also took people into the stretch zone from comfort level. He also focuses on the importance of communication and how it effects to barrier to the growth.

Participants attained multi-prong benefits:

- (a) Participants understood the latest concept of “highly effective team”; whereby, they could improve their true understanding of Corporation and Coordination in team.
- (b) They would be able to perform better in various echelons of command or as a team player in the system.
- (c) Participants also enhanced their capability, with regards to; how to lead, understand the scenario at work place and manage to make a worthwhile place of work for self and others by understanding from the planning to execution.

Mr. Rakesh Jain concluded with that if a person working alone, then also he should work on the concept of Team – (Forming → Storming → Norming → Performing) as his/her work also effecting the work of Team or the person who is not part of the team.

The companies that participated in the workshop were –

Sonic Biochem, Rajratan Global Wire, JaideepIspat& Alloys, John Deere, Capital Via, Pratibha Syntex, Sigma Chemicals, Capco, Indira Securities, D&H Secheron, Webgility Software Pvt. Ltd.



Mr. Rakesh Jain during the activity.



Participants engaged in the activity.



Participants in a group activity.

खेल - खेल में सीखे मैनेजमेंट के फंडे



हाटल सरोवर पोर्टिको में आईएमए का सीमिनार।

इंदौर। हाइपर हवाई... बॉल एक इक्विपमेंट के जरिए उठाकर अपने साथी को देना और वह दूसरे को पास करना। इस तरह तेजी से बॉल को एक स्थान से दूसरे स्थान तक पहुंचाना है वह भी दूसरी टीमों से पहल। को-ऑर्डिनेशन और कम्युनिकेशन में जरा-सी गड़बड़ होने ही बॉल नीचे गिर जाती है और फिर दोबारा शुरूआत।

इसी तरह की कई मजेदार एक्टिविटीज के जरिए मंगलवार को हाटल सरोवर पोर्टिको में

**टीमवर्क पर
आईएमए
वर्कशॉप**

हुई इंदौर मैनेजमेंट एसोसिएशन की 'एक्सीटिंग एज हाइटेक इफेक्टिव टीम वर्कशॉप में मैनेजर्स ने टीमवर्क के गुर सीखे। वर्कशॉप में आउटडोर लीमिंग रिसोर्स के डायरेक्टर राकेश जैन ने न्यूरो डिवेलपमेंट प्रोग्राम के जरिए मैनेजर्स को ट्रेनिंग दी। उन्होंने कहा कि आप जिस भी ऑर्गेनाइजेशन में काम भी कर रहे हैं, पर हर जगह, हर काम आपको टीमवर्क के साथ ही करना होता है। इसलिए आपको टीम बिल्डिंग, प्लानिंग, कम्युनिकेशन, आइडिया शेयरिंग और टीम नेतृत्व पर लार्जिंग को एक्जीक्यूट करने आना चाहिए। वर्कशॉप में इंदौर, ग्वाल्हेर और देवास की इंटरस्ट्रीज के 35 से ज्यादा मैनेजर्स शामिल हुए।

कंपर्टबल होकर काम करें

इंफोवर्क की-बोर्ड एक्टिविटी में सभी टीम मेंबर्स को की-बोर्ड का पक्षी बटन दबाकर कंप्यूटर की गायरस प्रती करना था। इस एक्टिविटी में कई बार पीपर प्रोपर के कारण मैनेजर्स को परफॉर्मस गड़बड़ हुआ। एक्सपर्ट राकेश जैन ने बताया यदि आप पीपिका होकर काम करेंगे तो काम बिगड़ेगा। हमेशा कंपर्टबल होकर काम करें।

इंडो-साउथ अफ्रीका बिजनेस

रिलेशन पर बात

आईएमए ने 'इंडो-साउथ अफ्रीका बिजनेस रिलेशन' को बेहतर बनाने के लिए भी एक इंटरैक्टिव सेशन किया। इसमें प्रो स्टेट प्रोपर्टिस के प्रमुख झरुस भोगाशिल ने कहा कि भारत में हर कॉर्पोरेट समय में हमारा साथ दिया है। यहाँवाला गांधी और नेल्सन मंडेला ने हमारे लिए जो लड़ाई लड़ी हम आज भी उसे आदर के साथ याद करते हैं। यही कारण है कि हम भारत में व्यापार को बढ़ावा देना चाहते हैं। उन्होंने एजुकेशन, एंफोल्चर, इंफ्रास्ट्रक्चर, हेल्थ, मीडिकल और टूरिज्म सेक्टर में भारत के साथ मिलकर काम करने की बात कही। श्री भोगाशिल का स्वागत आईएमए प्रेसीडेंट विजय गोपाल ने किया।

सक्सेस के लिए बेहतर एम्प्लॉयर और एम्प्लॉई रिलेशन जरूरी

TEAM BUILDING WORKSHOP

इंदौर मैनेजमेंट एसोसिएशन की ओर से इफेक्टिव टीम बिल्डिंग पर मंगलवार को वर्कशॉप हुई।

सिटी रिपोर्टर ► इंदौर

किसी भी ऑर्गेनाइजेशन में कन्प्यूजन और बैड परफॉर्मेंस स्वाभाविक हैं। ये सभी लीडरशिप का ही रिजल्ट होता है। इसलिए बेहतर लीडरशिप से वर्किंग को स्मूदर और इफेक्टिव बनाया जा सकता है। किसी भी बिजनेस में सक्सेस अचीव करने के लिए एम्प्लॉयर और एम्प्लॉई में हैल्दी रिलेशन जरूरी है। यह बताया आउटडोर लर्निंग रिमोसेंस के डायरेक्टर राकेश जैन ने। वे मंगलवार को इंदौर मैनेजमेंट एसोसिएशन की ओर से हुई इफेक्टिव टीम बिल्डिंग वर्कशॉप में बोल रहे थे।



► राकेश जैन संबोधित करते हुए।

हाई डिग्री ऑफ अंडरस्टैंडिंग जरूरी

राकेश जैन ने कहा कि हम कभी-कभी ऐसी टीम में काम करते हैं जो इफेक्टिव नहीं होती है और किसी को लकीली हमें हाई परफॉर्मिंग टीम में काम करने का मौका मिलता है। यह समझना जरूरी है कि ऐसा क्यों होता है। इसका कारण यह है कि अंडरस्टैंडिंग और ग्रोथ में टाइम लगता है। इसलिए हाई परफॉर्मंस के लिए बेहतर अंडरस्टैंडिंग और नर्वरिंग जरूरी होती है। इसमें सुपीरियर, कलीग्स और सबऑर्डिनेट के रिलेशंस बहुत महत्वपूर्ण रोल अदा करते हैं। ऐसे को-ऑर्डिनेशन और एक दूसरे के प्रति रेस्पेक्ट के लिए हाई डिग्री ऑफ अंडरस्टैंडिंग जरूरी होती है।

LEARNING

'एक्सलिंग एस हाईली इफैक्टिव टीम' वर्कशॉप आयोजित

गेम्स से सीखे लीडरशिप के गुर



अंडरस्टैंडिंग जरूरी

वर्कशॉप में रकेश जैन ने कहा ऑर्गनाइजेशन में वेड परफॉर्मेंस और कम्प्यूजन के अलावा कुछ भी नैचुरली नहीं होता। कंपनी के सर्वोस गैट को बढ़ाने के लिए एम्प्लॉयर और एम्प्लॉई में बेहतर रिलेशन जरूरी है। एक्सीलेंस को अचीव करने के लिए सुपीरियर कालिग, और सबऑर्डिनेट में बेहतर तालमेल होना चाहिए।

plus रिपोर्ट

indoreplus@patrika.com

इंदौर अपने इनोवैटिव आइडियाज के थू कार्पोरेट्स को लेटेस्ट ट्रेंड के साथ अपडेट रखने के लिए फैमस आईएमए की ओर से मंगलवार को 'एक्सलिंग एस हाईली इफैक्टिव टीम' वर्कशॉप का आयोजन किया गया। यह वर्कशॉप दूसरी वर्कशॉप की तुलना में थोड़ी अलग थी। इसमें कार्पोरेट्स ने गैम के जरिये लीडरशिप, टीम वर्क और स्ट्रेटेजी मैकिंग के बारे में जाना।

कार्पोरेट्स को गैम्स खिलाते हुए रकेश जैन ने तीन सर्किल बनाए और बताया कि पहला सर्किल कम्फर्ट जोन, दूसरा सर्किल स्ट्रेस जोन और तीसरा सर्किल प्री-जोन है। तीसरे सर्किल में वे लोग आते हैं, जो बॉस के बताए काम को किसी न किसी बहाने से टाल देते हैं। स्ट्रेस जोन में वे आते हैं, जो बॉस के प्रेशर देने पर काम करते हैं और कम्फर्ट जोन में वे आते हैं, जो बिना किसी प्रेशर के खुद काम करते हैं।

हर इंडिविजुअल दे 100 परसेंट

इसी तरह टीम वर्क के महत्व के बारे में गेम खिलाते हुए उन्होंने बताया कि जैसे गेम को जीतने के लिए टीम वर्क जरूरी है, उसी तरह कंपनी के गोल को अचीव करने के लिए सभी डिपार्टमेंट्स को एक साथ वर्क करने की जरूरत है। इसके लिए हर इंडिविजुअल को अपना 100 परसेंट देना होगा।



Film Show on “The Secret”

Saturday, 9th August 2014 at IMA Meeting Room.



Invitation to attend Film Show
On

“The Secret”

Attract abundance in your life!



Saturday, August 9, 2014
from 6:30 pm to 8:00 pm

At IMA, Meeting Room

Moderated By –

Mr. Shashank Kasliwal

Director

Emotional Intelligence Inc.

Contact:

Jaspreet Jeet Singh

Mob: 8889996138

Ph: 0731-2512544-45

Email: info@imaindore.com

56/1, Jall Auditorium,
South Tukoganj,
Indore – 452001



We do it our way...



Indore Management Association organized a **Film Show**, on “The Secret” for management professionals and students. The program was organized on Saturday, 9th August 2014 at IMA’s Meeting Room, Jall Auditorium Indore. The Moderator for the session was Mr. ShashankKasliwal, Trainer, Emotional Intelligence Inc.

Mr. ShashankKasliwal is a young, dynamic, enthusiastic motivator and above all a farsighted visionary. He is a graduate in Commerce and has studied Scientology of L Ron Hubbard, Ontology from Werner Erhard and attended various training programs in India and abroad.

Recently, Shashank has been rated the best trainer at Maruti Suzuki India Limited, Gurgaon Plant. Mr. Shiv Khara author 'You Can Win' has also appreciated him personally, for his program on Emotional Intelligence. Shashank is the Director of Emotional Intelligence Inc. He has trained more than 20,000 people.

Mr. Kasliwal moderated the movie and said, “The key point to success resides in your own mind. I have been using these principles since last 6 years and my whole life changed. I bought a car, few properties; my work got established and even got a girl friend through the law of attraction. It’s simple, changing your state of mind leads to better health, more wealth, and even ever-lasting happiness. Of course it has to be coupled with right efforts and honesty”.

Learnings from the movie are:

- The law of attraction is simple – like is attracted to like. Good is attracted to good and bad to bad. Check your relationships. You will know who you are.
- If you want abundance of wealth, health and happiness, you would have to have a mindset for it.
- Avoid criticizing, complaining and reacting.
- Be truthful to self and others.
- Be disciplined. Do what you are supposed to do.
- Jealousy, hatred, anger and comparison with others are the only barrier in one’s life.
- Live a righteous life and life reciprocates.
- Stay inspired and believe in your cause and yourself.
- Anything is achievable. The only prerequisite is you should be able to see it, visualize it.

He concluded that this movie teaches the all aspect of life management skills. Just stand for what you believe in and it will come true, if it can come true for me.

The companies that participated were Pratibha Syntex, Indira Securities, CHL Group, D&H Secheron, John Deere, LIC, JaideepIspat, UCB Finance Pvt. Ltd., DiasparkInc, Jahnvi, Capital Construction, Cipla, Choithram International, VECV, Samar Group, Divergent Software Labs, Force Motors Ltd, Sigma Chemicals.



Participants during the Film Show.



Participants during the Film Show.



Mr. ShashankKasiwal moderating the Film Show.

IMA HR Forum Meeting.

Friday, August 22, 2014

Topic : The Root Causes of Low Employee Morale



IMA HR FORUM MEETING

Friday, August 22, 2014

Discussion Topic:



The Root Causes of Low Employee Morale

Low employee morale can be a serious concern for a business. Unhappy employees lead to reduced productivity, poor customer service and problems with employee retention. While incentives such as raises, benefits and employee recognition programs can help increase employee morale. If your company is suffering from low morale, it is vital to be able to identify the root causes. Lets discuss various causes at IMA HR Forum Meeting.

For Details Contact:

Ms. Harshita Tiwari

M: +918889996133

L: +91 731-2529649

Email: mail@imaindore.com

Time

6:30PM-8:00PM

Venue

IMA Meeting Room



**Indore
Management
Association**

Jall Auditorium, 56/1, South Tukoganj, Indore-452 001. Tel: 0731-2512544/45, 4069546
Fax : 0731-2528680. E-mail : mail@imaindore.com Website : www.imaindore.com

IMA organized its 'HR Forum Meeting' on the topic "The Root Causes of Low Employee Morale "on Friday, August 22, 2014 at IMA Meeting Room. The meeting began with the general introduction of the participants. It was discussed that the moment that your employees begin to feel that you don't appreciate them and that they're only on board to row, you have amplified the root cause of low employee morale and it's going to cost you big time.

Strong, effective relationships are built on trust. If you don't have strong, trust-based relationships with your people, everything you do to recognize them will be seen as manipulation. When employees feel that you are using recognition to "get more out of them" rather than to show that you value them personally, they begin to emotionally disengage and morale suffers. It's not hard to develop trusting relationships with your people, but it does take time, consistency, and integrity. The secret is in showing them respect, defining their expectations, and avoiding micromanaging. Most employees respond well to being given enough rope to hang themselves, as long as their job is well defined and they are allowed to fail periodically without fear of unrealistic retribution. Respected employees are more alert, creative, and productive. When they do make a mistake, they'll fix it, move on confidently and won't make that mistake again.

The best way to nurture and benefit from their new-found creativity is to go by the philosophy that there are no bad ideas, only undeveloped ones. Trusted and respected employees with managers who reinforce the



fact that they have some flexibility to try new things will surprise you with the creative ingenuity that they bring to their work. The best part is that you get this for the same price you're paying unhappy employees who are doing just enough to get by.

The companies that participated in the meeting were Aqua Solution, Shakti Pumps, Cap & Seal, Ranbaxy Lab, Premier Biosoft, InfoBeans Systems India Pvt. Ltd, Chameli Devi Group of Institutions, Acropolis Institute of Technology and Research, Maheshwari Packers & Movers, Neo Corp International Ltd.



IMA HR Forum Discussion



IMA HR Forum Discussion



IMA HR Forum Discussion

**IMA Training @ Doorstep Workshop on "Art of Effective Delegation"
Wednesday, 20th August 2014**

Become more productive at work by learning effective delegation skills and techniques.

Delegation skills allow you to focus on the best use of your time for you and your organization. Delegation is not about abdication or dumping work onto others. When done properly, it strengthens the execution and leadership skills of individuals, enables project teams to thrive, and permits leaders to stop micromanaging and start contributing where they're needed most.

Workshop Aim:
In this practical course participants will be able to learn how to effectively delegate tasks and use effective delegation as a key development tool to motivate and challenge their people. It will identify all the considerations that need to be taken before, during and after a task has been delegated.

Program Details:

FACULTY:
Prof. Pankaj Kohari is a creative writer, life coach and author who has empowered many individuals with his life changing, technique oriented, experiential workshops. Mr. Kohari is a Chartered Accountant, MBA in HR, Masters in Psychology and currently a Ph.D. scholar at TISS, Mumbai. He has earned Advanced Communicator-Behavior (ACB) and Advanced Leader-Behavior (ALB) recognition from Toastmasters International. He has varied experience as Director of a reputed Business School, Head of Finance department, Administrator, Banker and Head of Audit Department.

Workshop at Pithampur:
Venue: Piramal Enterprises Ltd., Plot 67-70, Sector II, Pithampur - 454775
Day & Date: Wednesday, August 20
Time: 8:30AM - 4:00PM

Host of the Workshop:
Piramal | Healthcare
Knowledge. Better. Care.

Investments	Per Person	Group Offer (Min 5 Participants)
	Rs. 1200	Rs. 1100
	Rs. 1800	Rs. 1600
		(Per Person)

For Registration Contact:
Mr. Jaspreet Jeet Singh
M: +91- 8858986138
E mail: info@imaindore.com

INDORE MANAGEMENT ASSOCIATION

Indore Management Association (IMA) has organized its Training @ Doorsteps a one-day Workshop for the corporate people on Wednesday, 20th August 2014, at Piramal Enterprises Ltd., Pithampur. The module for the



workshop was: “*Art of Effective Delegation*” . Speaker for the session was Mr. Pankaj Kothari, Trainer, Behavioral Skills

"Delegation empowers others. It is one of the most underutilized forms of development in today's workplace. Delegation skills allow you to focus on the best use of your time--for you and your organization.

Delegation is not about abdication or dumping work onto others. When done properly, it strengthens the execution and leadership skills of individuals, enables project teams to thrive, and permits leaders to stop micromanaging and start contributing where they are needed the most."

This was shared by noted behavioural skill trainer Pankaj Kothari. He was addressing the participants of a One Day's Workshop on 'The Art of Effective Delegation' organized by Indore Management Association. The workshop was well attended by team leaders and managers from leading companies of Pithampur, who were willing to enhance their own productivity and focus on their crucial goals by delegating tasks and projects to their team members.

According to Mr. Kothari, by not delegating or only delegating to one's most trusted employees, one may fall into the traps of attempting to do everything oneself. He trained the participants on how to effectively delegate tasks and use effective delegation as a key development tool to motivate and challenge their people with the help of simulations. The considerations that need to be taken before, during and after a task has been delegated were also discussed.

The workshop was inaugurated by Mr. Debashish Chakravorty, Site Head & Vice President, Piramal Enterprises.

The companies that participated in the workshop were – Piramal, Jaideep Ispat & Alloys, Rosy Blue, Capital Construction, Ruchi, Cipla, Mahle, Rajratan, Dee Tee Industries, STI India Ltd. and many more.



Mr. Pankaj Kothari during the interaction with the participants at Piramal Enterprises.



Participants during the Training @ Doorstep Workshop.

TIPS FOR PROFESSIONALS

प्रतिनिधित्व का प्रभावी होना जरूरी

आईएमए की वर्कशॉप में विहैवियर स्किल ट्रेनर प्रो. पंकज कोठारी ने कहा

रिपोर्टर
indoreplus@patrika.com

इंदौर दूसरों की कार्यक्षमता पहचान कर उन्हें उसके अनुरूप कार्य सौंपना एक प्रतिनिधिमंडल का कार्य होता है। यही वजह है प्रतिनिधित्व का प्रभावी होना जरूरी है। दूसरों की कमियों को उजागर कर के उन्हें डिमोटिवेट करने की बजाय उनकी क्वालिटीज इम्पूव करना ही प्रभावी प्रतिनिधित्व कहलाता है। ये बात कही विहैवियर स्किल ट्रेनर प्रो. पंकज कोठारी ने। मंगलवार को इंदौर मैनेजमेंट एसोसिएशन की वर्कशॉप में वे बतौर मुख्य वक्ता संबोधित कर रहे थे।



टीम को मोटिवेट करना डेलिगेशन का काम

पिथमपुर स्थित पिथमल इन्टरप्र्राइजेस लिमिटेड में हुई इस वर्कशॉप में पंकज ने 'अर्ट ऑफ इफेक्टिव डेलिगेशन' पर स्पीच दी। उन्होंने बताया डेलिगेशन का काम कभी भी एम्प्लॉइज के काम को बतौर गारंटी करना या उन्हें फिटराइज करना नहीं होता बल्कि अपनी टीम को मोटिवेट कर उनकी स्ट्रेथ को बढ़ाना और इतिवित्तुवल परम में लीड-शिप रिफाल्स डवलप करना है। टीम को उसके वर्क में कॉन्ट्रिब्यूट करना भी डेलिगेशन का ही काम है। वर्कशॉप में टीम लीडर्स एंड मैनेजर्स के साथ ही कंपनी का लीडिंग स्टाफ भी शामिल हुआ। प्रोडक्टिविटी पर फोकस करने और डेलिगेशन टास्क को हैंडल करना भी पंकज ने बताया।

डवलपमेंट टूल है इफेक्टिव डेलिगेशन

वर्कशॉप में प्रो. कोठारी ने पार्टिसिपेटर्स को इफेक्टिव डेलिगेशन को डवलपमेंट टूल बताने हुए कहा जिस कंपनी में डेलिगेशन इफेक्टिव होता है वहां की ग्रोथ तेजी से होती है क्योंकि वहां का स्टाफ हमेशा चैलेंज लेने को तैयार रहता है। वर्कशॉप का इन्वेंगेशन पिथमल के वाइस प्रेसिडेंट देवाश्रीच चक्रवर्ती ने किया। इस मौके पर पिथमल, जयदीप इस्पात एंड एलर्स, रेजी ब्यू कैपिटल कंस्ट्रक्शंस, रवि, सिपला, मेहल, स्रजस्तान, जीटी इन्स्टीट्यूट, एफटीआई इंडिया लिमिटेड आदि कंपनी के पार्टिसिपेटर्स शामिल हुए।

Indore Management Association (IMA) organized its Training @ Doorsteps a one-day Workshop for the corporate people on Monday, 29th September 2014, at MahleMigma Ltd, Pithampur. The module for the workshop was: "Managing Emotions" and Speaker for the session was Mr. ShashankKasiwal, Founder Director of Emotional Intelligence Inc.

