

2015-16

# Indore Management Association

## IMA Annual Activity Report

2015-16

**Indore Management Association**

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

Email id: [mail@imaindore.com](mailto:mail@imaindore.com) | Website: [www.imaindore.com](http://www.imaindore.com)

---

# INDEX

<b>S. No.</b>	<b>Activities</b>	<b>Page No.</b>
1.	LMA Details	
2.	Membership	
3.	Affiliation to AIMA	
4.	Elections 2015-16	
5.	Annual General Meeting 2015	
6.	Revenue and Surplus	
7.	Number of Executive Committee Meetings 2015 – 2016.	
8.	Capital Investment	
9.	Management Development Programs	
10.	Lecture Sessions Conducted	
11.	Details of Other Events 2015-2016	
12.	Awards	
13.	Collaborative Programs conducted with AIMA	
14.	Study Tours / Industrial visits	
15.	Annual Convention/ Management Day	
16.	IMA Website	
17.	Social Media Connectivity	
18.	Journals / Newsletters / Video CDs / Audio CDs / Books	
19.	Research / Survey	
20.	Number of Outreach Program	
21.	Interactive Sessions between IMA and other institutions.	

# 1. LMA Details

## A. IMA Premises:

IMA secretariat is presently in rented premises but having own **24764 square** feet (Approximate Value: Rs. 14. 46 Cr.) land to build its Management House.

## B. IMA Permanent Secretariat:

IMA has permanent fulltime secretariat.

Full time: 7 staff and

Temporary – Part-time: 3 temporary part-time staff.

### IMA Permanent Secretariat Staff (2015-16)

No.	Name	Designation	Roles & Responsibilities
01	Mr. Jagdish Verma	Mentor	
02	Dr. Rachna Tiwari	General Manager	
03	Mr. Jagwant Singh Mangat	Assistant Manager	Training & Development
04	Ms. Harshita Tiwari	Business Development Executive	Publication – IM Magazine
05	Ms. Suman Agrawal	Business Development Executive	Learning & Sharing Programs
06	Mr. Simran Singh Chhabra	Business Development Executive	Membership
07	Mr. Abhishek Goyal	Business Development Executive	Media & Branding
08	Ms. Surbhi Jain	Business Development Executive	Designing & Communication
09	Mr. Dev Prakash Mehra	Accountant	Accounting Management
10	Mr. Devilal Purohit	Office Runner	Office Management

## C. Details of Current LMA CEO and Last Five Year CEOs:

2011-12	<b>Dr. Rachna Tiwari – General Manager</b>
2012-13	Dr. Rachna Tiwari – General Manager
2013-14	Dr. Rachna Tiwari – General Manager
2014-15	Dr. Rachna Tiwari – General Manager
2015-16	Dr. Rachna Tiwari – General Manager

## **D. Development & Execution of Action Plan 2015-16**

### **Action Plan of 2015-16 was:**

- To reach to professionals from various hierarchy & sectors
- Involvement of Student members around the year.
- Involvement & Mentoring the Youth Entrepreneurs
- Improving Book Reading habits & Reviews
- Regular Interaction with CEOs of the region
- Organize more Activities & programs

Activities are planned by knowing the member's need and current scenario of industries to plan the future programs and trainings. The development and Execution of Action Plan for the year 2015-16 is as under.

### **IMA CEO Meetings**

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

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

### **Develop Your USP Series**

Attitudinal Issues and Personality Development addresses the Communication & Etiquettes problems. Develop Your USP is one of the series which we started in this category. Your USP drives the development of your company. The series helps to understand your image and activity that clearly communicates the benefit you are offering.

### **#OnceUponATime- Stories of Champions.**

Indore Management Association has also planned to introduce a series, #OnceUponATime - this series is about those who followed their heart and not the traditional approach to choose their profession and business. A story that repeatedly illuminates the characteristics necessary for success. It begins with a dream and that dream becomes a burning desire. Faith mixed with the burning desire fuels the story. This program will be held bi monthly amidst sylvan surroundings.

**IMA Youth Forum:** IMA Youth Forum is the young entrepreneur group of the central region. The forum fosters holistic understanding for active role in business. It strengthens the professional capability of young entrepreneurs. Provides opportunities & recognizes potential to growth. Forum also brings in creative energies of young entrepreneurs at one common platform. Mentorship is provided to the young CEOs of the region by heads of the companies.

### **IMA Reader's Clique**

IMA "Readers Clique" 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. It's a whole new initiative to gather information and expand your mind. To distribute Knowledge in the most-economical way by creating an environment of perfect harmony for our members to help unlock their potential.

1. Sharing the experiences from the famous books.
2. Ideas to the new learners.
3. To reinforce the importance of reading.
4. To simulate conversation and debate on a common topic.
5. Creating a group of likeminded people.
6. Advice on how to get the best out of your own self and developing a readership.
7. Building a Community of Readers to heighten appreciation for the value of reading and cultivate a community-wide love of reading.
8. A reading club that works around your busy schedule.

### **IMA Student Chapter**

The IMA Student chapter 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 Chapter aims to be. It also brings together diverse knowledge, multiple experiences and ideas to pave the way for new thinking and practice.

The chapter aspires to connect different thoughts to shape a better future and stimulates participants to adopt new perspective to stand out and achieve originality.

### **IMA Workshops and Trainings**

We plan workshops for the Development of Executives and Managers to take up next level of Hierarchy. Also the technical workshop which addresses operational level issues. This includes Tally, MS Excel and other workshop.

IMA is also works out with the feedback forms filled by members during their participation in previous programs. We also analyze suggested topics of programs & topics seeking by members.

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.

Yearly programs organized as per plan.

## **2.Membership:**

### IMA Membership Base

Number of Individual / Student Members: 2536  
Number of Institutional (Corporate/Institutions) Members: 257

### AIMA - IMA Combined Membership Base

Number of Individual Members: 37  
Number of Institutional Members: 09

### Number of new members added in last two years (April 2014 to March 2016)

<b>Category</b>	<b>Year -2014-15</b>	<b>Year -2015-16</b>	<b>Total</b>
<b>A</b> Individual	51	68	119
<b>B</b> Institutional / Corporate	28	27	55
<b>C</b> Student	2677	2315	4992

### **3. Affiliation Fee:**

#### **Affiliation Fee along with Audited Statements Sent to AIMA**

During the last two years: (2014 – 2015 & 2015 - 2016)

IMAs details wit date, amount and period of affiliation fee along with Audited Statements/ Annual Reports for the last two financial years 2014-2015 & 2015-2016 sent to AIMA.

<b>Years</b>	<b>Date</b>	<b>Amount</b>	<b>Period</b>
<b>2014-15</b>	17.10.14	62220	April 2014 to September 2014
<b>2014-15</b>	18.04.15	23643	October 2014 to March 2015
<b>2015-16</b>	19.10.15	72811	April 2015 to September 2015
<b>2015-16</b>	13.06.16	19068	October 2015 to March 2016

IMA has conducted association election as per schedule. It was held on September 29, 2015.

Elected Council members details are as:

---

### President

Mr. Vijay Goyal

Proprietor , Sigma Chemicals, "Sigma House", 170/22, R.N.T. Marg, Film Colony  
Indore

### Immediate Past President

Mr. Shamit Dave,

Managing Director, Davesmen India Pvt. Ltd.,Mansa, 20/8, South Tukoganj  
Indore – 452 001

### Vice President

CA Santosh Muchhal

Director, Infobeans Systems India Pvt. Ltd., 601, Rafael Tower , 8/2 Old Palasia, Indore

### Honorary Secretary

Mr. Navin Khandelwal

Director , Niraj Engineering Co. (P) Ltd.,206, Navneet Plaza, Old Palasia, Indore

### Joint Secretary

Mr. Sandeep Naolekar

Managing Director, Darling Pumps Pvt. Ltd., 36-F, Sector-B, Sanwer Road, Industrial Area,  
Indore – 452 006

### Treasurer

Mr. Rohit Gadia

CEO, Capital Via Global Research Ltd. 106-A, Corporate House  
169,R.N.T. Marg,Indore – 452 001

### Budget Officer

CA Subhash Mathur

Unit Head, Rosy Blue (India) Pvt. Ltd. 311, Manas Bhawan, RNT Marg, Indore -452 001

Mr. Amit Bidasaria

CEO , VSN International, Bidasaria Mills compound, before Indore Steel  
Near MPEB Grid, Bidasaria Industrial Area, Indore

Mr. Utkarsh S Trivedi

AVP, Business Development

Neo Corp International Ltd. 1st Floor, Mangal Compound  
MR 11, Pipliya Kumar (Lasudia Mori) Dewas Naka, Indore

---

---

Mr. Bhanu Prakash Inani

Director, Swan Finance Ltd., 802, NRK Business Park, Near Mangal City Mall  
Indore – 452 010

Mr. Praveen Agrawal

Director - Ad-Manum Packagings Ltd. 'Agarwal House', 5, Yeshwant Colony  
Indore – 452 003

Mr. Shreyans Bhandari

Director - Facet 58 Jewellery Company Pvt. Ltd., 9/3, Old Palasia  
Indore

Mr. Saurabh Singh Mehta

Director - Kriti Industries Ltd. , 4<sup>th</sup> floor Chetak Chambers, Indore

Capt. B.J. Singh

Chief Executive - Absolute Training Solutions

208, Sanjana Park, Behind Agarwal Publik School BicholiMardana, Indore

Prof. Kapil Kumar Suri

24-D, NanakNagar, Behind Indrapuri Colony, Indore

Mr. Kalpak Gandhi

Director - Methodex Systems Limited, 35-a, Fort Industrial Estate ,Indore – 452 006

Mr. Sapan Shah

Director - Shah Marketing, 402, Alankar Point, Geeta bhawan Square, A B Road, Indore

Mr. ShaileshDanani

Director - Omega Rubber Industries 63 Sector A, Sanwer Road Industrial Area , Indore - 452015

Mr. Gaurav Sojatia

*Acropolis Institute Of Tech. & Reseach, 307,Starlit Tower, Y.N. Road, Indore – 452 003*

Mr. Manoj Munshi

Partner - M. Munshi & Associates, 305, Navneet Plaza, 5/2, Old Palasia, Indore - 452 001

CA Manish Dafria

V.K. Dafria & Co, 302, Manas Bhavan Ext., R.N.T. Marg, Indore

---

## 5. Annual General Meeting

IMA annual General Meeting held on September 29, 2015.

Annual General Meeting 2015, held on Tuesday, September 29, 2015 at IMA Meeting Room, Jall Auditorium, Indore

Members present in the Meeting were:

Mr. Shiv Singh Mehta, Chairman - IMA

Mr. Sunil Chordia

Mr. Vijay Goyal

CA. Navin Khandelwal

CA. B P Inani

Mr. I R Kumar

Mr. Sumer Singh

CA Manish Dafria

Cap. B J Singh

Mr. Praveen Agarwal

Mr. Shamit Dave

CA. Santosh Muchhal

Mr. Kalpak Gandhi

Ms. Chani Trivedi

Mr. Vishal Soni

Mr. Rahul Jain

Mr. GauravSujatia

Mr. Akhilesh Khandelwal

Mr. Amit Bidasaria

Mr. Sapan Shah

Mr. Abhishek Nandedkar

Mr. ShaileshDhanani

Dr. Rachna Tiwari

Agenda – I: Approve and adoption of Audited Accounts of the Association along with the Auditor's Report thereon for the year ended on the 31st March 2015, and Report of the Board of Directors for the year.

Mr. Mehta presented Audited Accounts & Report of the year 2014-15 to the members which was approved and adopted by the members present. Mr. Sunil Chordia proposed the same and seconded by CA. Manish Dafria.

Agenda – II: Appointment of Auditor for the year 2015-2016 & Fixing Remuneration.

There was a unanimous decision to retain the present auditor for 2015-16 R D Asawa & Company on same remuneration. Mr. Vijay Goyal proposed and CA. Navin Khandelwal seconded the same.

Agenda – III: Elections of the Executive Council 2015-16.

Mr. Shiv Singh Mehta apprised about elections with the members present. He shared about the details of vacant seats & number of forms received - There were total 6 (Six) vacant seats of Executive Council, 3 (Three) for Institutional seats and 3 (Three) for Individual Seats. Total 12(Twelve) forms have been received for Institutional seats and 4 (Four) forms for Individual seats received. One of the individual

contestant forms was rejected due to incompleteness and there was no vacant seat for PIM member and 9 forms of institutional members has been withdrawn by the candidates. Number of forms remains equal to number of vacant seats therefore no election held.

Individual Executive Council Members Elected for 2015-17

Mr. Shailesh Dhanani

CA. Subhash Mathur

CA. Manoj Munshi

Institutional Executive Council Members Elected for 2015-17

Mr. Amit Bidasaria

CA. Navin Khandelwal

CA. Santosh Muchhal

#### Agenda –IV: Other issues discussed.

Mr. Mehta shared the Board perspective to strengthen IMA and focus on:

- Thinking beyond EDPs & MDPs
- Cooperate & Collaborate for organizing quality programs
- Outcomes & Impact of activities & programs

Mr. Sumer Singh advised to choose two schools and adopt them and provide them an opportunity to work in industry for a month. He said it helps the clarity in their career.

Mr. Mehta welcomed the idea proposed.

Mr. I R Kumar shared with members that in USSR it is government responsibility to help council for giving career as per student talent & Interest.

Mr. Abhishek Nandedkar suggested for conducting the personality test for students which help them in their career. Mr. Shamit Dave suggested organizing the Youth centric events to get students & youth in fold. Mr. Mehta also mentioned to have a proper feedback system of Conclave & events.

Mr. Vijay Goyal shared about the IMA new initiative of Youth Forum and Mentorship program.

Mr. Praveen Agarwal said, youth must be involved by providing interesting events or may be placement, but their participation & involvement is important. Mr. Vishal Soni also mentioned that IMA must do some activity for students.

Mr. Rahul Jain supported the discussion and suggested to initiate some quiz program, public speaking events for youth. Mr. Shamit Dave suggested restarting the Brand Guru Quiz program. Mr. B P Inani said, IMA must also concentrate on starts up community, it's a future. IMA must have Fund Committee to attract them by starting "Indore Driven Angel Funds".

Mr. Mehta said IMA must expand the wings to reach to Non-IMA members. Since there were no other issues, meeting adjourned with thanks to chair.

## 6. Revenue and Surplus

### Corpus Funds, Cash and Bank deposits (in Lacs) of last three financial years of the Association

Financial years of the Association.(2013-2014, 2014-2015, 2015-2016).

<b>Years</b>	<b>Revenue (in Lacs)</b>	<b>Surplus (in Lacs)</b>
<b>2013-14</b>	150	36.63
<b>2014-15</b>	145.82	18.76
<b>2015-16</b>	156.00	12.01

## **7. Executive Committee Meetings:**

**Number of Executive Committee meetings held and average duration during 2015 – 2016.**

### Management Committee Meeting

Date	Members Present
23-Mar-15	6
27-Apr-15	5
05-Aug-15	3
07-Sep-15	6
14-Sep-15	3
05-Nov-15	5
17-Dec-15	4
31-Mar-16	3
25-Apr-16	5
12-May-16	3
16-May-16	4

### Executive Council Meeting

Date	Members Present
13-Mar- 15	18
18-May- 15	14
24-Jul- 15	18
14-Sep-15	6
03-Oct-15	8
8-Oct- 2015	21
2-Dec- 2015	20
18-Feb-16	13

### IMA International Management Conclave Meetings

Date	Present
08-Oct- 15	23
18-Oct-15	21
08-Nov-15	11
22-Nov- 15	11
29-Nov- 15	15
06-Dec-15	15
13-Dec- 15	17
20-Dec- 15	8

03-Dec-16	11
31-Dec-16	26

## **8. Capital Investment:**

### **Capital Investment (Building, Furniture & Fixtures, I.T etc.) Done for Improvement in IMA Infrastructure:**

Indore Management Association invested Rs. 98170 /- on for improving infrastructure of secretariat. Given below are the investments done in the year 2015-16 :

Audio visuals for the better programs.

Better and updated computer system & laptop

Water purifying machine.

This helped to improve the quality of program in effective cost and help IMA to increase the assets. Also the health aspects was kept in mind.

## **9. Management Development Program**

### IMA Management Development Programs & Details 2015-16

- Evolution for Excellence
  - Training@Doorstep
- In-house Training Program
  - Rendezvous – A CEOs Dinner Program
  - Tête-à-tête – An Expert session for CXOs

(April 2015 to March 2016)

No	Date	Topic	Faculty	Actual Nos.
01	17.04.15	EFE-“Stepping Into Leadership”	Mr. Vijay Shahani	20
02	23.04.15	Training @ Doorsteps -“Critical Thinking and Creative Problem Solving”	Er. Rakesh Jain	27
03	210.4.15	“Excel Essential Skills”	Dr. Durgesh K Mishra	22
04	280.4.15	“Excel Essential Skills”	Dr. Durgesh K Mishra	22
05	04.05.15	“Excel Essential Skills”	Dr. Durgesh K Mishra	22
06	27.05.15	Training @ Doorsteps -“Personal Skills for Professional Excellence”	Mr. Shashank Kasliwal	28
07	30.05.15	EFE-“Finance for Non-finance Managers”	Mr. Anurag Joshi	28
08	18.06.15	EFE-“Conflict Management and Resolution Essentials”	Mr. Sandeep Atre & Mr. Vijay Shahani	26
09	24.06.15	Training @ Doorsteps - “Coaching Essentials for Team Leadership”	Capt. Jaison Thomas	37


10	21.07.15	Training @ Doorsteps- "Supervisory Skills for High Productivity"	Prof. Pankaj Kothari	54
11	28.07.15	Training @ Doorsteps- "Supervisory Skills for High Productivity"	Prof. Pankaj Kothari	30
12	07.08.15	EFE-"Customer Relationship Management"	Mr. Supran Sarkar	20
13	17.08.15	In House EDP -" Accounting with Tally ERP. 9" (Shri Nakoda Infrastructures, Indore	Ms. Kavita Navlani	15
14	21.08.15	Training @ Doorsteps- ""Taking People Along: Managing by Persuasion""	Mr. Amber S. Arondekar	33
15	25.08.15	In House EDP-"Business excellence in retail marketing "(Indian oil, Indore)	Prof. Pankaj Kothari	25
16	04.09.15	EFE-"Project Management"	Mr. Javid Ahmed Shaikh	20
17	16.09.15	Training @ Doorsteps- "Assertiveness Skills: Communicating with Authority & Impact"	Dr. Vikrant Singh Tomar	43
18	20.09.15	In House EDP-"Leadership & Team Building Essentials" (Indore Composite, Pithampur)	Capt. Jaison Thomas	25
19	06.10.15	EFE-"Stress Management: From Distress to De-Stress"	Dr. Vikrant S Tomar	45
20	29.10.15	Training @ Doorsteps-"Managing Relation with Emotional Intelligence"	Mr. Shashank Kasliwal	38
21	20.11.15	EFE-"The Persona-Driven USP"	Mr.Mahesh Sharma Prof. Rishikesha Krishnan, Mr. Jagdish Verma, Mr. N. Mohan	48
22	26.11.15	Training @ Doorsteps-"Confronting With Difficult People"	Mr. Pratik Singh Uppal	40

23	10.12.15	EFE-“Good to Great: - Magnitude of the transformation”	Mr Pratik Singh Uppal	32
24	22.12.15	Training @ Doorsteps-“Developing the High Performance Team”	Mr. Rakesh Jain	35
25	07.01.16	EFE-“The Big Impact of Small Changes”	Capt. Jaison Thomas	28
26	23.01.16	Training @ Doorsteps-“Communication Skills”	Ms. Gul Parvez	38
27	23.02.16	EFE-“Decision Making - Avoiding Wrong Steps”	Prof. Siddhartha K Rastogi	33
28	26.02.16	Training @ Doorsteps-“Accepting the Change”	Mr. Shashank Kasliwal	36
29	09.03.16	EFE-“Personality Development: An appointment with self”	Dr. Vikrant S Tomar	53
30	18.03.16	Training @ Doorsteps-“The First – Time Manager”	Prof. Pankaj Kothari	60
<b>Total</b>				<b>939</b>

## IMA Evolution for Excellence Workshop

17 April, 2015

### “Stepping Into Leadership”



## IMA - Evolution for Excellence

(A ONE-DAY WORKSHOP SERIES)

Facilitator for this workshop is Mr. Vijay Shahani, a seasoned professional with more than 14 years of intensive, all round experience as an operational vertical head in many companies like CSC, FSG, Bharti Airtel Ltd. etc. He is ambitious and creative person, with experience in framing, setting up of HR systems & processes, managing employee relations and corporate HR practices.

### “Stepping Into Leadership”

*(First workshop of the financial year (2015- 2016 )*

*This programme is specifically designed to help you lay a strong foundation to your managerial career by learning the right approach to leadership.*

Focusing on:


- *What is Leadership?*
- *Why Leader ?*
- *Working with teams.*
- *Challenges with Leadership.*
- *Traits of the Leaders*

Venue: Hotel Sarovar Portico

Timing: 09:30 AM To 05:00 PM

Day: Friday

Date: April 17, 2015



Investment:

**For IMA Member : 2200/- INR**

**Non Member : 3500/- INR**

**(12.36% Service Tax will be additional)**

**For registration contact: Mr. Jagwant Singh Mangat | M : +91- 8889996130 | E: marketing@imaindore.com**

Indore Management Association (IMA) has organized its Training @ Doorsteps a one-day Workshop for the corporate people on Friday, 9<sup>th</sup> May 2014, at MAN Trucks India Pvt. Ltd, Pithampur. 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.

Mr. Amber is the Managing Director of Powertrain Training and Consulting Services Pvt. Ltd and a highly experienced trainer in the field of Sales and Behavioral trainings. The workshop was conducted by IMA at Man Trucks, Pithampur and was attended by all first and second line managers of the company.

He also threw light on topics like understanding mindsets, behaviors, how attitude affects behavior etc. He said that there are at least 15 types of employees every organization has and each one of them has their own traits, some good and some bad. As leaders, you must identify the type of employee and should learn how to tackle them. He further mentioned that as the most dynamic resource of any organization, employees must be handled carefully, there should be no communication gap and that it is important for a leader to encourage desirable behavior in order to run the organizational machinery smoothly.

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. and many more.



Participants during the workshop.



Mr. Vijay Shahani in discussion with participants during the workshop.

Indore Management Association (IMA) has organized its Evolution for Excellence a one-day Workshop for the corporate people on Friday, 17 April, 2015 at Hotel Sarovar Portico. The module for the workshop was: “stepping into Leadership” and Speaker for the session was Mr. Vijay Shahani, Business Consultant.

Mr. Vijay Shahani discussed about various frameworks being used in leading organizations on Leadership identification and Leadership Development. He quoted examples from all the functional verticals of the organization and the functional and organizational Leadership. He shared his experiences with Leadership Issues which he has faced and how were they addressed. He used management movies to understand a role of the Leader and how Leaders behave in different circumstances. The participants learnt the real life management and leadership problems and solutions through the management games.

21<sup>ST</sup> April

## A Session on "Excel Essential Skills"



### SUPERCHARGE YOUR EXCEL ABILITIES



#### Indore Management Association is Announcing Certification Program in Microsoft Excel

We believe in effective training and tangible results which is why our Excel Essential course concentrates on Excel features and techniques that you will be able to apply every day in order to make your spreadsheets more reliable, more efficient, more automatic and to give them maximum impact. Each areas of our syllabus addresses is intended to equip you with knowledge and techniques that you will be able to use over and over again to not only make your own spreadsheets better, but also to enable you to help your colleagues and solve their Excel problems. Our test and diagnostic tool objectively assess your knowledge and understanding.

#### Course 1: Excel Essential Skills

Session 1	Tuesday 21 <sup>st</sup> April 2015	Time: 5.30 PM to 8.00 PM	<b>Venue:</b> IMA   Jall Auditorium   Board Room   56/1   South Tukoganj   Opp. Noble Hospital   Indore- 452001   (M.P.)
Session 2			
Session 3	Monday 27 <sup>th</sup> April 2015	Time: 5.30 PM to 8.00 PM	
Session 4			
Session 5	Thursday 30 <sup>th</sup> April 2015	Time: 5.30 PM to 8.00 PM	
Session 6			
Session 7	Wednesday 6 <sup>th</sup> May 2015	Time: 5.30 PM to 8.00 PM	
Session 8			

Session 1	Day 1	Basic Skill
Session 2	Day 1	Doing Useful work with Excel
Session 3	Day 2	Taking your Skill to next level
Session 4	Day 2	Making your worksheet look professional
Session 5	Day 3	Charts and Graphics
Session 6	Day 3	Multiple Worksheets and workbooks
Session 7	Day 4	Printing Your Workbook
Session 8	Day 4	Cloud Computing

Investment	Per Participant	Group Offer (Minimum 5 Participants)
For IMA Member	Rs. 2200 (Per Participant)	Rs. 2000 (Per Participant)
For Non Member	Rs. 3200 (Per Participant)	Rs. 3000 (Per Participant)

12.36% Service Tax will be additional

**Registration Contact:** Jagwant Singh Mangat | M: (+91) 8889996130 | E: marketing@imaindore.com

Indore Management Association | A: IMA | Jall Auditorium Campus | 56/1 | South Tukoganj | Opp. Noble Hospital Indore- 452001 | (M.P.) | P: (0731) 2512544-45, 4069545 | E: marketing@imaindore.com

Indore Management Association organized its day one of training and certification program on “Excel Essential Skills” on Tuesday 21<sup>st</sup> April 2015 at Hotel Best Western Indore. The Speaker for the session was Dr. Durgesh Kumar Mishra, Chairman Computer Society of India (CSI) Division IV Communication (2014-2016).

Dr. Mishra loves to work with analytics and decision making process science 1994 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.

Today was the Day 1 for the Excel program where Basic Skills and Doing Useful work with Excel topics were cover by Mr. Mishra in session 1 and 2. Next sessions will be conducted on 27<sup>th</sup>, 30 April and 6<sup>th</sup> May 2015 respectively.

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 viewsof 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 were from Lupin Ltd, CAPCO, Erawat Group, InfoBeans and many more registered and attended the training program.

# माइक्रोसॉफ्ट एक्सेल की बारीकियां सीखी

## आईएमए की एमएस एक्सेल वर्कशॉप

इंदौर, माइक्रोसॉफ्ट एक्सेल की वर्कशीट को वूटिलाइज किस तरह किया जाए, वर्कशीट में काम करने के शॉर्टकट्स क्या हैं, लोकल फाइल्स को वर्कबुक में कैसे सेव किया जाए और एक्सेल का कार्पोरेट में किस तरह प्रेजेंट किया जाए ऐसी कई बातें इंदौर मैनेजमेंट एसोसिएशन की वर्कशॉप में सिखाई गईं। वर्कशॉप का विषय था एसेंशियल स्किल्स ऑन एक्सेल। एक्सेल पर चार वर्कशॉप में से पहली वर्कशॉप मंगलवार को आईएमए के बोर्ड रूम में हुई। इसमें कम्प्यूटर सोसाइटी ऑफ इंडिया के डॉ. दुर्गेश कुमार मिश्रा ने वर्कशॉप के पार्टिसिपेंट्स को एक्सेल की बारीकियां समझाईं। वर्कशॉप में ल्यूपिन फार्मी, अग्रवाल पैकेजिंग, कैमको, इनफोबीन्स, नाकोडा इन्फ्रास्ट्रक्चर्स सहित कुछ और कंपनीज के अधिकारी शामिल हुए।

वर्कशॉप की शुरुआत माइक्रोसॉफ्ट एक्सेल के बेसिक्स से शुरू हुई और इसमें एडवांस एक्सेल भी समझाया गया। आईएमए की ट्रेनिंग एंड सर्टिफिकेशन वर्कशॉप के तहत इसमें पार्टिसिपेंट्स को कुछ असाइनमेंट्स भी दिए गए जिन्हें वे 27 अप्रैल को होने वाली अगली



वर्कशॉप में प्रजेक्ट करेंगे। डॉ. दुर्गेश मिश्रा ने पार्टिसिपेंट्स को एक्सेल में डेटा एनाइलाइज करने के टूल्स समझाए और लंबी प्रोसेस के बजाय शॉर्टकट का सही इस्तेमाल भी सिखाया। इसमें टूल बार का यूज और ऑर फॉर्मूले भी सिखाए गए। शुरुआत में आईएमए के कार्डिसल मेंबर मनीष डफरिया ने डॉ. दुर्गेश मिश्रा का स्वागत किया।



Participants during the workshop on Ms. Excel



Dr. Durgesh Kumar Mishra with the participants during the workshop on Ms. Excel Indore Management Association organized its training and certification program on “Excel Essential Skills” on Tuesday 21<sup>st</sup> April 2015 at Hotel Best Western Indore. The Speaker for the session was Dr. Durgesh Kumar Mishra, Chairman Computer Society of India (CSI) Division IV Communication (2014-2016).

In the age of 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. Mr. Mishra explained different ways to design spread sheet and analysis process. He showed how various views of spread sheet which support organization for better decision making process.

The session was highly enthusiastic & full of learning with hand-on session. The members present were from Lupin Ltd, CAPCO, Erawat Group, InfoBeans and many more registered and attended the training program.

27<sup>th</sup> April

### **“Excel Essential Skills”**

Indore Management Association organized its day two of training and certification program on “Excel Essential Skills” on Monday 27th April 2015 at Hotel Best Western Indore. The Speaker for the session was Dr. Durgesh Kumar Mishra, Chairman Computer Society of India (CSI) Division IV Communication (2014-2016).