Controlling Your Feelings... Before They Control You
Stressful situations are all too common in a workplace that's facing budget cuts, staff layoffs, and department changes. It may become harder and harder to manage your emotions under these circumstances, but it's even more important for you to do so. After all, if management is forced into making more layoffs, they may choose to keep those who can handle their emotions, and work well under pressure.

Module-Details

- ✓ How can you become better at handling your emotions, and "choosing" your reactions to bad situations?
- ✓ How to manage negative emotions productively at workplace?

Know what causes your negative emotions, and which types of feelings you face most often. When those emotions begin to appear, immediately start your **STRATEGY** to interrupt the cycle.

Come, learn the strategies, get over the Emotional Hijack and live a reaction free life.

INDORE MANAGEMENT ASSOCIATION

Managing Emotions at the Workplace

Training@Doorstep

Program Details:

Workshop at Pithampur:

VENUE:
MAHLE Engine Components India Pvt. Ltd. Plot No. 9, 10, 11, Sector-3, Khasda Industrial Area, Pithampur - 494775, Dist: Dhar (M.P)

FACULTY:
Mr. Shashank Kasiwal is a young, dynamic, enthusiastic motivator and above all a bright visionary. He is a graduate in Commerce and has studied Scientology from Ron Hubbard. He is also certified by David J Lincoln on NLP and on various psychometric tools such as MBTI® and (ESAP) Emotional Skills Assessment Process.

DAY & DATE: Monday, September 29, 2014

TIME: 9:30AM - 4:00PM

Investments Per Person:
IMA Members Rs.1200
Non-Members Rs.1500

Group Offer (Min 5 Nominees):
Rs.1100
Rs.1500 (Per Person)

Host of the Workshop:
MAHLE
Driven by performance

For Registration Contact:
Mr. Jaipreet Jeet Singh
M: +91-8859996138
Email: info@imaindore.com

(12.36% Service Tax will be additional)

INDORE MANAGEMENT ASSOCIATION



He apprised that emotions control your thinking, behavior and actions. Emotions create illness. Emotions affect your physical bodies as much as your body affects your feelings and thinking. People, who ignore, dismiss, repress or just ventilate their emotions, are setting themselves up for physical illness. Emotions that are not felt and released but buried within the body or in the aura can cause serious illness, including cancer, arthritis, and many types of chronic illnesses. Negative emotions such as fear, anxiety, negativity, frustration, depression cause chemical reactions in your body that are very different from the chemicals released when you feel positive emotions such as happy, content, loved, accepted. Repressed emotions lower your vibrations. It takes a lot of your vital energy to repress emotions and keep them repressed – and you wonder why you're so tired? This workshop dealt with emotions, how to identify and release your emotions.

The companies that participated in the workshop were :Mahle, JaideepIspat& Alloys, Piramal, Ruchi, Cipla, Capital Construction, Capco, Methodex, STI India Ltd. , ErawatPharma



Mr. ShashankKasliwal during the Training@Doorstep workshop at Mahle.



Mr. Shashank Kasliwal during an activity with the participants.

कॉर्पोरेट्स को सिखाया इमोशन मैनेजमेंट

आईएमए की वर्कशॉप

इंदौर. इमोशन को दबाने से हमारा व्यवहार खराब हो जाता है। हमें ज्यादा गुस्सा आने लगता है इसलिए इमोशंस को दबाना भी ठीक नहीं पर इमोशंस को हर कहीं व्यक्त करना भी ठीक नहीं है। यह बात एटीट्यूड और बिहैवियरल ट्रेनिंग एक्सपर्ट शशांक कासलीवाल ने इंदौर मैनेजमेंट एसोसिएशन के आयोजन

में हुई वर्कशॉप में कही। पीथमपुर में माहले मिग्मा में आयोजित वर्कशॉप का विषय था मैनेजिंग इमोशंस।

मैनेजर्स को सिखाया गया इमोशंस फिजिकल रूप से प्रभावित करते हैं। निगेटिव इमोशंस मानसिक रूप से कमजोर करते हैं। अगर ये लंबे समय तक रहे तो शारीरिक बीमारियां भी पैदा कर देते हैं। इसके विपरीत पॉजिटिव इमोशंस से हमारा मन और शरीर दोनों सेफ रहते हैं।



IMA organized its 'HR Forum Meeting' on the topic "New Grad Hires: Ready and willing. But are they Able?"
On Friday, September 26, 2014 at IMA Meeting Room.

IMA HR FORUM MEETING

On
Friday, September 26, 2014

Discussion Topic:

New Grad Hires: Ready & Willing. But, Are They Able?

A survey concludes, "The 'perfect' candidate for the job is a top – notch communicator and a hard worker." Skills can make or break ones career. It is said that to be successful, new employees need skills that go way beyond in-depth knowledge of their specific areas of concentration. Are the new graduates able ? Let's discuss at IMA HR Forum.

For Details Contact:

Ms. Harshita Tiwari

M: +918889996133

Time :

6:30PM-8:00PM

Venue :

IMA Meeting Room



**Indore
Management
Association**

Jall Auditorium, 56/1, South Tukoganj, Indore-452 001. Tel: 0731-2512544/45, 4069546
Fax : 0731-2528680. E-mail : mail@imaindore.com Website : www.imaindore.com

The discussion was enriching. Whether a new college graduate's area of academic expertise is in engineering or art, the ability to communicate clearly—verbally and in writing—to a wide range of people, is absolutely essential. If potential job candidates haven't honed their communication skills in college or at part-time jobs, they'd better do some quick remedial soft skills work before they find themselves in an HR director's



office. New grads should keep in mind that while top-notch communication skills will give their careers a tremendous boost, they still need to demonstrate expertise in their core area of study and to show that they are willing to work hard. The survey concludes, “The ‘perfect’ candidate for the job is a top-notch communicator and a hard worker.”



The participants during the HR Forum Meeting.



The participants during the HR Forum Meeting.



The participants during the HR Forum Meeting.

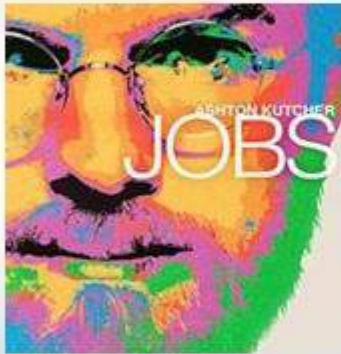
Indore Management Association organised its Film Show based on famous Hollywood Movie "Jobs" on Tuesday, September 23, 2014 at IMA Meeting Room. The Moderator for the session was Mr. Shailesh Danani, Convener of the IMA Innovation Forum.



Invitation to attend Film Show
On

“JOBS”

Innovation distinguishes between a leader and a
follower [Steve Jobs]!



Tuesday, September 23, 2014
from 6:30 pm to 8:00 pm

At IMA, Meeting Room

Moderated By –

Mr. Shailesh Danani

Contact:

Jaspreet Jeet Singh

Mob: 8889996138

Ph: 0731-2512544-45

Email: info@imaindore.com

56/1, Jall Auditorium,
South Tukoganj,
Indore – 452001

Partner

Omega Rubber Industries



INDORE
MANAGEMENT
ASSOCIATION

We do it our way...

The movie beautifully portrayed the passion of one man, Steve Jobs to give leadership and direction to his vision. A vision to make insanely great products, products which will change the whole world.

A vision to INNOVATE. Steve Jobs life inspires us in more than one ways. It makes us believe that when a college dropout can be a leader in technology business, surely the educated young generation can bring about a radical change. The movie reinforces the belief that if you have an Innovative idea and the will and dedication, there is nothing that can stop you from becoming great. Let us not be afraid of failing, we should



be afraid of not trying. Steve Jobs had the vision, and single mindedness of purpose, and he found out ways to achieve his goal.

He collaborated with people of complimenting skills, built the necessary team and demonstrated true leadership skills. Like the Start up funding received by Steve Jobs for Apple Computers, people are now investing in start-ups in India today.

This is probably the best time for young Indian entrepreneurs to bring their Innovative projects to reality. The message from this film is that there is no time to waste "Wake up, and make your dreams come true."



Mr. Shailesh Danani moderating the movie.



The participants during the movie show.

‘यंग एंटरप्रेन्योर्स के लिए यह है बेस्ट टाइम’



आईएमए के कार्यक्रम में फिल्म ‘जॉब्स’ के जरिए मैनेजमेंट स्किल्स के बारे में जानते एंटरप्रेन्योर्स।

इंदौर। यह समय यंग एंटरप्रेन्योर्स के लिए सबसे अच्छा है। इस समय आईटी और ई-कॉमर्स इंडस्ट्री बूम पर है। बड़ी कंपनियां और इन्वेस्टर्स स्टार्ट-अप कंपनियों में पैसा लगाने के लिए तैयार खड़े हैं, जरूरत है एक अच्छे प्लान और कुछ कर दिखाने के जज्बे की। यह मोटिवेशनल स्पीच दी इंडस्ट्रियलिस्ट शैलेष दनानी ने। वे मंगलवार शाम इंदौर मैनेजमेंट एसोसिएशन के कार्यक्रम में यंग मैनेजर्स और एंटरप्रेन्योर्स को संबोधित कर रहे थे। शैलेष ने यहां स्टीव जॉब्स पर आधारित हॉलीवुड फिल्म ‘जॉब्स’ के कुछ अंश दिखाते हुए उन स्किल्स पर बात की, जिनके कारण कॉलेज ड्रॉप आउट होने के बावजूद स्टीव जॉब्स ने दुनिया की सबसे बड़ी कंपनी ‘एप्पल’ को खड़ा किया।

ये थे मुख्य विद्

कॉलेवेशन - आपके अंदर जिस स्किल की कमी है उस स्किल में मास्टर लोगो को अपने साथ जोड़िए।

आइडेंटिफाई नीड - समाज और लोगो की जरूरत को समझकर उसके अनुसार बिजनेस शुरू कीजिए। जैसे स्टीव जॉब्स ने पर्सनल कंप्यूटर और हेनरी फोर्ड ने कार बनाई।

ग्लोबल थिंकिंग- जॉब्स ने हमेशा पूरी दुनिया को अपना मार्केट माना। आप जो भी बिजनेस शुरू करें उसकी ग्लोबल डिमांड और मार्केट का ध्यान रखें।

बड़े सपने देखें

यदि आप छोटा सोचेंगे तो कभी बड़ा काम नहीं कर पाएंगे। जॉब्स ने दुनिया बदलने की सोची और कर दिखाया। यदि वे सिर्फ अपने शहर में कारोबार की सोचते तो यह संभव नहीं होता।

असफलता का डर नहीं

जॉब्स मानते थे कि हमें कभी भी असफल होने से नहीं डरना चाहिए, बल्कि कोशिश किए बिना हार मानने से डरना चाहिए। जो कोशिश करता है सफलता उसे ही मिलती है।

जागो और सपने को सच करो

plus रिपेटर

indoreplus@patrika.com

इंदौर. इंदौर मैनेजमेंट एसोसिएशन की ओर से मंगलवार को स्पेशल मूवी शो का आयोजन किया गया। इस शो में मैनेजमेंट प्रोफेशनल और स्टूडेंट्स को स्टीव जॉब्स के लाइफ पर बैस्ड मूवी 'जॉब्स' दिखाई गई। फिल्म में स्टीव जॉब्स की लीडरशिप क्वालिटी और विजन को दिखाया गया है। मॉडरेटर शैलेश धनानी ने फिल्म के जरिये स्टीव जॉब्स की लाइफ के विभिन्न पहलुओं को बताया और उनसे सीखने वाले मैनेजमेंट फंडों को भी बताया। उन्होंने बताया जॉब्स की लाइफ हमें कई तरीकों से इन्सपायर करती है। उनकी लाइफ से हमें प्रेरणा मिलती है कि टाइम वेस्ट करने के लिए नहीं है, जागो और अपने सपने को सच करो।

फिल्म में दिखाया गया है जब एक कॉलेज डॉपआउट टेक्नोलॉजी बिजनेस में लीडर बन सकता है तो



फिर एजुकेटेड यंग ब्रैन रेंडिकल चेंज करनी की क्षमता रखते हैं। मूवी देखने पर महसूस होता है आपके पास इनोवेटिव आइडिया, चाहत और डेडिकेशन है तो आपको कोई भी चीज नहीं रोक सकती। हमें फेल होने से डर के बजाय कोशिश नहीं करने का डर सताना चाहिए।

जॉब्स के पास विजन था और वो अपने गोल तक पहुंचने के रास्ते खुद दूढ़ लेते थे। उन्होंने अलग-अलग स्किल के लोगों के साथ कोलाब्रेशन किया, टीम बनाई और लीडरशिप क्वालिटी से सक्सेस हासिल की। जॉब्स ने जैसे एप्पल कम्प्यूटर के लिए फंडिंग की, उसी तरह इंडिया में भी नए स्टार्ट अप में इन्वेस्ट किया जा रहा है। ये इंडिया के यंग माइंड के लिए सुनहरा मौका है। वे इनोवेटिव अइडिया और प्रोजेक्ट से खुद का स्टार्टअप शुरू कर सकें।

Indore Management Association organized its prestigious **51st Foundation Day** on **Friday, September 12, 2014** at **Hotel Fortune Landmark, Indore**. **Mr. KewalHanda**, Chief Executive Officer at **Third Eye Cinema Fund** & Former MD Pfizer Inc was the Chief Guest and Speaker for the occasion. Mr. Handa addressed the gathering on the topic **"Double Digit Growth-Making It Happen"**.



*IMA cordially invites your gracious presence
To celebrate*

51st Foundation Day
Program

Honoring IMA Corporate & Individual Members
Foundation Day lecture on

Double Digit Growth – Making It Happen

By **Mr. Kewal Handa**, Former M.D. Pfizer Inc.

Panel Discussion on

Indian Business – Today & Tomorrow

Panel Speakers:

Mr. Vivek Agarwal, Managing Director, M.P. Road Devp. Corp. Ltd.	Mr. Sourangshu Sen, General Manager – State Bank of India
Prof. Rishikesh Krishnan, Director – IIM, Indore*	Mr. Ajay Savekari, Director, Bridgestone India Ltd.
	Mr. Umesh Maini, Plant Head – Ranbaxy Ltd. *

Day & Date: Friday, September 12, 2014
Time 05:30 PM Onwards (*Program will be followed by Dinner*)
Venue: Hotel Fortune Landmark

RSVP: Ms. Harshita Tiwari
E- mail@imaindore.com
M- +918889996133

The program started with Floral welcome of Mr. KewalHanda and the welcome speech by Mr. Shiv Singh Mehta, Chairman IMA.

IMA also honoured its Corporate & Individual Members for their long term association. The corporate members that were honoured are-

Ad-ManumPackagings Ltd, Indian Institute of Management, MAHLE , Deccan Sales & Service Pvt. Ltd, Harshvardhan’s Laboratories along with many individual members who have completed more than 15 years with IMA.

This initiative taken by IMA was very well taken and appreciated by all members present.

The lecture was followed by an interesting panel discussion, with eminent panelists on the topic:

Indian Business - Today & Tomorrow



The Indian Business along with the economy started growing strongly but stagnated in the past couple of years due to several years.

With the new government at the hand of affairs there is a wave off positive expectation across the business growth of the country.

Other big nations Brazil & China have shown much improved results in the same period. IMA selected the above topic to discuss today's Business Scenario, its ailment and explode the positive steps which industry business and government can take to propel the economy for a stronger growth part.

The panelist for the session were - Mr. SourangshuSen, General Manager State Bank of India, Mr. Ajay Savekari, Director- Human Resources, Administration, Purchase, Logistics and IT, Bridgestone India Private Limited.

The panelist shared their views over the topic "Indian Business- Today & Tomorrow & was an enriching session.

The companies that participated in the program were: Gajra Gears, Rajratan Global Wires, Piramal, John Deere, Jaideepspat, Methodex Capital Via, Diaspark, Pratibha SyntexCapco, Indira Securities Capital Construction Sonic Biochem Sigma Chemicals, Mahindra & many more.



Mr. Kewal Handa, Former MD, Pfizer Ltd. delivered the Foundation Day Lecture on the topic: "Double Digit Growth - Making It Happen".



The panellist during the Panel Discussion on the topic "Indian Business - Today & Tomorrow".



The esteemed guests during the session.



Mr. Kewal Handa

honouring IMA's Corporate & Individual Members for their long term association.

आईएमए के 51वें फाउंडेशन डे सेलिब्रेशन पर बोले एक्सपर्ट

परेशानियों से बचाता है प्रेजेंस ऑफ माइंड

इंदौर। 'ऑस्ट्रेलिया के जंगल में वाइल्ड लाइफ को करीब से जानने के लिए दो लोग गए। इस रोमांचक सफर और खूबसूरत लक्षों के दौरान कई मायूस जानवरों को छूने और उनके पास जाने का मौका भी उन्हें मिला। तभी एक शेर उनके सामने आ जाता है। एक आदमी अपने मोबाइल, लैपटॉप और अन्य गैजेट्स को लेकर वहां से भाग जाता है। दूसरा आदमी वहीं खड़ा रहता है। वह अपनी पेंट की जेब में से धीरे से लाइटर निकालता है और उसे शेर के सामने जलाते ही जेर ये चिल्लाता है। शेर से जान बचाने के लिए यह तरीका काम कर जाता है। यह घटना हमारे बिजनेस का ही एक हिस्सा है। जिसमें हम अपने प्रेजेंस ऑफ माइंड से परेशानियों से बाहर निकल पाते हैं।

कुछ रसोीतरर की मजेदार कहानियों



आईएमए के सेमिनार में एक्सपर्ट केवल हांडा ने सफल मैनेजमेंट के गुर बताए।

व बिजनेस के प्रत्यक्ष उदाहरणों को लेकर सफल बिजनेस के मंत्र थर्ड आई सिमिया फंड के सीईओ केवल हांडा ने दिए। शुक्रवार शाम होटल फॉर्च्यून लैंडमार्क में इंदौर मैनेजमेंट एसोसिएशन द्वारा कार्यक्रम आयोजित किया गया।

आईएमए के 51वें फाउंडेशन डे के उपलक्ष्य में हुआ यह आयोजन सफल बिजनेस की बातें और सफल लोगों के सम्मान के नाम रहा।

'छबल डिजीटल ग्रोथ-मेकिंग इट हैपन' विषय पर बोलते हुए श्री हांडा

ने कहा कि बिजनेस में लाभ बढ़ाने के लिए सबसे जरूरी है जो लाभ आपको है उसे सबसे पहले उसे फिर बनाए लाना को मॉडर्न करना जरूरी है। इसके बाद ही उसे बढ़ाने की कोशिश करना चाहिए। अच्छे बिजनेस परेशानियों के दौरान हमें कामनाओं से ज्यादा इस्तेमाल करना चाहिए। जिसे हमेशा टेक्नोलॉजी हमारे काम आती। परेशानियों से भागने के बजाय रिस्क उठाना चाहिए। पर फंड उठाने से पहले भविष्य या उसके अचर्य के बारे में सोचें। 'अच्छे आपने' यही सोचते रहने से शक्य नहीं आयेगा। हमें इसके लिए कोशिश भी करना होगी। कार्यक्रम में सीईओ, अन्य सावेकरी ने भी विचार-विमर्श किए। इस अवसर पर कई गणनामरिक उपस्थित थे।



Indore Management Association organized its Tete-a-Tete on Monday, September 15, 2015 at Hotel Radisson Blu, Indore.


Tête-à-Tête
with Mr. Vithal Kamat

Learning through Experiences

Dr. Vithal Venkatesh Kamat, a Green Hotelier, an Environmentalist, an Entrepreneur, an Educationist, an Antiquarian, an Ornithologist, an Author, Glob Trotter and Black Belt Karateka, is a versatile personality. His journey started from a small vegetarian family restaurant to the Chairman of world's highest award winning, Asia's first an Ecotel hotel "The Orchid".

Date: Monday, September 15, 2014
Venue: Hotel Radisson Blu [Summit III & IV], Indore
Time: 07: 00 Pm [Followed by Dinner]

RSVP
Ms. Harshita Tiwari
E: Mail@imaindore.com
M: +918889996133

 **INDORE
MANAGEMENT
ASSOCIATION**

Indore Management Association organized its prestigious Tete-e-Tete on **Monday, September 15, 2015 at Hotel Radisson Blu, Indore. Dr. VithalVenkatesh Kamat, Chairman, Asia's first – Ecotel Hotel – The Orchid** was the Chief Guest and Speaker for the occasion. Mr. Kamat addressed the gathering on the topic **"Learning Through Experience"**

The program started with Floral welcome of **Dr. VithalVenkatesh Kamat** and the welcome speech.

Dr. Vithal Kamat apprised that Experiences are superb teachers. Their lessons touch us profoundly and stay with us for life.



Many of the abstract concepts we come across are quickly forgotten. The consequences we experience, on the other hand, are nearly impossible to forget.

Through consequences we learn, in a personally meaningful way, what works and what doesn't. Through experiences we learn what's important and why.

Both the painful consequences and the joyful ones are quite memorable. Most importantly, not only do we remember the experience, we also remember what specific thoughts and actions brought us to them.

He said, "We have the magnificent ability to make things happen, to create our own consequences. The more we learn from the experience of our consequences, the more reliably we're able to create the precise outcomes we desire.

Everything we do has a consequence, and every consequence has a lesson. Learn well, and create all the best we can envision.

The program concluded with question & answer session & the Vote of Thanks to Mr. Kamat for making the day a memorable one.

The companies that participated in the program were: Sigma Chemicals, Neeraj Engineering, Rajratan Global Wires Ltd, Capital Via Global Research Ltd. Piramal, John Deere, Capco, Capital Constructions, Sigma Chemicals, Mahindra and many more.



Dr. Vithal Kamat, Chairman, Asia's first – Ecotel Hotel – The Orchid delivering speech on “Learning through Experience”



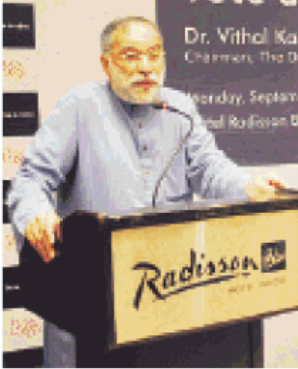
Esteemed guests during the session.



Tete-a-Tete with Mr. Vithal Kamat, Chairman, Asia's first – Ecotel Hotel – The Orchid delivering speech on “Learning through Experience”.

आईएमए के प्रोग्राम में डॉ. विठ्ठल कामथ ने कहा

हम होंगे **कामयाब** हर दिन...



इंदौर। छोटी सी कोशिश भी हमें सफलता के शिखर पर पहुंचा सकती है। हमें अपने जीवन के अनुभव, परेशानियों और कार्यों से ही सबक सीखना होता है। मैंने भी यही किया और आगे बढ़ता गया। मैं यही बात मानता हूँ कि 'हम होंगे कामयाब हर दिन'। यह बात ख्यात उद्योगपति डॉ. विठ्ठल कामथ ने सोमवार की शाम होटल रेडिसन में कही। इंदौर मैनेजमेंट असोसिएशन (आईएमए) द्वारा सोमवार को डॉ. कामथ के साथ इंटरडेवशन प्रोग्राम आयोजित किया गया।

अपनी कामयाबी के सफरनामे को सुनाते हुए डॉ. कामथ ने बताया कि उन्होंने छोटी-छोटी कोशिशों से करियर की शुरुआत की थी और ज़िंदगी के अनुभव व दुर्घटनाओं से सबक लेकर आगे बढ़ते गए। एक वक्त वह भी आया जब परिस्थितियां विपरीत हुईं और बिजनेस में नुकसान भी हुआ, पर सफलता की कोशिशें जारी रही। नए सिरे से शुरुआत की और आज मैं इस मुकाम पर हूँ।

कोशिशों से बढ़ता है आत्मविश्वास

उन्होंने अपने विचारों से श्रोताओं को इस बात की प्रेरणा दी कि कोशिशों से हमारा आत्मविश्वास बढ़ता है। पर्यावरण के प्रति जागरूक होने की बात भी उन्होंने कही। उन्होंने कहा कि शहर को 'नो गार्बेज सिटी' बनाने के लिए मैं अपने कंसेप्ट और सेवाएं देने को भी तैयार हूँ। अपने सफरनामे को सुनाने के साथ उन्होंने आयोजन में उपस्थित सभी लोगों को 'हम होंगे कामयाब हर दिन' लाइन गवाई। इसके माध्यम से उन्होंने सकारात्मक दृष्टिकोण अपनाने की बात समझाई की कामयाबी एक दिन नहीं हर दिन मिलनी चाहिए। इस अवसर पर आईएमए के प्रेसीडेंट विजय गोयल, सीए नवीन खंडेलवाल, संतोष मुछाल, हेमंत मेहतानी, दीपक जैन, जगदीश वर्मा, विवेक अग्निहोत्री आदि उपस्थित थे। संचालन ऋतु गोवर ने किया।



SEMINAR

एक्सपीरियंस सबसे अच्छा टीचर है

इंदौर मैनेजमेंट एसोसिएशन की ओर से लर्निंग थ्रू एक्सपीरियंस सेमिनार का आयोजन



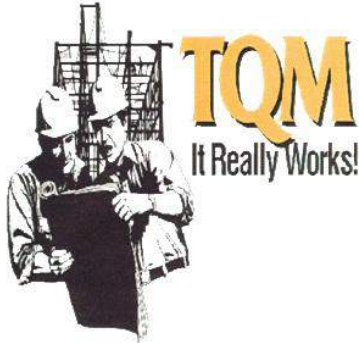
इंदौर इंदौर मैनेजमेंट एसोसिएशन की ओर से सोमवार को लर्निंग थ्रू एक्सपीरियंस सेमिनार का आयोजन किया गया। होटल रेडिसन में आयोजित इस सेमिनार में एशिया के पहले इकोटेल होटल अर्चिंड के चेयरमैन डॉ. विठ्ठल वेंकटेश कामथ ने कॉर्पोरेट्स के साथ अपने थॉट्स को शेयर किया। उन्होंने कहा एक्सपीरियंस सबसे बड़ा टीचर है, जो पूरी लाइफ हमें अलग-अलग लेसन देता रहता है। कई बार ऐसा होता है कि हम कॉन्सेप्ट तैयार करते हैं, पर समय के साथ उनको भूल भी जाते हैं। एक्सपीरियंस हम कभी नहीं भूलते हैं फिर वो चाहे पेनफुल हो या फिर जीयफुल।

डॉ. कामथ ने कहा हम सभी के पास डिजिजन मेकिंग की जबरदस्त क्षमता है। अपने एक्सपीरियंस से जितना सीखेंगे, उतना ही हम अपनी जरूरत के अनुसार अच्छे डिजिजन ले पाएंगे। हम अपनी डेली लाइफ में जो भी करते हैं, वो एक डिजिजन है और हर डिजिजन एक लेसन है। हमें उनसे सीखना चाहिए और फ्यूचर में उसे एग्जीक्यूट करना चाहिए। किसी भी चीज को सीखने का सबसे अच्छा तरीका है उसे कस्के देखा जाए। कार्यक्रम के अंत में विभिन्न कंपनियों से आए प्रोफेशनल्स ने डॉ. कामथ से सवाल किए, जिनका उन्होंने अपने अंदाज में जवाब दिया।

IMA organized its Evolution for Excellence a One day workshop on "TQM" on Friday, September 05, 2014.



IMA's
Evolution for Excellence
(A one-day workshop series)



Venue: Hotel Sarovar Portico
Timing: 09:30 AM To 05:00 PM
Day: Friday
Date: September 5, 2014

Investment:

For IMA Member : 2200/- INR
Non Member : 3500/- INR

(12.36% Service Tax will be additional)



Enhancing Operational Efficiency & Transforming Organizational culture By Imbibing TQM.

Despite of achieving high Operational efficiency, there is always a scope for further improvement. TQM is a long journey which has no destination but milestones are always there to achieve. There are numerous organizations which have started TQM with a big bang but unable to sustain in a long run. However, there are various organizations viz., Toyota, Nucor Steels, Maruti Udyog, TVS, Sona Koyo, HDFC, who not only sustained but transformed their organizational culture & out performed on all financial, customer satisfaction, governance, etc parameters with their competition. Just designing TQM action plan is not enough to deliver great business results. To come out of this syndrome, organization must spell out its TQM roadmap very diligently & must be imbibed with the organizational culture. TQM can become cost if it is implemented for short term gains & can't be sustained. For long term, it is an investment & cultural shift.

This workshop will give you an insight to understand the tenets of TQM, its financial impact, measuring cost, aligning with organizational culture, setting milestones & reaping the overall financial & operational benefits.

Facilitator of the Workshop : **Mr. Shad Raza**, a Master Black Belt in Six Sigma who not only worked with manufacturing but with service sectors too at operational, tactical & strategic level as Sr. VP-HR & Business Excellence for last 18 years. He has been invited in US, UK, South East & Gulf countries for his contribution.

For registration please contact:

Mr. Jaspreet Jeet Singh
M : +91 8889996138
Email : info@imaindore.com

Ms. Harshita Tiwari
M: +918889996133
Email : mail@imaindore.com

TQM was initiated in mid 80s & world over there are numerous companies who are implementing it religiously are reaping tremendous benefits from financial, customers & business processes point of views. There are many organizations who have imbibed TQM philosophy have not only out performed but sustained their extraordinary performance. Shad had asked participants to focus more in execution rather than waiting for right moment to come. He said to the participants "Do whatever you have, focus on the business processes & positive results would be sure to come. Sustaining the new initiative is key to the success but it is discipline & commitments which make this happen."

Participants attained multi-prong benefits:

- (a) Participants understood the latest concept of Quality Management & its application
- (b) They would be able to implement & reap the benefits in a longer term.



Shad Raza concluded with that there are ample number of organization which not only succeeded in all performance parameters but there are many researches which are carried out by people across the world revealed that they out performed than the overall industry. Provided they have taken it as an investment & imbibed in their organizational culture. However, organizations who have taken TQM as just another fad or written as cost lost even their market share. Don't replicate just by seeing the good business results of others but see the other side how much time, energy & focus they have invested. This way organization can unlock the potential & sustain the performance.

The companies that participated in the workshop were : Rajratan Global Wire, Capital Via, Methodex, JaideepIspat& Alloys , John Deere, Pratibha Syntex, D&H Secheron, Sigma Chemicals, Capco, SKM Steels Ltd., Kirloskar, Mahle, SRF, HEG, ACE Engineerings, National School of selling , Indira Securities and many more.



Mr. Shad Raza interacting with participants during the TQM Workshop.



Mr. Shad Raza during the workshop.

टोटल क्वालिटी मैनेजमेंट से बढ़ाएं बिजनेस

MANAGEMENT WORKSHOP

क्वालिटी मैनेजमेंट से लॉन्ग टर्म बेनिफिट्स



शुक्रवार को आईएमए की टोटल क्वालिटी मैनेजमेंट पर वर्कशॉप हुई।

रिपोर्टि > इंदौर

यही मौके का इलाज करने की वजाय जो प्लान किया है उसे बेहतर ढंग से एक्जीक्यूट करें। जो रिजल्ट्स अचेइवमेंट हैं उसकी मदद से उन्हें करके बिजनेस प्रोसेस पर फोकस रखें। इससे सबसे जरूर मिलेगी। टोटल क्वालिटी मैनेजमेंट से लॉन्ग टर्म बेनिफिट्स मिलते हैं। यह कहना है मायकॉम्पेटेंसी बिल्डर डॉट कॉम के सीओओ शाद रजा का। ये शुक्रवार को इंदौर मैनेजमेंट एसोसिएशन की ओर से होटल सरोवर पोर्टिको में हुई टोटल क्वालिटी मैनेजमेंट वर्कशॉप में बोल रहे थे।

लेटेस्ट कंसेप्ट समझना जरूरी

उन्होंने बताया कि टोटल क्वालिटी मैनेजमेंट के लेटेस्ट कंसेप्ट और एप्लिकेशन को समझना जरूरी है। क्वालिटी और कस्टमर सैटिस्फैक्शन पर फोकस प्राथमिकता हो। इससे लॉन्ग टर्म बेनिफिट्स मिलते हैं। उन्होंने कहा कि एक रिचर्स के मुताबिक ऐसी कंपनी जिन्होंने टोटल क्वालिटी मैनेजमेंट को इम्प्लीमेंट किया उनकी सबसेस रेट ज्यादा रही।



इंदौर। टोटल क्वालिटी मैनेजमेंट यानी आपके बिजनेस में हर लेवल पर क्वालिटी कंट्रोल। यहां बात सिर्फ प्रोडक्शन की नहीं हो रही, बल्कि बिजनेस के हर डिपार्टमेंट का हर व्यक्ति अपने काम को गुणवत्तापूर्वक करे। इससे बिजनेस में की ग्रोथ दोगुनी तेजी से होगी। यह बात माय कॉम्पेटेंसी बिल्डर डॉट कॉम के सीओओ शाद रजा नेकही। वे इंदौर मैनेजमेंट एसोसिएशन द्वारा

आईएमए की वर्कशॉप

होटल सरोवर पोर्टिको में 'टोटल क्वालिटी मैनेजमेंट' पर आयोजित वर्कशॉप में बोल रहे थे। यहां उन्होंने कई कॉल्पनिक परिस्थितियां देते हुए मैनेजर्स को क्वालिटी कंट्रोल करने के टास्क दिए। उन्होंने कहा कि क्वालिटी कंट्रोल करने के लिए किसी भी संस्था में फोकस, कमिटमेंट, डिसीप्लीन और ट्रांसपेरेंसी होना जरूरी है। तभी आप बेहतर प्रॉडक्ट या सर्विस अपने कस्टमर को दे पाएंगे।

Center of Excellence (COE), an evening talk on the topic "A Path to Sustained Happiness", Tuesday, September 30, 2014 at IMA Meeting Room.



INVITES YOU TO
CENTER OF EXCELLENCE (COE)

ON

**THE EXPERIENCE SHARING AND INTERACTIVE SECESSION
WITH THE MOVIE MAKER FROM YOUR OWN TOWN**

FACILITATOR:

MR. SANKALP SHRIVASTAVA

He is an actor, film maker and director. He recently directed and acted in movie "are baap re" and currently working on a feature film "counselling". He is also working on online series and working with an international film maker.

He believes in "sapna dekho to pura kame ka 'dum' bhi rakho".

DAY & DATE: TUESDAY, SEPTEMBER 16, 2014

TIME: 6:00 PM TO 7:30 PM

VENUE: IMA MEETING ROOM

FOR REGISTRATION:

CONTACT: Jaspreet Jeet Singh
MOB: +91 888-999-6138
E-MAIL: INFO@IMAINDORE.COM

Indore Management Association organized Center of Excellence (COE), an evening talk on the topic "The Path to Sustain Happiness" on Tuesday, September 30, 2014 at IMA Meeting Room, Jall Auditorium, Indore. The Speaker for the session was Mr. VikramAgnihotri.

Vikram loves to interact with youngsters, who he feels are full of potential and wants to inspire them to realize and tap their potential to its fullest against all odds, citing his own experiences in life. He has also set-up a Non Profit Organization (NPO) for this purpose called WIL.

Vikram runs his own business of LPG distributorship in Indore, handling it independently. He has also established several businesses in the past. He is not only passionate about football, but also a good player. Vikram holds the post of the Convener football committee of the prestigious Yashwant Club Indore.



Life imposed on him a very big challenge, but he met the challenge with great courage. Lessons life taught him to become what he is today. Interacting with him is a lifetime experience for the youth.

Mr. Agnihotri shared his personal experience that he gathered through life's challenge through the years. His insights have helped people in discovering what they were looking for in life and in attaining the same.

He has empowered many individuals with his life changing, experiential workshops.

The session was a cheerful & informal interactive session with learnings that deciphered the purpose of life & the things that make us happy. He apprised that the purpose of life is not just to be happy & live life by default instead it is to live a passionate life by making some difference that you have lived and lived well. He also emphasized over "living in the moment" wherein he said, "Taste experience to the utmost, to reach out eagerly and without fear for newer and richer experience. "Today is calling you, trying to get your attention, but you're stuck on tomorrow, and today trickles away like water down a drain. You wake up the next morning and that today you wasted is gone forever. It's now yesterday. Some of those moments may have had wonderful things in store for you, but now you'll never know." He conveyed to "make the most of every moment".

He also shared that the Gratitude allows us second chances at joy; not with the same circumstances or those same people; but it alleviates the burden of bitterness that comes with not receiving what one believes he/she was entitled to have. We can instead look forward into life and see that there will be many good things and we will be grateful for them."

In the brilliant words of AjahnChah:

If you let go a little, you will have a little happiness. If you let go a lot, you will have a lot of happiness. And if you let go completely, you will be completely happy.

The session was highly enthusiastic & full of learning. The members present appreciated the enriching session.



Mr. Vikram Agnihotri along with the participants during the COE evening program.



Mr. Vikram Agnihotri during the COE evening program.



Participants during the COE, evening program.

‘आज अभी यही पल जिंदगी है’

इंदौर। हम अक्सर यह भूल करते हैं कि अपने आज को भविष्य की चिंता में खो देते हैं, फिर खोई खुशियों को खोजते हुए दुखी होते हैं। जबकि हमारी असली जिंदगी और खुशी आज अभी यहीं इसी पल में है। खुश रहने के लिए सबसे जरूरी सूत्र यही है कि आप कल की चिंता छोड़कर अपने आज में जीना सीखें। जिस दिन आप यह करने में सफल हो गए उस दिन से आपकी जिंदगी खुशहाल हो जाएगी।

यह बात इंदौर मैनेजमेंट एसोसिएशन के सेंटर ऑफ एक्सेलेन्स कार्यक्रम में ‘द पाथ टू सरटेन हैप्पीनेस’ विषय पर बिजनेसमैन विक्रम अग्निहोत्री ने कही। उन्होंने अपनी जिंदगी के विभिन्न अनुभव बताते हुए बताया किस तरह आप विपरीत परिस्थितियों में भी खुश रह सकते हैं। उन्होंने कहा कि जिंदगी में चुनौतियां सभी के सामने आती हैं और यही जिंदगी का सच भी है, परंतु हम उन चुनौतियों



को किस जिंदादिली के साथ जीतते हैं यही बात तय करती है कि हम खुशी से अपनी जिंदगी बिताएंगे या इन चुनौतियों से परेशान होते हुए। उन्होंने यंगस्टर्स को खुशहाल जीवन के लिए ‘लिविंग इन द मूवमेंट’ का सूत्र दिया।



Film Show based on famous Hollywood Movie "October Sky" on Friday, October 10, 2014 at IMA Meeting Room.

Invitation to attend Film Show

On
Friday, October 10, 2014
from 6:30 pm to 8:00 pm
at IMA, Meeting Room

Moderated By—
Mr. Pankaj Kothari
Area Governor
For Toastmasters International

FROM THE PRODUCER OF "FIELD OF DREAMS"
OCTOBER SKY
BASED ON AN EXTRAORDINARY TRUE STORY

Contact:
Jaspreet Jeet Singh
Mob: +91 888 999 6138

Indore Management Association organized a **Film Show**, on "October Sky" for management professionals and students. The program was organized on Friday, October 10, 2014 at IMA's Meeting Room, Jall Auditorium, Indore. The Moderator for the session was CA Pankaj Kothari, Corporate Trainer and Motivational Speaker & Author.

CA Pankaj Kothari is an FCA, MBA(HR), Masters in Psychology and a PhD scholar at TISS, Mumbai. He is also the Area Governor for Toastmasters International.

Pankaj moderated clips of the Hollywood Movie "October Sky" which is based on the life of a young man who believes in himself named Homer Hickam.



The movie beautifully shows the passion of Homer to make his dream a reality. Homer's life inspires us in more than one ways. It makes us believe that if one has strong determination, one can surely do what one wishes to.

The movie reinforces the belief that if you have Innovation and determination, there is nothing that can stop you from fulfilling your dreams. **People create milestone in history and things are never the same again.**

People may reject one's ideas but one has to move on with strong determination. Most people will continue to oppose but there will be few who would come forward to support. One needs to prove oneself.

Even if people de-motivate us, we may either choose to quit or we may choose to take it as a challenge and that negative motivation will turn out to be positive for us.

The message from this film is "**Passion, Planning, and Perseverance.**"



Mr. Pankaj Kothari moderating the film show.



IMA members during the film show.



IMA members during the film show.

रचनात्मक नजरिए से मिलती है सफलता

इंदौर। इंदौर मैनेजमेंट एसोसिएशन (आईएमए) द्वारा संस्थान के सभागृह में 'अक्टोबर स्काय' फिल्म दिखाई गई। शुक्रवार की शाम दिखाई गई इस फिल्म में प्रेरणा, प्रयास और सफलता के पैमाने को कॉर्पोरेट ट्रेनर पंकज कोठारी ने बेहद दिलचस्प अंदाज में बयां किया।



सत्य घटना पर आधारित इस फिल्म की तमाम क्लीपिंग्स से न केवल युवाओं को प्रेरित करने का प्रयास किया गया, बल्कि अभिभावकों को भी सीख दी गई। रशिया द्वारा छोड़े गए पहले रॉकेट से प्रेरित बच्चा होमर भी रॉकेट लॉन्चिंग की योजना बनाता है। उसकी इस सोच का सब विरोध करते हैं। यहां तक कि उसके पिता भी उसका साथ नहीं देते। वह कोशिश जारी रखता है और कई असफलताओं के बाद आखिरकार वह सफल हो ही जाता है। उसकी अलग सोच और प्रयास देखकर कई लोग उसका समर्थन करते हैं। फिल्म के इन्हीं पहलुओं पर श्री कोठारी ने बताया कि

यदि आपकी सोच सही व अलग है, सपनों को लेकर आप दृढ़ संकल्पित हो और रचनात्मक नजरिया है तो सफलता जरूर मिलती है। हमें लोगों के नकारात्मक रवैये से भी सकारात्मक सीख लेना चाहिए। जब आप अच्छा कार्य करते हैं तो कोई न कोई आपको सहायता जरूर देता है। अभिभावकों को समझाया कि उनकी सोच कई बार बच्चों के विकास में बाधा बन जाती है। पैरेंट्स को अपनी जड़ता छोड़नी होगी। अपनी असुरक्षा की भावना से बच्चों को दबाने के बजाय उन्हें प्रयास करने की प्रेरणा देना चाहिए।

One-day Workshop for the corporate on Wednesday, 29th 2014, at Hotel Sarovar Portico, Indore on the topic "Leaders meet YOUR future selves".



Evolution for Excellence

(A one-day workshop series)
On

Leaders- Meet Your Future Selves.

Venue: Hotel Sarovar Portico

Timing: 09:30 AM To 05:00 PM

Day: Wednesday

Date: October 29, 2014

Investment:

For IMA Member: 2200/- INR

Non Member : 3500/- INR

(12.36% Service Tax will be additional)

For leaders, it's especially important to bridge the present and future, as they have to define the future not only for themselves, but also for their organizations. Since they are so occupied with the extraordinary demands and difficulties of the present day, they may miss out on the opportunities of tomorrow. IMA would deliberate on the given below agenda

- Leader and Leadership Qualities - Traditional thought
- Understanding Leadership through some exceptional Leaders
- Changing Scope of Leadership
- Vision and Power of Visualization
- Future – “A new present”
- Essentials of a Future Leader

Facilitator of the Workshop : Mr. Pushpak Deshmukh is a sales professional with over 22 Years of rich hands on experience in the field of management, designing and upgrading sales channels and leading sales teams. He has been involved in training and selling skill enhancement and has successfully mentored many professionals over the years.