**Dr. Durgesh Kumar had covered all these topics in first 4 sessions:**

- Getting Started with Excel
- Creating and Opening Workbooks
- Saving and Sharing Workbooks
- Cell Basics
- Modifying Columns, Rows, and Cells
- Formatting Cells
- Worksheet Basics
- Page Layout
- Printing Workbooks

**Next 5 and 6th session is Planed on Friday, 1 May 2015. Topics to be covered will be:**

- Simple Formulas
- Complex Formulas
- Relative and Absolute Cell References
- Functions
- Freezing Panes and View Options
- Sorting Data
- Filtering Data
- Groups and Subtotals

Practice Worksheet was shared with all the participants for practice. The session was highly enthusiastic & full of learning with hand-on session. The members present were from Lupin Ltd, CAPCO, Erawat Group, InfoBeans and many more registered and attended the training program.

# वर्कशॉप में सीखीं एक्सेल स्किल्स

इंदौर. इंदौर मैनेजमेंट एसोसिएशन के ट्रेनिंग एंड सर्टिफिकेशन प्रोग्राम ऑन एक्सेल स्किल्स। होटल बेस्ट वेस्टर्न में आयोजित वर्कशॉप में कम्प्यूटर सोसाइटी ऑफ इंडिया के डॉ. दुर्गेश कुमार मिश्रा ने वर्कशॉप के पार्टिसिपेंट्स को एक्सेल स्किल्स सिखाई। डॉ. मिश्रा ने एक्सेल के बेसिक्स, एक्सेल की वर्कबुक बनाना और उसे खोलना सिखाया।

इसके बाद वर्क बुक को सेव करना और शेयर करने के तरीके बताए। सेल बेसिक्स और कॉलम्स को मोडिफाई करने के साथ



वर्कशीट के बेसिक्स भी बताए। पेज लेआउट और प्रिंटिंग वर्क बुक्स भी सिखाई। एक मई को होने वाली अगली वर्कशॉप में एक्सेल के सिंपल फॉर्मूले, कॉम्प्लेक्स फॉर्मूले और डाटा की छंटाई और डाटा को फिल्टर करने की टेक्नीक सिखाई जाएगी। वर्कशॉप में पार्टिसिपेंट्स ने वर्कशीट शेयर कर सीखी हुई स्किल की प्रैक्टिस भी की। वर्कशॉप में ल्यूपिन लिमिटेड, केफ्को, एरावत ग्रुप, इन्फोबिन्स, सहित अन्य कंपनीज के अधिकारी शामिल हुए।

**patrika**  
e-paper editions

Wed, 29 April 2015

[e-paper.patrika.com/c/5126047](http://e-paper.patrika.com/c/5126047)

## **IMA Exclusive Workshop: Certification Program in Ms Excel (Workshop 2)**

Indore Management Association organized its day two of training and certification program on “Excel Essential Skills” on Monday 27, April 2015 at Hotel Best Western Indore. The Speaker for the session was Dr. Durgesh Kumar Mishra, Chairman Computer Society of India (CSI) Division IV Communication (2014-2016). The session was highly enthusiastic & full of learning with hand-on session.



Participants during the workshop.

4<sup>th</sup> May

## "Excel Essential Skills"

Indore Management Association organized its day 3 of training and certification program on "Excel Essential Skills" on Monday 4th May 2015 at Jall Auditorium Board Room. The Speaker for the session was Dr. Durgesh Kumar Mishra, Chairman Computer Society of India (CSI) Division IV Communication (2014-2016).

**Dr. Durgesh Kumar had covered 5 and 6th session on Monday, 4th May 2015. Topics that covered were:**

- Simple Formulas
- Complex Formulas
- Relative and Absolute Cell References
- Functions
- Freezing Panes and View Options
- Sorting Data
- Filtering Data
- Groups and Subtotal

Charts and Graphics will be covered on 6 May 2015 and Practical test session will be taken to end up with this training and certification program. Advance Excel program will be launch sooner in this month where all these participants will get benefit in advance program.

Practice Worksheet was shared with all the participants for practice. The session was highly enthusiastic & full of learning with hand-on session. The members present were from CAPCO, Erawat Group, InfoBeans and many more registered and attended the training program.



6<sup>th</sup> May

## **Excel Essential Skills"**

Indore Management Association organized its day 4 and final evening of training and certification program on "Excel Essential Skills" on Wednesday 6th May 2015 at Jall Auditorium Board Room. The Speaker for the session was Dr. Durgesh Kumar Mishra, Chairman Computer Society of India (CSI) Division IV Communication (2014-2016).

**Dr. Durgesh Kumar had covered last sessions on Charts and Graphics. Topics covered were:**

- Understand chart types, layouts and styles.
- Format 3-D elements and add drop shadows
- Emphasize data by manipulating pie charts
- Create a combination chart containing different chart type


Case Study and Practical test sheet for hands on was given to practice and evaluation will be done on the submission basis. Further Advance Excel program for the professional will be launch sooner in this month.

The session was highly enthusiastic & full of learning with hand-on session. The members present were from CAPCO, Erawat Group, InfoBeans and many more registered and attended the training program.



30<sup>th</sup> May

## “FINANCE FOR NON FINANCE MANAGERS”



**IMA - Evolution for Excellence**  
(A ONE-DAY WORKSHOP SERIES)

### “Finance for Non Finance Managers”

One of the biggest obstacles that hinder the growth of managers today is their inability to judge the financial strength of their strategic inputs. This handicap results from a lack of financial background.

**Day:** Saturday  
**Date:** May 30, 2015  
**Venue:**  
Hotel Sarovar Portico  
**Timing:**  
09:30 AM To 05:00 PM

**Investment:**  
For IMA Member : 2200/- INR  
Non Member : 3500/- INR  
(Plus Service taxes)

*This workshop will focus on:*

- Working Capital Management.
- Understanding the common terminologies.
- Capital Budgeting.
- Capital Structure and mode of Finance.
- Personal Finance and Personal Taxation.

A leading practitioner of Direct Taxation, CA. Anurag Joshi is a Chartered Accountant by profession. CA. Joshi is looking after the taxation and audit area in his firm and has a rich and varied 15 years of experience in auditing of Statutory & Internal Audits of Corporate, Public Sector banks, Regimental Funds of Indian Army. Owing to his flair in academics and corporate training, he is also associated as Trainer at German company BASF.

**For registration contact:**  
Mr. Jagwant Singh Mangat | M : +91- 8889996130 | E: marketing@imaindore.com

**Indore Management Association (IMA )** organized its one-day Exclusive Workshop on “**Finance for Non-finance Managers**” on **May 30, 2015** at Hotel Sarovar Portico. This workshop was especially aimed at equipping the participating senior & middle level managers with non-financial specializations as well as General Managers of leading corporate firms to judge the financial strength of their strategic inputs. Mr. Anurag Joshi, a practicing Chartered Accountant with an experience of over than 15 years was the resource person.

Being completely interactive and based on case studies, the workshop started with a session on **Working Capital Management in an organization**. Mr. Joshi provided a general understanding to visualize the cause and effect of managers’ ideas in a financial context. Second session on **Capital Budgeting** guided the participants about the importance of potential long term investments which generate the cash flows over several years. The third session on **Capital Structure and mode of Finance** facilitated the participants to learn about different modes of finances available for a healthy capital structure of the company, while the final session benefitted the participants better managing their financial camaraderie at individual and family levels.

The workshop being interactive in nature generated larger interest of the participants (IMA Members) and was well received.



18<sup>th</sup> June

## “Conflict Management and Resolution Essentials”



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

### “CONFLICT MANAGEMENT AND RESOLUTION ESSENTIALS”

<p><b>Contents:</b></p> <ul style="list-style-type: none"><li>▪ Attitudinal Roots of conflicts.</li><li>▪ Basic Tenets of Interpersonal Communication.</li><li>▪ Perception – The Eternal problem.</li><li>▪ Greek Philosophy of Influence.</li><li>▪ The concept of Emotional – Bank Account.</li><li>▪ The Conflict - Dissolvers.</li><li>▪ Managing Inter &amp; Intra Departmental Conflicts.</li></ul> <p><b>For registration contact :</b> Mr. Jagwant Singh Mangat M: + 91 888 999 6130 E: marketing@imaindore.com</p>	<p><b>Facilitator:</b></p> <p>Mr. Sandeep Atre is a well known corporate trainer, entrepreneur &amp; director CH Edge Makers. As a trainer of immense repute, he has trained lakhs of scholars in various domains of ‘Soft Skills’ &amp; ‘Competition Preparation’. He has also conducted 150+ EDPs &amp; MDPs for more than 50 corporate &amp; institutional clients.</p> <p><b>Investment</b></p> <p>IMA Member : Rs. 2200 Non Member : Rs. 3500 (14% Service Tax additional)</p> <p><b>Day &amp; Date:</b> Thursday, June 18, 2015 <b>Venue:</b> Hotel Sarovar Portico <b>Timing:</b> 09:30 AM To 05:00 PM</p>	<p><b>Facilitator:</b></p> <p>Mr. Vijay Shahani, a seasoned professional with more than 14 years of intensive, all round experience as an operational vertical head in many companies like CSC, FSG, Bharti Airtel Ltd. etc. He is ambitious and creative person, with experience in framing, setting up of HR systems &amp; processes, managing employee relations and corporate HR practices.</p> 
--	---	--

Indore Management Association (IMA) has organized its Exclusive Workshop, a one-day Workshop for the corporate people on Thursday, June 18, 2015. The module for the workshop was: “*Conflict Management and Resolution Essentials*” and Speakers were Mr Sandeep Atre and Mr. Vijay Shahani.

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’ & ‘Competition Preparation’. He has also conducted 150+ EDPs & MDPs for more than 50 corporate & institutional clients.

Mr. Vijay Shahani, a seasoned professional with more than 14 years of intensive, all round experience as an operational vertical head in many companies like CSC, FSG, Bharti Airtel Ltd. etc. He is ambitious and creative person, with experience in framing, setting up of HR systems & processes, managing employee relations and corporate HR practices.

Conflict is the result of attitude. The attitude of positive nature provides ladder to common success change of common success. Change of attitude may accrue because of factors affecting you. The value system of the individual helps in maintaining the attitude and resolution of conflict. Consistency and

positive approach can help resolution of conflict. Consistency and positive approach can help resolution of conflict amicable and with alignment of positive objective.

Whenever conflict arises, it is either due to factors related to 'self', factors related to 'the other', or due to the factors related to the interaction between the two. Thus, the solution lies in introspection through inside-out approach, seeing things from the other person's perspective, and deploying constructively assertive interaction patterns. The workshop covered various means for these three ways. It talked about concepts like 'perception', 'Greek philosophy of influence', Emotional bank account', 'Aikido', and 'professionalism'. It focused on how to resolve conflicts at personal, role and inter-departmental level.

The companies that participated in the workshop were – Gears, Sigma Chemicals, Gajra Differential Gears Ltd, Methodex Systems Ltd., SBI, Mahindra, Indira Securities Pvt. Ltd., National Steel Indust. Ltd., Pensol Industries Ltd., Persona Post Samachar and many more.

### **IMA Evolution for Excellence:**

Indore Management Association (IMA) organized its one-day Workshop for the corporate people on Thursday, June 18, 2015. The module for the workshop was: "Conflict Management and Resolution Essentials". Speakers for the workshop were Dr. Sandeep Atre and Mr. Vijay Shahani. Dr. Sandeep Atre is a well known corporate trainer, entrepreneur & director CH Edge Makers. Mr. Vijay Shahani, a seasoned professional with more than 14 years experience in many companies like CSC, FSG, Bharti Airtel Ltd.

They discussed that "Conflict is the result of attitude". The attitude of positive nature provides ladder to common success change of common success. Change of attitude may

accrue because of factors affecting you. The value system of the individual helps in maintaining the attitude and resolution of conflict. Consistency and positive approach can help resolution of conflict..

The companies that participated in the workshop were – Gears, Sigma Chemicals, Gajra Differential Gears Ltd, Methodex Systems Ltd., SBI, Mahindra, Indira Securities Pvt. Ltd., National Steel Indust. Ltd., Pensol Industries Ltd., Persona Post Samachar and many more.



Dr. Sandeep Atre during the workshop.



Mr. Vijay Shahani during the workshop.

7th August

## IMA Evolution for Excellence

### **“Customer Relations Management”**



**IMA - Evolution for Excellence** (A ONE-DAY WORKSHOP SERIES)

Facilitator for this workshop is  
**Mr. Supran Sarkar.** A Trainer, Coach, Speaker & Author having rich experience of two decades in Sales, Training & Business Development in India, Middle East Countries & Europe. He has rendered his services to Retail, Banking & Finance, Supply Chain, Industrial / Chemical Products, FMCD, Telecom sectors etc.

**“Customer Relationship Management”**

Customer relationship management (CRM) is a term that refers to practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer lifecycle, with the goal of improving business relationships with customers, assisting in customer retention and driving sales growth.

**Focusing on :**

- Customer & Classification of Customer
- Understanding Needs of Customer
- Customer Life Cycle
- Relationship Management
- Challenges with Customer Relationship Management
- Customer Delight
- Customer Loyalty
- Ways to Build Customer Relationship

**Venue:** Hotel Sarovar Portico      **Investment:**  
**Timing:** 09:30 AM To 05:00 PM      **For IMA Member : 2200/- INR**  
**Day:** Friday      **Non Member : 3500/- INR**  
**Date:** August 7, 2015      **(14% Service Tax will be additional)**

For registration contact: Mr. Jagwant Singh Mangat | M : 8889996130 | E: marketing@imaindore.com

**Indore Management Association (IMA) has organized its Evolution for Excellence a one-day workshop for the corporate people on Friday, 7th August 2015. The module for the workshop was: “Customer Relations Management” and Speaker for the session was Mr. Supran Sarkar CEO& Founder of ARESS Group, India**

#### **A Body of a press release .....**

Customer relationship management (CRM) is a term that refers to practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer lifecycle, with the goal of improving business relationships with customers, assisting in customer retention and driving sales growth. CRM systems are designed to compile information on customers across different channels -- or points of contact between the customer and the company -- which could include the company's website, telephone, live chat, direct mail, marketing materials and social media.

CRM systems can also give customer-facing staff detailed information on customers' personal information, purchase history, buying preferences and concerns.

Mr. Sarkar threw light on topics like Customer & their classification and their characteristics. He said they can be mainly categorised into 5 ways and how they can become your loyal customer. He also shared the CRM (Customer Relationship Management) process and how it can be improved from the current status of any organisation. He further mentioned that alike our family members and kids, customers should also be handled delicately and should be treated with utmost care. Mr. Sarkar acquired experience in various industries in India and abroad, he shared many real time examples related to the topic which made the sessions lively and interactive. He said if we expect to see the change in the system, than the change has to start within ourselves.

The Companies that attended the workshop were Piramal Healthcare Ltd, Rajratan Global Wires Ltd, Mahindra & Mahindra, Gajra Gears, National Steels, Sigma Chemicals, Vishalfab India, Suyash Hospital, CAPCO, Mahavir Chemicals, Electronic Appliances & some individual members.

Indore Management Association (IMA) organized its Evolution for Excellence a one-day workshop for the corporate people on Friday, 7th August 2015. The module for the workshop was: "Customer Relations Management" and Faculty for the session was Mr. Supran Sarkar , CEO & Founder of ARESS Group, India

Mr. Sarkar threw light on topics like customer satisfaction, their classification and their characteristics. He also shared the CRM (Customer Relationship Management) process and how it can be improved from the current status of any organization. He said if we expect to see the change in the system, than the change has to start within ourselves.

Companies that participated in the workshop were Piramal Healthcare Ltd, Rajratan Global Wires Ltd, Mahindra & Mahindra, Gajra Gears, National Steels, Sigma Chemicals, Vishal Fab India, Suyash Hospital, CAPCO, Mahavir Chemicals, Electronic Appliances & many more.



Mr. Sarkar during the workshop.



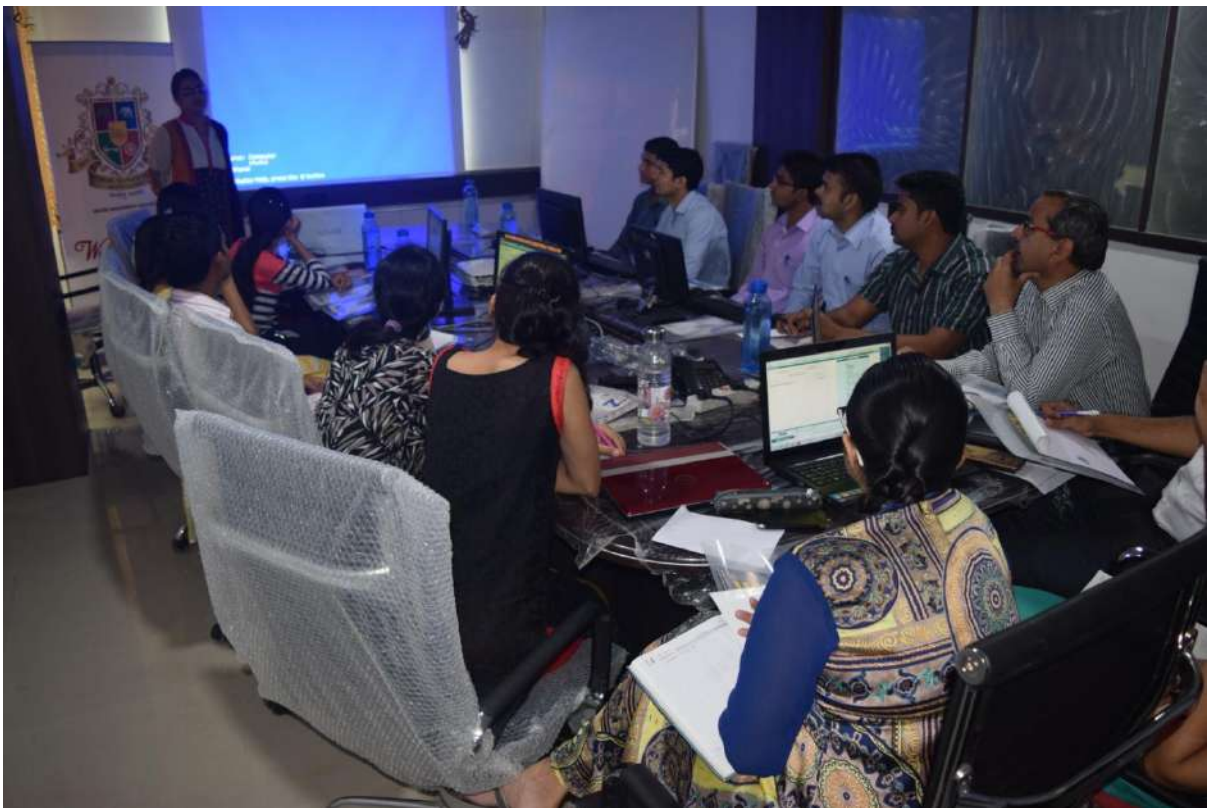
Participants during the workshop.

Monday, August 17, 2015

**IMA's Exclusive Work Shop on Advance Tally Erp. 9**  
**A Session on "Accounting with Tally"**

Indore Management Association organized an Exclusive Work Shop on Advance Tally ERP.9, with hands-on on "**Accounting with Tally ERP. 9**" on Monday, August 17, 2015 at **Shri Nakoda Infrastructures Pvt. Ltd.** The Speaker for the session was Mrs. Kavita Navlani, IT Trainer and Microsoft Certified Professional.

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. The session was highly enthusiastic & full of learning.



Ms. Kavita Navlani during the workshop

Participants during the workshop.

4<sup>th</sup> September 2015

## “Project Management”



IMA - Evolution for Excellence (A ONE-DAY WORKSHOP SERIES)

Facilitator for this workshop is Mr. Javid Ahmed Shaikh is a Consultant to many organizations in the areas of “Business Development”, “Organizational Development” and “Re-engineering”. He is MBA - HR & Marketing, certified Extended DISC Administrator and resides in Gandhinagar (Gujarat). He imparting broad range of training programs both generic and tailor-made for various segments like BFSI, Telecom, FMCG, NGO, Pharma, Govt. Organisations, Small enterprises

## “Project Management”

A project is unique in that it is not a routine operation, but a specific set of operations designed to accomplish a singular goal. So a project team often includes people who don't usually work together – sometimes from different organizations and across multiple geographies. Project management, then, is the application of knowledge, skills, tools, and techniques to project activities to meet the project requirements.

### Focusing On:

- What Makes a Good Project Manager?
- Assembling and Laying Out Your Plan
- Keeping Your Eye on the Budget & Reporting Results
- Choosing Project Management Software & Sampling Programs
- Handling Multiple Bosses, Multiple Projects, Multiple Headache

**Venue: Hotel Best Western**

**Investment:**

**Timing: 09:30 AM To 05:00 PM**

**For IMA Member : 2200/- INR**

**Day: Friday**

**Non Member : 3500/- INR**

**Date: September 4, 2015**

**(14% Service Tax will be additional)**

For registration contact: Mr. Jagwant Singh Mangat | M : 8889996130 | E: marketing@imaindore.com

Indore Management Association (IMA) has organized its Evolution for Excellence, a one-day Workshop for the corporate people on Friday, September 4, 2015 at Hotel Sayaji, Vijay Nagar, Indore and Speakers was Mr. Javid Ahmed Shaikh (Gandhinagar Gujarat).

Mr. Javid worked for various industries and organizations in India. Organizations include Real Value, Microwave Communications, Birla Sun Life, HDFC Standard Life & Future Generali. During this period he worked on different assignments including Sales & Marketing, Business Development and Learning & Development. MBA - HR & Marketing. A Certified Extended DISC Administrator.

Mr. Javid's earlier employment experience helped a great deal in devising (Practical) training programs suited to various industries promising clients value added training and consultancy services. He imparts broad range of training programs both generic and tailor-made for various segments like BFSI, Telecom, FMCG, NGO, Pharma, Govt. Organizations, Small enterprises...

Today In this workshop participants learned, What is Project Management, Various Approaches of Project Management, Project Planning, Project Implementation, Control, How to control the project budget, How to reporting result in Project Management, PM Triangle, What make the good Project manager, How to choose Project Management software and case studies.

This workshop help participants to understand project management as a concept and in practicality by case studies, Both the Activities were good, highlight of both the activities are derived self learning for the participants i.e. Project Planning, Project Implementation and Control, what make good project manager. Both Audio Visuals are really well defining the message. Faculty Mr. Javidahmed Shaikh Is a dynamic, enthusiastic and energetic facilitator. He has a unique approach of getting down to the level of audience.

The companies that participated in the workshop were - Sigma Chemicals, Methodex Systems Ltd., Diaspark Inc., Indira Securities Pvt. Ltd., and many more.

# कंटिन्यूअस मोटिवेशन भी प्रोजेक्ट मैनेजमेंट का हिस्सा

## IMA WORKSHOP

सिटी रिपोर्टर • आइडिया, प्लानिंग, टीम, लीडर इम्प्लिमेंटेशन, कंट्रोल और म्यूचुअल एंड कंटिन्यूअस मोटिवेशन। प्रोजेक्ट मैनेजमेंट के की एलिमेंट्स हैं सो। सबसे पहले आइडिया जरूरी होता है और उसके बाद प्लानिंग... लेकिन कंटिन्यूअस मोटिवेशन की अहमियत नजरअंदाज नहीं की जा सकती। अच्छा लीडर वही है जो प्रोजेक्ट की हर यूनिट यानी हर मेम्बर को मोटिवेट करे और उन्हें साथ जोड़े रख सके।

मैनेजमेंट एंड कंटेंट डेक्लपमेंट एक्सपर्ट जाविद शेख ने यह बताया आईएमएम वर्कशॉप में। शुरुआत को शहर में प्रोजेक्ट मैनेजमेंट वर्कशॉप ले ने आए थे। उन्होंने इस प्रोसेस को स्टेप बाइज समझाया।



जाविद शेख

### सफलता सिर्फ लीडर का क्रेडिट नहीं

प्रोजेक्ट सक्सेसफुल होता है तो प्रोजेक्ट मैनेजर की बाह्यवाही होती है। अच्छा लीडर वह है जो इसी मौके पर अपनी टीम को भी क्रेडिट दे क्योंकि सफलता सिर्फ लीडर का क्रेडिट नहीं है।



### Different Steps of a project

- इम्प्लिमेंटेशन - इसी स्टेज पर क्वॉल इमेज एक आकार लेती है।
- कंट्रोल - कम बजट, कम टाइमिंग और कम रिस्क में अग्र और बेहतर काम कंट्रोल कहलाता है।
- प्रॉजिक्ट प्रोजेक्ट प्लेन - एक ऑथराइज्ड पार्टी या तो आइडिया देती है या फाइनेशियली सपोर्ट करती है।
- प्रोजेक्ट मैनेजर - हर प्रोजेक्ट और टीम को एकजुट रखने के बल शब्द है प्रोजेक्ट मैनेजर जो फाइजल आउटकम डिलीवर करता है।
- टीम मेम्बर्स - प्रोजेक्ट के असल किचरार ये होते हैं, लेकिन कई बार इन्हे लपकते नहीं भी जाती। जबकि वाइटल येन इन्हीं का होता है।

# स्टार्टअप में मनी के साथ करें टाइम इन्वेस्टमेंट

इंदौर मैनेजमेंट एसोसिएशन की प्रोजेक्ट मैनेजमेंट वर्कशॉप में ट्रेनर जाविद अहमद शेख ने किया सम्बोधित

## plus रिपोर्ट

indoreplus@patrika.com

इंदौर इंदौर में स्टार्टअप तेजी से गो हो रहे हैं। किसी भी स्टार्टअप को सक्सेसफुली लांच और रन करने के लिए जितना इम्पॉर्टेंट मनी इन्वेस्टमेंट है, उतना ही इम्पॉर्टेंट टाइम इन्वेस्टमेंट भी है। यह कहना है कॉरपोरेट ट्रेनर जाविद अहमद शेख का। वे शुरुआत को इंदौर मैनेजमेंट एसोसिएशन की ओर से ऑर्गनाइज प्रोजेक्ट मैनेजमेंट वर्कशॉप में कॉरपोरेट्स को संबोधित कर रहे थे। उन्होंने कहा, स्टार्टअप स्टार्ट करने से पहले उसकी फिजिबिलिटी को चेक करना चाहिए। कई बार ऐसा होता है कि आइडिया तो अच्छा होता है, पर वह एजीक्यूटेबल नहीं होता है। एंटरप्रायोर बनने से कहीं ज्यादा चैलेंजिंग काम उसे सक्सेसफुली रन करना है। किसी भी स्टार्टअप को लांच करते समय इन्वेस्टमेंट में कॉम्प्रोमाइज नहीं करना चाहिए, फिर वो बात फाइनेंस की हो या टाइम की।



### सपनों को हकीकत का रूप देता है

प्रोजेक्ट मैनेजमेंट सपनों को हकीकत का रूप देने का जरिया है। किसी आइडिया के जेनरेशन से लेकर उसकी फिजिबिलिटी चेक करने और सिंसोस की मदद से इम्प्लीमेंटेशन तक का काम

प्रोजेक्ट मैनेजमेंट में आता है। प्रोजेक्ट मैनेजर में एचआर मैनेजर, मार्केटिंग हेड, स्टोर इंचार्ज आदि की क्वालिटी होना चाहिए। अच्छा प्रोजेक्ट मैनेजर वही है, जो अच्छा एंटीसिपेटर हो सक्सेसफुल प्रोजेक्ट मैनेजमेंट के लिए प्लानिंग और इम्प्लीमेंटेशन में सिमलैरिटी होना जरूरी है। एजीक्यूशन के समय

प्लानिंग के डॉक्यूमेंट को गैता, कुरआन और बाइबल की तरह फॉलो करना चाहिए। प्लानिंग इम्प्लीमेंटेशन स्टार्ट होते ही कंट्रोलिंग भी स्टार्ट कर देनी चाहिए। प्रोजेक्ट के टाइम, क्वालिटी और कॉस्ट पर हमेशा कंट्रोल में रखकर काम करना पड़ता है। इनमें से किसी भी एक में फेरबदल से नेगेटिव असर पड़ता है।



6<sup>th</sup> October

## Stress Management: From Distress To De-Stress

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



### Stress Management: From Distress to De-Stress

#### **Perspective:**

As Lord Buddha said "There is no way to happiness, happiness is the way." Life is not what you make it, it is how you take it. In the midst of the competitive and demanding professional and personal front it is mandatory to develop an inner calm to keep going. Stress is a point of view and even de-stress is also a point of view. Misery is optional. The training attempts to generate a power house within the participants to Deal- Defeat- Destroy the stress causing thoughts at both personal and professional fronts so that we can live life King size.

#### **Contents:**

- Anatomy of stress
- Managing work with life effectively
- Art of giving and taking feedbacks
- Balancing Interpersonal relationships
- Science of emotions
- Reinventing parenthood
- Art of listening and thinking
- Responding to Difficult Stresses
- Misery is optional
- Happiness is the Way
- Holistic living



#### **Training Methodology**

The program will be very interactive with individual/group exercises, sharing of experiences, Audio-visual presentations & learning into action plans. It is help full for all levels of executives / Individuals in all business functions who would like to enhance their Professional and personal life to generate productivity and peace.

#### **Faculty Details**

Dr. Vikrant Singh Tomar has crafted a multidisciplinary vision by doing formal education in Journalism (MJMC), and Public Administration (M.A.), Philosophy (M.A.) & Yoga (PGDYEP) with first rank in university in all the above. He addressed Bank of America & Asian Leadership Network, in New Jersey, U.S.A. on Yogic Leadership for 21st century managers. Recipient of Best Speaker Award in "II & III International Yoga Seminar".

**Day & Date:** Tuesday, October 06, 2015

#### **Investment**

**Venue :** Country Inn & Suites,  
Near Vijay Nagar Circle,  
AB Road Indore.

**IMA Member :** Rs. 2200

**Non Member :** Rs. 3500

**Timing :** 09:30 AM To 05:00 PM

(14% Service Tax additional)

**For registration contact :** Mr. Jagwant Singh Mangat | **M:** + 91 888 999 6130

**E:** marketing@imaindore.com

**Indore Management Association (IMA)** had organized its **Evolution for Excellence**, a one-day workshop for the corporate people on Tuesday, October 06, 2015 at Hotel Best Western. The module for the workshop was: Stress Management: From Distress To De-Stress and Speaker for the session was **Dr. Vikrant Singh Tomar**, National Trainer and management consultant.