For registration please contact:

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Ms. Harshita Tiwari

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Indore Management Association (IMA) has organized its one-day Workshop for the corporate on Wednesday, 29th 2014, at Hotel Sarovar Portico, Indore. The module for the workshop was: “

“Leaders meet YOUR futureselves – understanding leadership and making rapid progress in competitive world” and Speaker for the session was Mr. Pushpak Deshmukh, Head – Sales & Marketing Kalindi Group

Leadership is commonly believed to be a born talent; however it's a conscious practice that makes Individuals or Organizations extremely effective and more competitive. A great Leader makes use of His Vision, Communication abilities and His skills to rally people around a cause / Goal to make significant difference. It's a leader's role that makes all the difference to any organization, corporate or social, these were the thoughts of Pushpak Deshmukh, Head- Sales and Marketing Kalindi Group

Participants attained multi-prong benefits:

- Participants understood the Traditional and modern definition of Leadership
- Importance of vision to any leader
- Various Leadership Traits that make a leader a Greatly Effective Leader
- How to Develop a personal vision statement



Pushpak Deshmukh concluded that Leadership and Leadership practices make the critical difference in the life of any organization. He used Few Live examples to help understand the nuances of leadership and being Future Ready.

The companies that participated in the workshop were –Gajra Gears, Jaideeplspat& Alloys, Mahindra 2 Wheelers, Indira Securities and many more.



Mr. Pushpak Deshmukh with the participants during the workshop.



Participants during an activity at the workshop



INDORE
MANAGEMENT
ASSOCIATION

Invites you to Center of Excellence (COE)

on

"Management Wisdom Through Science of Spirituality"

Science is not only compatible with spirituality : it is profound source of spirituality.

This Topic brings three different topics :

- Management
- Science and
- Spirituality on the same platform.

The topic covers :-

1)- Is spirituality scientific ?

2)- Why spirituality is necessary ?

3)- How spirituality helps in :-

Health Management, Thought Management including Positive Thinking, Time Management, Ego Management, Anger management, Interpersonal relationship, Listening Skills, Law of Karma & Law of Attraction, Self actualization, Being Human etc..

4)- A colourful power point presentation related to scientific experiments with ancient Indian wisdom and their application in management.



Facilitator: Dr. Piyush Shrivastava

By profession a qualified doctor, a surgeon, working at medical college.

Working against cancer since last 20 years by organizing free cancer detection camps, public awareness programs, seminars & workshops, posters exhibitions etc.

Actively participating with organizations like Indian Red Cross, Rotary Club, Lion's Club etc.

Public awareness on spirituality & health through articles in newspapers & talks on radio. Also organizing the ABC workshop, which is a unique combination of Ancient Indian Wisdom & modern science.

For Registration:-

Contact: Jaspreet Jeet Singh

Mob: +91 888-999-6138

E-mail: info@imaindore.com

Day & Date: Wednesday, November 5, 2014

Time: 6:30 PM to 8:00 PM

Venue: IMA Meeting Room



Indore
Management
Association

Jall Auditorium, 56/1, South Tukoganj, Indore-452 001. Tel: 0731-2512544/45, 4069546
Fax : 0731-2528680. E-mail : mail@imaindore.com Website : www.imaindore.com

Indore Management Association organized Center of Excellence (COE), an evening talk on the topic "Management Wisdom through Science of Spirituality" on Wednesday, November 5, 2014 at IMA Meeting Room, Jall Auditorium, Indore. The Speaker for the session was Dr. Piyush Shrivastava.

Dr. Piyush Shrivastava, MBBS, MS is a surgeon, motivational trainer and public speaker having over 20 years of professional experience in health and wellness.

Science is believed to be an understanding of matter, whereas spirituality is related to the consciousness and



the Management is thought to be an entirely different field. Usually we analyze them as separate entities, whereas in reality they are interdependent and inalienable parts of each other.

WHO has included spirituality as 4th dimension of health and spirituality is a must in every aspect of life including business and management. But today's educated mind requires scientific explanations about the spirituality, and then only it starts applying and following the spiritual wisdom. Therefore it is the need of the hour that the Science of the Spirituality should be explained to every individual.

Through his presentation "Management Wisdom through Science of Spirituality" Dr. Piyush Shrivastava brings three different topics (1) Management (2) Science and (3) Spirituality on the same platform. The topic covers:-

1) - Is spirituality scientific?

2) - Why spirituality is necessary?

3) - How spirituality helps in:-

Health Management, Thought Management including Positive Thinking, Time Management, Ego Management, Anger management, Interpersonal relationship, Listening Skills, Law of Karma & Law of Attraction, Self actualization, Being Human etc..

4)-With the help of works of new age scientists like Einstein (Relativity), Niels Bohr (Complementarity), Heisenberg (Uncertainty), Hawking (Big Bang), Darwin (Evolution), Mendel (Genetics), Kirlian (Kirlian Photography) Dr. Piyush explains the statements in Indian Spirituality like Maya, Satya, Adwaita, Prana, Chetna, Anhad - nad, Yog, Dhyan, Pranayam etc. A must for all to understand the science of Indian Spirituality in entertaining and simplified terms.

5) - A colorful power point presentation relates scientific experiments with ancient Indian wisdom and their application in management.

The session was highly enthusiastic & full of learning. The members present appreciated the enriching session.



Dr. Piyush Shrivastava with the participants during the Center of Excellence Program.



Dr. Piyush Shrivastava in discussion with the participants during the program.

ताने-बाने की तरह बुने हैं साइंस स्पिरिचुएलिटी और मैनेजमेंट



इंदौर। 'लोग अक्सर साइंस, स्पिरिचुएलिटी और मैनेजमेंट को अलग-अलग क्षेत्र मानते हैं, जबकि ऐसा नहीं है। ये सभी ताने-बाने की तरह आपस में जुड़े हुए विषय हैं। अब तो व्यवस्थापकों ने भी स्पिरिचुएलिटी को हेल्थ की ऑरिगेनल में शामिल कर लिया है। यदि व्यक्ति आध्यात्मिक रूप से स्वस्थ नहीं है, इसका साइंस वह पूर्ण रूप से स्वस्थ नहीं है। यह जानकारी इंदौर मैनेजमेंट एसोसिएशन की वरिष्ठों में 'मैनेजमेंट सिस्टम वु साइंस और स्पिरिचुएलिटी' विषय की चौथी बैठक में थी। उन्होंने भारतीय इंडियन और इंडी के पीछे छुपे वैज्ञानिक तथ्यों पर शोध करते 'अनंत धारा- धर्म का विज्ञान' नामक किताब लिखी है।

वेबिनार में डॉ. वैद्य ने अपनी परस्पर उभे जैसे वेद और उपनिषद आदि की कुछ बातों को साइंस के मैनेजमेंट से जोड़ते हुए बताया। उन्होंने कहा कि लोग अक्सर धर्म का अर्थसा को धार करने वाले लोगों को अंधविश्वासियों का किरा मेंक्यूर मानते हैं, जबकि ऐसा नहीं है। एक एक कहता है, जो अपने जीवन को बेकार बनाने में अक्षमता लड़ता करता है। जिसे पीछे जाने हर मैनेजर अपनी और अपनी टीम के परसोईय को बेहतर बना सकता है।

अध्यात्म से बनती है टोटल क्वालिटी परसोनालिटी

इंडियन के वेबिनार हॉल में वेबिनार को संबोधित करते हुए डॉ. वैद्य ने बताया कि मैनेजमेंट में जिस हदों 'टोटल क्वालिटी परसोनालिटी' का पूरा किया जात है, उसे अक्षमता के अधार पर काम किया जा सकता है। जो व्यक्ति जीवन के पूरा धार को समझ पाता है, उसे नती अहंकार होता है और न गुनाह। एक मैनेजर जो काम में पहले खुद को मैनेज करता अपना चाहिए, जो उसे अक्षमता सिखाता है। स्पिरिचुएलिटी के जिन हेल्थ में नती, धर्म जैसे नती, आध्यात्म विधि, उद्योग मैनेजमेंट, इंटरप्राइज मैनेजमेंट, विपरीत विचार और कलाकला बढ़ाई जा सकती है।

अध्यात्म में है छिपा है मैनेजमेंट का ज्ञान

आईएमए की वर्कशॉप में डॉ. पीयूष श्रीवास्तव ने व्यक्त किए विचार



plus रिपोर्टर

indoreplus@patrika.com

इंदौर बिजनेस और मैनेजमेंट में भी स्प्रिच्युएलिटी का उतना ही महत्व है, जितना हेल्थ या किसी और सब्जेक्ट में। आजकल के एजुकटेड माइंड पीपुल्स इसका साइंटिफिक एक्सप्लोरेशन मानते हैं। मैं उन सभी लोगों से यही कहना चाहूंगा कि अध्यात्म एक विज्ञान है और इसमें मैनेजमेंट का सारा ज्ञान है। ये बातें कहीं मोटिवेशनल ट्रेनर एमबीबीएस एमएस सर्जन डॉ. पीयूष श्रीवास्तव ने। इंदौर मैनेजमेंट एसोसिएशन की ओर से बुधवार को ईवनिंग टॉक प्रोग्राम ऑर्गेनाइज किया गया। इसमें डॉ. पीयूष श्रीवास्तव चतुर मेन

स्पीकर संबोधित कर रहे थे। जाल सभागृह स्थित आईएमए मीटिंग रूम में आयोजित इस प्रोग्राम में डॉ. पीयूष ने अपने विजन 'वॉट वन केन बी, वन मस्ट बी' को यूनिवर्सल प्रोग्राम के जरिये समझाया।

सिखाया टाइम और एंगर मैनेजमेंट

वर्कशॉप में डॉ. श्रीवास्तव ने तीन बड़े टॉपिक मैनेजमेंट, राइस और स्प्रिच्युएलिटी पर बात की। इसमें उन्होंने कई एजम्पल देते हुए पॉजिटिव थिंकिंग, टाइम मैनेजमेंट, इंगो मैनेजमेंट, एंगर मैनेजमेंट और हेल्थ मैनेजमेंट के साथ ही रिलेशनशिप, लॉ ऑफ कर्मा और लिफाफे रिक्लर के बैरिफिक फंडे भी बताए गए। इस मौके पर उन्होंने एक कलरफुल पॉवर पॉइंट प्रजेंटेशन देते हुए इंडियन स्प्रिच्युअल विस्डम और उसे मैनेजमेंट में एप्लाय करने के तरीके भी बताए।

INDORE MANAGEMENT ASSOCIATION organized its 4th 'Animation Maestro Competition-2014' on Monday, November 10, 2014 at Pritam Lal Dua Auditorium, Indore.



IMA Cordially invites you to the

Inaugural Session of its
4th Animation Maestro Competition 2014

Chief Guest
Mr. Rajendra Joshi
Vice President – Operations
John Deere India Pvt. Ltd., Dewas

✦ Program Detail ✦

Day & Date : Monday, November 10, 2014
Venue : Pritam Lal Dua Sabhagrah
Time : 9:30 AM to 10:30 AM

Note :- Your punctuality is requested to start the program on time.

Address:- Pritam Lal Dua Sabhagrah , Government Ahilya Central Library, M G Road, Indore 452001 (M.P)



Indore Management Association's (IMA) Animation Maestro Contest 2014 held on Monday, November 10, 2014 at PritamlalDuaSabhagrah, Indore. IMA organized this one-of-its-kind Animation Competition – Animation Maestro. This competition was conducted on the theme - **“INDIA 2.0: Reclaiming Tryst with Destiny”**.

Zica Indore, Arena Animation GeetaBhavan, Frameboxx, Virtual Voyage Indore were the knowledge partners.

The Inaugural session started with the lightning of the lamp and floral welcome of chief guest Mr. Rajendra Joshi-Vice President Operations, John Deere, IMA Vice President - Mr. Amit Bidasaria, Immediate Past President - Mr. Shamit Dave , Conclave Chairperson 2015 - Ms. Ritu Grover, Mr. Amit Bidasaria explained how the idea of organizing this contest took place, he also elaborated that in the beginning IMA was taking help of professional studios from various Metro Cities to create all the content of International Management Conclave, but from last 4 years IMA decided to give this opportunity to the local talent so that they can excel in the field by working on this grand platform.

After the Inaugural session the competition began with the VFX category, on the theme **“INDIA 2.0: Reclaiming Tryst with Destiny”**.

The valedictory session was taken up by Mr. Abhishek Nandedkar, EC Member IMA he extended memento and gratitude to the judges for making the competition success and congratulated all the winners.



Mr. Rajendra Joshi during the inaugural session of Animation Maestro Competition



Mr. Shamit Dave, Ms. Ritu Grover, Mr. Rajendra Joshi, Mr. Amit Bidasaria, Mr. Abhishek Nandedkar during the inaugural session.



Participants during the Animation Maestro Competition 2014.



The guests and audience during the competition.



Participants during the Animation Maestro Competition 2014.





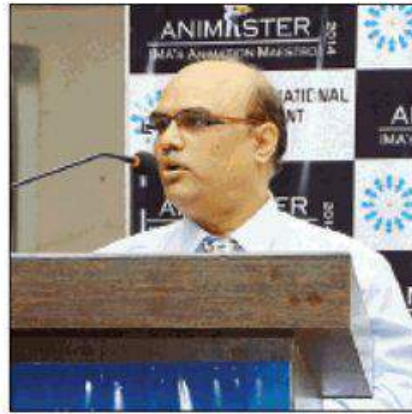
Winners during the Animation Maestro Competition 2014.



Winners during the Animation Maestro Competition 2014.

आईएमए द्वारा 'मैस्ट्रो कॉन्टेस्ट 2014' का आयोजन

'रिसर्च की काबिलियत के साथ पेशेंस होना भी जरूरी'



इंदौर। इंदौर मैनेजमेंट एसोसिएशन आईएमए द्वारा सोमवार को प्रीतमलाल दुआ सभागार में एनिमेशन 'मैस्ट्रो कॉन्टेस्ट 2014' आयोजित किया गया। 'डिजिया 2.0 रिक्लेमिंग ट्राइस्ट विद डेरिस्टनी' थीम पर आयोजित कॉन्टेस्ट में वीएफएक्स, थ्री-डी एनिमेशन और स्क्रिप्ट राइटिंग स्किल्स का बेहतरीन कॉम्बीनेशन देखने को मिला।

मुख्य अतिथि जॉन डेयर के वाइस प्रेसिडेंट राजेंद्र जोशी थे। उन्होंने कहा कि क्रिएटिव लोगों में रिसर्च करने के काबिलियत के साथ धैर्य भी होना चाहिए। एनिमेशन के लोकल टैलेंट को आईएमए जैसे संस्थान प्रमोट कर रहे हैं, यह बड़ी बात है।

आईएमए के वाइस प्रेसिडेंट अमित बिदासगिया ने बताया कि पहले आईएमए

मेट्रो सिटीज के स्टूडियोज की सहायता से इंटरनेशनल मैनेजमेंट कॉन्क्लेव के लिए कंटेंट तैयार करता था। पिछले 4 वर्षों से यह मौका लोकल टैलेंट को दिया जा रहा है। इसमें टीमों ने वीएफएक्स कैटेगरी में नरेंद्र मोदी और एआर रहमान पर आधारित उदाहरण दिए गए। स्क्रिप्ट राइटिंग कैटेगरी में विषय से मेल खाते रेड

बस, नरेश तेहरान के उदाहरण दिए गए। थ्रीडी कैटेगरी में स्टूडेंट्स ने रजनीकांत के थ्री डी वीडियो, आईएमए कॉन्क्लेव के लोगो दिखाए। थ्रीडी कैटेगरी में विजय चौहान की टीम (जीका), वीएफएक्स में गौरव जैन की टीम (एरिना एनिमेशन) व स्क्रिप्ट राइटिंग में तनु जैन की टीम (जीका) विजेता रही।

citylive plus ...14

TUESDAY, 11.11.14

एनिमेशन माइस्ट्रो कॉन्टेस्ट में स्टूडेंट्स ने दिखाया टैलेंट

'ट्रिस्ट विद डेरिस्टनी' थीम पर आईएमए का प्रोग्राम

पुष्पा रिपोर्ट
indore@cityliveplus.com

इंदौर रेश की आगरी के समन अर्ध रात को लिंग पहारने हुए पंडित जबहलाल नेहरू ने जो स्पेच दो थे, उसके ने तीन शब्द अगल तक गूहाहू हो। ये शब्द थे ट्रिस्ट विद डेरिस्टनी कानि विरि से साक्षात्कार। इन्ही शब्दों पर उभागीत थीम पर इंदौर मैनेजमेंट एसोसिएशन के एनिमेशन माइस्ट्रो कॉन्टेस्ट की। पूरी थीम इस तरह थी 'डिजिया 2.0 रिक्लेमिंग ट्राइस्ट विद डेरिस्टनी' इस थीम पर तार के चार एनिमेशन इस्टिडेंट्स के स्टूडेंट्स की 22 टीमों ने तीन-तीन मिनट के बंदी एनिमेशन बॉइडो तैयार किए, जिनमें जनेन के चुन और तीन कैटेगरी में बंद बॉइडो सलबंद किए। शरम को डिक्लार कर, गैलेंट

में बंदी एनिमेशन कैटेगरी में जिन्का इस्टिडेंट के विजय चौहान और टीम विरि को। एरिना एनिमेशन के अमित साकरा और टीम संकड और एरिना के डी गौरव कल्लेवाल और टीम ने तीसरी स्थान पाया। वीएफएक्स कैटेगरी में एरिना एनिमेशन के गौरव परतीवल्लभ फल्ट, व नरेश मोदी संकड रहे। स्क्रिप्ट राइटिंग में जिन्का की तनु जैन और एरिना एनिमेशन की साक्षी दोली संकड रही। जनेन ने विमोद पाणि, विनय अग्रि, राहुल जैन और अमित कर्दंडकर।

कॉन्टेस्ट का शुभारंभ सुबह प्रीतमलाल दुआ सभागार में आईएमए के वाइस प्रेसिडेंट अमित बिदासगिया, आईएमए कॉन्क्लेव कमेटी की चेरामान शरु शोब, और जॉन डेयर के वाइस प्रेसिडेंट

अभिषेक रावेंद्र बोरी ने वीप उल्लारक किया।

पौने दो लाख का वर्क कॉन्ट्रैक्ट

कॉन्टेस्ट के जन और आईएमए के इंडी मेबर अमित कर्दंडकर ने कहा कि शहर के स्टूडेंट्स ने इतना अच्छा काम करके दिखाया कि बंदर को सलबंद करना मुश्किल हो रहा था। उन्को प्रशंसि भी है और विजय भी। आईएमए की एनिमेशन मेबर चान्दी रोचलमों ने बताया वे सभी विजय अब आईएमए के अगले साल फल्टी में होने वाले कॉन्क्लेव के लिए एनिमेशन तैयार करेंगे। कॉन्क्लेव में जिनने भी बॉइडोच बूज किए जाएंगे, वे सब फ्लैक कॉन्ट्रैक्ट रिया जाएंगे।



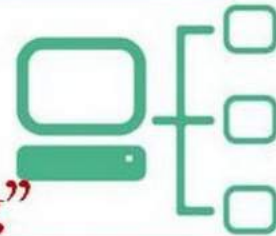


Indore Management Association organized its Center of Excellence (COE), an evening talk on, "Data Warehousing and Mining" on Wednesday, November 19, 2014 at IMA Meeting Room.



Invites you to
Center of Excellence (COE)
on

"Data Warehousing And Mining"



Information technology is now required in every aspect of our lives which help business and enterprise to make use of applications like decision support system, query and reporting online analytical processing, predictive analysis and business performance management.

A Data Warehouse is a central repository of relational database designed for query and analysis. It helps the business organization to consolidate data from different varying sources. These warehouses are analyzed by the latest technique known as Data Mining.

Facilitator : Dr. Durgesh Kumar Mishra

Professor and Head (CSE)

Director – Microsoft Innovation Centre SAIT, Indore
Visiting Professor- IIT, Indore

Having around 23 year of teaching and research experience. He is also consultant of Department of Sales Tax Government of MP and consultant of Labour Development Government of MP.

Day & Date: Wednesday, November 19, 2014

Time: 6:30 PM to 8:00 PM

Venue: IMA Meeting Room

For Registration:-

Contact: Jaspreet Jeet Singh

Mob: +91 888-999-6138

E-mail: info@imaindore.com



Jall Auditorium, 56/1, South Tukoganj, Indore-452 001. Tel: 0731-2512544/45, 4069546
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Indore Management Association organized Center of Excellence (COE), an evening talk on the topic "Data warehousing and Data Mining" on Wednesday, November 19, 2014 at IMA Meeting Room, Jall Auditorium, Indore. The Speaker for the session was Dr. Durgesh Kumar Mishra.

Dr. Mishra loves to work with database since 1989 and developed one bridge program for India Post office to link the data of village with GPO main server. He provides the consultancy and development support to Sales Tax and Labor department of Government of Madhya Pradesh.

In the age the information technology, for the business growth critical analytical reports play important role to meet global challenges. It also helps in reporting online analytical processing, predictive analysis and business



performance management. Data warehousing and mining is very important for managers as it is the foundation for decision support system. During business huge data is collected. But for making decisions useful patterns of the data needs to be extracted. Based on these patterns decisions are taken and strategies are planned. Data mining is useful for the business analysis in different market domains like market analysis and management, target marketing, customer relation management, market basket analysis, cross-selling, market segmentation, risk analysis and management, forecasting, customer retention, quality control, competitive analysis, fraud detection and management, text mining and web analysis and intelligent query answering. Other applications of the data mining are determination of the customer purchasing pattern over time, identifying customer requirement, finance planning and asset evaluation, and resource planning. Dr. Mishra explained different ways to design data warehouses. He showed how to view data warehouse in Business analysis framework.