As Lord Buddha said "There is no way to happiness, happiness is the way." Life is not what you make it; it is how you take it. **Dr. Vikrant Singh Tomar** during the workshop said that in the midst of the competitive and demanding professional and personal front it is mandatory to develop an inner calm to keep going. Stress is a point of view and even de-stress is also a point of view. Misery is optional. Rational thinking generates a power house within the participants to Deal- Defeat- Destroy the stress causing thoughts at both personal and professional fronts so that we can live life King size."

Proper work life balancing is the essence of managing stress. Being a good father a being a good manager are at all different things like different subjects of mark sheet of life, to be prepared separately. Where our time goes from there our future comes. Three things in life cannot be delegated, care of parents, upbringing of children and worship of lord. People who delegate these things always remain in stress.

Never postpone your happiness; you may never get a chance to en-cash it. There is no way that goes to happiness, happiness is the way. If you are not happy in this position, this city, this company, this profile today you will never be happy at any position, any profile, any city, because it is an attitude. There are two sorrows in life, first not getting what you wanted to get, second...getting it. We are crying today because the things we wanted most yesterday.

**Dr. Vikrant Singh Tomar during his session gave 10 tips from effective stress management:**

1. Change the changeable, accept the unchangeable and remove yourself from unacceptable.
2. Alter your beliefs, the sight will be different
3. Know how much is too much
4. Goal clarity- The goal of every goal of life is peace
5. We are more blessed than cursed
6. Remember death, forget ego
7. First things first- Family first
8. Show anger, don't be angry
9. Be Physically fit, mentally balanced, spiritually elevated
10. Forgive others, remember God

The companies that participated in the workshop were – **Jaideep Ispat & Alloys, STI India Ltd., Cummins, Capital Via, Ruchi Group** and Many more.

# प्रॉपर वर्क लाइफ बैलेंसिंग से करें स्ट्रेस को मैनेज

आईएमए की ओर से फ्रॉम डिस्ट्रेस टू डी-स्ट्रेस सबजेक्ट पर वर्कशॉप कंडक्ट की गई

WORKSHOP



plus रिपोर्ट

indoreplus@patrika.com

इंदौर कॉम्प्युटिवि और डिमांडिंग प्रोफेशनल फील्ड में परसनेलिटी में पॉजिटिव एटिट्यूड की जरूरत होती है। स्ट्रेस और डे-स्ट्रेस दोनों महत्वपूर्ण हैं। प्रॉपर वर्क लाइफ बैलेंसिंग से स्ट्रेस को मैनेज किया जा सकता है। लॉर्ड बुद्ध ने कहा है, लाइफ वो नहीं है जिसे हम बनाते हैं, लाइफ वह है जिसे हम कैसे जीते हैं। इसी प्रकार हैपीनेस का कोई जरिया नहीं होता, बल्कि लाइफ को अच्छी तरह से जीने का तरीका ही हैपीनेस है। हैपीनेस को पोस्टपोन न करें। यह बताया, नेशनल ट्रेनर और मैनेजमेंट कंसल्टेंट डॉ. विक्रंत सिंह तोमर ने। वे इंदौर मैनेजमेंट एसोसिएशन की ओर से होटल बेस्ट वेस्टर्न में हुई फ्रॉम डिस्ट्रेस टू डी-स्ट्रेस पर वर्कशॉप में बोल रहे थे।



ऐसे करें इफैक्टिव स्ट्रेस मैनेजमेंट

- जरूरत है तो चेंज करें, जिसे चेंज नहीं कर सकते उसे एक्सेप्ट करें
- गोल विलअर रखें
- इगो भूल जाएं
- एंगर से करें लेकिन छेड़ी न हों
- फिजिकली फिट रहें, मेंटली बैलेंस रहें
- दूसरों को माफ करते रहें

patrika  
cosper editions

Wed, 07 October 2015  
epaper.patrika.com/c/6795990

## IMA workshop on Stress Management

# Proper work life is essence of managing stress

• OUR STAFF REPORTER  
Indore

A Proper work life is the essence of managing stress. Being a good father and being a good manager are at all two different things like different subjects of mark sheet of life, to be prepared separately. Where our time goes from there our future comes. Three things in life cannot be delegated, care of parents, upbringing of children and worship of lord. People who delegate these things always remain in

stress, said Dr Vikrant Singh Tomar while addressing Indore Management Association's (IMA) a one-day workshop for the corporate people on Tuesday at Hotel Best Western.

The module for the workshop was: Stress Management; From Distress to De-Stress.

Dr. Tomar said as Lord Buddha said "There is no way to happiness, happiness is the way." Life is not what you make it; it is how you take it.

Dr. Vikrant Singh Tomar

during the workshop said that in the midst of the competitive and demanding professional and personal front it is mandatory to develop an inner calm to keep going.

Stress is a point of view and even de-stress is also a point of view. Misery is optional. Rational thinking generates a power house within the participants to Deal-Defeat-Destroy the stress causing thoughts at both personal and professional fronts so that we can live life King size."

Never postpone your hap-

piness; you may never get a chance to en-cash it. There is no way that goes to happiness, happiness is the way. If you are not happy in this position, this city, this company, this profile today you will never be happy at any position, any profile, any city, because it is an attitude. There are two sorrows in life, first not getting what you wanted to get, second...getting it. We are crying today because the things we wanted most yesterday.

### 10 tips for effective stress management

1. Change the changeable, accept the unchangeable and remove yourself from unacceptable.
2. Alter your beliefs, the sight will be different
3. Know how much is too much
4. Goal clarity-The goal of every goal of life is peace
5. We are more blessed than cursed
6. Remember death, forget ego
7. First things first- Family first
8. Show anger, don't be angry
9. Be Physically fit, mentally balanced, spiritually elevated
10. Forgive others, remember God

THE FREE PRESS  
JOURNAL SINCE 1961

Wed, 07 October 2015  
epaper.freepressjournal.in/c/6796373



20<sup>th</sup> November

## “The Persona-Driven USP - Develop your Personal USP ”



### An Exclusive Workshop

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

## The Persona-Driven USP

- Develop your Personal USP

**Day & Date:** Friday, November 20, 2015 | **Time:** 09:30 AM To 05:00 PM | **Venue:** Hotel Sayaji

The unique selling proposition (USP) is one of the cornerstones of Personal Branding. There has to be a reason people do business with you and not someone else — a winning difference that sets you apart and makes you the only real choice. If all else fails and you can manage to be reasonably interesting, your USP can simply be .... you.

As Scott Stratten recently posted on Twitter,

**“If you are your authentic self-in your business, you have no competition”.**

#### Outlines of the Workshop:

- How to focus on the things you're best at.
- Ways to identify what you want.
- Learn to identify the People who will value you offer.
- Know to Secure More or Better-Paid Roles
- How to focus on your:
  - Efforts
  - Choose Appropriate Projects
  - Goals
  - Communications Channels.

### Profile of Speakers

**Mr. Rishikesha T. Krishnan** is the Director & Professor at the IIM, Indore. He was listed among the Thinkers 50 India most influential thinkers in management from India.

**Mr. Mahesh Sharma** is the CEO, Flexituff International Ltd. Mr. Sharma has rich and versatile experience of managing the large businesses for over past 30 years.

**Mr. N. Mohan** is the Global Business Head, Footwear and Leather Garments at Tata International Ltd. Mr. Mohan has more than 31 years of experience across geographies.

**Mr. Jagdish Verma** during his 40+ years of professional career, co-founded Kuber Lighting Pvt. Ltd. Presently he is the Mentor – IMA.

**Investment:** For IMA Member : 2200/- INR  
Non Member : 3500/- INR  
(14% Service Tax will be additional)

#### For registration contact :

Ms. Suman Agrawal | M:+ 91 888 999 6136 | E: ima@imaindore.com

Indore Management Association (IMA) has organized its Exclusive Workshop a one-day Workshop for the corporate people on Friday, November 20, 2015 at Hotel Sayaji. The module for the workshop was: “**The Persona-Driven USP - Develop your Personal USP**” and Speaker for the 1<sup>st</sup> session was taken by **Mr. Mahesh Sharma** (CEO, Flexituff International Ltd), 2<sup>nd</sup> session was taken by **Prof. Rishiksha Krishnan** (Director, Indian Institute of Management Indore, India), 3<sup>rd</sup> session was taken by **Mr. Jagdish Verma** (Mentor, Indore Management Association) and post tea session was taken by **Mr. N. Mohan** (Global Business Head, Footwear and Leather Garments, Tata International Ltd).

The unique selling proposition (USP) is one of the cornerstones of Personal Branding. There has to be a reason people do business with you and not someone else — a winning difference that sets you apart and makes you the only real choice. If all else fails and you can manage to be reasonably interesting, your USP can simply be you. ....

**Mr. Mahesh Sharma** is the CEO, Flexituff International Ltd. Mr. Sharma has rich and versatile experience of managing the large businesses for over past 30 years.

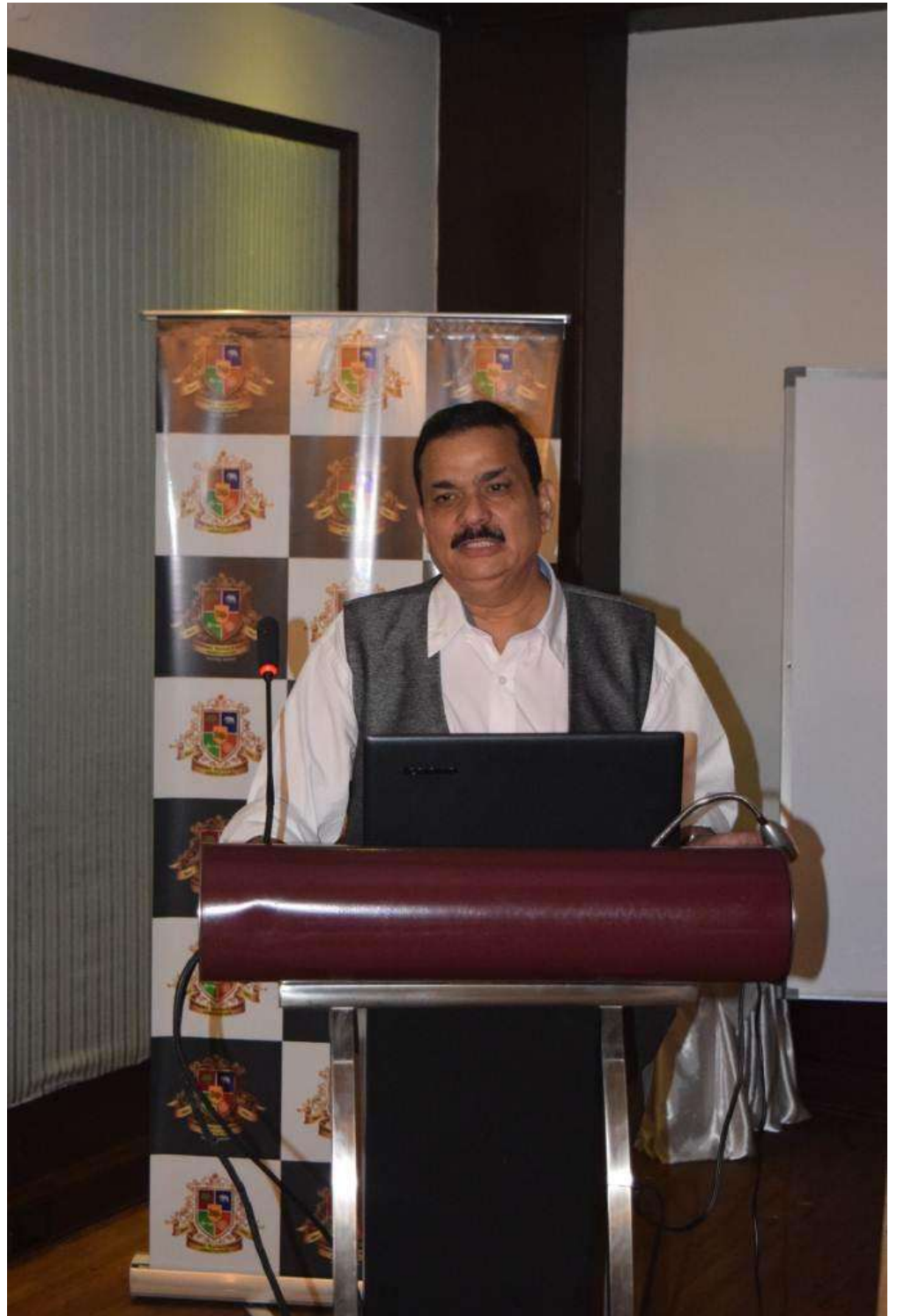
**Prof. Rishiksha T. Krishnan** is Director and Professor of Strategic Management at the Indian Institute of Management Indore, India. Professor Krishnan is an alumnus of IIT Kanpur, Stanford University and IIM Ahmedabad.

**Mr. Jagdish Verma** during his 40+ years of professional career, he co-founded the largest lamp filament manufacturing company in India – Kuber Lighting Pvt. Ltd. He is presently Mentor, Indore Management Association and Chairman, iLEAD Group.

**Mr. N. Mohan** serves as the Head of Global Footwear and leather garments at Tata International Limited and served its and General Manager. Mr. Mohan has more than 31 years of experience across geographies.

According to **Mr. Mahesh Sharma**, most important thing is Knowing Yourself..

- ❖ What’s your Individuality? We need to find out that with our own as to what really means to us.
- ❖ There is a perception related to everyone in everyone's mind, USP is something that people talk about when you are out of the room.
- ❖ If you are a unique person, you need not to sell yourself.
- ❖ Your USP acts as a leverage to reach to other person.
- ❖ It is not the beauty, the power, the built, the money, the education or the pedigree (khaandaan), which makes you successful or create your USP.



- ❖ Rather, it's who you are that develops your USP.
- ❖ We are what we think we are.
- ❖ We can learn what we want to be in our life.
- ❖ Passion + Purpose in Life + attitude towards things in life = Your USP
- ❖ USP is a MEANS, Not the END.

- ❖ It's often do you say yes, But you shouldn't.

**Prof. Rishikesha Krishnan, Prof. Rishikesha Krishnan,**



- 
- Specified some famous personalities like Dr. R Mashelkar, Dr. Raghuram Rajan, Kiran Mazumdar-Shaw and many more, and defined their attributes, which made their USP.
- ❖ If You want to make any impact, it is not going to happen tomorrow, it will indeed take time..
- ❖ You Should follow your passion.
- ❖ You should have courage to chase your Dream.
- ❖ Be disciplined with your profession.
- ❖ Identify what you are good at, and sharpen that skill, which would be a value addition for your organization.
- ❖ Building your career or your personal brand, is a Marathon not a 100 meter Dash.
- ❖ Do Right things at the right time.
- ❖ Stretch your ability.
- ❖ Try to be best in whatever you do.
- ❖ If you decide early enough, and you are determined to do it, You can be successful in that.
- ❖ Have continuous improvement in your skills. The best performer starts early, Close to 10,000 hours of practice to reach the top that helps to fill the gaps and they don't keep practicing in the same dimension.
- ❖ You can be an Indian from an Indian Institute and be successful with hard work on the way.

- ❖ Be distinctive i.e. have your own perceptions, be articulate and be able to analyze and conceptualize the things.

**Mr. Jagdish Verma** insisted on being a winner.



- ❖ Make yourself distinctive and believe in yourself.
- ❖ You are what people say behind your back.
- ❖ USP helps us finding the added value in your strengths.
- ❖ You are 24x7 a representative of your personality, Be the same everywhere.
- ❖ Don't ever say..” I cant do it”, Have faith in yourself.

- ❖ We will be remembered by how we have created an impact on others.
- ❖ Don't make yourself limited.
- ❖ 4 Small Tips on How to Develop your USP :- Identify and focus on the things you are best at, like what skills you have, learning's, experience, etc.
- ❖ Think of those people you admire and analyze the traits you admire in them.
- ❖ Create trust amongst your peers and follow work ethics.
- ❖ Stick to your commitments, be dedicated and as a leader you need to stand and lead from the front.
- ❖ Delegate your work to your subordinates, which will help create their USP and they can partner with you.
- ❖ Be inspirational; give credit to your subordinates.

According to **Mr. N. Mohan**,



- ❖ Your personal USP is a reflection of who you already are, It is not the creation of a new person. Therefore, you discover and then develop your personal USP.
  - ❖ Identify your hidden potential, Listen to your heart and unlock the King in you.
- How to identify the hidden Potentials
- ❖ Follow your curiosity-
    - Uncover your less obvious interests.
    - Pursuing them sets you on the path of discovering you and your creativity.
    - Example- Steve Jobs' interest in design and calligraphy was purely out of curiosity, however which is today a key differentiator for Apple Products.
  - ❖ Don't make money your primary consideration
    - Keeping money as primary criteria limits your options drastically.

- While pursuing your curiosity will lead you to a position of power and eventually in a position to earn money on your terms.
- ❖ Don't set an artificial ceiling for yourself.
- ❖ Understand What is that you Enjoy most.
- ❖ Listen to your Heart.

After you have discovered your USP, Develop it further BY:-

- ❖ Create your Job shadow and Volunteer to explore it further.
- ❖ Develop a supportive network and community.
- ❖ Build your Personal Brand and Tell Your Story Well.
- ❖ Most importantly, LOVE WHAT YOU DO, If there's no passion, you shouldn't be doing it.

## IIM-I director underlines need to hone skills

TIMES NEWS NETWORK

Indore: Indian Institute of Management, Indore (IIM-I) director Rishikesha Krishnan on Friday exhorted young managers to develop patience while honing skills to carve out a successful career.

"If you want to make any impact, it is not going to happen tomorrow, it will take time," said Krishnan while addressing a workshop by Indore Management Association (IMA) on "The persona-driven USP - Develop your personal USP".

One should follow the passion and have courage to chase dreams. Try to give your best in whatever you do, he said.

"It's necessary to be disciplined with your profession. Identify what you are good at and sharpen that skill, which would be a value addition for your organization. Building your career or your personal brand is a marathon not a 100-meter dash," added Krishnan.

CEO, Flexituff International Ltd, Mahesh Sharma, director, Indian Institute of Management-Indore, Rishikesha T. Krishnan, mentor, Indore Management Association, Jagdish Verma, and global business head, footwear and leather garments, Tata International Ltd, N. Mohan were the speakers for the session.

The unique selling proposition (USP) is one of the cornerstones of personal branding. There has to be a reason that people are doing business with you and not with someone else.

Speaking on the occasion, Mahesh Sharma, said, "Identify your individuality and work on it. If you are a unique person, you need not yourself. Your USP should act as a leverage to reach to other person."

"It isn't beauty, power, built, money or education that makes you successful or creates your USP. Rather, it's you who himself is the developer of your own USP," he added.

N. Mohan added, "Keeping money as primary criteria limits your options drastically. While pursuing your curiosity, it will lead you to a position of power and eventually in a position to earn money on your terms."



Participants at workshop organised by IMA on Friday

10<sup>TH</sup> December 2015

**“Good To Great:- Magnitude of the transformation”**

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



# good to great!

Magnitude of the Transformation

### Perspective:

When you are deeply passionate about, what you can be best in the world at and what drives your economic engine, not only does your work move toward greatness, but so does your life. Because, in the end, it is impossible to have a great life unless it is a meaningful life. And it is very difficult to have a meaningful life without meaningful work. You might even gain that deepest of all satisfactions: knowing that your short time here on this earth has been well spent, and that it mattered.

— James C. Collins, Good to Great: Why Some Companies Make the Leap... and Others Don't

Good

Great

### Contents:

- You need great people to create great companies.
- How great companies make use of technology
- The culture of discipline
- The Hedgehog Concept
- Some great companies - Kimberly Clark , Gillette
- Are you on the bandwagon or the doom loop ?

### Faculty Details

**Mr. Pratik Uppal**

Mr. Uppal has Conducted Session for Bankers, IIM Indore, Institute of Chartered Accountants of India and many more. He is also Director - JJM Hospitality & Security Ltd. He has been an avid trainer, motivator & mentor.

**Day & Date:** Thursday, December 10, 2015

**Venue :** **Best Western Hotel**  
31/1, Nath Mandir Road,  
South Tukoganj, Indore.

**Timing :** 09:30 AM To 05:00 PM

### Investment

**IMA Member : Rs. 2200**

**Non Member : Rs. 3500**

(14.5% Service Tax additional)

**For registration contact :** Mr. Jagwant Singh Mangat | **M:** + 91 888 999 6130

**E:** marketing@imaindore.com

**Indore Management Association (IMA)** had organized its **Evolution for Excellence**, a one-day workshop for the corporate people on Thursday, December 10, 2015 at Hotel Best Western. The module for the

workshop was: “Good To Great:- Magnitude of the transformation” **and** Speaker for the session was Mr. Pratik Singh Uppal, Director - JJM Hospitality & Security Ltd.

**The program was full of real life examples and analogy.**

The program was divided in following parts -

- What is a good company??
- What makes the company good??
- The Lucky Company
- The Bandwagon effect
- Do you love me??

Pratik took some model companies like Gillette & Kimberly Clark to discuss the secret behind the success. He also spoke about what mistakes were committed by the legendary stalwarts.

He discussed how Boeing decided to get into the business of civil aircrafts from military aircraft. The management at Boeing took a conscious decision and not a hasty decision. The business suffers when a leader comes and starts to negate the positive growth which was evident to the efforts of the previous management.

Perseverance was one thing which had also pushed the good companies into great companies. How we consider many business houses as overnight success but never get to see the sleepless nights spent behind such success. Some companies have been in the line of business from last 200 years and have hence managed to reach the position which they enjoy today.

The take away of the session was to maintain simple focus and do whatever you are great at as long as it can feed your economic factor.

But nothing is possible without the love for the work or business line to which you belong: Love the Life you live and live the life you love were the ending notes of the session.

The companies that participated in the workshop were – **STI India Ltd., Cummins, Capital Via, Rajratan Global Wire Limited, Tata International Limited , ACROPOLIS, IPS Academy** and Many more.

# Business suffers when its leader starts negative

## Workshop on 'Good to Great-Magnitude of the transformation' held

OUR STAFF REPORTER  
INDORE

"Nothing is possible without the love for the work or business to which you belong. So love the life you live and live the life you love. A business suffers when a leader comes and starts to negate the positive growth. So be positive in thinking and efforts."

These were the statements made by Pratik Singh Upal, director JJP Hospitality and Security Ltd, while addressing a one-day workshop organised by Indore



Management Association (IMA) here on Thursday. The workshop was organised under the series 'Evolution for Excellence,' and the module for the workshop was 'Good to Great-Magnitude of the transformation'.

The programme was full of real life examples and analogy. Pratik took some model companies like Gillette & Kimberly Clark to discuss

the secret behind the success. He also spoke about what mistakes were committed by the legendary stalwarts.

He discussed how Boeing decided to get into the business of civil aircrafts from military aircrafts. The management at Boeing took a conscious decision and not a hasty decision. The business suffers when a leader

comes and starts to negate the positive growth which was evident to the efforts of the previous management.

Perseverance was one thing which had also pushed the good companies into great companies. "How we consider many business houses as overnight successes but never get to see the sleepless nights spent behind such success. Some companies have been in the line of business from last 200 years and have hence managed to reach the position which they enjoy today," he said.

The companies that participated in the workshop were STI India Ltd, Cummins, Capital Via, Rajratan Global Wire Ltd, Tata International Ltd, Acropolis, IPS Academy and many more.

THE  
FREE PRESS  
JOURNAL  
SINCE 1938

Fri, 11 December 2015

epaper.freepressjournal.in/c/7583902

# खुश रहने वाला ही अच्छा व्यापारी

## आईएमए में बेहतर कारोबार के लिए 'गुड से ग्रेट' सेमिनार

इंदौर, नग्न। जो खुश है, ईमानदार है, वहीं अच्छा व्यापारी हो सकता है, जो प्रोडक्ट अपनी क्वालिटी बेहतर रखता है, वहीं मार्केट का लीडर होता है, ये बात कल आईएमए के सेमिनार में जेजेएम के सीईओ प्रतीक उप्पल ने कही।

'गुड से ग्रेट' की ओर बढ़ने के गुर, सिखाते हुए उन्होंने बताया कि मन से खुश रहने के लिए खुद को प्यार करना जरूरी होता है, क्योंकि व्यापार का पहला नियम ही व्यक्ति का नरम होना है। इस सेमिनार की थीम गुड से ग्रेट की ओर थी। उन्होंने बताया कि खुद को हमेशा अपडेट रखना होगा। व्यापार में हर तरीके के लोग होते हैं, लेकिन सिर्फ ईमानदार लोग ही सफल होते हैं।

उप्पल ने वहां बैठे लोगों को एक कागज हाथ में



■ प्रतीक उप्पल ने कारोबार में तरक्की के नुस्खे बताए।

दिया, जिसका एक हिस्सा सफेद और दूसरा हिस्सा कलर में था और लोगों से कहा इस पर अपना आज और ज्यादातर लोगों ने रंगीन हिस्से पर चित्र बनाए। इसके बाद उप्पल ने बताया कि हमारा मन रंगीन चीजों पर खिंचा चला जाता है।

उसी प्रकार यदि हम अपने व्यापार को

खुशनुमा बनाएंगे तो ग्राहक ज्यादा आकर्षित होंगे। सेमिनार में बोईंग और जिलेट कंपनी का उदाहरण देते हुए बताया दोनों कंपनियां प्रोडक्ट की एक्सपर्ट थीं। उन्होंने बगैर किसी बदलाव के अपनी क्वालिटी पर चलने का फैसला किया। आज दोनों मार्केट की लीडर हैं। गुड से ग्रेट बनने के लिए आपको अपनी क्वालिटी को पहचानना होगा।

आईएमए की ओर से 'गुड टू ग्रेट' वन डे वर्कशॉप में एक्सपर्ट ने दिए सक्सेस टिप्स...

## पैशन और परफॉर्मेंस हैं सक्सेस पिलर्स



plus रिपोर्टर  
mp.patrika.com

इंदौर, चैंज के साथ एडॉप्ट करने की हैबिट सक्सेस के लिए जरूर होती है। जिस काम को कर रहे हैं, उसे पूरी लगन से करें। लगन से काम करने के साथ, उसमें बेस्ट परफॉर्म करना भी जरूरी है। इसके बाद जरूरी है, इकोनॉमिक इंजिन के बारे में प्लान करने की। अगर आइडिया इकोनॉमिकली अच्छा है तो उसे इम्प्लीमेंट करना चाहिए। इसलिए सक्सेस के लिए पैशनेट होने के साथ-साथ अच्छी परफॉर्मेंस भी चाहिए। पैशनेट और परफॉर्मेंस सक्सेस पिलर्स हैं। यह बताया, जेजेएम सिक्वोरिटी एंड हॉस्पिटैलिटी केयर प्रा. लि. के डायरेक्टर प्रतीक सिंह उप्पल ने। वे इंदौर मैनेजमेंट एसोसिएशन द्वारा इवोल्यूशन फॉर एक्सीलेंस के तहत होटल बेस्ट वेस्टर्न में वन डे वर्कशॉप में संबोधित कर रहे थे। सब्जेक्ट गुड टू ग्रेट - मैग्नीट्यूड ऑफ ट्रांसफॉर्मेशन था।



प्रतीक सिंह उप्पल

रेगुलर वर्क करते रहें

प्रतीक ने कहा, बड़े कंपनी पिछले 99 वर्षों से एयरक्राफ्ट फील्ड में वर्क कर रही है। खास बात यह है, इतना लंबा समय बीतने के बाद भी वे अपने डायरेक्शन से नहीं भटके। यह सीख मिली कि, लगातार काम करते हुए संतुष्ट न हों, बल्कि कुछ नया करने की कोशिश करते रहें।





### **IMA Evolution of Excellence**

Indore Management Association (IMA) had organized its Evolution for Excellence, a one-day workshop for the corporate people on Tuesday, February 23, 2016 at Country Inn & Suites by Carlson, Indore. The module for the workshop was: “Decision Making - Avoiding Wrong Steps” and Speaker for the session By Prof. Siddhartha K Rastogi, Associate Professor -IIM, Indore and Mr. Sandeep Atre Director at CH Edge Makers.

Mr. Sandeep Atre addresses the workshop and said that Decision making are not in the office cabins but it is in the brain of the Humans. There are 3 Parts in the brain

1) Survival oriented

2) Emotional oriented

3) Intelligence oriented:- Intelligence oriented which is a Neo Cortex Layer of a brain (outer layer) is preferred to take decisions which make the person to take the decision as a human being. Thinking is the electro Chemical process and it is affected by Hormones, Neurotransmitters brain.

Some of your decisions will be so routine that you make them without giving them much thought. But difficult or challenging decisions demand more consideration. These are the sort of decisions that involve:

- Uncertainty – Many of the facts may be unknown.
- Complexity – There can be many, interrelated factors to consider.
- High-risk consequences – The impact of the decision may be significant.
- Alternatives – There may be various alternatives, each with its own set of uncertainties and consequences.
- Interpersonal issues – You need to predict how different people will react.

Prof. Siddhartha K Rastogi, Associate Professor -IIM, Indore in the next session talked about: -

- Cognitive Boundaries of decision: - How people become a prisoner to their biases and value judgment.
- Gender Economics:- How we discriminate against women without even noticing and how it is damaging to the society as well as to the companies. Gender parity can add 2.5 % - 3% in the GDP growth.
- How to incentivize and motivate people for achieving organizational goals:- Technique for designing such policies, which help people and organizations.
- Without Trust and fairness, organizations and Individuals cannot succeed. They gain small benefits but a system with without trust and fair play cannot sustain for long.



Participants during IMA Evolution of Excellence



Mr. Rastogi during his session at IMA Evolution of Excellence



Mr. Atre during his session at IMA Evolution for Excellence

### **“Personality Development: An appointment with self”**

**Wednesday, March 09, 2016**

**Indore Management Association (IMA)** had organized its **Evolution for Excellence**, a one-day workshop for the corporate people on Wednesday, March 09, 2016 at Country Inn & Suites By Carlson. The module for the workshop was: **“Personality Development: An appointment with self”** and Speaker for the session was **Dr. Vikrant Singh Tomar**, National Trainer and management consultant.

Dr. Vikrant Singh Tomar, National Trainer and management consultant, Director, UMS INDIA during training said that, “old civilizations vanished due to external attacks and new civilizations will vanish due to internal attack. Before making an effective external team, family or organization, we need to focus on synchronization of our internal team players called Mind, Intelligence, ego and consciousness. It is the central calm of twister that keeps it going. Let’s sit back together to dive deep into the ocean of consciousness through ancient Indian wisdom....lets have an appointment with self.”

Mother gave birth to person, wisdom gives birth to personality. Real wisdom lies in knowing our true self, i.e. we are the children of abundance. We are an indispensable part of that universal cosmic energy. External big-bang converted energy into matter, an internal big-bang is needed to convert that matter again into

energy. Confidence needs DNA of courage. Convert life into a purpose, because person may die but purpose lives perpetual.

The roots of this integrated approach to personality comes from the ancient Yogic concept of 5 bodies: Physical – Annamaya Kosha Energy – Pranamaya Kosha, Mental – Manamaya Kosha, Wisdom – Vijnanmaya Kosha, Bliss – Anandamaya Kosha. Science introduced time as the fourth dimension & spirituality introduces Permanent Bliss as the fifth & last dimension of the world. The goal of every goal of life is Peace & Happiness. The internal journey crosses different koshas to reach the permanent bliss through Yoga practices. As biology is the science of body, botany is the science of plants similarly spiritualism is the science of life.

World is a stage where we exchange our feelings and desires from each other. If we will give less and ask for me we will always be dissatisfied in life. The essence of satisfaction is giving more and wanting less. Everybody has good or bad experiences in life, people who focus on good are happy and who focus on bad are unhappy. I am happy because I choose to be happy.

Dr. Vikrant Singh Tomar during his session gave 10 tips for developing integrated personality:

1. **This body is gift of God to us and how do we keep it, is our return gift to the God.**
2. **Words if not backed by positive energy cannot create any impact.**
3. **Energy blockage converts into physical blockage that leads to diseases.**
4. **Our face is our advertising department; our behaviour is our true personality.**
5. **Response instead of reacting.**
6. **We make Choices then our choices make us.**
7. **Prosperity is the by-product of Performance.**
8. **Be humble in affluence and majestic in adversity.**
9. **Be Physically fit, mentally balanced, spiritually elevated**
10. **Make your life a mission not a transmission.**

The companies that participated in the workshop were – Deccan Diesels, Man Trucks, Umang Engineering, Mahindra, Jaipuria Institute, Rajratan Global Wire, CAPCO, Sonic Biochem, **Jaideep Ispat & Alloys, STI India Ltd., Cummins**, , and Many more.



Dr. Vikrant Singh Tomar during IMA Evolution for Excellence Program.



Dr. Vikrant Singh Tomar in discussion with the participants during IMA Evolution for Excellence Program.

# अब ज़रूरत है स्पिरिचुअल प्रोफेशनलिज़्म की

कॉर्पोरेट्स के लिए हुई आईएमए वर्कशॉप 'पर्सनलिटी डेवलपमेंट : एन अपॉइंटमेंट विद सेल्फ' में बोले एक्सपर्ट विकांत सिंह तोमर

## WORKSHOP

**सिटी रिपोर्टर •** पर्सनलिटी डेवलपमेंट। इसके बारे में कुछ भी बताने से पहले मैं एक बात आपसे पूछना चाहता हूँ कि दीवार में दार पड़ जाए और आप पुरटी लगाकर पेंट कर दें तो क्या होगा। दीवार ऊपर से तो सही और खुबसूरत नज़र आएगी, लेकिन अगली बारिश वह दीवार नहीं झेल सकेगी। उसके लिए सीमेंट की ज़रूरत होगी। ऐसा ही कुछ महत्व है जीवन में अत्यात्म का। यह जड़ों से सुधार करता है। इसलिए व्यक्तिगत विकास की बात में अत्यात्म से परे करता ही नहीं। अगर हम प्रोफेशनलिज़्म पर भी चर्चा कर रहे हैं तो मैं कहूँगा कि अब स्पिरिचुअल प्रोफेशनलिज़्म की ज़रूरत है। यह कैसे आएगा वहीं बात रहा हूँ इन चार कोशों के बारे में समझाते हुए :



• विकांत सिंह तोमर

### 1. अज्ञानमय कोष

यह वह कोष है जो अज्ञ से बनता है। अक्सर व्यक्तित्व को इसमें ही जोड़ा जाता है जबकि यह सिर्फ एक पहलू है व्यक्तित्व का। दो ही बातें इसमें ध्यान रखना है। पहली यह कि इससे प्रभावित होकर लोगों के बारे में राय न बनाएं और खुद भी इसमें परेशान या अति प्रसन्न न हों।

### 2. प्राणमय कोष

विवेकानंद ने शिकागो में अपने सम्बोधन में कहा था मेरे अमरीकन भाइयों और बहनों! सालों हो गए हैं उस बात

को लेकिन हम आज भी उसे नहीं भूलें। यह बात इतनी बड़ी भी नहीं थी। बड़ी थी उन शब्दों के पीछे उनकी भावना। वो वाइकेशम जिन्होंने सकारात्मक ऊर्जा का संचार किया।

### 3. मनोमय कोष

एक्शंस अर माइटी, थॉट्स आर ऑलमाइटी। विवेकानंद ने कहा था यह। इस्का मतलब है क्रिया से ज्यादा ताक़ावर हैं विचार। विचार आएंगे इंटरलेक्ट से। इंटरलेक्ट को रूल करने दें अपनी एक्शंस पर।

### 4. विज्ञानमय कोष

मन के ऊपर जो बुद्धि होती है उसे कहते हैं विज्ञानमय कोष यानी इंटरलेक्ट। सिर्फ मनुष्य इंटरलेक्ट लेकर पैदा हुआ है। एलिमेंट्री, प्लांट, एनिमल और ह्यूमन। ये चार किंगडम हैं। एलिमेंट्री में जान, मन और बुद्धि तीनों ही नहीं हैं। प्लांट किंगडम में जान है। एनिमल में जान और मन है। सिर्फ ह्यूमन किंगडम में बुद्धि है।

• एक शक्तिवा सुनाता हूँ। पिछले दिनों उज्जैन में एक पुलिस अधिकारी से मैं बात रहा था। मैंने पूछा साहब सिंहस्थ करा रहे हैं आप। बहुत बड़ा आयोजन है। उन्होंने कहा हाँ करा रहे हैं सिंहस्थ और रतन दिन एक करके बड़ी तैयारियाँ की हैं इसके लिए। कुछ दिनों बाद उनके मीनिस्टर से बात कर रहा था मैं। पूछा साहब आप सिंहस्थ करा रहे हैं, बहुत बड़ी जिम्मेदारी है। उन्होंने कहा किसने कहा मैं करा रहा हूँ सिंहस्थ। भोलेनाथ चाहिए तो होगा। हमारी क्या बिपत्ता। मैं आपको समझाना चाहता हूँ कि यह न सोचें कि आप नहीं होंगे तो काम नहीं होगा। यह सेल्फ मस्टेन्ड सिस्टम है। कोई हो न हो, यह चलता ही रहेगा।

## मैनेजिंग माइंड

### दिमाग नहीं, विवेक लेता है सही फैसले

कई बार माइंड आफ्नी लाइफ को ड्राइव करने लगता है। दिमाग उरपीक बिस्म का होता है। वह उसका स्वभाव है कि वह डरे। सतकं रहे लेकिन यह हमारे थिज़डम, हमारे विवेक को डामिनेट करने लगता है... लेकिन प्रॉब्लम माइंड नहीं, प्रॉब्लम है माइंड को मैनेज करने का गलत तरीका। याद रखिए यही फैसले विवेक लेता है, दिमाग नहीं।

### प्रोफेशनल्स के लिए सुझाव

1. **दो परमतरक्य - सुख और शांति:** हर कार्य, हर गतिविधि को मॉडिअल शांति और सुखी है। इन्हीं दो परमतरक्यों के इर्द-गिर्द दुनिया में सब कुछ हो रहा है। यंग प्रोफेशनल्स इन लक्ष्यों को ही भूल गए हैं। वे मेहनत तो बहुत कर रहे हैं लेकिन मकसद धुंधले हैं उनके। क्यों कर रहे हैं यह नहीं पता।
2. **संतुष्ट और साध्य:** जीवन में यह बहुत महत्वपूर्ण है कि आपको आपके लाइव साफ नज़र आए। संसाधन जरिया हो सकते हैं, मॉडिअल नहीं।
3. **CAR का कॉन्सेप्ट:** C - चीज द चेजेबल, A - एक्सपेक्ट द थिंग्स विच आर नॉट चीजेबल, R - रिफूज योरसेल्फ फ्रॉम अनएक्सेप्टेबल। जो बदल सकते हैं बदलें। नहीं बदल सकते तो एडजस्ट करें। लग रहा है कि एडजस्टमेंट नहीं हो सकता तो खुद को उस सिचुएशन से अलग कर दें।
4. **आप पर सारा बोझ:** कभी भी ये न सोचिए कि आप कम्पनी के लिए काम कर रहे हैं इसलिए पूरी मेहनत बाबाद हो रही है और मालिक को फायदा पहुंचा रही है। आप खुद को रिस्कलफुल बनाइए। खुद को बेहतर के लिए काम कीजिए।

### ये वे तरीके हैं जिससे आप जान सकते हैं माइंड कब टेकओवर कर रहा है

• माइंड कैल्कुलेट करके लगता है। माइंड रमाट है लेकिन यहन नहीं। थिज़डम माइंड का गुण नहीं है। 2. **कॉन्ट्रोल** को ही लीजिए। माइंड औरों के अक्विमेंट्स बेइअकर सोचता है जो इन फील्ड में स्कोप है। यही करना चाहिए। विल की आक़ा को वह बबा वेगा।

### वन लाइनर्स जिन्होंने प्रभावित किया

- **ज़रूज** का खेल चले तब तो राज कज़ीर और प्यादी सहित एन्के मोहरे की चील अलग होनी है, लेकिन खेल खत्म होने के बाद सभी एक ही डिब्बे में बंद होकर जाते हैं।
- **जैकभर** हम कुर्रों को गुर्र और खुब को यह समझकर समझते हुए जाते हैं। जब हमारे मुखाते दूर होते हैं तब तक बहुत डेर हो जाते हैं।
- हम जानते हैं कि सब कुछ अरुई है। वोअरी, वोलत, खुदी और डिज़ॉर्ग भी। फिर कम्पनी में निघटने और निघटने वाली अंशे पॉलिटिवस हम कहीं व कहीं किले व फिरी तरीके से करते ही हैं। ये बातें मन में अरुई और रूय के लिए डिस्कोज पेज करती हैं। आक़ा अंतर्मन आपको बापतक करके लगता है और यह बहुत बड़ी बात है।
- **अहम + आकर = अहंकार।** यह वृत्त हमेशा याद रखें। घर की महिलाओं को मर्यादा, संस्कार की आइ में व जाने किब-किब जंजालों में उलटवा बेते हैं हम। जहाँक हम 16 संस्कारों में से एक को भी टीक से वही समझते। व कभी वेब उपनिषद या गंध पड़े हैं हमें। पढ़ते ते यह सब वहीं करते। उनमें कहीं भी घुछट की लबाई का उल्लेख नहीं है और संस्कारों के नाम का अहंकार करते हैं। अहम आकर लेता है तो अहंकार बनता है।

व्यक्तित्व विकास  
पर आईएमए की  
कार्यशाला में बोले  
डॉ. विक्रान्त तोमर

plus रिपॉर्टर

mp.patrika.com

इंदौर. आपका चेहरा ही आपका विज्ञापन करता है और व्यवहार आपका व्यक्तित्व बताता है। शरीर भगवान का उपहार है। हम उसे जिस तरह रखते हैं वो भगवान को उपहार लौटाने जैसा है। ये बात कार्पोरेट एंड मैनेजमेंट ट्रेनर डॉ. विक्रान्त तोमर ने कही। वे इंदौर मैनेजमेंट एसोसिएशन की ओर से आयोजित कार्यशाला को संबोधित कर रहे थे। विषय था पर्सनैलिटी डेवलपमेंट : एन अपॉइंटमेंट विषय सेल्फ।

किसी उद्देश्य में  
बदलो अपना जीवन

डॉ. विक्रान्त तोमर ने व्यक्तित्व के बारे में कई बातें बताईं। उन्होंने कहा, मां हमें जन्म देती है और बुद्धि हमें व्यक्तित्व देती। हम यूनिवर्सल कॉस्मिक एजनी के कभी न खत्म होने वाले तत्व हैं। हमें अपना जीवन किसी उद्देश्य में बदलना चाहिए। हम तो मर जाएंगे, लेकिन उद्देश्य कभी नहीं मरता। डॉ. तोमर ने अपनी बात योगिक अवधारणा से की, जिसमें शरीर के पांच कोष बताए गए हैं। उन्होंने अध्यात्म को सृष्टि का पांचवां आवाम बताया।

# चेहरा करता है विज्ञापन, व्यवहार बताता है व्यक्तित्व



सकारात्मक रस्वो शब्द

डॉ. तोमर ने कहा, दुनिया वो स्टेज है, जहां हम अपनी भावनाएं और इच्छाएं एक दूसरे को बता सकते हैं। हमें अपने जीवन में अधिक देने और कम लेने की नीति अपनानी होगी। यही हमारे संतुष्टि का रस है। हमारे जीवन में अच्छे और बुरे अनुभव होते हैं, लेकिन जो लोग अच्छे अनुभवों पर फोकस करते हैं वो खुश रहते हैं और वो खुशी उनके व्यक्तित्व को बेहतर बनाती है। अगर हमारे शब्दों के साथ सकारात्मक



ऊर्जा नहीं है तो ऐसे शब्द कोई असर नहीं छोड़ेंगे। अगर शरीर में ऊर्जा का ब्लॉकज होगा तो वो शारीरिक ब्लॉकज में बदलेगा, जिससे हम बीमार पड़ेंगे। खुशी और

समृद्धि हमारे काम के बाय प्रोडक्ट हैं। अगर हम समृद्धि में विनम्र और विपन्नता में भी निराशा न हों ये बात व्यक्तित्वक को सकारात्मक बनाएगी।

patrika  
e-paper editions

Thu, 10 March 2016

e-paper.patrika.com/c/9029050

IMA Rendezvous – An Exclusive CEOs Fo



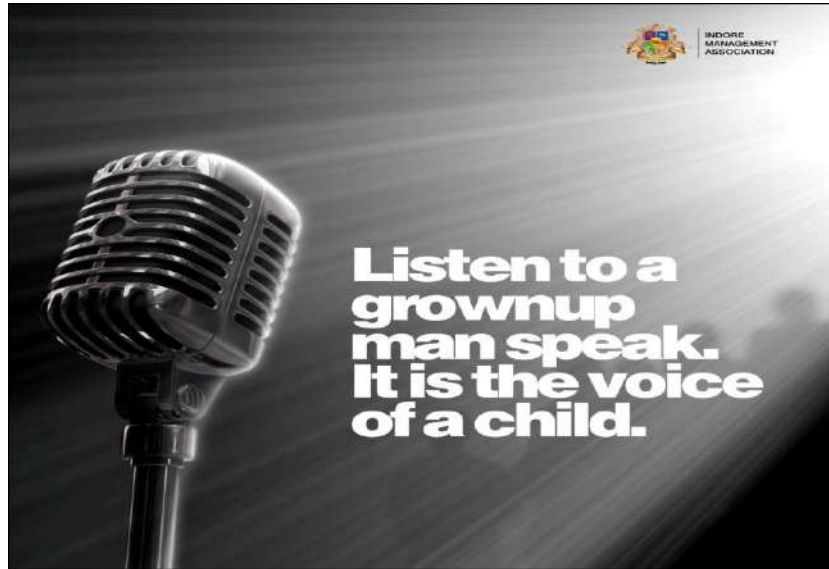
*A Rendezvous -*  
An exclusive CEO dinner meet.

## **Rendezvous held in 2015-16 with:**

- Mr. Kailash Satyarthi
- Dr. Omkar Goswami
- Mr. Harsha Bhogle

## Rendezvous – An Exclusive CEO Meet

### **IMA Rendezvous – A CEOs Dinner Meet with Mr. Kailash Satyarthi**



#### *IMA Rendezvous –* An exclusive CEO dinner meet.

IMA is proud to present a Nobel laureate from Madhya Pradesh **Mr. Kailash Satyarthi** who has dedicated his entire life to fighting child labour and advocating children rights. It is an inspiring story, it is a story of hope. It is a story worth listening to, it is a story worth learning from. This is an opportunity to meet Kailash Satyarthi, to see things from a humanistic point of view. To learn how to be selfless, to learn how to be fearless, to learn how to be firm in your convictions.

It is a great honour and privilege for IMA to invite him and an equally happy task for us to invite you to be a part of this rare and momentous occasion to meet Mr. Satyarthi in person. Please do come and add to the occasion with your presence.

**Topic** : Corporate - The Social Change Agent  
**Date** : Friday, May 15, 2015  
**Registration and Felicitations Time** : 7:00 PM  
**Program Time (Followed by cocktails and dinner)** : 7:30 PM  
**Venue** : Grand Summit 1 & 2, Hotel Radisson Blu, Indore

**Investment**  
For IMA Members: Rs. 1,200 | For Non-Members: Rs. 2,500  
Service tax will be additional | No fees for Platinum & Gold Members

**For registration and details, contact**  
Mr. Jaspreet Jaet Singh: 8889996138  
Mr. Jagwant Singh Mangat: 8889996130



Mr. Kailash Satyarthi during the interaction session with the IMA corporate members during Rendezvous- an Exclusive CEO Meet

Indore Management Association organized “A Rendezvous - An Exclusive CEO’s Meet with the Noble Laureate from Madhya Pradesh Mr. Kailash Satyarthi on Friday, May15, 2015 at Hotel Radisson Blu, Indore. Mr. Kailash Satyarthi addressed the gathering on the topic “Corporate - The Social Change Agent”.

Mr. Satyarthi shared in his speech that corporate can play a major role in the overall social change process. He also requested the business community to do business with compassionate intelligence. He said, child labour is a social taboo and promotes poverty and illness. It is a vicious cycle that needs to be broken. Without knowledge we cannot think of development and uplift of society. He also apprised, I will not be satisfied till every child gets his childhood back.

**IMA Corporate Social Responsibility - with Prime Minister’s Swachh Bharat Abhiyaan:**

Since Indore Management Association (IMA), is an organization always striving towards providing its best to the nation. On this momentous occasion IMA again proved it by contributing to the “Swachh Bharat Abhiyaan” by donating “Six Portable Biodegradable Toilets” for girl’s school to **Shri P Narahari (IAS), Collector, Indore.** It was a step that Indore Management Association took towards the “Swachh Bharat Abhiyaan” and social responsibility towards society and nation.





Nobel Laureate Mr. Kailash Satyarthi during Rendezvous- An Exclusive CEO Meet.



Nobel Laureate Mr. Kailash Satyarthi during Rendezvous- an Exclusive CEO Meet.





**Rendezvous with Kailash Satyarthi**

Nobel laureate Kailash Satyarthi during a programme "Rendezvous with Kailash Satyarthi" organised by Indore Management Association at Hotel Radisson Blu on Friday. The programme was attended by corporate people and eminent personalities of the city. FP photos



## CHILD LABOUR, A CURSE, SAYS SATYARTHI

THE NOBEL LAUREATE URGES PEOPLE TO HELP STOP CHILD LABOUR

● OUR STAFF REPORTER  
Indore

IMA organised a meet, Rendezvous with Kailash Satyarthi, Nobel laureate from Madhya Pradesh, on Friday.

In this rendezvous, a CEO Dinner Meet was organized in which Satyarthi interacted with corporate CEOs.

He said: 'Child labor is a curse in our society. It encourages poverty, unemployment and illiteracy. There's no valid reason to encourage child labor in the society. At least 20 crore people are unemployed in India and their children are forced to do labor.'

He also said that in 1986 a law was passed to curb the problem of child labor but it's of no use. To stop child labor, I have 4 demands from the government:

- Children below 14 years should be banned from labour work
  - Not just physical but mental labour also needs to be treated with the same strictness
  - People practising child labour should be given strict punishment.
  - Help should be given in the act of resettlement of poor children.
- Satyarthi also said that corporate must do social responsibility by doing welfare like distributing blankets, constructing dharamshalas etc but now the corporate world needs to spread its radius and start showing sensitivity towards stopping child labor completely. He also appealed youth, NGOs and corporate to come together to check child labor. He also said that his sole aim was that every child should be able to live his/her childhood.



## 'फख्र है मुझे मैं साहबजी की पत्नी हूँ'

A TALE OF TOGETHERNESS

सिटी रिपोर्टर • चाइल्ड लेबर के खिलाफ सालों से लड़ रहे नोबल प्राइज विनर कैलाश सत्यार्थी तो देश ही नहीं दुनिया से बालश्रम हटाने के लिए प्रयासरत हैं, लेकिन उनके साथ उनकी पत्नी सुमेधा सत्यार्थी भी उनके इस अलख का हिस्सा हैं। कैलाशजी को वे 'साहबजी' कहकर पुकारती हैं। मूलतः कानपुर से हैं और दिल्ली से पढ़ाई की है। फ़िल्महाल वे बचपन बचाओ आंदोलन का जयपुर आश्रम सम्भाल रही हैं। कैलाशजी के बारे में पूछा तो एक पल की भी देरी किए बगैर कहा, 'मुझे फख्र है कि मैं साहबजी की पत्नी हूँ।' शुक्रवार को कैलाश सत्यार्थी के साथ वे भी इंदौर आई। पहिले बातचीत-



सुमेधा सत्यार्थी, कैलाश सत्यार्थी के साथ

नोबल पुरस्कार विजेता कैलाश सत्यार्थी की पत्नी सुमेधा सत्यार्थी से अंकिता जोशी की बातचीत-

**जब तक बच्चे वाकई बच्चे न बन जाएं**

'संघर्ष जारी रहेगा'। यही वाक्य था उस अदृश्यर का जो साहबजी और मैंने हमारे आंदोलन के शुरुआती दिनों में विकसित था। यह हमारे अंतिमर्ण की आवाज है। लाख मुरीबतों आ जाएं लेकिन हम तब तक नहीं मानेंगे जब तक बच्चे वाकई बच्चे नहीं बन जाते और झुलसा हुआ बचपन फिर से स्थिर नहीं जाता।

**दो घंटे का बच्चा छोड़ गए मेरे दरवाजे पर**

दो दिन पहले की ही बात है। हमारे घर के बाहर कोई महज दो घंटे का बच्चा छोड़ गए। वह लड़की नहीं लड़का था। कौन कहता है कि जुल्म सिर्फ बेटों पर हो रहे हैं। तब कहां तो बचपन हताहत है। इस तरह कैसे हम बेहतर भविष्य और मजबूत देश की कल्पना भी कर सकते हैं। ये सारे तपने बेकार हैं अगर हम बचपन ही जला रहे हैं। अगर हम बच्चों को शिक्षित ही नहीं कर पा रहे हैं तो अक्षर कर क्या रहे हैं।

**परिवार साथ न होता तो मुमकिन न होता यह संघर्ष**

साहबजी इंजीनियर हैं। लघुव्यय बचपन देखने के बाद बच्चों को उनका हाक फ़िलाने का यह आंदोलन उनके मन में जन्म...में तो साथ ही थी, लेकिन क्या यह मुमकिन होता अगर पूरा परिवार साथ न होता। मैं शुरुआत में अपने मातृके में भी नहीं बताती थी कि किसी मुरीबत में मैं हूँ। एक छोटे से फ्लैट से शुरुआत की थी हमने। छोटे-छोटे बच्चों को साथ लिए रेस्क्यू ऑपरेशंस पर भी गए हैं। संघर्ष तो परिवार ने भी किया है। दरवाजा आगे बंद पाता यह आंदोलन। आज हमारा बेटा वकील है और बालश्रम के मामलों के लिए वही ज़िम्मेदार करता है।

नोबल पुरस्कार प्राप्त कैलाश सत्यार्थी ने रेंदेवेज सीईओ डिनर मीट में कहा

# बाल मजदूरी समाज के लिए अभिशाप

दबंग रिपोर्टर ■ इंदौर

बाल मजदूरी समाज के लिए एक अभिशाप है, जो गरीबी, बेरोजगारी और अशिक्षा को बढ़ावा देती है। आज भी भारत में 17 करोड़ बच्चे बाल मजदूरी कर रहे हैं, वहीं 20 करोड़ वयस्क बेरोजगार हैं और उनके बच्चे बाल मजदूरी कर रहे हैं। 1986 में बाल मजदूरी के खिलाफ कानून बना, जो किसी काम का नहीं है। मेरे हिसाब से 14 साल तक के बच्चे की मजदूरी प्रतिबंधित होना चाहिए।

यह बात बाल श्रम के खिलाफ लड़ने और जीवनभर बाल अधिकारों की वकालत करने वाले नोबल पुरस्कार प्राप्त कैलाश सत्यार्थी ने होटल रेडिसन ब्लू में शुक्रवार को आईएमए द्वारा आयोजित साल की पहली रेंदेवेज सीईओ डिनर मीट में कही। इस अवसर पर वे शहर के कुछ खास कॉर्पोरेट सीईओ से भी रूबरू हुए। उन्होंने कहा बाल मजदूरी रोकने के लिए मेरी सरकार से चार प्रमुख मांगें हैं, जिसमें 14 वर्ष से कम उम्र के बच्चों से काम कराना सख्त तौर पर प्रतिबंधित हो, सिर्फ शारीरिक श्रम ही नहीं, अपितु मानसिक श्रम पर भी सख्ती हो। बालश्रम कराने वाले को कठोर व गैर जमानती सजा हो, गरीब बच्चों के पुनर्वसन के लिए विशेष सहायता की जाए। मैं चाहता हूँ कि इस पर सरकार जल्द गौर करे ताकि हमारे देश के बच्चों का भविष्य संवर सके और बेरोजगारी, अशिक्षा जैसी समस्याओं से निजाद मिल सके।

## कॉर्पोरेट जगत बढ़ाए दायरा



रेंदेवेज सीईओ डिनर मीट में संबोधित करते सत्यार्थी।

कॉर्पोरेट्स द्वारा अपना सामाजिक दायित्व बखूबी निभाया जाता रहा है, जैसे कंबल बांटना, धर्मशाला बनाना आदि, लेकिन अब आवश्यकता है कि कॉर्पोरेट जगत अपने सामाजिक दायित्व का दायरा बढ़ाए और बच्चों के प्रति ज्यादा संवेदनशील बनकर बाल मजदूरी पूरी तरह प्रतिबंधित करे। उन्होंने युवा शक्ति, गैर सरकारी ताकत और कॉर्पोरेट्स से अपील की कि सब एकजुट हो और समाज का भविष्य उज्ज्वल बनाने का प्रयास करे। उन्होंने कहा मेरे जीवन का एक ही उद्देश्य है कि सभी बच्चों को उनका बचपन जीने का अवसर मिले।

## त्रासदी में बच्चों पर दें विशेष ध्यान

हाल ही में नेपाल में आए भूकंप से वहां बच्चों की स्थिति पर चिंता जताते हुए उन्होंने कहा ऐसी कई त्रासदियों में सबसे ज्यादा बच्चों को ही शोषण होता है, क्योंकि उनका कोई भी आसानी से युज कर लेता है, मासूम होने के कारण वे अपना अच्छा-बुरा नहीं सोच पाते और भूख से बचने के लिए किसी की भी बातों में आ जाते हैं। इन बच्चों को भीख मांगने और वैश्यावृत्ति के लिए ले जाया जाता है। त्रासदी में सरकार को बच्चों पर विशेष ध्यान देना चाहिए और जब भी कहीं कोई आपदा आती है तो मैं सबसे पहले बच्चे के लिए ही कार्य करने की कोशिश करता हूँ कि उन्हें सही जगह और सही हाथों में पहुंचाया जाए। इसके लिए स्वयं सेवी संस्थाएं, कॉर्पोरेट, सरकार और लोग भी सहयोग करें, क्योंकि यह कार्य किसी एक से नहीं होगा। आपदाओं वाले क्षेत्र के बच्चों को यदि सब अपनी जिम्मेदारी समझकर गौद ले तो वह गलत हाथों में जाने से बच सकते हैं।

## 'Employing kids should be non-bailable offence'

TIMES NEWS NETWORK

Indore: Nobel laureate and child rights activist Kailash Satyarthi made a veiled criticism of Union cabinet's decision to allow children below 14 years of age to work in family business. However, he skirted any direct comment on the issue.

Satyarthi reiterated his demand for a stricter law against employers and making hiring children a non-bailable offence.

Speaking to media persons on Friday, Satyarthi said, "I would not like to comment on reports that have appeared in media. It would be better to say something once the amend-



Nobel prize winner Kailash Satyarthi addressing members of IMA at a city hotel on Friday

ments are laid before the parliament. I am firm on the demands that I have been raising

## Nepal earthquake tragedy may give rise to child labour

Satyarthi also expressed concern over human trafficking and child labour problems resulting from the recent earthquake in Nepal. He said we are closely monitoring and working with our counterparts in Nepal to address problems resulting from tremors. He said, "Although, worldwide there has been a dip in human trafficking cases, it is a concern in areas such as the north-east from where girls and kids are trafficked to metropolitan cities". **TNN**

since 1980 and I will not budge from them".

Satyarthi is on two-day tour to the city to attend various programmes. He said that child labour is a societal taboo and promotes poverty and ill-

ness. "It is a vicious cycle that needs to be broken. Today, world runs on knowledge and information. Without education we cannot think of development and uplift of society," he said.