The session was highly enthusiastic & full of learning. The members present appreciated the enriching session.





Dr. Durgesh Kumar Mishra in discussion with the participants.



Dr. Durgesh Kumar Mishra during the COE Program

Indore Management Association (IMA) had organized its Training @ Doorsteps a one-day Workshop for the corporate people on Monday, November 24, 2014 at Cummins Turbo Technologies India Ltd. Pithampur.



The module for the workshop was: “How to become a better communicator” and Speaker for the session was Ms. Gul Parvez.

In this fast moving world of today where brands are competing with one another and each corporate house is vying to outshine the other, the focus has turned to strengthening their human resources.

Hence it has become incumbent to instill impeccable Communication Skills and International Corporate knowhow and expectations in their employees to meet the Global challenges. Flawless communication has taken precedence.

Ms. Gul Parvez is the Founder of Personality Enhancement & Soft Skills Development Institute known by the name “Panache” and a corporate trainer for most of the corporate houses in the central region.

In this program Ms. Parvez laid stress on Public Speaking, Organizational skills, Conversation and Listening Skills. Trainer also, gave an insight on Corporate and International Business etiquette as well expected cordial behavior towards female employees.

Along with technical knowhow, the Soft Skills also are very essential and cannot be overlooked, as expectations are riding high, and they assist an organization to create a niche for themselves in the corporate society.

The companies that participated in the workshop were – Mahle, Jaideepspat & Alloys, Rosy Blue, John Deere, Mahindra, HEG limited, InfoBeans, Rajratan Global Wire Ltd., STI Textils Ltd., VECV, Pinnacle, Indore Composite and many more.



Ms. GulParvez during the Training @Doorstep workshop



Ms. Gul Parvez during an exercise at the Training @Doorstep workshop.

विजनेस फील्ड में जरूरी है कम्युनिकेशन स्किल

SEMINAR

plus रिटैर

indoreplus@patrika.com

इंदौर। इंदौर मैनेजमेंट एसोसिएशन ने कॉर्पोरेट हाउसेस के लिए वन डे वर्कशॉप का आयोजन किया, जिसका विषय था हाऊ टू बिकम अ बेटर कम्युनिकेटर। इस सन्वेंट पर कॉर्पोरेट ट्रेनर गुल परवेज ने लेक्चर दिया। वर्कशॉप पीथमपुर की टर्बो टेक्नोलॉजिज इंडिया लिमिटेड में आयोजित की गई।

गुल परवेज ने कहा कि कॉर्पोरेट वर्ल्ड में जहां बांड्स एक दूसरे को पीछे छोड़ने के लिए गलाकाट कॉम्पिटिशन से गुजर रहे

आईएमए की वन डे वर्कशॉप



हैं वहां कॉर्पोरेट्स को अपने हॉमन रिसोर्स को मजबूत करना उनके साथ बेटर कम्युनिकेशन बनाना होगा ताकि वह ग्लोबल चैलेंजर्स का मुकाबला कर सकें। तकनीकी

जानकारी के साथ सॉफ्ट स्किल्स को डवलप करना भी बेहद जरूरी है। बोलने के साथ ही सुनना भी सीखना चाहिए। सुनने से ही कम्युनिकेशन योतरफा होगा। उन्होंने कॉर्पोरेट हाउसेस में बिजनेस एटिकेट्स और महिलाओं के प्रति विनम्र व्यवहार करना भी सिखाया। वर्कशॉप में महिंद्रा, जयदीप इस्मात एंड एलॉय, रोजी ब्लू, जॉन डीयर, माहलें, एचईजी लिमिटेड, राजरतन ग्लोबल वायर, एसटीआई टेक्सटाइल लिमिटेड सहित कई अन्य कंपनियों के रिजर्नटिव शामिल हुए।

ग्लोबल मार्केट में हो अच्छी कम्युनिकेशन स्किल्स

इंदौर। इंडियन कॉर्पोरेट सेक्टर को इंटरनेशनल मार्केट के स्तर तक पहुंचाने के लिए अपनी कम्युनिकेशन स्किल्स को बेहतर बनाना बेहद जरूरी है। कई बार आप अपने कार्य में बहुत अच्छे होते हैं परंतु आपकी कमजोर कम्युनिकेशन स्किल्स के कारण आपके बनते काम भी बिगड़ सकते हैं। इंदौर मैनेजमेंट एसोसिएशन के ट्रेनिंग एट डोर स्टेप प्रोग्राम में पीथमपुर की इंटरटीज में काम करने वाले मैनेजर्स को यह बात सॉफ्ट स्किल्स ट्रेनर गुल परवेज ने समझाई।

‘हाऊ टू बिकम अ बेटर कम्युनिकेटर’ विषय पर बात करते हुए गुल परवेज ने कहा कि जब भी आप किसी से बात करते हैं, तब आप अपनी कंपनी का प्रतिनिधित्व करते हैं इसलिए आपको अपना बेस्ट देना होता है। आप अपने काम में भले कितने ही अच्छे हों, पर यदि आप अपनी बात प्रभावपूर्ण तरीके



आईएमए ट्रेनिंग एट डोर स्टेप प्रोग्राम

से नहीं रख सकते तो आपकी बाकी क्षमताएं अपने आप शून्य हो जाती हैं। साथ ही आपको एक अच्छा श्रोता बनना भी जरूरी है। तभी आप सामने वाले की बात अच्छी तरह समझकर सही जवाब दे पाएंगे।

इंटरनेशनल मार्केट के लिए अच्छी अंग्रेजी जरूरी

कॉर्पोरेट में काम कर रहे लोग भी पब्लिक स्पॉकिंग से डरते हैं, जबकि यह उनके काम का अहम हिस्सा बन चुकी है। अंग्रेजी सीखने के फीयर फैक्टर से बाहर निकलकर इसे चैलेंज की तरह लें, क्योंकि यह वैश्विक भाषा बन चुकी है इसलिए आपको इसे सीखना ही होगा। इंटरनेशनल मार्केट में अपनी मजबूत स्थिति बनाने के लिए अच्छी अंग्रेजी होना बेहद जरूरी है।

अटायर होते हैं साइलेंट मैसेंजर

अटायर्स एंड ग्रुपिंग पर बात करते हुए गुल परवेज ने बताया कि यदि आप वेल ड्रेस्ड हैं, तो लोग अपने आप आपकी बात सुनेंगे, आप पर विश्वास करेंगे। इसके विपरीत यदि आपका ड्रेसिंग सेस बुरा है तो लोग आपको गंभीरतापूर्वक नहीं लेंगे। उन्होंने ई-मेल एटिकेट्स तथा ई-मेल भेजने के डूज और डॉट्स पर भी चर्चा की। ई-मेल के सही स्ट्रक्चर, अच्छी शुरुआत और बेहतरीन समापन के मुख्य बिंदु समझाए।

IMA has organized its 'HR Forum Meeting' on the topic "Turnaround is not Transformation - Achieving Sustained Business Results through transformation" on Monday, November 24, 2014 at Neo Corp International Limited, Pithampur.



IMA HR - Pithampur Chapter

IMA HR FORUM MEETING

Monday, November 24, 2014

Turnaround is not Transformation

- Achieving Sustained Business Results through transformation.

Turnarounds happen when a company succeeds again at doing what it had once done successfully before. Transformations are almost entirely different – they occur when companies adapt their business model to fundamental shifts in technology, competitive landscapes, government policies and regulations, or macro trends to serve their customers in new ways. Lets discuss how to achieve sustained Business at our HR Forum .

Host of the Forum Meeting:

TRAINING ROOM
NEO CORP INTERNATIONAL LIMITED
62-63 Industrial Area Sector 1
Pithampur, Dist. Dhar - 454 775
Madhya Pradesh INDIA

Time :

2:30 PM - 4:00 PM

For Details Contact:

Ms. Harshita Tiwari
M: +918889996133



**Indore
Management
Association**

Jall Auditorium, 56/1, South Tukoganj, Indore-452 001. Tel: 0731-2512544/45, 4069546
Fax : 0731-2528680. E-mail : mail@imaindore.com Website : www.imaindore.com

It was discussed that, misunderstanding a financial turnaround as transformation is a common fallacy of management. A financial turnaround certainly puts a company on the path to future growth but whether the business results will be sustained and improved would depend on the transformation brought about in the human resource development, people practices and talent retention capability of the organization. The work culture and company climate have a lasting effect on productivity, efficiency and engagement of the most crucial resource, human resource. Rapid globalization, changing aspirations of multigenerational workforce have made it imperative for management and human resource professionals to look at transforming HR practices. The meeting was highly enthusiastic and a number of ways were discussed.



Participants during the IMA HR Forum Meeting at Neo Corp International Limited, Pithampur.

Indore Management Association (IMA) had organized its Training @ Doorsteps a one-day Workshop for the corporate people on Wednesday, 3rd December, 2014 at MAN Trucks India Pvt. Ltd. Pithampur. The module for the workshop was: "Get a Grip on Time to Become More Organized and Productive" and Speaker for the session was Mr. Sandeep Atre, Director, CH EdgeMakers.

Developing time management skills is a journey that may begin with a Guide, but needs practice and other guidance along the way. The goal is to help yourself become aware of how you use your time as one resource in organizing, prioritizing, and succeeding in your work.

Module-Details

- ✓ Understanding the basics of Time Management & Prioritizing
- ✓ Connecting time management with the concepts of 'self management' and 'being proactive'
- ✓ Discussing the various issues related to time-management through case-discussion
- ✓ Learning about the time-management theories like Pareto Principle and 4-Quadrant model!
- ✓ Understanding the theories like prioritizing theories like Usage analysis, pickle jar theory & Time partitioning theory & Time management on the roles of change agents, champions, drivers and catalysts
- ✓ Deriving the solutions to time management problems in contexts of both task and relationships

Training@Doorstep
Get a Grip on Time to Become More Organized and Productive

Program Details:

Faculty:
Mr. Sandeep Atre is a well known corporate trainer, entrepreneur & director CH Edge Makers. As a trainer of immense repute, he has trained lakhs of scholars in various domains of 'Soft Skills' & 'Entrance Recruitment Preparation'. He has also conducted 150+ EDPA & MDPs for more than 50 corporate & institutional clients. He is also a noted blogger & writer.

Workshop at Pithampur:

VENUE: MAN Trucks India Pvt. Ltd. Plot No. 9 - B (1), Sector 1, Pithampur Industrial Estate, Pithampur, District - Dhar 464 775, India

DAY & DATE: Wednesday, 3rd Dec. 2014

TIME: 8:30AM - 4:00PM

Host of the Workshop:

MAN

Group Offer (Min & Non-members)
Rs. 1100
Rs. 1600
(Per Person)

IMA Members Rs. 1200
ICM Members Rs. 1800
(Per Person)

For Registration Contact:
Mr. Jagwant Singh Mangat
M: +91- 6589986130
Email: maribetng@imaindore.com

(12.36% Service Tax will be additional)

IMA INDORE MANAGEMENT ASSOCIATION



Mr. Sandeep Atre is a well known corporate trainer, entrepreneur & director CH Edge Makers. As a trainer of immense repute, he has trained lakhs of scholars in various domains of 'Soft Skills' & 'Entrance & Recruitment Preparation'. He has also conducted 150+ EDPs & MDPs for more than 50 corporate & institutional clients. He is also a noted blogger & writer.

The session focused a lot on the concept that "You cannot manage time...you can only manage yourself". It helped the participants realize that time management is essentially self-management. It covered various legacy models like 4-quadrant theory, Pareto Principle, Pickle-jar theory etc. through demonstration videos and small exercises. Moreover, it also covered practical hands-on strategies like trusting smartly, delegating properly, prioritizing, discipline etc. through various short cases. The participants were encouraged to introspect and retrospect about the concepts in terms of their own respective domains, and also share the ideas during the workshop.

The companies that participated in the workshop were – MAN Trucks, Cipla, Methodex, Mahle, JaideepIspat&Alloys,Cummins, John Deere, Mahindra, Rajratan Global Wire Ltd., Indore Composite and many more.



Mr. Sandeep Atre interacting with the participants during the workshop.



Mr. Sandeep Atre with the participants during the workshop.



EVENT TODAY

‘ट्रेनिंग एट डोर स्टेप’ थीम पर वर्कशॉप

इंदौर, बिजनेस में बेहतर प्रदर्शन और स्किल डेवलपमेंट को ध्यान में रखकर कॉर्पोरेट्स के लिए समय-समय पर आयोजित की जाने वाली मोटिवेशनल वर्कशॉप इस सप्ताह भी आयोजित की जा रही है। इंदौर मैनेजमेंट एसोसिएशन की ओर से बुधवार को वर्कशॉप का आयोजन किया जा रहा है। वर्कशॉप का आयोजन ‘ट्रेनिंग एट डोर स्टेप’ थीम पर किया जा रहा है। एमएल टूक्स पौथमपुर में होने वाली इस वर्कशॉप में ‘टाइम टू बीकम मोर ऑर्गनाइज्ड एंड प्रोडक्टिव’ विषय पर डिस्कशन किया जाएगा। वर्कशॉप में संदीप अत्रे कॉर्पोरेट्स को प्रोडक्टिव होने के टिप्स देंगे।



Indore Management Association (IMA) organized its Exclusive Workshop for the members on Monday, December 8, 2014 at Sri Aurobindo Institute Of Technology, Indore. The module for the workshop was: “Analytics Using Spread Sheet (Excel)”.

Exclusive Workshop
On
Analytics Using Spread sheet (Excel)

Microsoft Excel helps companies maximise the value of their data, helping to control costs more effectively and obtain business information. Microsoft Excel gives businesses the tools they need to make the most of their data. And when it comes to making the most of resources, and maximising return on investment, this is becoming increasingly important.

Module-Detail

- Excel Fundamentals
- Working with Data
- Computation using Formula
- Grouping, sorting and filtering of data
- Data Analytics
- Data Importing
- Data Security
- Analytics with Graphs
- Basics of Macros

For Registration Contact:

Mr. Jagwant Singh Mangat
M. +91- 8889996130
E. marketing@maindore.com

Mr. Jaspreet Jeet Singh
M. +91- 8889996138
E. info@maindore.com

Program Details:

Faculty:
Dr. Durgesh Kumar Mishra

Presently, he has been working as a Professor (CSE) and Director, Microsoft Innovation Centre at SAIT Indore. He is also a visiting faculty at IIT-Indore. He has 24 years of teaching and 10 years of research experience. He has authored a book on "Database Management Systems". He has also been a consultant to industries and government organizations like sales tax and labour department of government of M.P.

VENUE:
SAIMS Campus, Indore-Ujjain State Highway, Near MR-10 Crossing, Indore.

DAY & DATE: Monday, December 8, 2014

TIME: 8:30AM – 4:00PM

INVESTMENTS: Per Person

IMA Members	Rs.1500
NON Members	Rs.1800

(2.36% Service Tax will be additional)

Note: (Participants are requested to bring their laptops)

The Speaker for the session was Dr. Durgesh Kumar Mishra, Professor and Director Microsoft Innovation Center, SAIT, Indore.

Dr. Mishra did his research work in privacy and security in data mining and developed related algorithms. He also provides the solution for BPO industry for providing better security which supports to increase the work in India in BPO sector. He has also delivered his talk in around 12 countries including USA and UK. He was also recently invited to deliver his talk at BOSTAN at Norbert Winner Conference to present his session on Cybernetics.

In the age the information technology, for the business growth critical analytical reports play important role to meet global challenges. It also helps in reporting online analytical processing, predictive analysis and business performance management. Microsoft spread sheet is very important for organization managers as it is the foundation for decision support system. During business huge data is collected in the form of table. But for making decisions useful patterns of the data needs to be extracted. Based on these patterns decisions are taken and strategies are planned. Spread sheet is useful for the business analysis in different domains and having some predefined useful template which support organization for analysis. Spread sheet has template for budget planning, business process, payroll management, Industry process, Expenses, Finance Accounting, Personal, Small Business and variety of Charts etc. Spread sheet is also support for decision making process for market analysis, target marketing, customer relation management, market segmentation, risk analysis and management, forecasting, quality control, competitive analysis and fraud detection and management. Spread sheet is also able to shared data online for our organization and customer globally. Dr. Mishra explained different ways to design spread sheet and analysis process. He showed how various views of spread sheet will support organization for better decision making process.

The session was highly enthusiastic & full of learning with hand-on session. The members present appreciated the enriching session.



Participants during the workshop.



Mr. Mishra interacting with the participants during the workshop.



स्मार्ट तकनीक से काम को बनाएं आसान



इंदौर। हमारे कई ऑफिशियल काम ऐसे हैं, जिनमें हम घंटों समय बर्बाद करते हैं जबकि स्मार्ट टेक्नोलॉजी और टूल्स का उपयोग करके हम उन कामों को मिनटों में पूरा कर सकते हैं। यह बात माइक्रोसॉफ्ट इनोवेशन सेंटर श्री अरविंदो इंस्टीट्यूट्स ऑफ टेक्नोलॉजी के डायरेक्टर डॉ. दुर्गेश कुमार मिश्रा ने इंदौर मैनेजमेंट एसोसिएशन द्वारा करवाए गए 'एक्सेल स्प्रेड शीट डेटा एनालिसिस एंड प्रीडिक्शन' सेमिनार में कही।

**'एक्सेल
स्प्रेड शीट डेटा
एनालिसिस एंड
प्रीडिक्शन' पर
सेमिनार**

यहां उन्होंने विभिन्न कंपनियों और इंडस्ट्री के मैनेजर्स को एक्सेल के इनिशियल से लेकर एडवांस्ड फंक्शन, प्री-डिजाइन टेम्प्लेट्स और ऑफिशियल वर्क में काम आने वाले टूल्स की जानकारी दी। वर्कशॉप में सभी मैनेजर्स को यह टूल चलाना सिखाया गया। श्री मिश्रा ने कहा कि एक्सेल स्प्रेड शीट सिर्फ डेटा स्टोर करने के लिए काम नहीं आता बल्कि इससे हम डेटा एनालिसिस एंड प्रीडिक्शन भी कर सकते हैं।

WORKSHOP

ग्लोबल चैलेंज फेस करने में क्रिटिकल एनालिटिकल रिपोर्ट करेगी हेल्प

आईएमए की ओर से माइक्रोसॉफ्ट इनोवेशन सेंटर में वर्कशॉप का आयोजन

plus रिपोर्ट

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इंदौर. इंदौर मैनेजमेंट एसोसिएशन की ओर से सोमवार को अरविन्दो इंस्टिट्यूट स्थित माइक्रोसॉफ्ट इनोवेशन सेंटर में एक्सक्लूसिव वर्कशॉप का आयोजन किया गया। सेमिनार में माइक्रोसॉफ्ट इनोवेशन सेंटर के डायरेक्टर डॉ. दुर्गेश कुमार मिश्रा ने 'एनालिटिक्स यूज ऑफ स्प्रेड शीट' पर अपने विचार रखे। उन्होंने कहा इन्फॉर्मेशन टेक्नोलॉजी के इस दौर में ग्लोबल चैलेंज को फेस करने के लिए क्रिटिकल एनालिटिकल रिपोर्ट जरूरी है। यह ऑनलाइन एनालिटिकल प्रोसेसिंग, प्रिडिक्टिव एनालिसिस और बिजनेस परफॉर्मंस मैनेजमेंट में काफी हेल्पफुल होती है।

उन्होंने कहा कि माइक्रोसॉफ्ट स्प्रेड शीट सिस्टम ऑर्गनाइजेशन




मैनेजर्स के लिए जरूरी है। ये डिजिटल सपोर्ट सिस्टम का आधार है। स्प्रेड शीट में बजट प्लानिंग बिजनेस प्रोसेसिंग, पे रोल मैनेजमेंट, इंडस्ट्री प्रोसेस, एक्सपेंस, फाइनेंस, अकाउंटिंग आदि के लिए टेम्प्लेट रहते हैं। इनकी हेल्प से इसे यूज करना बहुत

आसान हो जाता है। स्प्रेड शीट से कंपनी के डाटा को ऑनलाइन शेयर करने में भी आसानी होती है। इससे आप ग्लोबली अपने कस्टमर्स को अपनी कंपनी के बारे में बता सकते हैं। डॉ. मिश्रा ने स्प्रेड शीट तैयार करने के विभिन्न तरीके भी बताए।

Indore Management Association (IMA) has organized a one-day Workshop for the corporate people on Thursday, 11th December 2014, at Hotel Sarovar Portico, Indore. The module for the workshop was: "Baker Street Irregular Behaviour" and Speaker for the session was Mr. Shashank Kasliwal Founder Director of Emotional Intelligence Inc.



 **INDORE MANAGEMENT ASSOCIATION**

Evolution for Excellence
(A one-day workshop series)
On

Baker Street Irregular Behavior in Your Organization

Venue: Hotel Sarovar Portico
Timing: 09:30 AM To 05:00 PM
Day: Thursday
Date: December 11, 2014

Investment:
For IMA Member: 2200/- INR
Non Member : 3500/- INR
(12.36% Service Tax will be additional)

Facilitator for this workshop is **Mr. Shashank Kasliwal**. A young, dynamic, enthusiastic motivator and above all a farsighted visionary. He is a graduate in Commerce and has studied Scientology of L Ron Hubbard, Ontology from Werner Erhard. He is also certified by David J Lincoln on NLP and on various psychometric tools such as MBTI® and (ESAP) Emotional Skills Assessment Process.

Focusing on :

- How to build proper coordination between different departments?
- How to Handle inter department conflict?
- Focus on interests not positions.
- How to align personal goal with the organizational goal?
- Perception can blur the vision.
- Effective listening.
- Attack the problem not the person.
- Team Building

For registration contact:

Mr. Jagwant Singh Mangat	Mr. Jaspreet Jeet Singh
M : +91- 8889996130	M : +91- 8889996138
E : marketing@imaindore.com	E: info@imaindore.com

Mr. Kasliwal is a highly experienced trainer in the field of Attitude and Behavioral Trainings. The workshop was conducted by IMA at Hotel Sarovar Portico, Indore and was attended by all first and second line managers of the company.