Emphasizing the role of corporate sector, Satyarthi said businesses should be run with a compassionate mindset.

He said, "I am not an enemy of corporates, but those who crush childhood of innocent lives should be punished. Corporate houses cannot progress by suppressing the poor and undermining human values." He said role of corporates, NGOs, youths, government and civil society is important in eradicating societal evils including child labour. "I will not be satisfied till every child gets his childhood back. Quality education can solve all problems," he said.

# A Rendezvous – With India's Leading Economist, Dr. Omkar Goswami

Tuesday, August 25, 2015, At Hotel Radisson Blu, Indore.



## Beyond Economics

*A Rendezvous –*  
An exclusive CEO dinner meet.

Economists have a mystique among social scientists because they know mathematics. And to hear **Dr. Omkar Goswami**, India's leading professional economist is sure to simplify our minds and enhance our understanding of the vast subject. Beyond facts and figures, from him, let's learn how to study the present in the light of the past for the purposes of the future. How to combine and synthesize things from a wider vision of the world around us. Let us imbibe from his rich experience over wide spectrum of corporate consulting for industries and government in India and abroad. Having authored three books and over 60 research papers to his credit, he regularly contributes to newspaper and magazine columns.

It is our privilege to have Dr. Omkar Goswami as Orateur d'Honneur at the exclusive CEO Dinner Meet amidst IMA aficionados. And, we are sure it will be a delightfully enriching experience to have a tête-à-tête with him. Your gracious presence is awaited for the evening, to make this gathering a pleasing experience for one and all!

---

**TOPIC** : 'INDIAN ECONOMY: KAL-JAL-KAL'  
**SPEAKER** : Dr. Omkar Goswami  
**TIME** : 7.30pm followed by Cocktails & Dinner  
**VENUE** : Hotel Radisson Blu  
**DATE** : August 25th, 2015

**INVESTMENT:**  
For IMA Members: ₹ 1200 | For Non-members: ₹ 2,500  
14% Service tax will be additional.

**FOR REGISTRATION AND DETAILS, CONTACT:**  
Ajay Kant Singh | Manager | 08099 96130  
Suman Agrawal | 88099 96136



Indore Management Association organized its prestigious Rendezvous - **A CEO Dinner Meet with India's Leading Economist Dr. Omkar Goswami** on **Tuesday, August 25, 2015** at **Hotel Radisson Blu, Indore**. He addressed the gathering on the topic **Indian Economy: Kal-Aaj-Kal**.

Dr. Omkar Goswami is the Founder and Chairman of CERG Advisory Private Limited. He was also the Editor of Business India and served as Chief Economist at the Confederation of Indian Industry (CII). Dr. Goswami has been a consultant to the World Bank, the IMF, the Asian Development Bank and the OECD. He is on the board of the following listed companies: Dr. Reddy's Laboratories, Cairn India, IDFC, Crompton Greaves, Ambuja Cement, Godrej Consumer Products and Bajaj Finance.

The program started with floral welcome of **Dr. Omkar Goswami** and the welcome speech by Mr. Vijay Goyal, President IMA. Dr. Omkar Goswami captivated the participants with his enriching speech on **Indian Economy: Kal-Aaj-Kal**.

- He Said:Biggest capitalization in China is people.
- We need money from Central Government to recapitalize .
- It has to be a gradual.
- How we will expect an economy?
- World never likes the reality of geometric progression.
- 5 Tsi D of GDP or 7TP and you are growing 6% . Think of how much you have generated?
- Less risker country in 5.6 years(China).
- Unless we comprehend where to cock on a proper strategy, we will have 7% to 8% growth in India.
- If we focus on 5%-6% years, focus "implementation." We should be able to 7%-7.5% definitely.
- Nobody's judgements is right 100% times. We have a far better capital markets than China but we need to utilize it well.
- To have 10 years of means we have increased GDP by 140 times.
- We can have 90% growth but we have to make the changes.
- Faith in GOD and fast cycling growth in capitalism.
- GDP once slows down and it becomes a slow cycling race.
- To use the budget to the fact that government will not bring down equity.
- Restructure the asset into different parts and set it.
- Public set back can recapitalize when government brings the money.
- India is a rare country with manufacturing according just 15%. How do we grow if we do not manufacture?
- Challenges:-

Infrastructure

Exports, logistics should be made worthwhile.

- Manufacturing is getting more and more capital incentive.
- Employment in manufacturing is gone down in last few years.
- Every Indian has the right of voice.
- Yes there is zero doubt real income of household are rising – good news.
- Real income has risen for faster

The program concluded with interaction session & the Vote of Thanks to **Dr. Omkar Goswami** for making the day a memorable one.

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

The companies that participated in the program were:

Indian Institute of Management, John Deere, Kriti Industries, LIC of India, Lui Gong, MAN Trucks, Piramal Healthcare, Punjab National Bank, VECV, Yash Technologies, Rajratan Global Wires Ltd, Mittal Corp Limited, Idea, Gabriel India, Deccan Diesels, Cummins Technologies, Case New Holland Construction Equipment (India) Pvt. Ltd and many more.

Indore Management Association organized its prestigious Rendezvous - **A CEO Dinner Meet with India's Leading Economist Dr. Omkar Goswami on Tuesday, August 25, 2015 at Hotel Radisson Blu, Indore.** He addressed the gathering on the topic **Indian Economy: Kal-Aaj-Kal.**

Dr. Omkar Goswami is the Founder and Chairman of CERG Advisory Private Limited. He was also the Editor of Business India and served as Chief Economist at the Confederation of Indian Industry (CII). Dr. Goswami has been a consultant to the World Bank, the IMF, the Asian Development Bank and the OECD. He is on the board of the following listed companies: Dr. Reddy's Laboratories, Cairn India, IDFC, Crompton Greaves, Ambuja Cement, Godrej Consumer Products and Bajaj Finance.

The program started with floral welcome of **Dr. Omkar Goswami** and the welcome speech by Mr. Vijay Goyal, President IMA. Dr. Omkar Goswami captivated the participants with his enriching speech on **Indian Economy: Kal-Aaj-Kal.**

He shared that we can achieve growth if we accelerate manufacturing. In a country where monsoon is uncertain and economy is largely dependent on agriculture, focusing on manufacturing is essential. At the same time, infrastructure, exports, logistics should be made worthwhile.

The program concluded with interaction session & the Vote of Thanks to **Dr. Omkar Goswami.**

The aim of IMA Rendezvous is to create and nurture learning culture, and bring out enterprising spirit at all levels so as to effectively pursue challenges in today's complex and rapidly changing global

environment. To achieve the same, we instill the 'Spirit of Innovation' in the mind of each person through a conscious process of self-discovery, experiential learning and self-determination.

The companies that participated in the program were: Indian Institute of Management, John Deere, Kriti Industries, LIC of India, LuGong, MAN Trucks, Piramal Healthcare, Punjab National Bank, VECV, Yash Technologies, Rajratan Global Wires Ltd, Mittal Corp Limited, Idea, Gabriel India, Deccan Diesels, Cummins Technologies, Case New Holland Construction Equipment (India) Pvt. Ltd and many more.



Dr. Omkar Goswami addressing the gathering.



Dr. Omkar Goswami addressing the gathering.



## नारों से नहीं निर्णय से बदलेगी व्यवस्था

सीनियर इकॉनामिस्ट डॉ. ओंकार गोस्वामी इंदौर में बोले मेक इन इंडिया

### WE ARE GOOD TALKERS

सिटी रिपोर्टर • मैं एक निजी चर्चा से अपनी यह बात समझता हूँ कि इकोनॉमी को रतोरित मजबूत करने का कोई फॉर्मूला नहीं है। कई चीजें आपस में जुड़ी हैं और उनके बिना इम्बो कल्पना बेकार है। मेरा बेज बहू डेपट नाम की डच सिटी में रहते हैं। मैं साल में पांच से छह बार वहाँ जाता हूँ। एयरपोर्ट से 45 किलोमीटर दूर घर है उनका। मैं जब पहली बार वहाँ गया तो एयरपोर्ट पर उतरा और उसी एयरपोर्ट कॉम्प्लेक्स में रेलवे स्टेशन था। ट्रेन में चढ़ा... जहाँ उतरा वहाँ 100 मीटर दूर ट्रेम मिल गई और ट्रेम से सीधे घर के आंगन में उतरा। अब देखिए, न तो मैंने टैक्सी ली, न ही मुझे कोई परेशानी हुई घर दूबने में। ऐसा इन्फ्रास्ट्रक्चर होगा तब जाकर यु कैन मूव गुड्स। कंटेनरअस पावर होगा ता फैक्टरीच चलेंगी, कंटेनरअस पावर के लिए कोल चाहिए। इस तरह पूरी चेन है। हर कड़ी मजबूत चाहिए। फैसले मजबूत चाहिए। वरना मेक इन इंडिया कहते रहने से हम कहीं नहीं पहुँच पाएंगे। व्यवस्थाएँ नारों से नहीं निर्णयों से बदलती हैं।

### सेंसेक्स में गिरावट का कोई बड़ा इम्पैक्ट नहीं

सोमवार को हुए बिगैस्ट सेंसेक्स शेर बाजार में गिरावट आई अर्थव्यवस्था पर सीरियस ब्रेक पर गोस्वामी ने कहा कि है। वर्तमान में भारत की प्रोथ इम्पैक्ट नहीं होगा। महज चाइना के बाजार की खस्ताहाल रेट 7 से 8 फीसदी के बीच एक दिन में ही अच्छा खासा स्थिति के चलते भारतीय है जिसकी वजह से भारतीय इम्पूवमेंट हो गया है।

### अंग्रेज़ भी गए... अब तो कुछ करें हम

वो सवाल पुछिए खुद से। हर साल तकरीबन 12 मिलियन लोग वकैफ़ेमें में जुड़ रहे हैं। क्या हम इन लोगों को रोजगार दे पा रहे हैं? अब एक स्टेप पीछे जाइए और सोचिए कि क्या हम इन्हें क्वालिटी एजुकेशन भी दे पा रहे हैं? अब तो अंग्रेजी छुट्टा भी नहीं है... अब तो कुछ करें हम। अगर हम अपने बच्चों और आगे आनेवाली पीढ़ियों के हितर चिन्ता देना चाहते हैं तो कुछ सोचना होगा।

### प्याज से जापान भी परेशान

प्याज की कीमत हर तीन साल में उछल लेती है। जापान में भी यही हालत देखने को मिलते हैं। वैसे भी एग्रीकल्चर ऐसा मार्केट है जो पूर प्रोडक्टिविटी एंड लॉट ऑफ बॉइस का बेस्ट एरवामन्त है। उत्पादन और आय में काफी अंतर है। भारत में ज्यादा प्रतिबंध की वजह से ऐसा होता है। इससे बचने के लिए एग्रीकल्चर को प्रो-ट्रेड करना होगा। जिससे आवश्यकतानुसार आयात-निर्गत किया जा सके।

# How do we grow if we don't focus on manufacturing: Dr Omkar Goswami

◆ OUR STAFF REPORTER  
INDORE

How do we achieve growth if we not accelerate manufacturing? In a country where monsoon is uncertain and economy is largely depended on agriculture, focus on growth of manufacturing is essential. At the same time, infrastructure, exports, logistics should be made worthwhile, said economist Omkar Goswami here on Tuesday.

Manufacturing is getting more and more capital incentive. Employment in manufacturing sector has gone down in last few years, he said, addressing



Indore Management Association's (IMA) series 'Rendezvous - A CEO Dinner Meet' on subject 'Indian Economy-Kal Aaj aur Kal. Dr. Omkar Goswami is

the Founder and Chairman of CERG Advisory Private Limited. He was also the Editor of Business India and served as Chief Economist at the Confederation of

Indian Industry (CII). Dr. Goswami has been a consultant to the World Bank, the IMF, the Asian Development Bank and the OECD. He is on the board of the following listed companies: Dr. Reddy's Laboratories, Cairn India, IDFC, Crompton Greaves, Ambuja Cement, Godrej Consumer Products and Bajaj Finance.

Dr. Omkar Goswami captivated the participants with his enriching speech on Indian Economy. He said that biggest capitalization in China are people. We need money from Central Government to recapitalize. It has to be a gradual. The world never likes

the reality of geometric progression. Unless we comprehend where to cook on a proper strategy, we will have 7% to 8% growth in India.

If we focus on 5%-6% growth per year focus on implementation. We should be able to 7%-7.5% definitely. We have a far better capital markets than China but we need to utilize it well. We can have 90% growth but we have to make the changes. Faith in GOD and fast cycling growth in capitalism. We all should restructure the asset into different parts and set it. Public set back can recapitalize when government brings the money.

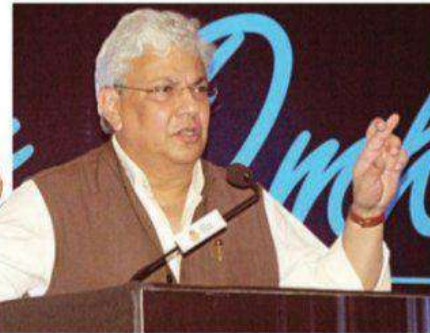
THE FREE PRESS Wed, 26 August 2015  
epaper.freepressjournal.in/c/6329894

## इन्फ्रास्ट्रक्चर में है हाईएस्ट एम्प्लॉयमेंट एंड लेबर इन्टेन्सिटी

प्रोफेशनल इकोनॉमिस्ट डॉ. ओमकार गोस्वामी ने इंडियन इकोनॉमी और स्टॉक मार्केट क्लेश पर विर सवालों के जवाब

इंदौर, इंडिया में इन्फ्रास्ट्रक्चर, पॉवर, पोर्ट और रेलवेज में इफेक्टिव वर्किंग की जरूरत है। अच्छे रोड न होने के कारण प्रोडक्ट को एक जगह से दूसरी जगह पहुंचाने में टाइम और फ्यूल ज्यादा लग रहा है। पॉवर की कमी के कारण मैक्यूरीज और इंडस्ट्रीज में पॉवर एक्सपेंसिव है। आज भी इंडिया में सोमेंट ट्रक से भेजी जाती है, जबकि लॉन्ग स्ट पर ट्रेन से भेजी जानी चाहिए। इंडिया में

मैन्यूफैक्चरिंग ज़ीडपी का 15 से 16 परसेंट है, जबकि मलेशिया, कोरिया, थाइलैंड और चाइना में यह ज़ीडपी का 40 परसेंट है। ओवरऑल इन्फ्रास्ट्रक्चर पर वर्किंग जरूरी है क्योंकि इसमें हाईएस्ट एम्प्लॉयमेंट एंड लेबर इन्टेन्सिटी है। पोर्ट नहीं होने तो एक्सपोर्ट करने में प्रॉब्लम आएगी। पोर्ट पर सामान खडने और एक्सपोर्ट करने के समय को शंघाई या सिंगापुर के पोर्ट से कम्येयर करे तो बहुत डिफरेंस आएगा। यह कहना है इंडिया के लीडिंग प्रोफेशनल इकोनॉमिस्ट डॉ. ओमकार गोस्वामी



का। मंगलवार को मीडिया से बातचीत के दौरान उन्होंने इकोनॉमी से जुड़े सवालों के जवाब दिए। वे इंदौर मैननेजमेंट एसोसिएशन के होटल रेंडसन ब्लू में हुए प्रोग्राम के लिए इंदौर आए थे।

### 7 से 8 के बीच ग्रोथ रेट अच्छी

अगर इंडिया की ग्रोथ रेट 7 से 8 के बीच पहुंच जाती है, तो यह अच्छा साहान है। इसका मतलब हम वर्क कर रहे हैं। इंडिया कॉन्फिडेंसल कंट्री है। यहां ग्रोथ के लिए अच्छा वर्क कर

सकते हैं। अगर ग्रोथ रेट 4 से 5 के बीच रहती है, तो इसका कारण होगा जोरे गवर्नेंस। इसका मतलब यह निकाला जाएगा कि इन्फ्रास्ट्रक्चर और इन्वेस्टमेंट पर वर्क नहीं किया गया है।

### चाइना में एक्सपोर्ट करना होगा मुश्किल

डॉ. गोस्वामी ने बताया, चाइना ग्रोथ का इंजिन है। अगर स्टॉक मार्केट में ज्यादा फ्लक्चुएशन होता है, तो चाइनीज प्रोडक्ट की डिमांड पर फर्क आएगा। इससे चाइना में एक्सपोर्ट करना मुश्किल होगा।

### स्टॉक मार्केट क्लेश का सिग्निफिकैंट इफेक्ट नहीं

एक दिन पहले हुए ग्लोबल क्लेश के बारे में डॉ. गोस्वामी ने कहा, इसका इंडिया पर ज्यादा इफेक्ट देखने को नहीं मिलेगा। ग्लोबली और नेशनली वॉरेंड सिग्निफिकैंट इफेक्ट नहीं होगा। इंडिया के टारगेट ग्रोथ रेट को 7.5 परसेंट तक लाना है। अगर गवर्नमेंट गैरिथिन बॉर्डर करती है, तो स्टॉक मार्केट क्लेश का इफेक्ट होगा, लेकिन ऐसा अभी तक कुछ नहीं हुआ है। कुछ दिन बाद स्टॉक मार्केट में स्टैबिलिटी आ सकता है।



### ये हैं प्रॉब्लम्स

- इंडस्ट्री ऑफिस करने के लिए कई कॉन्फिडेंसल और फर्मिशन
- फैक्टरीज में रही वॉलेंटज का पॉवर यंत्रोपकरण न मिलेगा
- फाइनेंस अजारी से नहीं मिलता
- जॉब्स फिस्ट नहीं कर पा रहे हैं
- डिजिटल एज में रही एड्युकेशन नहीं दे पा रहे हैं
- बर्त कर रहे हैं, लेकिन फॉकस और इन्फ्लेक्शन नहीं है

patrika Wed, 26 August 2015  
epaper.patrika.com/c/6324147

## IMA Rendezvous – A CEO Dinner Meet with Mr. Harsha Bhogle

*A Rendezvous*  
an exclusive CEOs' meet

Harsha Bhogle is widely acknowledged to be not just the voice, but the face of Indian cricket. He was rated as the possessor of the "sexiest voice on radio" in Australia in 1992. A chemical engineer and an alumnus of IIM-Ahmedabad, he is a role model for many. His columns are widely read and a selection of those has been put together in a book called "Out of the Box". His video blogs "Step Out with Harsha" were quite popular and he now has over a million followers on twitter. A channel named their reality show "Harsha ki khoj" to attract the best talent. He has, at various times, been featured in many brand commercials too and is now a brand ambassador for Castrol and Boehringer Ingelheim (Stroke Awareness).

Welcome to an evening with the very interesting Harsha and prepare to be clean bowled by his charm, wit, knowledge and out-of-the-box thinking. Your presence will only add to the occasion and is eagerly awaited.

---

**TOPIC** : "An Evening of Cricket"  
**SPEAKER** : Mr. Harsha Bhogle  
**TIME** : 7:30pm followed by Cocktails & Dinner  
**VENUE** : Hotel Radisson Blu, Indore (Grand Summit I & II)  
**DATE** : Tuesday, October 13, 2015

**INVESTMENT:**  
For IMA Members: ₹ 1200 | For Non-members: ₹ 2,500  
14% Service tax will be additional

**FOR REGISTRATION AND DETAILS, CONTACT:**  
Jagwant Singh Mangat: 88899 96130  
Suman Agrawal : 88899 96136



Indore Management Association organized its prestigious **Rendezvous—An exclusive CEOs Dinner Meet, “An Evening of Cricket”** with the **most insightful & acknowledged to be not just the voice, but the face of Indian cricket, Mr. Harsha Bhogle** on **Tuesday, October 13, 2015** at **Hotel Radisson Blu, Indore**.

**Mr. Harsha Bhogle** was rated as the possessor of the “sexiest voice on radio. A chemical engineer and an alumnus of IIM-Ahmedabad, has made him a role model for many.

Readers of Cricinfo voted him as their “most favorite commentator”. He has commentated on over four hundred one-day internationals, over a hundred test matches and has been closely associated with T20 cricket, right from the first game that India played, through six IPL tournaments, five Champions Leagues and five T20 World Cups. His columns are widely read and a selection of those has been put together in a book called “Out of the Box”. His video blogs “Step Out with Harsha” were quite popular and he now has over a million followers on twitter. No other sports media person is half as close. He has been in brand commercials for Pepsi, Hero Honda, Airtel, Tata-AIG, Sugar Free and has done brand promotions for Vodafone, Cadbury, IBM among many others. He is now a brand ambassador for Castrol and Boehringer Ingelheim (Stroke Awareness).

The program started with floral welcome of **Mr. Harsha Bhogle** and the welcome speech by Mr. Vijay Goyal, President IMA., **Mr. Harsha Bhogle** captivated the participants with his mesmerizing words, charm, wit, knowledge and out-of-the-box thinking.

He said everything in life is an opportunity. It’s just a question how we look at it. What we create is an opportunity to fall with our negative thoughts. If you are thrown at tough earlier in life. It makes things easy for the rest of the life. You have to run on bad pitch from time to time. We get into difficult situation. This is a part of learning. He also said when tides goes out you can see who is swimming naked. Whatever the situation you have to give it 100%. Every single time remember someone is watching. If you can’t give 100% it’s not giving worth at all. If your best is not good enough, it’s fine. 100% is fine, you don’t have to give 110%.

When you become good at something, that’s your biggest challenge. We try to defend reputation and so your biggest challenge become biggest reputation. When people talk about luck, they talk about their own failure. You can’t plan for luck. Luck only opens the door. List your cumulatives and then work over them one by one. He put a light on the statement that you have to make person read you. No one on their own will.

He ended by saying if you want to survive, you have to do every single thing.

The program concluded with interaction session & the Vote of Thanks to **Mr. Harsha Bhogle** for making the day a memorable one.

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

The companies that participated in the program were:Piramal Enterprises Limited, Tata International Ltd, Cummins Technologies, John Deere, V E Commercial Vehicle Ltd, Cipla Ltd, National Steel And Agro Industries Ltd.Idea, STI India Limited, Jaideep Ispat & Alloys Pvt Limited, Diaspark Infotech Pvt. Ltd, State Bank of India, Impetus Infotech India Pvt. Ltd., Porwal Auto, Reliance and many more.



Mr. Harsha Bhogle during IMA Rendezvous.



Mr. Harsha Bhogle during IMA Rendezvous.




Participants during IMA Rendezvous



# Tete-a-tete

May 2015

## Tete-a-Tete with Mr. Glenn Baker

<p><b>About the Speaker:</b></p> <p>Mr. Glenn Baker is currently the Global Director, Enterprise Strategic Manufacturing John Deere and Company. He serves on the Executive Board of the Iowa Innovation Council, the Illinois team of the National Governors Association Policy Academy for promoting Advanced Manufacturing and is Co-Chairman of the Executive Advisory Board for the United States Manufacturing Competitiveness Initiative.</p> 	<p><b>Topic:</b> Strategy on Aligned High Performance Teamwork</p> <p><b>Date:</b> Thursday, April 30, 2015 <b>Venue:</b> Hotel Radisson Blu, Indore. <b>Time:</b> 6:30 pm, followed by dinner <b>Investment:</b> For IMA Members: Rs. 1,800/- For Non Members: Rs. 2,000/- (Service tax will be additional)</p>
--	--

 <p><b>For more details please contact:</b> Mr. Jaspreet Joet Singh - 8889996138 Mr. Jagwant Singh Mangat - 8889996130 Indore Management Association Ph: 0731-2512545, 4069545 Fax: 0731-2528680 E-mail: info@imandore.com, marketing@imandore.com</p>	 <p><b>Indore Management Association</b></p> <p>cordially invite you for a</p> <p><b>Tête-à-tête</b></p> <p><b>With Mr. Glenn Baker</b> (Global Director, Enterprise Strategic Manufacturing John Deere &amp; Company)</p>  
---	---

# इंडिविजुअल की नहीं टीम की ग्रोथ पर फोकस करें

आईएमए के सेमिनार में ग्लेन बेकर ने कॉर्पोरेट्स को दिए टिप्स

plus रिपोर्टर

indoreplus@patrika.com

इंदौर कंपनी की ग्रोथ करना है तो इंडिविजुअल की ग्रोथ पर फोकस के बजाय टीम की ग्रोथ पर फोकस करें। इंडिविजुअल की परफॉर्मेंस के बजाय टीम की परफॉर्मेंस को टारगेट रखें। यह बात जॉन डियर के ग्लोबल डायरेक्टर के ग्लेन बेकर ने कॉर्पोरेट्स और इंडस्ट्रियलिस्ट से कही। वे होटल रेडिसन में इंदौर मैनेजमेंट एसोसिएशन के प्रोग्राम में लेक्चर दे रहे थे। उनके लेक्चर का सबजेक्ट था 'स्ट्रैटेजी ऑन हाई अलाइनमेंट टीमवर्क'।

ग्लेन बेकर ने कहा बेहतर ग्रोथ और बेहतर रिजल्ट पाने के लिए मैनेजमेंट को डीसेन्ट्रलाइज करना जरूरी है। एक ही हाथ से सारी पावर और जिम्मेदारियों के बजाय जिम्मेदारियों को अलग अलग लेवल पर बांटना चाहिए। इससे वर्क कल्चर इम्प्रूव होता है और काम भी बेहतर होता है। उन्होंने केवल



## पूंजी का प्रोडक्टिव यूज हो

कंपनी के शेयर होल्डर्स का असेरा कंपनी में बना रहे इसके लिए कंपनी उनकी पूंजी का प्रोडक्टिव यूज करे उनके पैसों से ही पैसा बनाओ ताकि कंपनी के लिए भी ज्यादा पूंजी मिले और शेयर होल्डर्स का भी लाभ मिले।

मैनेजमेंट के डीसेन्ट्रलाइजेशन की बात नहीं की बल्कि ये भी कहा मैनुफैक्चरिंग यूनिट्स को भी

## कंपनी का गोल स्पष्ट हो

कंपनी अपने लक्ष्य और उसे पाने की स्ट्रैटेजी को बलीयर रखे इसमें कोई घालमेल नहीं होना चाहिए। जो स्ट्रैटेजी बनाई उसे फॉलो किया जाए। गोल का पूरा करने में टीम वर्क ही सबसे महत्वपूर्ण होता है।

डीसेन्ट्रलाइज किया जाए। एक ही जगह प्रोडक्शन के बजाय अलग जगह से प्रोडक्शन किया जाए।

# ‘कंपनी की ग्रोथ के लिए टीम का साथ जरूरी’

इंदौर। यदि आप अपनी कंपनी के विकास की रफ्तार तेजी से आगे बढ़ाना चाहते हैं, तो जरूरी है टीम के साथ काम करना। कर्मचारियों की व्यक्तिगत ग्रोथ की बजाय पूरी टीम की ग्रोथ पर ध्यान दें। गुरुवार को होटल रेडिसन ब्लू में शहर के बिजनेसमैन, एंटरप्रेन्योर और इंडलियलिस्ट को कंपनी की ग्रोथ का यह फंडा जॉन डियर एंड कंपनी के ग्लोबल डायरेक्टर ग्लेन बेकर ने दिया।

वे इंदौर मैनेजमेंट एसोसिएशन के प्रोग्राम ‘टेटे-ए-टेटे’ में स्ट्रेटेजी ऑन अलाइन हाई परफॉर्मेंस टीमवर्क विषय पर आयोजित सेमिनार को संबोधित कर रहे थे। अपनी कंपनी की स्ट्रेटेजी और ग्रोथ के बारे में उन्होंने अपने कई अनुभव बताए। उन्होंने कहा कि यदि आप अपनी कंपनी की ग्रोथ बढ़ाना चाहते हैं, तो अपने ग्राहकों की जरूरत पर ज्यादा ध्यान दें।

आईएमए के प्रोग्राम में बोले एक्सपर्ट



अलग-अलग उद्यम खोलकर बिजनेस को बढ़ाएं। अपने शेयर होल्डर्स की ताकत को पहचानें। उनसे मिले पैसे को सही जगह निवेश करके अपने और शेयर होल्डर्स के लिए ज्यादा से ज्यादा पैसा बनाने

की कोशिश करें। अपनी कंपनी की विकास संबंधी नीतियों को स्पष्ट रखें और उसे हर स्तर पर लागू करवाएं। जब आप इन सभी बिंदुओं पर काम करेंगे, तो आपकी कंपनी वैश्विक स्तर पर नाम कर सकेगी।



IMA Members during Tete-a-Tete with Mr. Glenn Baker.



Mr. Glenn Baker addressing the gathering.

Indore Management Association organized its prestigious Tete-a-Tete on Thursday, April 30, 2015 at Hotel Radisson Blu, Indore. Mr. Glenn Baker, Global Director, Enterprise Strategic Manufacturing - John Deere and Company was the Chief Guest and Speaker for the occasion. Mr. Glenn Baker addressed the gathering on the topic "Strategy on Aligned High Performance Teamwork".

The program started with floral welcome of Mr. Glenn Baker, Global Director, Enterprise Strategic Manufacturing - John Deere and Company and the welcome speech by Mr. Navin Khandelwal, Honorary Secretary IMA.

Mr. Glenn Baker apprised that Experiences are superb teachers. Their lessons touch us profoundly and stay with us for life.

He said, by linking employee, unit, and divisional goals to John Deere's overall business objectives, we are able to harvest the power of aligned high-performance teamwork.

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

The companies that participated in the program were:

AGYA AUTO LTD., AUTO ASSOCIATION, AVTEC LIMITED, CAPCO, CAPITAL CONSTRUCTIONS, DARLING PUMPS, DEE TEE INDUSTRIES, FACET 58 JEWELLERY CO., FLEXITUFF, GABRIEL INDIA LTD., GAJRA GEARS, GURUJI, JAIDEEP ISPAT, JOHN DEERE, KRITI INDUSTRIES LTD., LIUGONG, MAHINDRA 2 WHEELERS, METHODEX, METAL FORGER, MITTAL CORP LTD, AND MANY MORE.

**Number of Lecture Sessions Conducted and Attendance during 2015 – 2016:**

**Film Show -2015-16**

S.No.	Date	Movie	Moderator	Participation
1	14-Apr-15	Wall Street	Dr. Vivek Kushwah	25
2	8-May-15	12 Angry Men	Mr. Siddhartha K. Rastogi	15
3	12-Jun-15	Inside Job	Mr. Sandeep Naolekar	40
4	10-Jul-15	Band Baaja Baaraat	Mr. B P Inani	40
5	18-Aug-15	Do Anken Barah Haath	Dr. Sandeep Atre	55
6	11-Sep-15	The Devil Wears Prada	Mr. Subodh Shrivastava	32
7	9-Oct-15	The Social Network	Ms. Aditi Baveja	25
8	6-Nov-15	Ocean's Eleven	Ms. Anindita Chatterjee	22
9	12-Dec-15	Titanic	Dr. Sandeep Atre	26
10	4-Jan-16	The Imitation Game	Capt. Jaison Thomas	36
11	26-Feb-16	The Internship	Mr. Saurabh Singh Mehta	43
12	9-Mar-16	Pirates Of Silicon Valley	Dr. Yogeshwari Phatak	27
<b>Total</b>				<b>386</b>

**Center of Excellence -2015-16**

S.No.	Date	Theme	Faculty	Participation
1	23-Jun-15	Managing Your Fear	Major General (Dr) V.S. Karnik (Retd.),	30
2	30-Jun-15	ZED : Zero Defect Zero Effect	Mr. Lov Bhardwaj	40
3	31-Jul-15	Excellence in Service Management	Mr.Pankaj Vyas	28
4	23-Sep-15	Accelerate Profitability, Growth : Leading Through Organization Lifecycle Transitions	Lt. Shalabh Agrawal	25
5	20-Oct-15	Basics Of Being A Professional	Ms. Deepika Munot	45
6	30-Nov-15	Visual Intelligence	Mr. Rahul Jain	35

	15			
7	8-Dec-15	Management Lessons From Marathon	Mr. Vivek Singhal, CA Navin Khandelwal	38
8	12-Jan-16	Business Excellence Through Quality Tools	Mr. Tarun Chhugani	35
9	12-Feb-16	How to prioritize & decisions like a pro	Mr. Shashank Kasliwal	42
10	3-Mar-16	Understanding Human Relationships	Dr. Sameer Golwelkar	55
<b>Total</b>				<b>373</b>

#### HR Forum -2015-16

S.No.	Date	Theme	Faculty	Participation
1	27-Apr-15	Approaches to change: Building Capability and Confidence	Mr. Sudeep Kumar Dev	30
2	22-Jun-15	Achieving Sustainable Organization Performance through HR	Ms.ChaniTrivedi	28
3	27-Jun-15	How To Use The EQ Interview Process	Mrs. Nupur Singh	17
4	27-Aug-15	Internal Consulting Skills for the HR Professionals	Mr. Sanjay Trivedi	34
5	29-Sep-15	How to Turn HR Expenses into Profits	Mr. Sunil Kalyankar	30
6	27-Oct-15	Getting Results Without Direct Authority	Mr. Vivek Padalia	45
7	24-Nov-15	Knowledge Management	Dr. Anupam Tiwari	32
8	22-Dec-15	New Employees Engagement - A 3D Approach	Ms. Laveena Nabar	42
9	18-Mar-16	Legal Aspects : A performance review system that works for evert one	Mr. Girish Patwardhan	65
<b>Total</b>				<b>323</b>

#### Reader's Clique -2015-16

S.No.	Date	Book	Moderator	Participation
1	15-Apr-15	EAT, PRAY, LOVE a book by "Elizabeth Gilbert	Dr. Yogeshwari Phatak	22
2	20-May-15	"The Monk Who Sold His Ferrari" a book by "Robin S Sharma"	Ms. Nupur Phatak	30

3	17-Jun-15	"The Difficulty Of Being Good" a book by "Gurcharan Das"	Prof. Siddhartha Rastogi	28
4	15-Jul-15	"Unposted Letters" a book by T.T. Rangarajan, 'Mahatria Ra'	CA Girish Agrawal	36
5	12-Aug-15	THE ALCHEMIST" a book by Paulo Coelho	CA Manish Dafria	20
6	16-Sep-15	"Playing It My Way" a book by Sachin Tendulkar	CA Navin Khandelwal	35
7	5-Oct-15	"Scion Of Ikshvaku" a book by Amish Tripathi	Mr. Pratik Uppal	30
8	18-Nov-15	"The Lord of the Flies" a book by William Golding	Ms. Priti Sable	20
9	16-Dec-15	"Steve Jobs" a book by walter isaacson	Mr. Sandeep P. Naoleaker	32
10	17-Feb-16	"Blue Ocean Strategy" a book by W.Chan Kim and Renee Manbourgne	Mr. Shiv Kumar	32
11	14-Mar-16	" Bold" a book by Peter Diamandis and Steven Kotler	Mr. Pratik Uppal	30
<b>Total</b>				<b>315</b>

FILM SHOW  
ON  
THE PURSUIT OF HAPPYNESS



**IMA - Management Film Show**

WILL SMITH  
the **PURSUIT** of  
**HAPPYNESS**



**Day & Date:** Tuesday, February 24, 2015  
**Time:** 06:30 pm to 08:00 PM  
**Venue:** IMA, Meeting Room

**Moderation by:** CA. Alok Jain  
Partner- BM Jain & Co.

**To block your seat contact :**  
**Mr. Jaspreet J. Singh**  
E: [info@imaindore.com](mailto:info@imaindore.com) | M: 8889996138

Indore Management Association organized a **Film Show**, screening the American Film "The Pursuit of Happyness" which is based on the real life events of successful Stock Broker "Chris Gardner". The Film was screened for management professionals and students. The program was organized on Tuesday, February 24, 2015 at IMA's Meeting Room, Jall Auditorium, Indore. The Moderator for the session was CA. Alok Jain.

CA. Alok Jain is a Practicing Chartered Accountant by Profession and associated with IMA more than 10 years.

CA. Alok Jain moderated clips of The Hollywood Movie "The Pursuit of Happyness "which is based on the life real life events of successful Stock Broker " Chris Gardner " and the events which changed his life from Poor to Millions.

Chris Gardner Invested his entire life savings in Portable Bone density scanners believing it to be a quantum leap over the standard X-Rays. However the Doctors felt it to be a Luxury and took little interests. Time lag between his sales and growing financial demands resulted in break of his marriage leaving his 5 years old son with Chris.

During the course of his sales visits, Chris gets impressed with Jay Twistle – a stock Broker and decides to undergo an unpaid Stock Broker internship. This Passion of his further deepens his financial problems and lands him homeless. The Tax Demands from IRS and Parking Tickets (Fines) and numerous other problems keep testing his perseverance.

His perseverance pays off and he gets finally selected for the paid position as a Broker. The Film reveals that finally Chris Went on to form a Multi MillionDollar Brokerage Firm.

Some of the qualities which leaves impression on the viewer includes Chris's being Passionate about his dream and chasing it to an extreme, his Perseverance to get the things done in spite of all the odd's, Patience exhibited in tough times, Being Truthful even in the embarrassing conditions, and self confidence to reach the topmost people defying all the protocols.

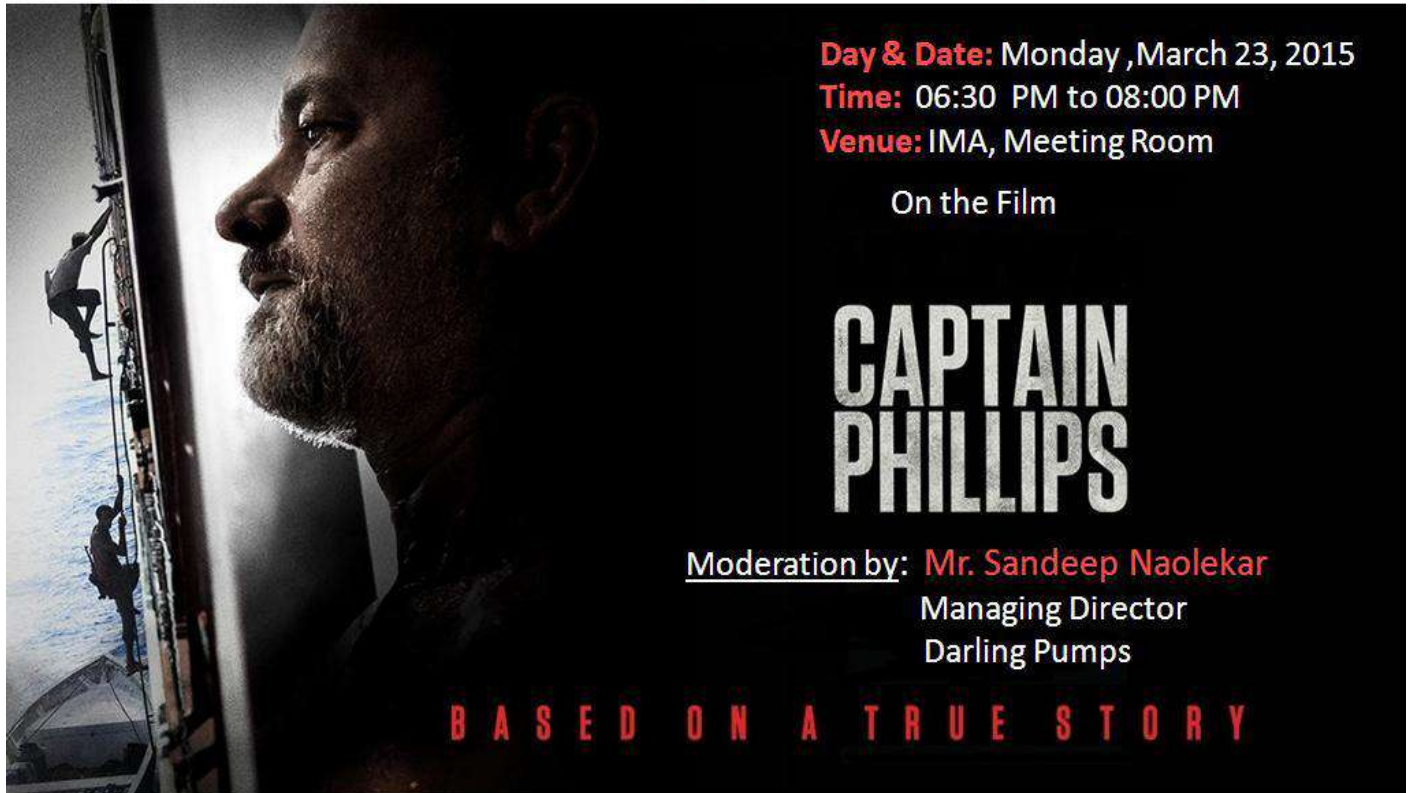
The message from this film is "**Don't ever let somebody tell you, you can't do something, You got a Dream, You gotta protect it**

23<sup>rd</sup> March

FILM SHOW ON **CAPTAIN PHILIPS**



**Indore Management Association**  
invites you to attend  
**Management Film Show**



**Day & Date:** Monday, March 23, 2015  
**Time:** 06:30 PM to 08:00 PM  
**Venue:** IMA, Meeting Room

On the Film

**CAPTAIN PHILLIPS**

Moderation by: **Mr. Sandeep Naolekar**  
Managing Director  
Darling Pumps

**BASED ON A TRUE STORY**

**To block your seat contact :**

**Mr. Jaspreet J. Singh** | E: [info@imaindore.com](mailto:info@imaindore.com) | M: 8889996138

Indore Management Association organized a **Film Show**, screening the American Film "Captain Philips" which is based on the film about Leadership- during extreme crises". The Film was screened for management professionals and students. The program was organized on Monday, March 23, 2015 at IMA's Meeting Room, Jall Auditorium, Indore. The Moderator for the session was Mr. Sandeep Naolekar.

Mr. Sandeep P. Naolekar is a Managing Director of DARLING PUMPS PRIVATE LIMITED involved in design manufacturing & marketing of submersible range of pumps for different quality of

water applications. He is having a professional experience of 19 years in various areas of business. He has also held important position in various industry bodies. He is also the Editor of Indore Manager – Bimonthly Management Magazine of IMA.

The “Captain Phillips” is a film inspired by the true story of the 2009 Maersk Alabama hijacking, an incident during which merchant mariner Captain Richard Phillips was taken hostage by pirates in the Indian Ocean led by Abduwali Muse.

Richard Phillips (Tom Hanks) takes command of the MV Maersk Alabama, an unarmed container ship from the Port of Salalah in Oman, with orders to sail through the Gulf of Aden to Mombasa, Kenya. Wary of pirate activity off the coast of the Horn of Africa,

Despite the best efforts of Phillips and his crew, the pirates secure their ladder to the Maersk Alabama. As they board, Phillips tells the crew to hide in the engine room and allows himself to be captured.

The crew members ambush Muse and arrange to release him into a lifeboat to get the intruders off the ship. However, the pirates refuse to release Phillips, and the lifeboat launches with all five of them on board. And starts the arduous journey towards Somalia in the life boat which ends with the killing of 3 of the four pirates by the Navy seals and the Capt. is freed. The leader of the Pirates who is already taken for negotiations is arrested.

# कैप्टन फिलिप्स के जरिये जानी लीडरशिप क्वालिटी

आईएमए मॅम्बर्स के लिए फिल्म कैप्टन फिलिप्स की स्क्रीनिंग



plus रिपॉर्ट

indoreplus@patrika.com

इंदौर, इंदौर मैनेजमेंट एसोसिएशन के मॅम्बर्स के लिए सोमवार को अंग्रेजी फिल्म कैप्टन फिलिप्स की स्क्रीनिंग की गई। फिल्म की स्क्रीनिंग के बाद मॉडरेटर संदीप नाओलेकर ने आईएमए मीटिंग रूम में मॅम्बर्स को फिल्म के जरिये लीडरशिप क्वालिटी समझाई। फिल्म के जरिये बताया गया कि संकट के समय किस तरह की लीडरशिप की जरूरत होती है।

अमेरिकन फिल्म कैप्टन फिलिप्स 2009 की एक सत्य घटना पर आधारित है। इस फिल्म में अमेरिकन कर्मां शिप के कैप्टन फिलिप्स और उनके क्रू मॅम्बर्स की कहानी है। उनका शिप इंडियन ओशन में सोमालिया के समुद्री लुटेरों के जरिये अपहृत किया जाता है। क्राइसिस के वक़्त में कैप्टन फिलिप्स अपने क्रू मॅम्बर्स को बचाने में कामयाब होता है और खुद को लुटेरों के हवाले करता है। इस बीच वह खुद को भी बचाता है और अमेरिकन नेवी को भी संदेश भेजने में कामयाब होता है। फिल्म में कैप्टन फिलिप्स की लीडरशिप के साथ-साथ क्रू मॅम्बर्स का टीमवर्क भी दिखाया गया है, जिसके जरिये वे अपनी जान के साथ शिप को भी बचाने में भी कामयाब होते हैं। अंत में अमेरिकन नेवी आकर रेस्क्यू करती है और लुटेरे पकड़े जाते हैं।

कार्यक्रम के मॉडरेटर ने इस फिल्म की अलग-अलग घटनाओं की व्याख्या की और बताया कि संकट के समय तुरंत डिसिजन न लिया जाए तो स्थिति बिगड़ सकती है। तुरंत डिसिजन तभी लिया जा सकता है जब प्रजेंस ऑफ माइंड हो। संकट के वक़्त कामयाबी तभी मिलती है जब मिलकर लड़ा जाए यानी टीमवर्क भी जरूरी है।

फिल्म 'कैप्टन फिलिप्स' के जरिए मैनेजर्स को दिए टिप्स

## कठिन परिस्थितियां निखारती हैं लीडरशिप क्वालिटी

**इंदौर।** कैप्टन फिलिप्स के जहाज पर सोमालिया के समुद्री लुटेरे कब्जा कर लेते हैं और सभी जहाजियों को पकड़ लेते हैं। इस विकट परिस्थिति में जब सभी के सामने जीवन-मरण का प्रश्न बना हुआ है, कैप्टन फिलिप्स अपनी सूझबूझ और हिम्मत से जहाज और सभी जहाजियों को रिहा करवा देते हैं, हालांकि ऐसा करते हुए वे स्वयं फंस जाते हैं। सत्य कथा पर आधारित इस फिल्म 'कैप्टन फिलिप्स' के जरिए सोमवार को डालिंग पॉप प्रान्ति के मैनेजिंग डायरेक्टर और मैनेजमेंट एक्सपर्ट संदीप नावलेकर ने यांग मैनेजर्स को एक्ट्रिम क्राइसिस के दौरान काम आने वाले लीडरशिप के टिप्स दिए।

इंदौर मैनेजमेंट एसोसिएशन द्वारा आयोजित इस कार्यक्रम में विभिन्न इंडस्ट्रीज से जुड़े मैनेजर्स ने हिस्सा लिया। श्री नावलेकर ने कहा कि कई बार हम विपरीत परिस्थितियों के दौरान खुद में नई संभावनाओं को खोज पाते हैं। यह चुनौती ही हमारी उन्नति की नई इश्वरत लिखती है, बस जरूरत है हर चुनौती को सकारात्मक नजरिए से देखने और शांत दिमाग से हल करने की।




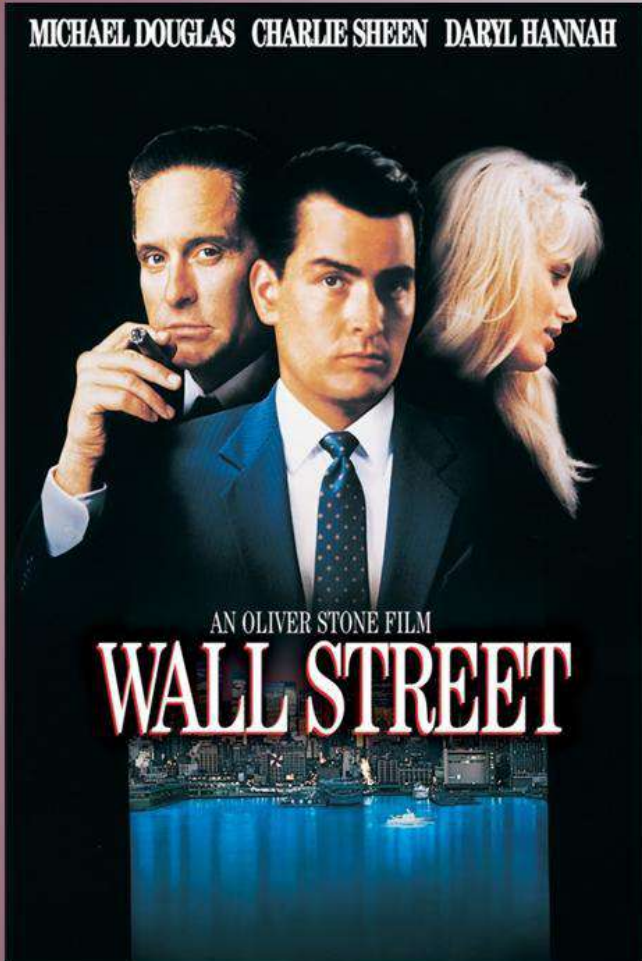
### विपरीत परिस्थितियों में ऐसे दिखाए लीडरशिप स्किल्स

- स्वयं जिम्मेदारी ले और स्थिति को अपने नियंत्रण में लेने की कोशिश करें।
- लिमिटेड रिसोर्स में से बाहर निकलने का रास्ता आप तभी खोज पाएंगे जब अपने मन से डर को निकाल देंगे।
- ऐसी परिस्थितियों में आपको रिस्क भी लेना पड़ता है। खुद को संक्रीमाइज करत हुए भी अपनी टीम को बचा पाए तो ऐसा कीजिए। यह सबसे बड़ी लीडरशिप क्वालिटी होती है।
- बड़े क्राइसिस में सबसे पहले कमजोर कड़ी को सॉल्व करने की कोशिश कीजिए। अलग-अलग हिस्सों में क्राइसिस को सॉल्व करने, तो आसानी होगी।
- ऑन व सपोर्ट डिसेंजन लेने के लिए प्रॉजेस ऑफ माइड जरूरी होता है, इसलिए दिमाग को हमेशा शांत रखें।



14<sup>th</sup> April

FILM SHOW ON Wall Street



**IMA Management Film Show**  
On  
***“Wall Street 1987”***

Wall Street of the 1980s, a stockbroker full of ambition, doing whatever he can to make his way to the top. Admiring the power of the unsparing corporate raider. Young and impatient stockbroker is willing to do anything to get to the top, including trading on illegal inside information taken through a ruthless and greedy corporate raider who takes the youth under his wing.

Friday, April 10, 2015  
from 6:30 pm to 8:00 pm  
At IMA, Meeting Room

Moderated By –  
**Dr. Vivek Kushwah**  
**Director**  
**Institute Of Business  
Management and Research**

Contact: Jaspreet Jeet Singh | Mob: 888999638 | Email: info@imaindore.com

Indore Management Association organized a **Film Show**, based on the famous Hollywood movie “Wall Street” for management professionals and students. The program was organized on Tuesday, April 14<sup>th</sup>, 2015 at IMA’s Meeting Room, Jall Auditorium, Indore. The Moderator for the session was Dr. Vivek S Kushwaha, Director, IPS Academy, Institute of Business Management & Research, Indore.

The Lesson: The camera may love it, but greed isn't good.

This movie, which was made in 1987, does a good job of capturing the ambiance, and more specifically, the greed, that was a big part of the American scene during the 1980s. In fact, the character of Gordon Gekko is based loosely on a corporate raider named Ivan Boesky, who was fined \$100,000,000 and sentenced to several years in jail for his part

the insider trading scandals that shook Wall Street during that decade. Of course, wealth and money are relative; By the end of the 1990s, dozens of people in the US had accumulated fortunes in the *billions* of dollars, making the sums discussed in this movie seem almost insignificant.

Oliver Stone's movie *Wall Street* is one of the few successful, realistic films about finance. Its lesson wasn't hard to decipher. Stone set out to tell a morality tale about the destructive values of American capitalism; immoral money manager Gordon Gekko mentors the young stockbroker Bud Fox, whose hyper-ambition for money destroys his life and those of the people around him. Greed is not good. That lesson, in real life, went largely unheeded.

"It did not show Wall Street in its best light, yet Wall Street was, by far, the movie's most enthusiastic audience," according to Michael Lewis, not a stranger to the financial business, wrote recently. "It has endured not because it hit its intended target but because it missed: people who work on Wall Street still love it."

Michael Douglas, who won an Academy Award for the role, has expressed astonishment at how often Wall Street moviegoers tell him he inspired their career choice. A morality tale about the young Fox instead sparked hero worship of Gekko and his "greed is good" philosophy.

The movie still got the era right. There are the colorful corporate raiders of 1980s Wall Street, the chaotic trading floors, the young stockbroker making cold calls, the bad music and bad art, and hyper-materialism. It also unintentionally foreshadowed the Wall Street crash of 1987. Some of the fashions, and certainly the tools of the trade (like Douglas' cell phone), may look antiquated compared to Wall Street today, but the moral of Stone's story is only more relevant, and still ignored.



8<sup>th</sup> May

FILM SHOW  
ON 12 Angry men

**IMA Management Film Show**

On

**" 12 Angry Men "**



"12 Angry Men" focuses on a jury's deliberations in a capital murder case. A 12-man jury is sent to begin deliberations in the first-degree murder trial of an 18-year-old Latino accused in the stabbing death of his father, where a guilty verdict means an automatic death sentence.



You are going to try a man for murder - and what you see and hear will shock you, stun you - and then the awesome power to kill will suddenly be thrust into your hands!

LIFE IS IN THEIR HANDS! DEATH IS ON THEIR MINDS... THE MOST EXCITING MOTION PICTURE IN YEARS!

HENRY FONDA

**12 ANGRY MEN**

EXPLODES LIKE TWELVE STICKS OF DYNAMITE!



Please see it from the beginning!

LEE J. COPELAND ED BEGLEY E. G. MARSHALL JACK WARDEN THOMAS GUNN JAMES EARL RAY JOHN HAYES JOHN BRINLEY JOHN BRINLEY JOHN BRINLEY

Moderated By:

**Prof. Siddhartha K. Rastogi**

Area Chair – Economics

Indian Institute of Management, Indore.

Friday, May 08, 2015

From 6:30 PM to 8:00 PM

At IMA, Meeting Room



Contact: Jaspreet Jeet Singh | Mob: 888999638 | Email: [info@imaindore.com](mailto:info@imaindore.com)

Indore Management Association organized a Film Show, based on the famous Hollywood movie “12 Angry Men” for management professionals and students. The program was organized on Friday, May 8, 2015 at IMA Meeting Room Auditorium, Indore. The Moderator for the session was Siddhartha K. Rastogi, Area Chair – Economics, Indian Institute of Management, Indore.

Siddhartha K. Rastogi graduated with a doctoral title in economics from the Indian Institute of Management Ahmedabad in March 2010. Prior to his fellowship from IIMA, he holds a Master degree (Applied Economics) and a Bachelor degree in Commerce from the University of Lucknow. He also has 31 months of experience in teaching maths, logic, and economics during and subsequent to his post-graduation. His teaching interests include microeconomics, macroeconomics, international economics, public finance, public policy, political economy, game theory, and behavioral economics.

**The Lesson:** It is not easy to lead and communicate, even for Henry Fonda.

The 1957 classic, “12 Angry men”, is probably world’s most discussed film. There are remakes, documentaries, and research papers based on the film. The film beautifully captures many facets of human behavior and endeavor, empathy and ego, and group deliberation and group dynamics.

The plot is amazingly simple - A jury’s deliberations in a murder case. An 18 year old Latino boy is accused of stabbing his father to death. Prima facie, there exists an open-and-shut case, as the defendant’s explanations sound weak, the witnesses corroborate the murder, and the 12-man jury seems hurried to pass a verdict, preoccupied with other works in their respective walks of life. All vote guilty save Mr. Davis (the legendary Henry Fonda), suggesting a need for some discussion, for the jurors must conclude beyond a reasonable doubt the defendant’s crime. The deliberations unfold to reveal the jurors’ complex personalities – biases, stereotypes, tempers, and leadership style.

The film is in black and white, mostly confined to the jury room sans many faces or artifacts. However, the power of plot, screenplay, and editing is such, it is near impossible to move the mind away for those 92 minutes. Although the film is near perfect from a film-making point of view also, the many studies dissect the film from the angles of organizational behavior, group dynamics, leadership, communication, and ethics. Most interestingly, the plot does not seek or bestows a moral high ground or passes a judgment on characters. It is left open to individual viewer’s understanding and interpretations.

Although the analysis landscape for this film is too wide, some of the broad themes to ponder upon can be underlined here. The first hard hit is the quick judgment passed on the basis of the ethnicity of the defendant. This sounds uncannily on the lines of Albert Camus’ *Le’etranger* (or The Stranger), where the

protagonist (a French, white man) is charged with the murder of an Algerian Arab and therefore, treated softly. The second hit and a great turning point in the film is procurement of the same designer knife by Mr. Davis, which was used for the murder. The presumptive rarity of the knife, the casual assumption of witnesses' lack of motive (which reminds of Yashpal's story "*Akhbaar Mein Naam*") are all such common misattributions, we all can be held guilty of it.

The biggest and constant, not a momentary, hard hitting point of the film is that it is not easy being the voice of dissent. Mr. Davis had a hard task at hand to take on the 11 other jurors in a close meeting. However, in today's context, his likely real life forms can be Julian Assange or Edward Snowden. The film has many layers but let's call it a day for now.



12<sup>th</sup> June

FILM SHOW ON INSIDE JOB

IMA Management Film Show

On

**Inside Job**



'Inside Job' provides a comprehensive analysis of the global financial crisis of 2008, which at a cost over \$20 trillion, caused millions of people to lose their jobs and homes in the worst recession since the Great Depression, and nearly resulted in a global financial collapse.

Film Moderator :

**Mr. Sandeep Naolekar**

Managing Director  
Darling Pumps



On Friday, June 12, 2015  
From 6:30 PM to 8:00 PM  
At IMA Meeting Room

**INSIDE JOB**

Contact: Suman Agarwal | M: 8889996136 | E: [ima@imaindore.com](mailto:ima@imaindore.com)

Indore Management Association organized a **Film Show**, screening the Film "Inside Job" which provides a comprehensive analysis of the global financial crisis of 2008, which at a cost over \$20 trillion, caused millions of people to lose their jobs and homes in the worst recession since the Great Depression, and nearly resulted in a global financial collapse. The Film was screened for management professionals and students. The program was organized on Friday, June 12, 2015 at IMA's Meeting Room, Jall Auditorium, Indore. The Moderator for the session was Mr. Sandeep Naolekar.

Mr. Sandeep P. Naolekar is a Managing Director of DARLING PUMPS PRIVATE LIMITED involved in design manufacturing & marketing of submersible range of pumps for different quality of water applications. He is having a

professional experience of 19 years in various areas of business. He has also held important position in various industry bodies. He is also the Editor of Indore Manager – Bimonthly Management Magazine of IMA.

Inside Job is a 2010 documentary film, directed by Charles H. Ferguson, about the late-2000s financial crisis. The film is about "the systemic corruption of the United States by the financial services industry and the consequences of that systemic corruption. The film is in five parts, it explores how changes in the policy environment and banking practices helped create the financial crisis.

It exposes the high and mighty and how they conspire to systematically steal from the common gullible man to satiate their greed. The five parts are

OPart I: How We Got Here

OPart II: The Bubble (2001–2007)

OPart III: The Crisis

OPart IV: Accountability

OPart V: Where We Are Now

As the above titles suggest, the film is complete account of the drama that unfolded from beginning till the end. The film is about human greed, conspiracy at the highest level and gullibility and ignorance of the common citizen.