Without symmetry, even shape, formal arrangement, etc: an irregular pattern.

1. Not characterized by any fixed principle, method, continuity, or rate: irregular intervals.
2. Not conforming to established rules, customs, etiquette, morality, etc.: highly irregular behavior.
3. Not according to rule, or to the accepted principle, method, course, order, etc.

Whenever there is any irregular behaviour in an organisation, the productivity suffers to a great extent. Moreover the employees who are facing the irregular behaviour of their colleague or boss go through lot of distress. It impacts their personal life and health as well.

The best thing is irregular behaviours can be controlled and eradicated completely. What is enquired is observation.



Behaviours displaying irregular behaviour

Looking for sympathy, self-pitying, depressed, losers, quitters, chronically angry, dependent personalities, complainers, addictive personalities, blamers, stubborn, persons in denial, troubled people, stuck, fearful, pessimists, despondent, mentally unstable, obstinate, hostile, aggressive, irresponsible, weak, guilt ridden, resistant to help, passive, irrational, insecure, neurotic, obsessed, lost.

Types of Irregular Behaviour that gets demonstrated through:

1. Not Taking Responsibility
2. Unable to Manage Conflict
3. No Team Building
4. Almost Zero Effective Listening
5. Attacks the person and not the problem
6. Focus on positions and not interest
7. Blurred vision due to lack in appropriate perception

Irregular behavior is immediately controlled when one realizes his responsibility. Here the role of the team leader comes who inspires the person who is behaving in an irregular manner.

The companies that participated in the workshop were –

Deccan Diesels

Rajratan Global Wire Ltd, JaideepIspat& Alloys Pvt. Ltd., Methodex Systems Ltd.

Atharva Packaging Pvt.Ltd., Mahindra, INDORE COMPOSITE PVT. LTD., CapitalVia

Reliance Corporation , Advanced Academy School, STI, GujratAmbuja

Piramal, Indira Securities Pvt. Ltd.



Mr. Kasliwal with the participants during the workshop.



Participants during an activity on Baker Street Irregular Behaviour.



अच्छे व्यवहार से ही होगा बेहतर उत्पादन



इंदौर। किसी भी कंपनी में परफॉर्मेंस से जुड़ी अधिकांश समस्याएं 'व्यवहार' के कारण होती हैं। हम चीजों को अज्यूम करते हैं और इसी से सारी समस्याएं शुरू होती हैं। फिर हमारा पूरा ध्यान उस समस्या के बारे में सोचने पर होता है न कि हमारे काम में। इससे हमारी परफॉर्मेंस ज्यादा बिगड़ने लगती है और जब बॉस एम्प्लॉई को डांटते हैं तो यह समस्या दोगुनी हो जाती है। एम्प्लॉई बॉस को बुरा समझने लगते हैं। इस समस्या को अपना व्यवहार सुधारकर ही हल किया जा सकता है।

होटल सरोवर पोर्टिको में इंदौर मैनेजमेंट एसोसिएशन के सेमिनार में यह बात इमोशनल इंटेलिजेंस इकोपोशन के हेड और बिहेवियर ट्रेनर शशांक कासलीवाल ने कही। विभिन्न कंपनियों से आए मैनेजर्स को उन्होंने समझाया कि दूसरों की गलती न देखते हुए पूरा ध्यान अपने काम पर रखें।

भावार्थ, लक्ष्यार्थ को समझे

श्री कासलीवाल ने बताया कि किसी भी संस्था में साथ काम करते हुए एक-दूसरे को सही तरीके से सुनना बहुत जरूरी होता है। अक्सर हम लोगों के शब्द सुनकर उसका अर्थ अपने अनुसार

निकाल लेते हैं, जबकि हमें किसी भी व्यक्ति की बात में निहित भावार्थ, अर्थात्, लक्ष्यार्थ को समझना चाहिए। इससे काफी समस्याएं हल हो जाएंगी। टू-वे कम्यूनिकेशन कीजिए। आपके व्यवहार की जिम्मेदारी आपको स्वयं लेना होगी। इमोशनल होना अच्छा है पर इमोशनली रिपैक्ट करना अच्छा नहीं। यह मेटल स्टेबिलिटी प्रैक्टिस से ही आती है।

याद रखें

- ▶ डर से आदमी काम करेगा पर बेस्ट आउटपुट तभी मिलेगा जब एम्प्लॉई डर नहीं इज्जत के कारण आपकी बात सुनें और वह काम करें जिसमें उसकी वास्तविक रूचि हो।
- ▶ जब भी कोई गलती करता है तो हम उसकी गलती नहीं बल्कि पूरे इंसान को गलत मान लेते हैं जबकि अंगुली कटने पर इंसान को मृत नहीं माना जाता।
- ▶ तनाव भरे माहौल में कोई लाजवाब काम नहीं कर सकता ऑफिस का अच्छा माहौल ही प्रोडक्टिविटी को बढ़ाता है।
- ▶ बेहतर प्रोडक्टिविटी के लिए संस्था के विभिन्न विभागों के मध्य अच्छा सामंजस्य होना जरूरी है।

पत्रिका

CORPORATE WORKSHOP

‘इरेगुलर बिहेवियर से प्रोडक्टिविटी को नुकसान’

इंदौर मैनेजमेंट एसोसिएशन की वन डे वर्कशॉप



plus रिपॉर्ट

indoreplus@patrika.com

इंदौर आईएमए की ओर से गुरुवार को वन डे वर्कशॉप का आयोजन किया गया। कॉर्पोरेट पीपुल के लिए होटल सरोवर पोर्टिको में हुई इस वर्कशॉप में इमोशनल इंटेलिजेंस के फाउंडर डायरेक्टर शशांक कासलीवाल मैन स्पीकर के रूप में शामिल हुए। वर्कशॉप में ‘बेकर स्ट्रीट इरेगुलर बिहेवियर’ सब्जेक्ट पर शशांक ने कहा पार्टिसिपेंट्स को एक्टिव और बिहेवियर ट्रेनिंग के जरिए अपडेट किया जा सकता है।

टाइप्स ऑफ इरेगुलर बिहेवियर

- नॉट टेरिफल रिस्पॉन्सिविटी
- अवेबल टू मैनेज कॉम्प्लेक्सिटी
- नो टीम बििल्डिंग
- आलमास्ट जीरो इफेक्टिव लिडरशिप
- अटेन्शन द परफॉर्म एंड नॉट द प्रॉब्लम

तीन पार्ट में किया डिवाइड

इरेगुलर बिहेवियर की डेफिनेशन को उन्होंने तीन पार्ट में डिवाइड किया। इरेगुलर पैटर्न, इरेगुलर इंटेंसिटी, हाइली इरेगुलर बिहेवियर। इन तीनों को ही उन्होंने विस्तार पूर्वक समझाया। शशांक ने कहा जब भी किसी ऑर्गेनाइजेशन में इरेगुलर बिहेवियर से काम किया जाता है तो इसका नुकसान उसकी प्रोडक्टिविटी को होता है। इतना ही नहीं इससे बॉस और एम्प्लॉई के बीच की दूरी भी बढ़ती है। इरेगुलर बिहेवियर को कंट्रोल करने का सबसे अच्छा तरीका है इसके कारण को समझकर उसे जड़ से खत्म कर देना। इस मौके पर उन्होंने इरेगुलर बिहेवियर के डिफरेंट टाइप भी बताए।



Indore Management Association organized its 20th Young Managers Competition 2015- "Prelims Round" on Wednesday, December 17, 2014 at Mahle Engine Components Pvt. Ltd. Pithampur.

 Indore Management Association



Young Managers Competition
8th January, 2015

Quest for Leaders
9th January, 2015

Young Managers Competition Prelims Round

<p>Prelims : In Pithampur Date : Wednesday, 17th December, 2014 Time : 9:30 am Venue : Mahle Engine Components India Pvt. Ltd.</p>	<p>Prelims : In Indore Date : Thursday, 18th December, 2014 Time : 9:30 am Venue : Mittal Corp Limited</p>
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Official host:



Daly College Business School

Co-host:



MAHLE
Engine Components India Pvt. Ltd.
for Pithampur region

&



Mittal Corp Limited
for Indore Dewas region

GRAND FINALE:
YMC - Thursday, 8th January, 2015 | QFL - Friday, 9th January, 2015
Venue : Daly College Business School
Residency Area, Indore - 452 001, M.P. (India)

BLOCK YOUR DIARY FOR:



**IMA INTERNATIONAL
MANAGEMENT
CONCLAVE**

6th & 7th FEBRUARY 2015 INDORE, INDIA

India 2.0-Reclaiming Tryst with Destiny



Indore Management Association (IMA) successfully organized its 20th Young Managers Competition - Preliminary Round at Mahle Engine Components India Pvt. Ltd, Pithampur. The prestigious competition wherein the young managers from leading organizations participated was on the theme, India 2.0: Reclaiming Trust with Destiny.

Mahle Engine Components India Pvt. Ltd, Pithampur was the official host for Indore Management Association's - 20th Young Managers Competition, Preliminary Round.

The aim of IMA is to create and nurture learning culture and bring out enterprising spirit at all levels so as to effectively pursue challenges in today's chaotic, complex and rapidly changing global environment. To achieve the same, it is essential to instill the 'Spirit of Innovation' in the mind of each person through a conscious process of self-discovery, experiential learning and self-determination.

The program started with lighting of the lamp done by, Mr. S K Singh, VP General Management, Mahle Engine Components India Pvt. Ltd. and other dignitaries.

Different Teams gave insight on the topic. The teams that participated were Case Construction, Cipla, Cummins Turbo Technologies, Mahindra 2 Wheelers, Mahle, Pratibha Syntex, Rosy Blue, and VECV.

The judges panel for YMC included; Ms. Shonali Paul, COO, Premier Biosoft (India) Pvt. Ltd., Indore, Mr. Shiv Kumar, President-Business Development & Mkt., Mittal Corp Limited, Indore and Mr. Utkarsh Trivedi, Associate Vice President- Business Development, Neo Corp International Ltd, Pithampur.

The teams from various Corporates like Pratibha Syntex, Cummins Turbo Technologies, and VE Commercial showcased the challenges or roadblocks for India, the current Scenario prevailing in corporate India and the Road Map for the future.

The presentation was followed by the Question and Answer round with the judge Panel.

Manager's emphasized on the importance of Training and development looking to individual growth, to the organizational growth and finally the National growth. The key philosophy was "Everyone is a change Maker".

Points showcased by Young Managers:

- "India has been projected as a demographic dividend the need to leverage the advantage of Indian demographic and Stress was given to " Make In India"
- Best practices implemented in corporates were shared like CSR Interactive, TPM, World Class Manufacturing.
- Importance has been given on supplier so supplier up gradation to improve the ultimate quality of the product.
- The research, finding and the homework was brilliant by the young managers. They emphasized on the points like Macroeconomic issues, Global Competitive Report, Strategic location on global geographical map to introspection and self realization of Indian Leaders and Managers.
- "You can't cross the sea merely by standing and staring at the water."

Stress has been given on -

- Labour Reforms Relaxation



- Transparency in Govt. Procedures to reduce corruption
- Top leakages in subsidy programs to reduce Fiscal defects
- PPP model, Skill development
- Education Enabler.



Participants during the presentation.



Honored Judges & Participants during the Young Manager's Competition.

5

Indore Management Association organized its Center of Excellence (COE), an evening talk on, "Ethics in Business" on Monday, December 22, 2014 at IMA Meeting Room. The Speaker for the session was Col (Retd) Alok Bhandari.

Col Bhandari has worked in the field of Education and HR Development for the past seventeen years and has also been the core faculty in the fields of Operation Management, Quality Management, Ethics in Business, Soft Skills, Personality Development and has worked with companies like NIIT and NIS Sparta Ltd. He is a graduate from BIT Mesra Ranchi and has also been an alumni of DSSC, Wellington, from where he did his Post Graduation in Defence Studies.

The basis of private morality is truth, and the closer a business comes to the truth, the more it deserves respect. But most of the Business bluffing is regarded simply as games strategy – much like bluffing in poker. As Henry Taylor pointed "falsehood ceases to be falsehood when it is expected on all sides that truth is not expected to be spoken". Most executives from time to time are almost compelled in the interest of their companies or themselves, to practice some kind of deception when negotiating with their customers, dealers, labor unions etc. It is true that most businessman are ethical in their private lives but in their office lives they cease to be private citizens and become game players who must be guided by a different set of ethical principles.

Col Bhandari, thereafter went on to explain the nuances of Corporate Social Responsibility and the difference it can make not only to the businesses but also to the society at large.

The session ended with a question answer session where the members present not only sought clarifications on this vexed issue but also contributed to the learning by their rich experience.



Col Bhandari during the Center of Excellence (COE) evening talk.



Col Bhandari interacting with the participants during the Center of Excellence (COE) evening talk.



6

Indore Management Association (IMA) organised its Exclusive Workshop for the members on Saturday, December 27th, 2014 at CapitalVia Global Research Limited. The module for the workshop was: "Accounting with Tally ERP. 9" and Facilitator for the session was Mrs. KavitaNavlani.

The Speaker for the session was Mrs. KavitaNavlani, IT Trainer and Microsoft Certified Professional.

Mrs. Kavita is an IT Professional, working since 2001 undertaking various web site development ventures. She has also been constantly providing consultancy and development support to the Corporate Sector. Mrs. Kavita has done her post graduation in Commerce background leading to the micro detailing of the financial aspects of the industry demand, And then further blending it with a post graduation degree in Information technology, she has managed to deliver regular lectures, trainings matching up to the needs .

In the age of information technology, critical financial reports and analytical statements play important role to meet global challenges in business growth. It also helps in reporting online analytical processing, predictive analysis and business performance management. Tally is an Accounting Software, very vital for accountants to manage organizational accounts, creating analysis statements to be reported to the director, for deeper analysis and assessment leading to better organizational planning. These reports lead to the strategic performance planning and execution. It forms the foundation for decision support system. Useful data patterns need to be extracted for decision making. The session by Mrs. Kavita covered Inventory Accounting with Tally, Security controls, Taxation- VAT and TDS, Generation and filing of Analytical reports, compiling of reports and then summing up the session with backup restoration of analytical reports.

The session was highly enthusiastic & full of learning with hand-on session. The members present in this training were from CapitalVia, Shah Marketing, Sigma Chemicals, Kalyan Toll Infrastructure Ltd. and many more.



Mrs. Kavita interacting with the participants during the workshop.





Participants during the workshop on Accounting with Tally ERP. 9



Participants during the workshop on Accounting with Tally ERP. 9

7

Indore Management Association organized its 20th Young Managers Competition 2015- "Prelims Round" on Saturday, December 27, 2014 at Mittal Corp Limited, Indore.

Indore Management Association (IMA) successfully organized its 20th Young Managers Competition - Preliminary Round. The prestigious competition wherein the young managers from leading organizations participated was on the theme, **India 2.0: Reclaiming Tryst with Destiny**. There were 20 teams who were a part of the competition, like VECV, Cummins, Pratibha Syntex, Mahle, Cipla, Case Construction, Rosy Blue, Mahindra Two Wheelers, Capital Via, Kriti and Acropolis. The preliminary Round was held on December 17, 2014 and on December 27, 2014 respectively at Mahle Engine Components India Pvt. Ltd. Pithampur and Mittal Corp Limited, Indore.

The panel of judges for YMC preliminary round at Indore included; Shiv Kumar, President-Business Development & Mkt., Mittal Corp Limited, Indore, Ms. Chani Trivedi, Head- HR, Sri Aurobindo Institute of Management & Science, Indore and Mr. Sajal Jain, Consultant Electronic Commerce, Indore.

The aim of IMA is to create and nurture learning culture and bring out enterprising spirit at all levels so as to effectively pursue challenges in today's chaotic, complex and rapidly changing global environment. To achieve the same, it is essential to instill the 'Spirit of Innovation' in the mind of each person through a conscious process of self-discovery, experiential learning and self-determination. There was tough competition between



the teams and it was very challenging for all the participants as every team that participated was well prepared.

Eleven teams cleared the first preliminary round the companies were from **Case Construction, Cummins Turbo Technologies, Mahindra 2 Wheelers, PratibhaSyntex, Rosy Blue, Capital Via Global Research Ltd., Kriti Industries Ltd. and VECV.**

The selected teams will again appear in the final round with their presentations on Thursday, January 8, 2014.



Honorable Judges during the inaugural session of 20th Young Managers Competition 2015- "Prelims Round" at Mittal Corp Limited, Indore.



Participants during the presentation at Mittal Corp Ltd. Indore.



Participants during 20th Young Managers Competition 2015 - Prelims Round.



Indore Management Association's (IMA) successfully organized its 20th Young Managers Competition on 8th January, 2015 at Daly College Business School, Indore.

Indore Management Association (IMA) successfully organized its 20th Young Managers Competition – Final Round. The prestigious competition wherein the young managers from leading organizations participated was on the theme, India 2.0: Reclaiming Trust with Destiny.

There were 11 teams who were a part of the competition who cleared the prelims round, like VECV, Cummins, PratibhaSyntex, Case Construction, Rosy Blue, Mahindra Two Wheelers, Capital Via, Kriti. The preliminary Round was held on December 17, 2014 and on December 27, 2014 respectively at Mahle Engine Components India Pvt.Ltd.Pithampur and Mittal Corp Limited, Indore.

The competition started with the lighting of lamp by the dignitaries from IMA.

The Chief Guest for the Competition was **Mr. Aditya Shrivastava, Senior. VP, VE Commercial Vehicles Ltd.** and our esteem panel of judges was **Mr. Siddhartha K. Rastogi**, Associate Professor and Area Chair of Economics at IIM Indore, **Ms. Chani Trivedi**, Head- HR, Sri Aurobindo Institute of Management & Science, Indore and **Mr. Shiv Kumar**, President-Business Development & Marketing, Mittal Corp Limited, Indore.

This competition is organized with a view to provide the opportunity to demonstrate their knowledge and creativity in the larger interest of the management fraternity in the form of a Paper Presentation Competition. The competition aims to cultivate conceptual thinking, organization of thoughts and presentation skills, among the students of graduate and postgraduate level.

Young Managers Competition is also intended to make out and sharpen leadership qualities. Those who have true leadership prospective and the motivation to occupy the limelight while working efficiently in a team are the fittest for this competition.



Participants and Guests at the Competition.



Mr. Aditya Shrivastava Senior. VP, VE Commercial Vehicles Ltd addressing the participants.



Participants presenting the presentation.



Winners of the Competition with the Judges.

2.

Indore Management Association's (IMA) successfully organized its 16th Quest for leaders Competition on 9th January, 2015 at Daly College Business School, Indore.

Indore Management Association (IMA) successfully organized its 16th Quest for leaders Competition – Final Round. The prestigious competition wherein the young students from leading Business Schools participated was on the theme, India 2.0: Reclaiming Tryst with Destiny.

The aim of IMA is to create and nurture learning culture and bring out enterprising spirit at all levels so as to effectively pursue challenges in today's chaotic, complex and rapidly changing global environment. To achieve the same, it is essential to instill the 'Spirit of Innovation' in the mind of each person through a conscious process of self-discovery, experiential learning and self-determination.

The program started with lightning of the lamp by the chief guest **Mr. AnukoolBhatnagar, DGM- Business & Operations, State Bank of India** along with Judges and other dignitaries.

Mr. AnukoolBhatnagar addressed the participants and the audience by giving an insightful thought on the theme "India 2.0: Reclaiming Tryst with Destiny". He emphasized on the students attitude, leadership quality, interpersonal effectiveness and way of presentation. He also stated that students should be updated with the current affairs and technology.

Different Teams gave insight on the topic. The other teams included names Jaipuria, DCBS, IPS academy, Acropolis and many more.



The judges' panel for QFL included; **Mr. Subodh Shrivastava**, A.M Core HR, Diaspark, Indore, **Mr. Amitabh Mathur**, COO, Pinnacle Industries, Pithampur. Who announced **DCBS as the winner and one of the team from Jaipuria Institute was the first Runner up.**

These teams will be awarded by our esteemed speaker at our 24th IMA International Management Conclave which is at Friday and Saturday 6th – 7th February, 2015.



The participants and the audience during the Competition.



Mr. Anukool Bhatnagar- DGM Business & Operations, State Bank of India addressing the participants.



Winners of the Competition.