## फाइनेंशियल क्राइसिस की कहानी 'इनसाइड जॉब'

आईएमए की ओर से फिल्म शो का आयोजन

इंदौर. इंदौर मैनेजमेंट एसोसिएशन की ओर से फिल्म शो इनसाइड जॉब का प्रदर्शन किया गया। 2008 के ग्लोबल फाइनेंशियल क्राइसिस पर आधारित इस फिल्म में करोड़ों लोगों की जीव चली जाना... इस वजह से उनका डिप्रेशन में आ जाना.. और कई लोगों के निराशाजनक कदम उठा लेने की कहानी को बखूबी फिल्माया गया है। इस फिल्म का प्रदर्शन मैनेजमेंट प्रोफेशनल्स एंड स्टूडेंट्स के लिए जाल ऑडिटोरियम के मीटिंग रूम में शुक्रवार शाम किया गया। इसमें

संदीप नाओलेकर ने मंच की भूमिका निभाई। 2010 में बनी इस डॉक्यूमेंट्री को चार्ल्स एच फर्गसन ने डायरेक्ट किया। फाइव पार्ट में बनी फिल्म में पॉलिसी एन्वॉयनमेंट के चेंजेस और बैंकिंग प्रैक्टिस प्रोसेजर को बदलने के बारे में भी बताया गया। ये फाइव पार्ट्स हैं- हाउ वी गॉट हियर, द बबल, द क्राइसिस, अकाउंटैबिलिटी और वेयर वी आर नाउ.. फिल्म में ह्यूमन ग्रीड और कॉमन सिटीजन की प्रॉब्लम्स को इग्नोर करने वाले मैनेजमेंट की भी कहानी दिखाई गई है।

# Young managers get an insight on financial crisis of 2008

♦ OUR STAFF REPORTER  
Indore

Aspiring managers and professionals here on Friday got an insight on Global Financial Crisis of 2008 that caused millions of people to lose their jobs and homes in the worst recession since the Great Depression.

The students and managers were at a show screening documentary, 'Inside Job', organised by Indore Management Association (IMA) at association meeting room at Jall Auditorium.

Moderator for the session was Sandeep Naolekar, Managing Director of Darling Pumps Pvt Ltd and Editor of Indore Man-



ager - Bimonthly Management Magazine of IMA.

'Inside Job' provides a comprehensive analysis of the global financial crisis of 2008, which cost over \$20 trillion. A 2010 documentary film, directed by Charles H. Ferguson, the film is about the systemic corruption of the United States by the financial services industry and the consequences of that systemic corruption.

The film is in five parts - it explores how changes in the policy environment and banking practices helped create the financial crisis. It exposes the high and mighty and how they conspire to systematically steal from the common gullible man

to satiate their greed.

Matt Damon narrated the documentary that provided a detailed examination of the elements that led to the collapse and identified keys financial and political players. Ferguson conducted a wide range of interviews and traced the story from the United States to China to Iceland to several other global financial hot spots.

As the above titles suggest, the film was complete account of the drama that unfolded from beginning till the end. The film was about human greed, conspiracy at the highest level and gullibility and ignorance of the common citizen.





10<sup>th</sup> July

FILM SHOW  
On Band Baaja Baaraat

IMA Management Film Show  
On  
“ Band Baaja Baaraat ”



The movie deals with wedding planning, teaches us many valuable lessons in management. **START SMALL** that's the mantra. There is tremendous amount of knowledge one can learn from being small and then gradually scaling up. This applies even while taking jobs, startups are the best place to learn, no matter how lucrative a BIG BANNER MNC may look, the real learning happens in a startup.

Moderated By:

**Mr. B P Inani**

Director

Swan Finance Ltd.

**Date:** July 10, 2015  
**Day:** Friday  
**Time:** 6:30 pm to 8:00 pm  
**Venue:** IMA, Meeting Room

Contact: Suman Agrawal | Mob: 8889996136 | Email: [ima@imaindore.com](mailto:ima@imaindore.com)

Indore Management Association organized a Film Show, based on the famous movie “Band Baaja Baaraat” for management professionals and students. The program was organized on Friday, July 10, 2015 at IMA Meeting Room Jall Auditorium, Indore. The Moderator for the session was CA B.P. Inani, Director, Swan Finance Ltd and Executive Council Member - IMA. Having worked with Ernst & Young and Eicher Motors, he co-founded Swan business in 199. The firm has since grown from strength-to-strength, becoming the most significant player in financial advisory in Central India..

The movie deals with wedding planning, teaches us many valuable lessons in management. START SMALL that's the mantra . There is tremendous amount of knowledge one can learn from being small and then gradually scaling up. This applies even while taking jobs, startups are the best place to learn, no matter how lucrative a BIG BANNER MNC may look, the real learning happens in a startup.

### **The Lesson:**

**THE IDEA:** It all starts with an idea. A passionate thought however small it may be.  
Let's appreciate all huge things started with a mere idea...

**THE TRAINING:** You need experience... "Hands on work" as they call it...  
So better to first learn from the best in the trade.

**START SMALL:** Nobody starts big....Everything huge & big had a small beginning...  
...So don't be in a hurry...

**THE NAME:** The name has to be catchy. A phrase that sticks in the minds of people and makes them think of you and your company.

**THE HARD WORK:** There is no substitute to "HARD" Work so be sincere to your work..

**THE TEAM WORK:** ...Nothing to beat a TEAM...

**THE PRINCIPLE:** Never compromise on your principles. They are what drive you and make your business unique.

**QUALITY PAYS:** Never discount the importance of the quality of your business. Customer delight should always be your priority.

**THINK BIG:** Start small but think big...Nobody stops you from thinking large.  
You grow only when you aim big...

**CUSTOMER BACKGROUND:** Every person goes out marketing and talking about SELF – but hardly one attempts to do proper research on the probable customer.

# ‘अच्छे बिजनेस के लिए दें बेहतर सर्विस’

आईएमए मैनेजमेंट फिल्म शो में ‘बैंड बाजा बारात’ के उदाहरण से बताए बिजनेस के फंडे

**इंदौर।** एक जमाने में ‘कस्टमर रिटेंशन’ की बात की जाती थी, फिर बात होने लगी ‘कस्टमर सेटिस्फेक्शन’ की पर अब इससे एक कदम आगे बढ़कर ‘कस्टमर डिलाइट’ की बात की जा रही है। यानी आपको कस्टमर की जरूरत को समझते हुए उसे वह चीज देनी है, जिससे उसका जीवन और बेहतर बन पाए। जब आप कस्टमर को उसकी कल्पना से परे जाकर बेहतरीन सर्विस देंगे तभी आपका बिजनेस गलाकाट प्रतिस्पर्धा के बीच सफल हो सकता है। यह बात शुक्रवार को इंदौर मैनेजमेंट एसोसिएशन द्वारा आयोजित मैनेजमेंट फिल्म शो में स्वान फाइनेंस लि. के डायरेक्टर बीपी इनानी ने कही। उन्होंने फिल्म ‘बैंड बाजा बारात’ के जरिए

बिजनेसमैन, मैनेजर्स और एंटरप्रेन्योर्स को बिजनेस को सफल बनाने के सूत्र बताए। मॉडरेटर बीपी इनानी ने कहा कि इस फिल्म के लीड कैरेक्टर्स को वेडिंग प्लानिंग का आइडिया सूझता है, पर उनके इस बिजनेस प्लान पर खुद उनके पैरेंट्स भी विश्वास नहीं करते। इसके बावजूद दोनों अपने आइडिया पर विश्वास करके आगे बढ़ते हैं, कठोर परिश्रम करते हैं और कस्टमर को क्वालिटी प्रोडक्ट्स के साथ ‘डिलाइटिंग डीलस’ भी देते हैं। इससे एक असंभव दिखने वाला बिजनेस आइडिया भी सफल कंपनी में बदल जाता है। हमारा प्रॉडक्ट या सर्विस चाहे जो हो यदि आपका क्वालिटी के साथ कस्टमर डिलाइट पर फोकस कर रहे हैं तो आपकी सफलता सुनिश्चित है।

## यह दिए टॉप 5 लर्निंग पॉइंट

- अपने आइडिया पर विश्वास रखें।
- अपने सिद्धांतों के साथ कभी समझौता ना करें।
- कठोर परिश्रम और टीम वर्क के बिना सफलता संभव नहीं।
- कस्टमर की स्टडी करके और उसकी जरूरतों को उससे बेहतर समझें।
- अच्छे प्रोडक्ट और सर्विस के साथ कस्टमर डिलाइट पर फोकस करें।





18<sup>th</sup> August

FILM SHOW ON Do Ankhen Barah Haath



IMA Management Film Show

On

**Do Ankhen Barah Haath**



A 1957 Hindi film directed by V. Shantaram, who also starred in the film. It is considered one of the classics of Hindi cinema and is based on humanistic psychology. Also, first Indian film to win Golden Globe Award in the category Samuel Goldwyn Award. To get more insight on the same, come & be a part of it.

**Moderated By :**

**Dr. Sandeep Atre**

Director

CH Edgemakers

On Tuesday, August 18, 2015

From 6:30 PM to 8:00 PM

At IMA Meeting Room



Contact: Suman Agrawal | M: 8889996136 | E:ima@imaindore.com

Indore Management Association organized a Film Show, based on one of the classics of Indian Cinema "Do Ankhen Barah Haath" for management professionals and students. The program was organized on Tuesday, August 18, 2015 at IMA Meeting Room, Jall Auditorium, Indore. The Moderator for the session was Dr. Sandeep Atre, Director, CH EdgeMakers, Indore.

Sandeep Atre is one of the Founder-Directors of CH EdgeMakers. He is a Graduate in Electronics, an MBA from IMS Indore and a PhD in Management. As a trainer of immense repute, he has trained lakhs of students in various domains of 'Soft Skills' and 'Entrance & Recruitment Preparation'. He has also conducted 150+ EDPs & MDPs for more than 100 corporate & institutional clients of the likes of Airtel, Bridgestone, CSC, Eicher, Piramal, Ranbaxy, BIT& Symbiosis Pune. In all, he has varied experience of more than one and a half decade, ranging from recruitments to academics, clubbing with management & entrepreneurship. He is also a noted blogger and writer.

The movie is based on humanistic psychology and was inspired by the story of an 'open prison' experiment 'Swatantrapur' in the princely state of Aundh near Satara. This film makes a strong case for the fact that 'personal transformation' can happen without carrot or stick. In other words, by sheer power of someone's inspiration and trust in them, people can learn to be far better than they appear, even to themselves.

It also has subtle lessons for management and leadership like:

- Empowerment
- MBO (Management By Objective)
- Kaizen
- Servant leadership
- Compassionate camaraderie

यह इत्तेफाक था कि कल शाम जाल सभागार में सूफी संगीत था और आईएमए के हॉल में

मैनेजमेंट में सूफी रंग के पैरोकार संदीप अत्रे फिल्म के जरिए लीडरशिप सिखा रहे थे। संदीप अत्रे की पैकिंग ही मैनेजमेंट गुरु की है, बाकी असबाब तो सूफियों वाला ही है। उनकी बातों से दिमाग खुलते हैं, मन भीग जाते हैं। ऐसे वक्त में जब मैनेजमेंट को कार्पोरेट का औजार माना जाता है और आम आदमी को इस शब्द से तिकड़म का ख्याल आता हो, उनकी नेक बातें इस विषय से उम्मीद जगाती हैं।

दूसरे मैनेजमेंट गुरुओं से उलट वे बार चार्ट या या ग्राफ नहीं दिखाते। वे फंडे ड्रसते नहीं। वे बस आपके दिमाग के बंद तहखानों

## दो (नहीं चार) आंखें...बारह हाथ...!

की कुछ खिड़कियां खोल देते हैं। सोच के जीने चढ़कर ऊपर आने को कहते हैं जहां प्रेम की ताजी हवा है, विश्वास के खुशबूदार झोंके हैं।

कल वे वी. शांताराम की फिल्म 'दो आंखें बारह हाथ' के जरिए सिखा रहे थे कि लीडर को कैसा होना चाहिए। पचास साल से ज्यादा पुरानी ये फिल्म कई बार मनोरंजन के लिए देखी है, पर संदीप अत्रे की आंखों से देखा तो समझ में आया कि हर सीन में



संदीप अत्रे

लीडरशिप और जिंदगी के कितने सबक छुपे हैं। जव आप पर कोई भरोसा करता है तो आप हर हाल में उसे सही साबित करना चाहते हैं। लीडर अपने विवेक से फैसले लेने की छूट देते हैं। जहां विजन होता है, वहां सुपरविजन की जरूरत ही नहीं पड़ती।

उन्होंने बताया कि कुछ लोग बिल्कुल भरोसा नहीं करते, कुछ आंख मूंदकर भरोसा करते हैं पर सच्चा लीडर बूझते हुए खुली

आंखों से भरोसा करता है। कार्यक्रम सुनने आए लोग लीडरशिप सीखे या नहीं पर बेहतर इंसान

बनने का सबक जरूर सीखे और संदीप अत्रे इसी को मैनेजमेंट मानते हैं। जैसा कि वे कहते हैं चाहे हम कितने भी आधुनिक हो जाएं, इंसानी जज्बात तो वही रहेंगे। प्रेम और विश्वास में पगे रिश्ते वो चाबी हैं जिससे जिंदगी की कई मुश्किलों के ताले खुल जाते हैं।

कल आईएमए के हाल में कम पड़ गई कुर्सियों ने सफलता की गवाही दी। दुनिया में कम होते भरोसे और सूखते जज्बात वाले दिल-दिमागों को सींचने के लिए संदीप अत्रे चाहिए और उन्हें ही बहुत सारे कार्यक्रम करना चाहिए।

□ संजय वर्मा

# बॉलीवुड मूवी से सीखा मैनेजमेंट फंडा

आईएमए की ओर से हुआ फिल्म 'दो आंखें, बारह हाथ' का प्रदर्शन

इंदौर स्क्रीन पर चलती बॉलीवुड मूवी और उसको एंजॉय करने के बजाय उसकी स्टोरी के जरिये मैनेजमेंट फंडे सीखने की कोशिश करते कॉर्पोरेट्स...। मंगलवार को यह नजार जाल सभागृह स्थित आईएमए ऑडिटोरियम में देखने को मिला। यहां 1957 में क्लिज हुई बॉलीवुड



फिल्म 'दो आंखें, बारह हाथ' का प्रदर्शन किया गया। ह्यूमन साइकोलॉजी पर बैस्ड इस कहानी में ओपन प्रीजन एक्सपेरिमेंट किया गया था। इसके जरिये दिखाया गया कि किसी इंसान में बदलाव के लिए कठोर सजा की जरूरत नहीं होती है। इंसिस्पेशनल, ट्रस्ट, ट्रेनिंग और

स्पेशल अटेंशन से भी गलत गस्ते पर गए व्यक्ति को सही गस्ते पर लाया जा सकता है। फिल्म की कहानी में लीडरशिप के दूसरे मैसेज भी शामिल हैं। इनमें इम्पॉवरमेंट, मैनेजमेंट बाई ऑब्जेक्टिव, काईजन(कंटिन्युअस इम्प्रूवमेंट), सर्वेंट लीडरशिप जैसी कई मैनेजमेंट स्किल्स शामिल हैं।

patrika  
e-paper editions

Wed, 19 August 2015

epaper.patrika.com/c/6250991

प्रदर्शन

जाल सभागृह में संस्था आईएमए ने किया आयोजन

## 'दो आंखें बारह हाथ' से निकले मैनेजमेंट के सूत्र

दबंग रिपोर्टर ■ इंदौर

युवा मैनेजमेंट गुरु संदीप अत्रे को सुनने का सबसे बड़ा खतरा यह है कि आप उनके फैन हो जाते हैं। मंगलवार शाम को भी उन्होंने बहुत सारे नए लोगों को फैन बनाया। पुराने तो खैर हॉल में मौजूद थे ही।

दरअसल जाल सभागृह में संस्था आईएमए ने पुरानी फिल्म 'दो आंखें बारह हाथ' का सो रखा था। इसी फिल्म को सबने देखा और अपने हिसाब से उसके गुणों की व्याख्या की। इसी में से मैनेजमेंट के सूत्र निकले।

सवा घंटे में समेट दिया



सो कल करीब तीस लोगो ने यह फिल्म देखी और इस पर खूब विचार मंथन किया। अत्रे को एक खूबी यह है कि वे फिल्म प्रेडिक्टिंग भी कमाल की करते हैं। ढाई घंटे से ज्यादा की फिल्म को उन्होंने सवा घंटे से कम में समेट

दिया, फिर भी कहानी समझाने में कोई अंतर नहीं आया। वैसे आधा घंटा भी करते तो कोई हर्ज नहीं था, क्योंकि सबकी देखी हुई भी थी। बहरहाल विचार-विमर्श खूब हुआ, मकसद भी यही था।

सबसे अपने मन की करवा लो

वी शांताराम की फिल्म 'दो आंखें बारह हाथ' की कहानी क्या है? एक जेलर है। छह काठिलो को जेल से ले जाकर अलग रखता है, खुले वातावरण में। वहां कैदी चाहें तो भाग भी सकते हैं। जेलर अकेला है, उसका कल भी कर सकते हैं, मगर वे नहीं भागते और एक तरह से सुधर जाते हैं। मैनेजमेंट इसी का नाम है कि सबको सुधार दो। यहां पर कहना चाहिए सबसे अपने मन की करा लो और फिर भी सब आपके शुकगुजार रहें, इस अपराध बोध में लिस भी रहें कि कहीं उनसे कोई गलती तो नहीं हो गई है...। अत्रे की अदा यह है कि वे खुद कोई बात सुनने वालो पर नहीं थोपते। उनसे पूछते हैं और उन्हीं के मुंह से वो निकलवा लेते हैं, जो वे खुद कहना चाहते थे।



9<sup>TH</sup> October

FILM SHOW ON The Social Network

# IMA Management Film Show



On the movie

## the social network



The Social Network bears witness to the birth of an idea that rewove the fabric of society even as it unraveled the friendship of its creators.

Every age has its visionaries who leave, in the wake of their genius, a changed world--but rarely without a battle over exactly what happened and who was there at the moment of creation. "The Social Network" explores the moment at which Facebook was invented--through the warring perspectives of the super-smart young men who each claimed to be there at its inception.

Join us to know what there is more to Learn !

**When:** Friday, October 9, 2015

**Time:** 6:30 PM to 8:00 PM

**At:** IMA Meeting Room

**Moderated By :**

**Ms. Aditi Baveja**

**Director - Inforce Skills**



**Contact:** [Suman Agrawal](mailto:suma@imaindore.com) | M: 8889996136 | E: [ima@imaindore.com](mailto:ima@imaindore.com)

A Film,, a social network for Harvard students aimed at dating. Indore Management Association organized a Film Show, based on the famous Hollywood movie "The Social Network" for management professionals and students. program was organized on Friday, October 9, 2015 at IMA Meeting Room, Jall Auditorium, Indore. The Moderator the session was

Aditi Baveja, Director, InForce Skills.

Ms. Aditi Baveja has done her B.E in Information Science from R.V college of Engineering, Bangalore .She's an MBA with a specialization in HR from Narsee Monjee Institute of Management sciences,(NMIMS,Mumbai)

She has worked with corporate giants like Cisco systems, ICICI to gain a vast experience in training & development instructional design. With a strong desire to be an entrepreneur, she started InForce Skills with the aim to impart corporate trainings & skill development programs to professionals & students. Currently at InForce, she is the director & heads corporate training vertical along with strategy & business development.

**The Lesson: It's not only about having a brilliant business idea, but also how well you execute it. Follow your passion and success will follow you.**

***The Social Network*** is a 2010 American drama film directed by David Fincher and written by Aaron Sorkin. Adapted from Ben Mezrich's 2009 book *The Accidental Billionaires: The Founding of Facebook, A Tale of Sex, Money, Genius and Betrayal*, the film portrays the founding of social networking website Facebook and the resulting lawsuits. It stars Jesse Eisenberg as founder Mark Zuckerberg, along with Andrew Garfield as Eduardo Saverin and Justin Timberlake as Sean Parker, the other principals involved in the website's creation. The film was released in the United States by Columbia Pictures on October 1, 2010.

The *Social Network* received widespread acclaim, with critics praising its direction, screenplay, acting, editing and score. It appeared on 78 critics' Top 10 lists for 2010; of those critics, 22 had the film in their number-one spot, the most of any film in its year.

## **Plot**

In late 2003, 19-year-old Harvard University student Mark Zuckerberg is dumped by his girlfriend Erica Albright. Returning to his dorm, Zuckerberg writes an insulting entry about Albright on his LiveJournal blog and then creates a campus website called Facemash by hacking into college databases to steal photos of female students, then allowing site visitors to rate their attractiveness. After traffic to the site crashes parts of Harvard's computer network, Zuckerberg is given six months of academic probation. However, Facemash's popularity attracts the attention of Harvard upperclassmen and twins Cameron and Tyler Winklevoss and their business partner Divya Narendra. The trio invites Zuckerberg to work on Harvard Connection

After agreeing to work on the Winklevoss twins' concept, Zuckerberg approaches his friend Eduardo Saverin with the idea for what he calls Thefacebook, an online social networking website that would be exclusive to Ivy League students. Saverin provides \$1,000 in seed funding, allowing Mark to build the website, which quickly becomes popular. When they learn of Thefacebook, the Winklevoss twins and Narendra are incensed, believing that Zuckerberg stole their idea while keeping them deliberately in the dark by stalling on developing the Harvard Connection website. They raise their complaint with Harvard President Larry Summers, who is dismissive and sees no value in either disciplinary action or Thefacebook website itself.

Saverin and Zuckerberg meet fellow student Christy Lee, who asks them to "Facebook me," a phrase which impresses both of them. As Thefacebook grows in popularity, Zuckerberg extends the network to Yale University, Columbia University and Stanford University. Lee arranges for Saverin and Zuckerberg to meet Napster co-founder Sean Parker, who presents a "billion dollar" vision for the company that impresses Zuckerberg. He also suggests

dropping the "The" from Thefacebook. At Parker's suggestion, the company moves to Palo Alto, with Saverin remaining in New York to work on business development. After Parker promises to expand Facebook to two continents, Zuckerberg invites him to live at the house he is using as company headquarters.

While competing in the Henley Royal Regatta for Harvard, the Winklevoss twins discover that Facebook has expanded to Oxford, Cambridge, and the LSE and decide to sue the company for theft of intellectual property. Meanwhile, Saverin objects to Parker making business decisions for Facebook and freezes the company's bank account in the resulting dispute. He later relents when Zuckerberg reveals that they have secured \$500,000 from angel investor Peter Thiel. However, Saverin confronts Zuckerberg and Parker when he discovers that the new investment deal allows his share of Facebook to be diluted from 34% to 0.03%, while maintaining the ownership percentage of all other parties. His name is removed from the masthead as co-founder. Saverin vows to sue Zuckerberg for all the company's shares before being ejected from the building. Later, a cocaine possession incident involving Parker and his attempt to place the blame on Saverin finally convinces Zuckerberg to cut ties with him. Throughout the film, the narrative is intercut with scenes from depositions taken in the Winklevoss twins' and Saverin's respective lawsuits against Zuckerberg and Facebook. The Winklevoss twins claim that Zuckerberg stole their idea, while Saverin claims his shares of Facebook were unfairly diluted when the company was incorporated. At the end, Marylin Delpy, a junior lawyer for the defense, informs Zuckerberg that they will settle with Saverin, since the sordid details of Facebook's founding and Zuckerberg's own callous attitude will make him highly unsympathetic to a jury. After everyone leaves, Zuckerberg is shown sending a friend request to Albright on Facebook and then refreshing the webpage every few seconds as he waits for her response.

The epilogue states that Cameron and Tyler Winklevoss received a settlement of \$65 million, signed a non-disclosure agreement, and rowed in the 2008 Beijing Olympics, placing sixth; Eduardo Saverin received a settlement of an unknown amount and his name was restored to the Facebook masthead as a co-founder; the website has over 500 million members in 207 countries and is valued at 25 billion dollars; and Mark Zuckerberg is the world's youngest billionaire.



6<sup>th</sup> November

FILM SHOW ON Ocean's Eleven

# IMA Management Film Show



GEORGE MATT ANDY BRAD and JULIA  
CLOONEY DAMON GARCIA PITT ROBERTS



**OCEAN'S ELEVEN**  
THEY'RE HAVING SO MUCH FUN IT'S ILLEGAL

- A Case for Organized Project , Explaining the Stages of  
Project Life Cycle



Contact: Suman Agrawal | M: 8889996136 | E: ima@imaindore.com

**Ocean's 11** is a heist film where George Clooney along with 10 other folks rob three Las Vegas casinos in one night. All casinos owned by Terry Benedict. It's not going to be easy, as they plan to get in secretly and out with \$150 million.

Moderated By :

**Prof. Anindita S. Chatterjee**  
IMS, DAVV

**Date:** Friday, Nov 6, 2015

**Time:** 6:30 PM to 8:00 PM

**Venue:** IMA Meeting Room

Indore Management Association organized a Film Show, based on the famous Hollywood movie "Ocean's Eleven" for management professionals and students. The program was organized on Friday, November 06, 2015 at IMA Meeting Room, Jall Auditorium, Indore. The Moderator for the session was Ms. Anindita Chatterjee.

Ms. Anindita Chatterjee is an astute academician and researcher. Born in Kolkata, she was educated in Jabalpur and Indore and won numerous literary accolades, throughout her educational career.

She is a post graduate in the Management discipline from the Institute of Management Studies, Devi Ahilya University, Indore. Having worked in the managerial cadre in the industry, she took to teaching and is associated as a faculty with Ahilya University for the past 13 years. She is actively involved in extending management knowledge and consultancy to educational and industrial institutions. Apart from academics, she also holds a degree in Indian classical music.

**The Lesson: A Case for Organized Project , Explaining the Stages of Project Life Cycle.**

***Major Organizational learnings from Ocean's 11:***

1. One's objective of taking a course of action has to be very clear and definite.
2. High risks are equivalent to higher gains.
3. Plan, Process and People are the 3 Ps of a Project.
4. A detailed ETOP is imperative for strategic planning.
5. Know your competitor / opponent better than he knows himself.
6. Communication is the key to successful teamwork.
7. When planning and executing a critical task, create distractions for opponents to keep them busy with trivia.
8. Keep the execution of the most important and critical tasks to yourself.
9. Identify the Key Performance Indicators and Critical Success Factors while planning a project.
10. Take care of the interests of your stakeholders

# प्लान, प्रोसेस और पीपल से बनते हैं अच्छे प्रोजेक्ट

आईएमए की ओर से हुए प्रोग्राम में प्रोजेक्ट प्लानिंग के बारे में ओशियंस 11 फिल्म के जरिये बताया गया



**plus** स्पेक्टर

indoreplus@patrika.com

इंदौर कोई भी एक्शन लेते समय इस बात का ध्यान रखें कि वह क्लीअर हो। यह सही बात है कि हाई रिस्क हाई गेन के बराबर होती है। प्रोजेक्ट के तीन पी प्लान, प्रोसेस और पीपल होते हैं, जिससे किसी भी प्रोजेक्ट को अच्छा बनाया जा सकता है। यह सब सीखने को मिला

ओशियंस 11 फिल्म से। इस हॉलीवुड फिल्म को इंदौर मैनेजमेंट एसोसिएशन द्वारा शुक्रवार को मीटिंग रूम में आयोजित प्रोग्राम में दिखाया गया। फिल्म के दौरान मॉडरेटर अनिदिता चटर्जी ने इस फिल्म से जुड़ी अच्छी सीख और बातों को बताया।

## सक्सेस टीम के लिए कम्युनिकेशन

किसी भी प्रोजेक्ट की सक्सेस के लिए टीमवर्क जरूरी है। इसलिए सक्सेसफुल टीमवर्क के लिए कम्युनिकेशन अहम है। प्रोजेक्ट प्लानिंग करते समय की परफॉर्मेंस इंडीकेटर्स और क्रिटिकल सक्सेस फैक्टर्स को आइडेंटिफाई कर लें। इसके साथ स्टेकहोल्डर्स के इंटेस्ट पर भी फोकस रखें।



12<sup>th</sup> December

FILM SHOW ON Titanic



**IMA Management Film Show**

**TITANIC**

The Lessons in Organizational Belongingness

James Cameron's "Titanic" is an epic, action-packed romance set against the ill-fated maiden voyage of the R.M.S. Titanic; the pride and joy of the White Star Line and, at the time, the largest moving object ever built. She was the most luxurious liner of her era -- the "ship of dreams" -- which ultimately carried over 1,500 people to their death in the ice cold waters of the North Atlantic in the early hours of April 15, 1912.

LEONARDO DICAPRIO KATE WINSLET  
WRITTEN AND DIRECTED BY JAMES CAMERON

**TITANIC**

**Date:** Sat, Dec 12, 2015

**Time:** 6:30 PM to 8:00 PM

**Venue:** IMA Meeting Room

**Moderated By:**  
Dr. Sandeep Atre  
Director-CH Edgemakers

**For Registration Contact:**  
Suman Agrawal | M: 8889996136 | E: ima@imaindore.com

Indore Management Association organized a Film Show, based on one of the classics of World Cinema "Titanic" for management professionals and students. The program was organized on Saturday, December 12, 2015 at IMA Meeting Room, Jall Auditorium, Indore. The Moderator for the session was Dr. Sandeep Atre, Director, CH EdgeMakers, Indore.

Sandeep Atre is one of the Founder-Directors of CH EdgeMakers. He is a Graduate in Electronics, an MBA from IMS Indore and a PhD in Management. As a trainer of immense repute, he has trained lakhs of students in various domains of 'Soft Skills' and 'Entrance & Recruitment Preparation'. He has also conducted 150+ EDPs & MDPs for more than 50 corporate & institutional clients of the likes of Airtel, Bridgestone, CSC, Eicher, Piramal, Ranbaxy, BIT& Symbiosis Pune. In all, he has varied experience of more than one and a half decade, ranging from recruitments to academics, clubbed with management & entrepreneurship. He is also a noted blogger and writer.