आईएम क्वेस्ट कॉम्पटीशन आज से

यंग रिपोर्ट • इंदौर

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युवा मैनेजर्स के लिए इंदौर मैनेजमेंट एसोसिएशन क्वेस्ट आज से डेली कॉलेज बिजनेस स्कूल में शुरू होने जा रहा है। इस कॉम्पटीशन में शहर के जाने-माने व्यापारिक घरानों से युवा मैनेजर्स और प्रमुख बिजनेस स्कूलों के स्टूडेंट्स पार्टीसिपेट करेंगे। कॉम्पटीशन आईएमए द्वारा हर वर्ष आयोजित कि जाती है। इस वर्ष कॉम्पटीशन का विषय 'इंडिया 2.0 - रिक्लेमिंग ट्राइस्ट विद डेस्टिनी' है।

डेली कॉलेज बिजनेस स्कूल अग्रणी एवं यंग प्रबंधको के लिए आईएमए क्वेस्ट प्रतियोगिता के लिए इंदौर मैनेजमेंट एसोसिएशन की आधिकारिक मेजबान भागीदार है। यह प्रतियोगिता युवा प्रतिभागियों को नेतृत्व और रचनात्मकता के क्षेत्र में अपने ज्ञान, अनुभव और पेशेवर विशेषज्ञता का परीक्षण और प्रदर्शन करने के लिए एक अनूठा अवसर प्रदान करती है। संक्षेप में, उनका उद्देश्य युवा प्रबंधकों में नेतृत्व, नवाचार, रचनात्मकता, वक्तृत्व कौशल, टीम वर्क, व्यावसायिकता और प्रतिस्पर्धा का विकास करना है।

आईएमए क्वेस्ट कॉम्पटीशन

इंदौर यंग मैनेजर्स और लीडर्स के लिए इंदौर मैनेजमेंट एसोसिएशन क्वेस्ट कॉम्पटीशन आयोजित कर रहा है। 8-9 जनवरी को डेली कॉलेज बिजनेस स्कूल में होने वाली इस प्रतियोगिता का विषय 'इंडिया 2.0 - रिक्लेमिंग ट्राइस्ट विद डेस्टिनी' है।

आईएमए क्वेस्ट प्रतियोगिता आज से

यंग प्रबंधको के लिए इंदौर मैनेजमेंट एसोसिएशन (आईएमए) क्वेस्ट प्रतियोगिता 8-9 जनवरी को डेली कॉलेज बिजनेस स्कूल, इंदौर में आयोजित की जाएगी। यह प्रतिष्ठित प्रतियोगिता है, जिसमें इंदौर के प्रमुख व्यापारिक घरानों भर से युवा प्रबंधक और प्रमुख बिजनेस स्कूलों में से छात्र भाग लेते हैं। यह प्रतियोगिता आईएमए द्वारा हर वर्ष आयोजित की जाती है और इस वर्ष इसका विषय - " इंडिया 2.0 - रिक्लेमिंग ट्राइस्ट विद डेस्टिनी " है। डेली कॉलेज बिजनेस स्कूल अग्रणी एवं यंग प्रबंधको के लिए आईएमए क्वेस्ट प्रतियोगिता के लिए इंदौर मैनेजमेंट एसोसिएशन की आधिकारिक मेजबान भागीदार है। यह प्रतियोगिता युवा प्रतिभागियों को नेतृत्व और रचनात्मकता के क्षेत्र में अपने ज्ञान, अनुभव और पेशेवर विशेषज्ञता का परीक्षण और प्रदर्शन करने के लिए एक अनूठा अवसर प्रदान करती है। संक्षेप में, उनका उद्देश्य युवा प्रबंधकों में नेतृत्व, नवाचार, रचनात्मकता, वक्तृत्व कौशल, टीम वर्क, व्यावसायिकता और प्रतिस्पर्धा का विकास करना है।



यंग मैनेजर्स और लीडर्स दिखाएंगे टैलेंट

सिटी रिपोर्टर ▶ इंदौर

अग्रणी एवम यंग प्रबंधकों के लिए 'आईएमए क्वेस्ट प्रतियोगिता'

इंदौर अग्रणी एवं यंग प्रबंधकों के लिए इंदौर मैनेजमेंट एसोसिएशन (आईएमए) क्वेस्ट प्रतियोगिता 8-9 जनवरी 2015 को डेली कॉलेज बिजनेस स्कूल, इंदौर में आयोजित की जाएगी। यह प्रतिष्ठित प्रतियोगिता है, जिसमें इंदौर के प्रमुख व्यापारिक घरानों भर से युवा प्रबंधक और प्रमुख बिजनेस स्कूलों में से छात्र भाग लेते हैं। यह प्रतियोगिता आईएमए द्वारा हर वर्ष आयोजित की जाती है और इस वर्ष इसका विषय - "इंडिया 2.0 - रिक्लेमिंग ट्राइस्ट विद डेस्टिनी" है। डेली कॉलेज बिजनेस स्कूल अग्रणी एवं यंग प्रबंधकों के लिए आईएमए क्वेस्ट प्रतियोगिता के लिए इंदौर मैनेजमेंट एसोसिएशन की आधिकारिक मेजबान भागीदार है। यह प्रतियोगिता युवा प्रतिभागियों को नेतृत्व और रचनात्मकता के क्षेत्र में अपने ज्ञान, अनुभव और पेशेवर विशेषज्ञता का परीक्षण और प्रदर्शन करने के लिए एक अनूठा अवसर प्रदान करती है। संक्षेप में, उनका उद्देश्य युवा प्रबंधकों में नेतृत्व, नवाचार, रचनात्मकता, वक्तुत्व कौशल, टीम वर्क, व्यावसायिकता और प्रतिस्पर्धा का विकास करना है।

Two-day contest for management leaders

INDORE: Indore Management Association (IMA) is holding a two-day Young Managers and Quest for Leaders competition at Daly College Business School starting from Thursday. The competition will see participation from young managers from Indore's corporate houses and students of business.

HTC

शहर के यंग मैनेजर्स और लीडर्स का टैलेंट परखने के लिए इंदौर मैनेजमेंट एसोसिएशन दो अलग-अलग कॉम्पिटिशन आयोजित करने जा रहा है।

8 और 9 जनवरी को डेली कॉलेज बिजनेस स्कूल में होने वाली यंग मैनेजर्स कॉम्पिटिशन में जहां युवाओं को अपनी मैनेजरियल स्किल्स दिखानी होंगी वहीं क्वेस्ट फॉर लीडर्स में लीडरशिप स्किल्स टेस्ट की जाएंगी। 8 जनवरी सुबह 9.30 बजे से होने वाली 20वीं यंग मैनेजर्स कॉम्पिटिशन में वीई कमर्शियल व्हीकल्स के सीनियर वाइस प्रेसिडेंट आदित्य श्रीवास्तव चीफ गेस्ट होंगे।

9 जनवरी सुबह 9.30 बजे से होने वाली 16वीं क्वेस्ट फॉर लीडर्स कॉम्पिटिशन में एसबीआई इंदौर के बिजनेस एंड ऑपरेशन डीजीएम अनुकूल भटनागर चीफ गेस्ट होंगे।



Indore Management Association (IMA) has organized its Management Development Program a one-day Workshop for the corporate people on Tuesday, 13th JAN 2015, at . The day long workshop was: “Marketing in the 21st Century” and Speaker for the session was Prof.Vidyalyer, A seasoned academican, in the field of Marketing, teaching and practicing for more than 2 decades. The theme of this workshop is to enable understanding consumers, competition, devise strategies and creating an impact in today’s volatile, dynamic market environment.



**INDORE
MANAGEMENT
ASSOCIATION**

Organizing it's
Management Development Programme

On
“Marketing in the
21st Century”

Tuesday 13th January 2015
Time : 09:30 AM to 5:00 PM
Venue : FORTUNE LANDMARK,
Vijay Nagar, Indore

Scope & Objective of Workshop : Marketing in the 21st century is very different from its early beginnings. Today's marketers have more choices in terms of support, media opportunities, and communications. They also have more competition from varied sources, especially as the Internet has made it possible for companies around the globe to compete virtually. This workshop aims at discussing the marketing strategies in today's competitive environment, branding and competitive dynamics.

Contents ▶ Defining marketing for the 21st century ▶ Developing marketing strategies and plans ▶ Creating customer value and customer relationships ▶ Analyzing consumer markets ▶ Identifying market segments and targets ▶ Competitive dynamics ▶ Crafting the brand positioning ▶ Creating brand equity ▶ Setting product strategy ▶ Designing and managing integrated marketing communications ▶ Managing mass communications ▶ Managing personal communications

Investment	For IMA Member - 5000/- INR
	For IMA Non Member- 6000/- INR
	12.36% Service Tax will be additional

For more details and registration, please contact:
Mr. Jagwant Singh Mangat
Address : Jall Auditorium, 56/1, South Tukoganj, Indore- 452001 (M.P.)
Ph : (0731) 2512544-45, 4069545. Mob : (+91) 8889996130
E-mail : marketing@imaindore.com Website : www.imaindore.com

Most marketers realize that India is on the cusp of momentous change. The economy is vibrant, incomes are rising & the habits, preferences & attitude are changing rapidly.

To truly understand the strengths of your own business, you must understand your competition and your positioning. Who competes with you for your customers’ time and money? Are they directly selling competitive products and services, substitutes, or possible substitutes? What are their strengths and weaknesses? How are they positioned in the market?

A good competitive analysis varies according to what industry you’re in and your specific marketing plan and situation.



Begin by explaining the general nature of competition in your type of business, and how customers seem to choose one provider over another. What might make customers decide? Price or billing rates, reputation, or image and visibility? Are brand names important? How influential is word of mouth in providing long-term satisfied customers?

In other words, you should know how you are positioned in the market. Why do people buy your product or services instead of the others offered in the same general categories? What benefits do you offer at what price, to whom, and how does your mix compare to others? Think about specific kinds of benefits, features, and market groups, comparing where you think you can show the difference.

The Shift from Fragmented to Integrated Marketing Communications

Prior to the emergence of integrated marketing communications during the 1990s, mass communications—the practice of relaying information to large segments of the population through television, radio, and other media—dominated marketing. Marketing was a one-way feed. Advertisers broadcasted their offerings and value propositions with little regard for the diverse needs, tastes, and values of consumers.

Often, this "one size fits all" approach was costly and uninformative due to the lack of tools for measuring results in terms of sales. But as methods for collecting and analyzing consumer data improved, marketers were increasingly able to correlate promotional activities with consumer purchasing patterns. Companies also began to downsize their operations and expand marketing tasks within their organizations. Advertising agencies were also expected to understand and provide all marketing functions, not just advertising, for their clients.

Prof Vidyalyer is Dean – SIES College of Management Studies and has conducted various work-shops and training programs across sectors could provide insights to workshop participants how to compete in today's volatile markets and create and manage brands.

She also threw light on topics like managing sales – force, understanding the value-chain in business and delivering value to today's consumers. This was backed by activities and cases.



Ms. Vidhya Iyer with the participants during the workshop.



Participation during the Management Development Program.



Discussions on integrated marketing at IMA

Indore: Indore Management Association (IMA) organized a management development programme for its corporate members on Tuesday

Vidya Iyer, a noted corporate trainer, addressed the programme. The theme of the day-long programme was 'Marketing in the 21st century.' In her address, Iyer spoke about understanding the company's competition and positioning to assess the strength of the business. Speaking about marketing, she also highlighted the importance of integrated marketing communications.

She also threw light on topics like managing sales force, understanding the value chain in business and delivering value. TNN

कंज्यूमर की मानसिकता समझना जरूरी

आईएमए की वर्कशॉप में कॉर्पोरेट ट्रेनर प्रो. विद्या अय्यर ने समझाए मार्केटिंग के फंडे

plus रिपोर्ट

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इंदौर. भारत की इकॉनॉमी बड़े भारी बदलाव की कगार पर है। इकॉनॉमी वॉयब्रेट है और आय बढ़ने से लोगों की आदतों में भी बदलाव आ रहा है। लोगों की जीवनशैली के साथ खर्च करने की मानसिकता भी बदल रही है। इन सब बदलावों की बारीक स्टडी से ही सही मार्केटिंग स्ट्रेटेजी बनाई जा सकती है। यह बात मुंबई से आई कारपोरेट ट्रेनर प्रो. विद्या अय्यर ने आईएमए की एक दिवसीय वर्कशॉप में कही। होटल फॉर्च्यून लैंडमार्क में कारपोरेट्स के लिए रखी गई इस वर्कशॉप का विषय था 'मार्केटिंग इन ट्वेंटी फर्स्ट सेंचुरी'।

प्रो. विद्या अय्यर ने कहा कि सबसे पहले आपको अपने बिजनेस की स्ट्रेज समझना होगी। उसके बाद अपनी कॉम्पटीशन को समझें कि आपकी कॉम्पटीशन किससे है और आप और आपके कॉम्पटीटर मार्केट में कहां स्टैंड करते हैं। अपनी कमजोरियों और कॉम्पटीटर की ताकत को समझें। ये भी देखें कि डायरेक्ट सेलिंग स्ट्रेटेजी आपके प्रोडक्ट के लिए सही होगी या नहीं



अगर सही है तो उस पर अलग से ध्यान दें। कॉम्पटीटिव एनालिसिस ही सही स्ट्रेटेजी बनाने में मदद करेगा।

कंज्यूमर को समझें

प्रो. विद्या अय्यर ने कहा कि अपने बिजनेस में ये देखें कि किसी एक प्रोडक्ट या ब्रांड को दूसरे पर तरजीह क्यों दे रहे हैं। तरजीह देने

का कारण कीमत, बिलिंग, रेपुटेशन, इमेज या कुछ और है, यह जानने की कोशिश करें। इस बात का एनालिसिस करना जरूरी है कि लोग आपका प्रोडक्ट क्यों खरीदें आप उन्हें ऐसा क्या फायदा ऑफर कर सकते हैं जिससे आपका प्रोडक्ट लोग खरीदें। कंज्यूमर की मानसिकता को समझें और उसी के मुताबिक मार्केटिंग प्लान करें। मार्केटिंग के लिए डोर टू डोर सेलिंग के साथ मास कम्युनिकेशन का महत्व समझें। रेडियो से लेकर टेलिविजन और प्रिंट एडवर्टाइजिंग को चुनने से पहले अपनी जरूरत को समझें। एक साइज सबको

फिट आएगी ये सोच सही नहीं है। कंज्यूमर्स का सर्वे और कंज्यूमर डाटा के एनालिसिस और कंज्यूमर के पर्चेसिंग पैटर्न के मुताबिक मार्केटिंग स्ट्रेटेजी की प्लानिंग होना चाहिए।

प्रो. अय्यर ने बताया कि मार्केटिंग के मामले में कई कंपनीज पहले अपना मार्केटिंग ऑपरेशन पहले छोटा रखती हैं पर बाद में उसे जरूरत के मुताबिक बढ़ाती हैं। वर्कशॉप में एसबीआई, मेथॉडैक्स, मोयरा सरिया, जयदीप इस्पात, आइडिया सेलुलर, गाजरा गियर्स, और केपिटल वाया सहित अन्य कंपनीज के प्रोफेशनल्स मौजूद थे।

‘21 सेंचुरी मार्केटिंग कम्यूनिकेशन की’



इंदौर। मार्केटिंग कम्यूनिकेशन और मास कम्यूनिकेशन 1990 तक अलग-अलग हुआ करते थे, जबकि 21 सेंचुरी मार्केटिंग की बात की जाए तो बिना मास कम्यूनिकेशन की चर्चा के यह अधूरी ही मानी जाएगी। आज टीवी, रेडियो, सोशल मीडिया मार्केटिंग के सबसे बड़े टूल्स बन चुके हैं। 21 सेंचुरी की मार्केटिंग अब मार्केटिंग और कम्यूनिकेशन का इंटीग्रेटेड रूप बन चुकी है। यह कहना है कॉर्पोरेट ट्रेनर विद्या अय्यर का। वे होटल फॉर्च्यून लैंडमार्क में मंगलवार को इंदौर मैनेजमेंट एसोसिएशन द्वारा ‘21 सेंचुरी मार्केटिंग’ पर आयोजित वर्कशॉप में कॉर्पोरेट प्रोफेशनल्स को मार्केटिंग फंडे समझा रही थीं। वर्कशॉप में इंदौर और पीथमपुर की कई इंडस्ट्रीज के मैनेजर्स और एक्जीक्यूटिव्स ने हिस्सा लिया।

**आईएमए
में हुई वर्कशॉप
में बोलीं कॉर्पोरेट
ट्रेनर विद्या अय्यर**

कॉम्प्यूटर को समझना जरूरी

मार्केट में कंपनी की स्थिति को बेहतर बनाने के लिए विद्या अय्यर ने सिम्पल फंडा देते हुए कहा कि हर कंपनी को सबसे पहले अपने कॉम्प्यूटिटर को समझना जरूरी है। वह आपके प्रोडक्ट या सर्विस के समान कौन से प्रोडक्ट या सर्विस कस्टमर को ऑफर कर रहा है, किस कीमत पर कर रहा है और किस तरह से कस्टमर को अपनी ओर आकर्षित करने का प्रयास कर रहा है। इसी के साथ कस्टमर की मानसिकता समझना भी जरूरी है। आखिर कस्टमर क्या देखकर कोई प्रोडक्ट या सर्विस लेता है। कस्टमर का रुझान क्वालिटी, प्राइज, प्रेजेंटेशन या ब्रांड नेम किसकी ओर ज्यादा है। मार्केट रिसर्च के जरिए इन बातों का आकलन करने के बाद ही आप अपने लिए बेहतर मार्केटिंग स्ट्रेटजी प्लान कर सकते हैं।

परफेक्ट मार्केटिंग से मोदी बने ब्रैंड-मोदी



WORKSHOP

सिटी रिपोर्ट ▶ इंदौर

इंदौर मैनेजमेंट एसोसिएशन ने मंगलवार को शहर में एक वर्कशॉप कराई जिसमें मुंबई बेस्ड मार्केटिंग एंड बिजनेस स्ट्रेटजीस एक्सपर्ट विद्या अय्यर ने मार्केटिंग इन ट्वेंटी फर्स्ट सेंचुरी पर बात की।

उन्होंने प्रधानमंत्री नरेंद्र मोदी की मिसाल देते हुए कहा कि यह ब्रैंडिंग और प्लानिंग के राइट मिक्स से वे ब्रैंड-मोदी बने। वे 63 साल के हैं लेकिन यूथ आइकॉन हैं। उनकी खुद की मेहनत और व्यक्तित्व तो है ही, लेकिन मार्केट स्टडी, बेहतर स्ट्रेटजी और परफेक्ट मार्केटिंग के बगैर उनकी इमेज ऐसी बन पाना शायद मुमकिन न होता।

एक्सेप्ट चोर फेल्ट्योर्स- कैडबरी में कीड़े निकलने और पेस्टिसाइड्स कंटेंट की खबर आई थी। मोदी का नाम भी गुजरात दंगों से जुड़ा था। इन्होंने अपने फेल्ट्योर एक्सेप्ट किए और कार्य व्यवहार से इमेज रिक्रिएट करी।

चाय पीने वाले देश में कैसे हिट हुई कॉफी


इंडिया टिपिकल टी ड्रिंकिंग नेशन है, लेकिन आज हमारे देश में कॉफी पीना स्टेटस सिम्बल है। कैफे कॉफी डे और बरिस्ता जैसे ब्रैंड्स ने कॉफी को सोशलाइजिंग और फ्रेंडशिप से जोड़कर प्रोजेक्ट किया।

मार्केटिंग बेसिक्स

- ब्रैंड डिफरेंशिएटर हो। डेरों ब्रैंड्स के बीच आपकी एक यूएसपी हो।
- कनेक्ट विद कन्ज्यूमर। भारत में यूथ 75 फीसदी है इसलिए कनेक्ट विद यूथ।
- एम्लोई एंगेजमेंट।
- मार्केट ट्रेंड्स लगातार बदल रहे हैं इसलिए स्ट्रेटजीस भी बदलते रहे।



Indore Management Association (IMA) has organized its one day workshop under the series, Evolution for Excellence on Wednesday, 21st January 2015, at Hotel Sarovar Portico, Indore. The module for the workshop was: “Holistic Approach to Management” and the faculty for the same was Dr.Yogeshwari Phatak.

 <p>Evolution for Excellence (A one-day workshop series) On Holistic Approach to Management <i>"Manage your life, your work, your consciousness Management consists in putting each thing in its true place"</i></p> <p><u>Module-Details</u></p> <ul style="list-style-type: none"> ○ Self-management ○ Developing human potential ○ Organizational development ○ Decision making ○ Quality of work life ○ Management of money and materials ○ Knowledge – management – A Yogic Approach <p>In modern management, the primary or even an exclusive emphasis is laid on the management of external like people, organization, material or environment. But right management not only to use on externals but on effective self management. The growing complexity of the emerging business scene has brought to sharp focus the inadequate of the traditional model of management. There is a growing awareness of a need for a more holistic approach to management. The workshop attempts to highlight an alternate approach to management.</p>	<p>Facilitator for this workshop is Dr.Yogeshwari Phatak, Director Prestige Institute of Management and Research, Indore. She has presented research papers in various national and international conferences including Indian Institute of Management, Ahmadabadi and Indian Institute of Management, Bangalore. She is on the review panel of Oxford University Press, Pearson Education Press and Journal of People Republic of Bangladesh. She has also conducted training sessions for the executives of J. K. Industries (Tyre and Tube Division) at Kankroli. She has been on the editorial board of Prestige Journal of Management and Research and over 16 years of experience in academics and one year industry experience.</p> <p>Venue: Hotel Sarovar Portico Timing: 09:30 AM To 05:00 PM Day: Wednesday Date: January 21, 2015</p> <p>Investment: For IMA Member : 2200/- INR Non Member : 3500/- INR (12.36% Service Tax will be additional)</p> <p>For registration contact: Mr. Jagwant Singh Mangat M : +91-8889996130 E : marketing@imaindore.com</p> <p>Mr. Jaspreet Jeet Singh M : +91-8889996138 E : info@imaindore.com</p>
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Dr.Yogeshwari Phatak is Director Prestige Institute of Management and Research, Indore. She has 14 years of experience in academics and 1-year industry experience. She has presented research papers in various national and international conferences including Indian Institute of Management, Ahmadabad and Indian Institute of Management, Bangalore. She is on the review panel of Oxford University Press, Pearson Education Press and Journal of People Republic of Bangladesh. She has also conducted training sessions for the executives of J.K.Industries (Tyre and Tube Division) at Kankroli. She has been on the editorial board of Prestige Journal of Management and Research. She was nominated to attend Wealth Management Workshop sponsored by ICICI Bank held in Pattaya, Bangkok.

Topics that were covered in the practicum were:-

- She started the workshop with an exercise wherein she made the participants go through a series of short meditation. The purpose of this exercise was to make participants conscious of their self, physical body, mind and emotional self.
- She talked about Steps for developing consciousness for self management. .
- She told one should be internally driven not externally driven.
- She showed various video clips to make participants understand various aspects of attitude.
- She explained how you can improve your consciousness in the area of decision making, dealing with people, money etc. to enhance organizational development.



Participants during the workshop.



Dr. Yogeshwari Pathak with the participants during the workshop.



हॉलिस्टिक एप्रोच टू मैनेजमेंट पर आईएमए की वर्कशॉप

वर्क मैनेजमेंट करने के लिए जरूरी सेल्फ मैनेजमेंट

इंदौर। कोई भी इंसान तब तक अच्छा काम नहीं कर सकता, जब तक कि वह अंदर से अच्छा महसूस ना करे। आप सभी ने महसूस किया होगा कि जब आपका मन अच्छा होता है उस दिन आपका काम भी अच्छा होता है और मन अच्छा तभी होगा जब आप मैनेज्ड होंगे। वर्क मैनेजमेंट के पहले सेल्फ मैनेजमेंट जरूरी है।

घर से भागते-दौड़ते ऑफिस पहुंचकर बेमन से आप बेस्ट आउटपुट कभी नहीं दे सकते हैं। होटल सरोवर पोर्टिको में मैनेजमेंट प्रोफेशनल्स से रूबरू होते हुए यह बात कही मैनेजमेंट गुरु डॉ. योगेश्वरी पाठक ने। बुधवार को इंदौर मैनेजमेंट एसोसिएशन द्वारा आयोजित इस वर्कशॉप में मैनेजमेंट प्रोफेशनल्स को सेल्फ मैनेजमेंट, डेवलपिंग ह्यूमन पोटेंशियल, क्वालिटी ऑफ वर्क, मैनेजमेंट ऑफ मनी एंड मटेरियल, ऑर्गेनाइजेशन डेवलपमेंट और डिजीजन मेंकिंग जैसे विषयों पर विचार-विमर्श किया गया।

एक्सटर्नल नहीं इंटर्नल फोर्स जरूरी



डॉ. पाठक ने कहा कि अमूमन संस्थानों में कर्मचारियों से काम करवाने के लिए बाहरी शक्ति का उपयोग किया जाता है, उन्हें प्रेशराइज किया जाता है जबकि विभिन्न शोधों के मुताबिक इंसान तब बेहतर काम करता है जब उसकी अंतरात्मा उसे अच्छा काम करने के लिए प्रेरित करती है। यानी वह अपनी इच्छा से बेहतर काम करने की कोशिश करता है। इसके लिए मोटिवेशन जरूरी होता है। सेल्फ डेवलपमेंट के लिए उन्होंने मेडिटेशन करने की सलाह भी दी। सेल्फ मैनेजमेंट पर बात करते हुए उन्होंने कहा कि हमें हर सप्ताह के जरूरी कामों की लिस्टिंग कर लेनी चाहिए। इन कामों को प्राथमिकता के आधार पर बांटकर पूरे करते जाएं। इससे आप हर काम मैनेज्ड तरीके से समय पर पूरा कर पाएंगे।

हॉलिस्टिक एप्रोच टू मैनेजमेंट पर आईएमए की वर्कशॉप

वर्क मैनेजमेंट करने के लिए जरूरी सेल्फ मैनेजमेंट

इंदौर। कोई भी इंसान तब तक अच्छा काम नहीं कर सकता, जब तक कि वह अंदर से अच्छा महसूस ना करे। आप सभी ने महसूस किया होगा कि जब आपका मन अच्छा होता है उस दिन आपका काम भी अच्छा होता है और मन अच्छा तभी होगा जब आप मैनेज्ड होंगे। वर्क मैनेजमेंट के पहले सेल्फ मैनेजमेंट जरूरी है।

घर से भागते-दौड़ते ऑफिस पहुंचकर बेमन से आप बेस्ट आउटपुट कभी नहीं दे सकते हैं। होटल सरोवर पोर्टिको में मैनेजमेंट प्रोफेशनल्स से रूबरू होते हुए यह बात कही मैनेजमेंट गुरु डॉ. योगेश्वरी पाठक ने। बुधवार को इंदौर मैनेजमेंट एसोसिएशन द्वारा आयोजित इस वर्कशॉप में मैनेजमेंट प्रोफेशनल्स को सेल्फ मैनेजमेंट, डेवलपिंग ह्यूमन पोर्टेंशियल, क्वालिटी ऑफ वर्क, मैनेजमेंट ऑफ मनी एंड मटेरियल, ऑर्गेनाइजेशन डेवलपमेंट और डिजीजन मेंकिंग जैसे विषयों पर विचार-विमर्श किया गया।

एक्सटर्नल नहीं इंटर्नल फोर्स जरूरी



डॉ. पाठक ने कहा कि अमूमन संस्थानों में कर्मचारियों से काम करवाने के लिए बाहरी शक्ति का उपयोग किया जाता है, उन्हें प्रेशराइज किया जाता है जबकि विभिन्न शोधों के मुताबिक इंसान तब बेहतर काम करता है जब उसकी अंतरात्मा उसे अच्छा काम करने के लिए प्रेरित करती है। यानी वह अपनी इच्छा से बेहतर काम करने की कोशिश करता है। इसके लिए मोटिवेशन जरूरी होता है। सेल्फ डेवलपमेंट के लिए उन्होंने मेडिटेशन करने की सलाह भी दी। सेल्फ मैनेजमेंट पर बात करते हुए उन्होंने कहा कि हमें हर सप्ताह के जरूरी कामों की लिस्टिंग कर लेनी चाहिए। इन कामों को प्राथमिकता के आधार पर बांटकर पूरे करते जाएं। इससे आप हर काम मैनेज्ड तरीके से समय पर पूरा कर पाएंगे।



कार्यशाला: समग्र प्रबंधन के लिए दृष्टिकोण जरूरी



दबंग रिपोर्टर ■ इंदौर

इंदौर मैनेजमेंट एसोसिएशन (आईएमए) द्वारा बुधवार को होटल सरोवर पोर्टिको में इवोल्यूशन फॉर एक्सीलेंस (उत्कृष्टता के लिए विकास) के तहत एक दिनी कार्यशाला का आयोजन किया गया। मॉड्यूल था समग्र प्रबंधन के लिए दृष्टिकोण। इस पर प्रेस्टीज मैनेजमेंट एंड रिसर्च के डायरेक्टर डॉ. योगेश्वरी फाटक ने संबोधित किया।

उन्होंने प्रतिभागियों को उनके उद्देश्य, आत्म चिंतन, तन-मन और भावनात्मक रूप से जागरूक रहने और सेल्फ मैनेजमेंट के विकास को लेकर टिप्स दिए। उन्होंने इसके विभिन्न पहलुओं को समझने के लिए वीडियो क्लिपिंग भी प्रदर्शित की। निर्णय लेने से लेकर चेतना, लोगों से बातचीत आदि के माध्यम से संस्था का कैसे विकास किया जाता है, व्यावहारिक व नैतिक स्तर गिरने पर कैसे उबरा जाता है आदि के बारे में जानकारी दी। प्रतिभागियों ने व्यवहारिक और कारोबारी दिक्कतों को लेकर सवाल किए, जिनका समाधान डॉ. फाटक ने किया।

Workshop on holistic approach to mgmt

Indore: Indore Management Association (IMA) organized a day-long workshop, under the programme 'evolution for excellence', on Wednesday. The module for the workshop was 'holistic approach to management'. Prestige Institute of Management and Research, Indore, director Yogeshwari Phatak addressed the workshop. "The purpose of meditation exercise was to make participants conscious of their self, physical body, mind and emotional self," she added. TNN



Indore Management Association (IMA) organized an Exclusive Workshop for the corporate people on Wednesday, March 11, 2015. The module for the workshop was: “Changes in Budget 2015 –2016”



IMA Evolution for Excellence (A one-day workshop series) - On Planning and Execution Skills

Day & Date: Thursday, March 12 | Venue: Sarovar Portico | Time: 10am – 5pm

Highlights of Workshop

- Strategies for instilling a culture of execution in your organization - *Mr. Sanjay Gorana*
- Methodologies in Strategic Planning - *Dr. Sumer Singh*
- Five Keys to Getting the Job Done - *Mr. Siddharth Sethi*

Investment

For Member :- 2200/-
For Non Member :- 3000/-
12.36% Service Tax Additional

Profile of Speakers

Mr. Sanjay Gorana is site & Factory Head at Cipla Ltd. Pithampur. He is a Pharmacy Graduate and has undergone management development programs from IIM Ahmedabad and various B – Schools.

Dr. Sumer Singh is an alumni of The Doon School and currently the principal of 'The Daly College'. He was the Head of Lawrence School, Sanawar for seven year.

Mr. Siddharth Sethi is a CEO of Infobeans, and a graduate in Electrical Engineering from Indore, and an MBA from IIM, Indore.

For Registration Contact . Mr. Jagwant Singh | M. +91 8889996130 | E. marketing@imaindore.com

The speakers for the session were CA ArvindChawla, CA Manish Dafria, Dr S.B Singh, Senior Advisor, at Ernst & Young LLP.

He shared that a world class GST is the one that is fully harmonized in design and replaces all existing domestic indirect taxes and is administrated through a fully automated platform with minimal interface.

According to CA Manish Dafria, Abolition of Wealth- Tax (Income Tax) is a major change introduced by Budget 2015.

The workshop was full of deep insights over the “Budget 2015-2016” and was appreciated by the participants.



The companies that participated in the workshop were – Cummins, STI Sanoh India Limited, Piramal, JaideepIspat& Alloys, Rosy Blue, Rajratan Global Wires and many more.



Participants during the workshop.



Participants during the workshop.



Indore Management Association (IMA) organized its Evolution for Excellence, a one-day Workshop for the corporate people on Thursday, March 12, 2015. The module for the workshop was: “Planning and Execution Skills”.

Speakers for the session were Mr. Sanjay Gorana, Site & Factory Head, Cipla Ltd. Pithampur, Mr. SiddharthSethi, CEO InfoBeans, Dr. Sumer Singh, Principal Daly College.

Mr. Sanjay Gorana shared that without execution, strategy is a theory. Formulating strategy is difficult; executing a strategy is even more difficult. According to him 32 % strategies are successfully executed & implemented. 44% strategies get executed & implemented with challenge. 24% strategies failed to get executed.

Mr. SiddharthSethi shared that the micro level planning is not much help. There will always be extraneous circumstances you will have to deal with. You can't factor those in during planning. Your model for execution should definitely include huge allocations for exigencies.

Dr Sumer Singh shared that the one should have passion, determination, understanding human nature and human relation, responsibility & accountability.

The companies that participated in the workshop were: Rajratan Global Wire Ltd., Choksi Labs Ltd. National Steel, D&H Secheron, Truba college, Erimus Investments, UK, Investment Advisor, LIC, M.D. Agrawal & Co, Gajra Differential, Gajra Gears, VijayShri Papers, Mahvir chemicals, Capital Via, Davesman India Pvt. Ltd, Tata Precision Industries Ltd. ,Chetak Auto Engineering, Cipla, Piramal Enterprises Ltd., Mahindra Two Wheelers Ltd., Umang Engineering Pvt. Ltd. ,







‘स्ट्रैथ और वीकनेस पहचानकर बनाएं स्ट्रेटजी’

प्लानिंग एंड एकजीक्यूशन स्किल्स पर आईएमए की वर्कशॉप

इंदौर। चाहे कोई भी समस्या हो या फिर बिजनेस प्लान तैयार करना हो। सबसे पहले हमें अपनी स्ट्रैथ और वीकनेस पता होनी चाहिए। जब हम इन दोनों बातों को ध्यान में रखते हुए प्लानिंग करेंगे तभी हमारी प्लानिंग एक्टिविटीयूशन लेवल पर सबसेसफल हो पाएंगी।



इंदौर मैनेजमेंट एसोसिएशन द्वारा गुरुवार को आयोजित वर्कशॉप में यह बात डेली कॉलेज के प्रिंसिपल डॉ. सुमीर सिंह ने कही। प्लानिंग एंड एकजीक्यूशन स्किल्स विषय पर कॉर्पोरेट मैनेजर्स के लिए यह वर्कशॉप होटल

सरोवर पोर्टको में हुई। डॉ. सिंह ने उन्होंने कई उदाहरण देते हुए कहा कि सबसे पहले अपनी समस्या को पहचानने और समझे। फिर तय करें कि आखिर आपका गोल क्या है। इसके बाद आपको अपनी स्ट्रेटजी बनानी होगी कि किसी समस्या का हल खोजते हुए आप कैसे सफल हो सकते हैं। इस दौरान अपनी स्ट्रैथ और वीकनेस को ध्यान में रखें। इस पूरी प्रक्रिया में आपको

अपनी पूरी टीम को शामिल करना चाहिए ताकि सभी सदस्य संस्था में हो रही गतिविधियों से वाकिफ रहें। जब आप टीम को लेकर चलते हैं तभी वास्तविक रूप में लंबी सफलता प्राप्त कर पाते हैं। डॉ. सुमीर सिंह के साथ ही वर्कशॉप में एक्सपर्ट संजय गोराना और सिद्धार्थ सेठी ने भी अपने रिपल लाइफ से जुड़े एक्सपीरियंस शेयर किए।

IMA WORKSHOP

रिस्पॉन्सिविलिटी और मोटिवेशन से होगी स्ट्रेटेजी कामयाब

■ प्लानिंग एंड एक्जीक्यूशन स्किल्स पर आईएमए की वर्कशॉप

plus रिपोर्ट

indoreplus@patrika.com



इंदौर. जिम्मेदारी, जवाबदेही, मोटीवेशन और सहानुभूति ये वो कीफैक्टर्स हैं जिनके जरिए शार्ट टर्म प्लानिंग को कामयाब बनाया जा सकता है। ये बात डेली कॉलेज के प्रिंसिपल डॉ. सुमेर सिंह ने इंदौर मैनेजमेंट एसोसिएशन की एक दिनी वर्कशॉप में कही। डॉ. सुमेर सिंह 'प्लानिंग एंड एक्जीक्यूशन स्किल्स' विषय पर आयोजित वर्क शॉप में बतौर वक्ता बोल रहे थे। उन्होंने कहा कि किसी भी प्लानिंग को अमल में लाने के लिए पैशन, डिटरमिनेशन और मानवीय व्यवहार की समझ बेहद जरूरी है। अगर लीडर में ये गुण होंगे तो वो किसी भी स्ट्रेटेजी को कामयाब बना सकता है।

वर्कशॉप के दूसरे वक्ता थे सिफ्टा के फैक्ट्री हेड संजय गोराना। गोराना ने कहा कि अगर स्ट्रेटेजी को अमल में नहीं लाई जाती तो फिर वो सिर्फ थ्योरी बन कर रह जाएगी। उन्होंने कहा कि स्ट्रेटेजी का बनाना कठिन है और उसे लागू करना और भी कठिन है। उन्होंने कहा कि 32 फीसदी स्ट्रेटेजीज ही एक्जीक्यूट हो पाती हैं। 44 फीसदी स्ट्रेटेजीज को एक्जीक्यूट करना चुनौतीपूर्ण होता है और 24 फीसदी स्ट्रेटेजीज को लागू ही नहीं हो पाती। पूरे वर्ल्ड की 1000 आर्गनाइजेशंस की स्टडी के बाद ये तथ्य सामने आया है कि हर

पांच कंपनीज में से तीन के कर्मचारी मानते हैं कि उनकी आर्गनाइजेशन स्ट्रेटेजी को एक्जीक्यूट करने में कमजोर है।

जितनी जरूरत हो उतनी ही प्लानिंग करें

इन्फोबीजनेस के सीईओ सिद्धार्थ संदी ने कहा कि स्ट्रेटेजी को एक्जीक्यूट करना है तो पहले 'क्यों' शब्द पर विचार करना होगा। स्ट्रेटेजी बनाने से पहले अपने आप से पूछें कि ये क्यों बनाई जा रही है और आप कहां खड़े हो ये भी देखना होगा। स्ट्रेटेजी पर अमल करने के लिए कितना टाइम और पैसा लगेगा ये भी देखना होगा। इसलिए जितनी जरूरत हो उतनी ही प्लानिंग करें। अनावश्यक प्लानिंग करने में टाइम वेस्ट न करें। उन्होंने बताया कि माइक्रो लेवल प्लानिंग भी ज्यादा मददगार नहीं होती। स्ट्रेटेजी का एक्जीक्यूट करने का जो भी मॉडल हो उसमें अनिवार्यताओं को जरूर शामिल किया जाए।



IMA “Readers Clique” Indore Management Association (IMA) inaugurated its “Readers Clique” on Wednesday, March 18, 2015. It is a dedicated forum for book lovers with a vision of supporting and promoting book reading habits with the thrill of sharing ideas and opinions with other readers. The first Book review was on the Autobiography of Sir Richard Branson – Losing my Virginity on Wednesday, March 18, 2015. Facilitator for the session was Dr. Sandeep Atre Director, CH Edgemakers, Indore.



Indore Management Association
announces

IMA Reader's Clique

Knowledge is power, and power is best shared among readers.

A dedicated forum for book lovers with a vision of supporting and promoting book reading habit with the thrill of sharing ideas and opinions with other readers. If you are, or know, someone who loves to read and discuss books with his or her friends, please join. Come, explore a whole new territory, gather information and expand your mind.

We invite Indore Management Association members to be a part of
THE IMA READER'S CLIQUE!





THE NO.1 INTERNATIONAL BESTSELLER

We invite your participation to discuss, deliberate, share & know the insights of ...

An Autobiography of
Sir Richard Branson
- *Losing My Virginity*

A perennial bestseller — *Losing My Virginity* is Richard's highly acclaimed autobiography. Revealing Richard's unique story, his personal philosophy on life, the Virgin brand and business, this amazing memoir is without equal. Covering Richard's and Virgin's whole life right up to the present day, *Losing My Virginity* is a page-turning memoir, a definitive business guide and an inspirational story all in one. If you want to know just how Richard did it, this is the book for you.

Day & Date: Wednesday, March 18, 2015
Time: 06.30 Pm
Venue: IMA Discussion Hall

Forum Coordinator:
Ms. Harshita Tiwari
E: mail@imaindore.com
M: +91 8889996133

How I've Survived, Had Fun, and Made a Fortune Doing Business My Way

"Oh, screw it, let's do it."

That's the philosophy that has allowed Richard Branson, in slightly more than twenty-five years, to spawn so many successful ventures. From the airline business (Virgin Atlantic Airways), to music (Virgin Records and V2), to cola (Virgin Cola), to retail (Virgin Megastores), and nearly a hundred others, ranging from financial services to bridal wear, Branson has a track record second to none.

Losing My Virginity is the unusual, frequently outrageous autobiography of one of the great business geniuses of our time. When Richard Branson started his first business, he and his friends decided that "since we're complete virgins at business, let's call it just that: Virgin." Since then, Branson has written his own "rules" for success, creating a group of companies with a global presence, but no central headquarters, no management hierarchy, and minimal bureaucracy.

Many of Richard Branson's companies--airlines, retailing, and cola are good examples--were started in the face of entrenched competition. The experts said, "Don't do it." But Branson found golden opportunities in markets in which customers have been ripped off or underserved, where confusion reigns, and the competition is complacent.

And in this stressed-out, overworked age, Richard Branson gives us a new model: a dynamic, hardworking,



successful entrepreneur who lives life to the fullest. Family, friends, fun, and adventure are equally important as business in Branson's life. Losing My Virginity is a portrait of a productive, sane, balanced life, filled with rich and colorful stories:

Crash-landing his hot-air balloon in the Algerian desert, yet remaining determined to have another go at being the first to circle the globe

Signing the Sex Pistols, Janet Jackson, the Rolling Stones, Boy George, and Phil Collins

Fighting back when British Airways took on Virgin Atlantic and successfully suing this pillar of the British business establishment

Swimming two miles to safety during a violent storm off the coast of Mexico

Selling Virgin Records to save Virgin Atlantic

Staging a rescue flight into Baghdad before the start of the Gulf War . . .

And much more. Losing My Virginity is the ultimate tale of personal and business survival from a man who combines the business prowess of Bill Gates and the promotional instincts of P. T. Barnum.





IMA Reader's Clique members



IMA Reader's Clique members

IMA Inaugurated its Student's Chapter at IPS ACADEMY, Indore on March 17, 2015.



**INAUGURATION OF IMA'S STUDENT CHAPTER
AT
IPS ACADEMY
MARCH 17, 2015**





IMA is Inaugurating its Student Chapter at IPS Academy

On March 17, 2015 at 9:30 am - 11:30 am

Inauguration Ceremony will be followed by
Management film Show on

“Erin Brockovich”

This film is about an unemployed single mother who becomes a legal assistant and almost single-handedly brings down a California power company accused of polluting a city's water supply. Student Members are invited to attend the program.

Film show will be moderated by –
CA. Deepak Mulchandani

Partner with M/s Fadnis and Gupte, Chartered Accountants, Indore



More Detail Contact -



• **Mr. Jaspreet Jeet Singh | Mobile: 8889996138 | Email: info@imaindore.com** •

The IMA Student Forum aims to bring together young leaders, innovative minds and pioneering institutions across Indore region and offers to all participants a set of fascinating events. It aims to improve creativity and helps to shape a better future at a time where imagining the future is harder and more important than ever. We invite the energetic student youth from all domains and elite academia which creates the perfect set for the breeding place of knowledge and idea exchange that IMA Student Forum aims to be. It also brings together diverse knowledge, multiple experiences and ideas to pave the way for new thinking and practice. The forum aspires to connect different thoughts to shape a better future and stimulates participants to adopt new perspective to stand out and achieve originality. It also promotes sustainable practices that contribute to a balanced social, cultural and economic development.

On this occasion, a Management Film Show was organized for the students which was moderated by Mr. Deepak Mulchandani, Corporate Trainer.



Mr. Deepak Mulchandani moderating the Management Film Show at IPS Academy, Indore.



Management Students and Staff Members at IPS Academy, Indore