While the movie is based on the love story of a poor boy and rich girl set in backdrop of ill-fated maiden voyage of great ship Titanic, if seen from a different viewpoint, it also narrates the story of Titanic – the organization through standpoints of its investor, entrepreneur, manager and team-members. It shows how the organization functioned in glory, how it suffered due to negligence of a few members, how it countered a crisis and how it still upheld the spirit of organizational belongingness in the face of all this.

It also has subtle lessons for management and leadership like:

- Organizational belongingness
- Professionalism
- Intrapreneurship (when an employee works with the spirit of entrepreneurship)
- Collective ownership
- Chain is only as strong as its weakest link
- 



# किसी भी टीम मेंबर को नहीं करें नेग्लेक्ट



plus रिपॉर्टर  
mp.patrika.com

इंदौर टीम के कुछ मेंबर्स की गलती के कारण पूरी ऑर्गनाइजेशन को प्रॉब्लम हो सकती है। मेंबर्स गलती तब करते हैं जब उन्हें नेग्लेक्ट किया जाता है। इससे कई बार क्राइसेस की स्थिति भी डवलप हो जाती है। सिचुएशन खराब होने के बावजूद ऑर्गनाइजेशनल बिलॉनिंगनेस से स्थिति को सुधार जा सकता है। मतलब अपने साथ काम करने वालों को साथ में लेकर चला जाए तो किसी भी स्थिति को फेस कर सकते हैं। ये सब लेसन हमें टाइटेनिक मूवी

■ आईएमए की ओर से मीटिंग हॉल में हुए मूवी शो में मैनेजमेंट रिकल्स पर बात हुई

से मिलता है कि हमें किसी भी टीम मेंबर को नेग्लेक्ट नहीं करना चाहिए। टाइटेनिक मूवी के जरिए मैनेजमेंट, टीम लीडरशिप से जुड़ी बातों को इंदौर मैनेजमेंट एसोसिएशन के मूवी शो में बताया गया। शनिवार को आईएमए मीटिंग हॉल में हुए प्रोग्राम में मॉडरेटर सीएच एजमेकर्स के डॉक्टर संदीप अत्रे थे। उन्होंने बताया, जब कोई व्यक्ति एंट्रप्रेन्योरशिप को टारगेट रखते हुए वर्क करता है तो उसे इंट्रप्रेन्योरशिप कहा जाता है। ऑर्गनाइजेशन में ऐसे लोगों को होना बहुत जरूरी होता है।

## टाइटेनिक देती है यह लेसन

- ऑर्गनाइजेशनल बिलॉनिंगनेस
- प्रॉफेशनलिज्म
- इंट्रप्रेन्योरशिप
- कलेक्टिव ऑनशिप
- चैन वर्क

4<sup>th</sup> January, 2016

## FILM SHOW ON "The Imitation Game"



**IMA Management Film Show**

**Date:** Mon, Jan 4, 2016 | **Time:** 6:30 PM to 8:00 PM | **Venue:** IMA Meeting Room

THE TRUE ENIGMA  
WAS THE MAN WHO CRACKED  
THE CODE

BENEDICT CUMBERBATCH KEIRA KNIGHTLEY

**THE IMITATION GAME**

Based on the real life story of legendary cryptanalyst Alan Turing, the film portrays the nail-biting race against time by Turing and his brilliant team of code-breakers at Britain's top-secret Government Code and Cypher School at Bletchley Park, during the darkest days of World War II.

**Moderated By :**

**Capt. Jaison Thomas**  
(SSC Indian Army) has been extensively associated with educational and HR activities, with an experience of 10 years in Training.

**For Registration Contact :** Suman Agrawal | M: 8889996136 | E: ima@imaindore.com

Indore Management Association organized a Film Show, based on the famous Hollywood movie "The Imitation Game" for management professionals and students. The program was organized on Monday, January 4, 2016 at IMA Meeting Room, Jall Auditorium, Indore. The Moderator for the session was Capt. Jaison Thomas. (Managing Director of INCISIVE Training Pvt. Ltd.)

Capt. Jaison Thomas (SSC Indian Army) has been extensively associated with educational and HR activities, with an experience of 10 years in Training.

"The Imitation Game" presents the life of Alan Turing, a mathematical genius who worked with the British forces in World War II to develop a machine that could crack the Germans' cryptography method called Enigma. It depicts how the secretly gay British mathematician (Alan Turing) and his team saved an estimated 14 million lives during World War II by building a computer that cracked the Nazis' supposedly unbreakable "Enigma" encryption code.

As a trainer, I kept thinking about all the teachers that how they treat students in their classrooms who are different. You might be different because of your sexual orientation or for any other reasons, and it is always hard to be different. The people who are different often do not fit (think of S. Jobs, B. Gates Dhirubhai, Sachin Tendulkar or many others). You might be different and not to be so extremely talented so should we allow the society to mistreat you? I keep thinking of all the societies where people who are different are not allowed to show it or they will be killed. And what is the role of the teacher in helping the students who are different to find who they are and blossom into amazing human beings? This is why I loved the movie so much as despite being so sad, it made me think of what I can do to support ALL students. The move was very inspirational. During the movie one phrase kept popping up: "Sometimes it's the people no one imagines anything of, who do the things that no one can imagine". I loved it. Let us, as a responsible citizens of our country not allow ourselves to be the people who cannot image anything of our youngsters or juniors.

And, as an Entrepreneur the positive messages in this movie include the importance of perseverance when projects face difficulties and willingness to work as a team. The movie portrays Turing as a socially-awkward geek whose technological ideas seem a bit fanatical to his co-workers and supervisor. Early on, there is much tension and lack of cooperation between him and his team, but he gets on better terms with them later, which, at one point, saves his project.

The lessons I've learned from this movie is ...

1. Give your best to get the best.
2. Respect women and her work.
3. Be courageous to present your ideas before anyone.
4. You can't be one man army but with the help of a good team you can prove yourself extraordinary.
5. Think BIG, even when it hurts.
6. Turn personal loss into professional gain.
7. Don't be so personal with your team mates and don't share your personal life with them.
8. Be Innovative, forward thinking and brave in the face of prejudice.



v



26<sup>th</sup> February

FILM SHOW ON **"THE INTERNSHIP"**



## IMA Management Film Show

### THE INTERNSHIP

Two salesmen whose careers have been torpedoed by the digital age find their way into a coveted internship at Google, where they must compete with a group of young, tech-savvy geniuses for a shot at employment.

**Date:** Fri, Feb 26, 2016  
**Time:** 6:30 PM to 8:00 PM  
**Venue:** IMA Meeting Room

#### Moderated By :

Mr. Saurabh Singh Mehta

He is a second generation entrepreneur, involved in a family managed enterprise. As Executive Director of the company he spearheads development and overall growth responsibilities. An engineer and MBA by qualification, he worked as a management trainee in Eicher Motors and then joined the Kriti Group

#### For Registration Contact :-

Suman Agrawal | M: 8889996136 | E: ima@imaindore.com



Indore Management Association organized a Film Show, based on the famous Hollywood movie "THE INTERNSHIP" for management professionals and students. The program was organized on Friday, February 26, 2016 at IMA Meeting Room, Jall Auditorium, Indore. The Moderator for the session was Mr. Saurabh Singh Mehta.

Saurabh is a second generation entrepreneur, involved in a family managed enterprise. He is into manufacturing and marketing of Plastic products, Soya products and Auto components. As Executive Director of the company he spearheads development and overall growth responsibilities along with Soya operations of the company. An engineer and MBA by qualification, he worked as a management trainee in Eicher Motors and then joined the Kriti Group. Billy (Vince Vaughn) and Nick (Owen Wilson) are salesmen whose careers have been torpedoed by the digital world. Trying to prove they are not obsolete, they defy the odds by talking their way into a coveted internship

at Google, along with a battalion of brilliant college students. But, gaining entrance to this utopia is only half the battle. Now they must compete with a group of the nation's most elite, tech-savvy geniuses to prove that necessity really is the mother of re-invention.

In the spirit of Vince Vaughn and Owen Wilson facing a culture clash at Google— here are tips to enrich.

- Delegate Responsibility, Not Tasks.
- Jobs Titles and Business Cards
- Pitching Products to Senior Executives.
- Blogging and Tweeting
- It's all about the Fun
- Late in life internships can be worthwhile
- It's never too late to switch gears.
- The time to try new technology is now.
- Being yourself in a job interview is a fine idea.
- It's ok to make a mistake (as long as you learn from it)
- Be open to learning
- A friendly manner and smile will get you ahead in your internship



Center of Excellence -2015-16

Centre of Excellence

March 27<sup>th</sup>

**Stress Management**

# INDORE MANAGEMENT ASSOCIATION

Invites you to

## Center of Excellence (COE)

on

### Stress Management



“Stress is the trash of modern life - we all generate it but if you don't dispose of it properly, it will pile up and overtake your life.”? - Danzae Pace

Stress has recently overtaken the common cold as the most common cause of problems in life. Stress effects on your body, your thoughts and feelings, and on your behavior find out at IMA Center Of Excellence.

**Facilitator: Mr. Chetan Pandharkar**

Presently Trainer & Mentor at WillyCherish Training Solutions. Motivational speaker and NLP Trainer. Conducted Training Programs for the Corporate Sector, Student & Individual Coaching. Seminars and workshops are full of quality content.

Day & Date: Friday, March 27, 2015

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](mailto:info@imaindore.com)

Indore Management Association organized Center of Excellence (COE), an evening talk on the topic “**Stress Management**” on Friday, March 27, 2015 at IMA Meeting Room, Jall Auditorium, Indore. The Speaker for the session was Mr. Chetan Pandharkar.

**Mr. Chetan Pandharkar** the **NLP trainer** certified from **NFNLP Florida, USA** is the founder and director of **Willy Cherish Training Solutions** established in Pune and Indore.

He is a key Motivator, Mentor, Life Coach, Trainer, a Corporate Trainer and Speaker .

His session included:

- Practical realization of stress and its effects on mind, body, work and personal life
- Responsible factor for stress and its realization via some stress games
- Side effects of stress
- Symptoms to identify stress
- How to get rid of it
- Visualization technique
- Breathing exercise and Trans activities to manage stress
- And tips to follow to be stress free throughout

He was assisted by his co partner Ms Swati HillalPandharkar who is also a Soft Skill and Language Trainer 2004 onwards.

The session was highly energetic and result oriented containing all the related areas of Stress from stress generation till its release. The members present understood, appreciated and enliven the magical session that was the reward for the day.





23<sup>rd</sup> June  
Managing Your Fear

# INDORE MANAGEMENT ASSOCIATION

Invites you to

## Center of Excellence (COE) on **Managing Your Fear!**



**F-E-A-R** had two meanings

1. *Forget Everything And Run*

**OR**

2. *Face Everything And Rise.*

**The Choice is yours.**

### **Facilitator:**

**Major General (Dr) V.S. Karnik (Retd.),**

BA, M Sc, MBA, M Phil, Ph D

(Management), had 40 years service in Army; He belongs to Gorkha Regiment, and has participated in 1965 and 1971 wars.



Day & Date: Tuesday, June 23, 2015

Time: 6:30 PM to 8:00 PM

Venue: IMA Meeting Room

**For Registration:-** Contact: Suman Agrawal | M: +91 888-999-6138 | E: [ima@imaindore.com](mailto:ima@imaindore.com)

Center of Excellence (COE), Indore Management Association, organized an evening talk on the topic FEAR MANAGEMENT on Tue Jun 23, 2015 at IMA Meeting Room, Jall Auditorium, Indore. The Speaker for the session was Major General V S Karnik (Retd) , MSc, MBA, MPhil, PhD.

General V S Karnik got commissioned in 1/1 Gorkha Rifles, the oldest battalion of Gorkhas in the world, during Jun 1963. He took part in 1965 and 1971 wars, apart from various anti infiltration operations. After having retired in 2000, from Indian Military Academy, Deharadun, as Deputy Commandant and Chief Instructor, and having obtained PhD, in management, from DAVV, he is full time, in academics. He has taught at Gujarat and DAVV universities apart from conducting

Faculty Development and Executive Development Programmes. He has his own NGO based at Delhi, which looks after Disaster Management and Rural Development. He is also Chairman of Ishan Group of Companies based at Delhi.

The seminar on Fear Management was attended by senior and middle managers, of the corporate organizations based at Indore and nearby areas and from education organizations.

General Karnik brought home the points that, there is no feeling like fear that robs a man of his peace of mind and tranquillity. Millions and millions of hours are wasted by mankind when afflicted by fear. As Winston Churchill said, "We have nothing to fear but fear itself". The envy thought of it saps the vital energy needed to function as a normal human being.

Fear is a feeling of alarm. It is an emotion caused by the expectation of danger, pain, or disaster. Therefore, it is clear that the expectation or awaiting the arrival of the disaster or pain itself is the culprit. How do we spell fear? F -- Factious (Imaginary) E -- Experience (Mental Drama) A— Acting (Perceiving {run and return}) R— Real (Very vivid {by brooding over several times}) The more we dwell on fears the more substance and form we give to those fears, making them real experiences in life.

The common fears and how to overcome these were informed. The participants also discussed when and for what they experienced fear in their life, and measures they took to overcome the fear. Fear existing and experienced were also discussed.. Also discussed were management by fear and mismanagement by fear in organizations.. Overall the presentation and discussion were very interesting and educative.

# अपने डर से जीतना बहुत जरूरी

फीयर मैनेजमेंट पर आईएमए की ईवनिंग टॉक



plus रिपোর্टर

indoreplus@patrika.com

इंदौर: इंदौर मैनेजमेंट एसोसिएशन ने मंगलवार की शाम फीयर मैनेजमेंट पर ईवनिंग टॉक का आयोजन किया। आईएमए के मीटिंग रूम में हुई इस टॉक के मुख्य वक्ता थे रिटायर्ड मेजर जनरल वीएस कर्णिक। देहरादून मिलिट्री अकेडमी में चीफ इंस्ट्रक्टर रह चुके वीएस कर्णिक ने मैनेजमेंट में पीएचडी किया है और फिलहाल अपने एनजीओ के जरिए डिजिस्टर मैनेजमेंट और रूरल डेवलपमेंट से जुड़े हैं।

जनरल कर्णिक ने फीयर मैनेजमेंट पर बोलते हुए कहा कि फीयर के अलावा और कोई ऐसी फीलिंग नहीं है जो किसी व्यक्ति की मानसिक शांति को भंग करती हो।

मानव समाज के हजारों-लाखों घंटे डर की वजह से बर्बाद हुए हैं। जनरल कर्णिक ने कहा कि फीयर अलार्म की फीलिंग है। ये ऐसा इमोशन है जो खतरा और बर्बादी की आशंका से उपजता है। हम खतरों और डर के बीच रहकर डर को जीवन का वास्तविक अनुभव बना सकते हैं।

टॉक के दौरान पार्टिसिपेंटस ने अपने अपने फीयर्स की चर्चा की और अपने अनुभव शेयर किए। एक आर्गनाइजेशन के अंदर फीयर के मैनेजमेंट और मिसमैनेजमेंट पर भी चर्चा हुई। जनरल कर्णिक ने फीयर की स्पेलिंग के एक एक अक्षर का अलग अर्थ बताकर बताया कि किस तरह हम अपने डर से जीत सकते हैं।



JULY 31<sup>st</sup> 2015

## **Excellence in Service Management**

# **INDORE MANAGEMENT ASSOCIATION**

Invites you to

Center of Excellence (COE) on

## **Excellence in Service Management**



Providing customer service excellence is what will keep your customers coming back.

Customer service excellence will give you the competitive advantage you need to survive in a tough and increasingly uncertain business climate. In today's customer-oriented business environment, "people skills" are critical for personal and organizational success. How you handle your customers can directly affect your individual goals as well as your team's and company's performance. To get more insight on the topic please join our COE Facilitated by Mr. Pankaj Vyas.

### **Mr. Pankaj Vyas**

A Sales & Marketing Professional with over a decade of Working Experience with various Financial Institute. Mr. Pankaj today has established himself as a Strategic leader and a Trainer in the Talent Development industry for various Corporate.

Day & Date: Friday, July 31, 2015

Time: 6:30 PM to 8:00 PM

Venue: IMA Meeting Room

For Registration Contact:

Ms. Suman Agrawal

M: +91 8889996136

E: ima@imaindore.com

Center of Excellence (COE), Indore Management Association organized an evening talk on the topic "**Excellence in Service Management**" on Friday, July 31, 2015 at IMA Meeting Room, Jall Auditorium, Indore. The Speaker for the session was Mr. Pankaj Vyas.

Mr. Pankaj loves to work with Corporates and Training and Learning organizations since the time he has moved out of his Banking Career, A Sales & Marketing Professional with over 11 years of Working Experience with various Financial Institutes at Various Managerial levels in Sales & Marketing. Along with Post Graduate in Management from Pune University, and had been involved into the recruitment, Training & Development of the team for the Business Requirement and has excelled through his competence today has established himself as a Strategic leader and a Trainer in the Talent Development industry for various Corporate. Heading a Corporate Training and Development Co. for Central India & West in the name “Bija Training”.

An organization’s ability to build customer loyalty significantly impacts its top and bottom line, making excellent customer service a requirement for sustained growth. Yet today’s service environment is more complicated than ever—with sophisticated products and services, demanding customers, complex technology, costly turnover issues, and the need to keep employees productive in what is often a stressful environment. These challenges increasingly fall on the shoulders of customer service managers, who need to capitalize on the strong link between employee and customer loyalty and enable their team to deliver service excellence.

**Excellence in Service Management is attained by teaching frontline service managers a system and skills for leading, developing, and motivating their service employees. It enables the Service Managers to clearly articulate what their customer’s value, link employee performance to customer expectations; model and coach impeccable service skills, and strengthen employee commitment and productivity.**

Customer Service is Nothing But it’s just a day-in, day-out, ongoing, never ending, and unremitting, persevering, compassionate type of activity which is FOCUSED on Customer Satisfaction.

Excellence in Service Management means:

Providing a quality product or service, satisfying the needs/wants of a customer, resulting in a repeat customer

Excellence in service Management results in:

Continued success, increased profits, higher job satisfaction, Improved Company or organization morale, Better teamwork, Market expansion of services/products

Mr. Pankaj thereafter went on to explain the Various Aspects of the Customer Service and the difference it can make not only to the businesses but also to the society at large.

The session was more of a Interactive session and learning’s were shared from the personal experiences of the Audience, the same has given an Insight and has been able to highlight the Actions required to execute the Customer service religiously to meet the desired customer Satisfaction and can be taken the same to customer delight.



23 SEPTEMBER 2015

Accelerate Profitability, Growth:  
Leading Through Organisation Lifecycle Transitions

# IMA Management Association

invites you to

## CENTRE OF EXCELLENCE

on

### Accelerate Profitability, Growth :

Leading Through Organization Lifecycle Transitions



Leading an organization through lifecycle transitions is neither easy nor obvious. Methods that produce success in one stage can create failure in the next. Fundamental changes in leadership and management are required, and solutions are created with the active participation, understanding and support of the managers who implement them.

The seminar will dwell upon the characteristics of the stages of corporate lifecycle. Let's find out how to cope up with these issues.

**Day :** Wednesday, Sep 23, 2015

**Time:** 6:30 pm to 8:00pm

**Venue:** IMA Meeting Room

### Facilitator:

Lt. Shalabh Agrawal is an ex-Navy officer and has 30 years of rich experience. He holds Human Resource Management Professional (HRMP) certification and is only the 40th professional in India thus far to hold this certification. He is a certified HRD Auditor and holds many other honorary position.

**Contact: Suman Agrawal | M: 8889996136 | E: ima@imaindore.com**

Center of Excellence (COE), Indore Management Association organized an evening talk on the topic "**Accelerate Profitability, Growth: Leading Through Organization Lifecycle Transitions**" on Wednesday, September 23, 2015, 2015 at IMA Meeting Room, Jall Auditorium, Indore. The Speaker for the session was Lt. Shalabh Agrawal.

Lieutenant Shalabh Agrawal, an ex-Navy officer with his 30 years of rich experience is a veritable professional engaged in guiding organisations to achieve business excellence through successful lifecycle transitions using a structured and systematic approach. He holds Human Resource Management Professional (HRMP) certification from HR Certification Institute California, USA and is only the 40th professional in India thus far to hold this certification. He is a certified HRD Auditor, and also holds Certifications from Great Place to Work India Institute on People Practices and Great Place to Work Fundamentals. Lieutenant Agrawal holds many honorary positions in addition with various organisations.

Lieut. Agrawal brought out the fundamental working principle that all organisations- like living organisms-have a lifecycle and exhibit predictable and repetitive patterns of behavior as they grow and age. At each new stage of development, every organization is faced with a unique set of challenges. How well or poorly these issues are addressed and necessary changes made determines the success or failure of that organization, he stated.

Leading an organization through lifecycle transitions is neither easy nor obvious. Methods that produce success in one stage can create failure in the next. Fundamental changes in leadership and management are required, and solutions are created with the active participation, understanding and support of the managers who implement them.

During the seminar he dwelled upon the characteristics of the stages of corporate lifecycle, understanding of patterns of each stage and advised on how to achieve greater success through this understanding. Once we understand the interplay among factors that cause growing and ageing, we can accelerate an organisations progress to 'Prime', the most favorable stage of the lifecycle, he said.





## ऑर्गनाइजेशन की भी होती है लाइफसाइकिल

आईएमए की ओर से हुए प्रोग्राम में ऑर्गनाइजेशन सक्सेस और चैलेंजेस पर हुई बात

इंदौर जिस प्रकार लिविंग ऑर्गनाइजिज्म की लाइफसाइकिल होती है। ये सभी जैसे-जैसे बड़े होते हैं, बिहिवियर शो करते हैं। इसके साथ ही हर नए डबलपमेंट स्टेज में यूनिक चैलेंजेस भी आते हैं। उसी प्रकार सभी



ऑर्गनाइजेशन्स की भी लाइफसाइकिल होती है और हर नए डबलपमेंट पर चैलेंजेस आते हैं। ऐसी प्रोसेस या मैथड, जो एक ही स्टेज में सक्सेस दिलाती है, वहीं



फैल्योर भी क्रिएट कर सकती है। यह बताया, एक्स आर्मी ऑफिसर लेफ्टिनेंट शलभ अग्रवाल ने। वे

बुधवार को 'एक्सीलेंट प्रॉफिटैबिलिटी ग्रोथ : लीडिंग थू ऑर्गनाइजेशन लाइफस्टाइल

ट्रांजिशन' सबजेक्ट पर बोल रहे थे। जाल सभागृह में इंदौर मैनेजमेंट एसोसिएशन ने प्रोग्राम रखा था।

### लीडरशिप और मैनेजमेंट में करें चेंज

उन्होंने बताया, सक्सेस के लिए लीडरशिप और मैनेजमेंट पर फोकस जरूरी है। अगर लगता है कि इसमें चेंज करना चाहिए तो इसके लिए सही स्टेप लेनी चाहिए। इसके साथ एक्टिव पार्टिसिपेशन, अंडरस्टैंडिंग और मैनेजर्स के सपोर्ट पर ध्यान देना चाहिए।

20 OCTOBER 2015

## Basics of Being Professional



# IMA Management Association

CENTRE OF EXCELLENCE

## BASICS OF BEING PROFESSIONAL

### Philosophy

Acting like a professional really means doing what it takes to make others think of you as reliable, respectful, and competent. Depending on where you work and the type of job you have, this can take on many different forms. Let's check out how professional you are!



### Facilitator : Deepika Munot

She is a corporate trainer. She has dealt in various fields like Customer Care, Customer Relations, Recruitment & Training, Communication and Presentation, Personal Grooming in a professional environment and various other fields.

**Day :** Tuesday, Oct 20,2015

**Time:** 6:30 pm to 8:00pm

**Venue:** IMA Meeting Room

**Contact:** Suman Agrawal | M: 8889996136 | E: [ima@imaindore.com](mailto:ima@imaindore.com)

Centre of Excellence (COE), Indore Management Association, organized an evening talk on the topic BASICS OF BEING A PROFESSIONAL on Tue Oct 20<sup>th</sup>, 2015 at IMA Meeting Room, Jall Auditorium, Indore. The Speaker for the session was Ms. Deepika Munot, an experienced Soft Skills Trainer with almost 20 years of experience in the corporate sector.

India is a huge bank of fresh talent waiting to be tapped. However the young professionals lack the suitable soft skills necessary to showcase their talent and quite a few of them miss out on opportunities

which otherwise would have been theirs for the taking. A need to fill this gap is present and urgent. As a trainer Ms. Deepika Munot seeks to bridge this gap between raw talent and a finished product. Her repertoire of training modules includes Communication Skills, Personality Development, etc. in a variety of skills.

The seminar on Basics of Being a Professional was attended by senior and middle managers, of the corporate organizations based at Indore and nearby areas and from education organizations. Ms. Deepika Munot expounded the theory that Professionalism is an Attitude, a State of Mind, a Code of Honour, Ethics and Integrity. It defines **You**-the person and the Professional. It's not only about your expertise but also about how you choose to utilize that in your career. She discussed the vital traits that define a Professional, such as Competence, Reliability, Honesty, Integrity, Mutual Respect, Positivity, Focus, Supportiveness, Learning and Upgrading and being a good Listener. However just knowing what the traits are is not enough. She then proceeded to explain how to achieve and incorporate these traits in one's personality so much so that one becomes a living, breathing embodiment of Professionalism. The session was interactive and the participants were encouraged to relate their views and experiences on various aspects of Professionalism. The session was educative, interactive and above all succeeded in bringing about a fresh perspective on Professionalism.





## ग्रोथ के लिए यूज करें विशेषज्ञता

आईएमए की ओर से मीटिंग हॉल में हुए रेशन में मैनेजर्स ने लिया हिस्सा

plus रिपोर्ट

indoreplus@patrika.com

इंदौर, प्रोफेशनलिज्म एटोयूथ है, स्टेट ऑफ माइंड, इथिक्स और इंटीगिटी है। प्रोफेशनलिज्म सिर्फ एकसपरटाइज नहीं है। यह एकसपरटाइज को करियर में अच्छे से यूज करता भी है। एक प्रोफेशनल फिलायबल, पॉजिटिव, फोकस्ड, स्पॉटिव, लर्नर और होनेस्ट होता है। इसके साथ प्रोफेशनल अच्छा लिक्नर भी होता है। यह बताया, सीफ्ट स्किल्स ट्रेनर दीपिका म्णाल ने। वे मालवार को इंदौर मैनेजमेंट एसेसिएशन सेंटर ऑफ एक्सलेंस



की ओर से आयोजित सेशन में बोल रही थीं। आईएमए मीटिंग हॉल में हुए इस सेशन का संबन्धक बैसिक्स ऑफ बोइंग अ प्रोफेशनल था।

### कम्युनिकेशन स्किल्स जरूरी

दीपिका ने सेशन में बताया, एक अच्छा प्रोफेशनल बनने के लिए, अच्छी कम्युनिकेशन स्किल्स होना बहुत जरूरी है। अगर कम्युनिकेशन स्किल्स अच्छी होंगी, तो पर्सनैलिटी डेवलपमेंट भी होगा।

Wed, 21 October 2015

**patrika**  
epaper.patrika.com/c/6983023



30 NOVEMBER 2015

## Visual Intelligence

# Indore Management Association



CENTRE OF EXCELLENCE

## Visual Intelligence

### Facilitator : Mr. Rahul Jain

Managing Director, PSPL Advertising Pvt. Ltd.  
Director, Swift Intermedia Convergence Pvt. Ltd.

He is a renowned figure in the industry with over 35 years' experience. He has deep insights into the spheres of servicing, strategic planning, PR and creative activities.

**Day :** Monday, Nov 30, 2015

**Time:** 6:30 PM to 8:00 PM

**Venue:** IMA Meeting Room

### Philosophy

Leonardo Da Vinci and I. M. Pei are famous people with high visual-spatial, or visual, intelligence. In other words, they possess the ability to visualize the world accurately, modify their surroundings based upon their perceptions, and recreate the aspects of their visual experiences. People with high visual-spatial intelligence are good at remembering images, faces, and fine details. They are able to visualize objects from different angles

**Contact: Suman Agrawal | M: 8889996136 | E: ima@imaindore.com**

Indore Management Association organized Centre of Excellence (COE), an evening talk on the topic VISUAL INTELLIGENCE on Monday, 30th November 2015 at IMA Meeting Room, Jall Auditorium, Indore. The Speaker for the session was Mr. Rahul Jain, Managing Director, PSPL Advertising Pvt. Ltd. and Director, Swift Intermedia Convergence Pvt. Ltd.

He is a renowned figure in the industry with over 35 years' experience. He has deep insights into the spheres of servicing, strategic planning, PR and creative activities. Both Swift and PSPL Advertising are respectable names in the marketing communications industry. He brought Apple Macs for graphic design to Indore in 1985. It was the first ever installation in whole of central India that transformed the

designing, printing and publishing industry. He took the agency into the specialized field of financial (IPO) advertising in 1994 and made it 7th largest financial advertising agency in the country. He created the first portal on MP called madhyabharat.com in 1998, which even offered cinema ticket booking and seat selection in those days.

Leonardo Da Vinci and I. M. Pei are famous people with high visual-spatial, or visual, intelligence. In other words, they possess the ability to visualize the world accurately, modify their surroundings based upon their perceptions, and recreate the aspects of their visual experiences. People with high visual-spatial intelligence are good at remembering images, faces, and fine details. They are able to visualize objects from different angles. Mr. Jain explained a few exercises by which participants understood what visual thinking is and he added literacy is the ability to read and write, in our society we are great at reading visually but not great at writing visually. So he explained how to master writing visually. It's like mastering any language, we have to learn

- The Alphabet – Elements.
- Words – Nodes.
- Style – Approaches.
- Grammar - Links& Frameworks.

The session was interactive and the participants were encouraged to relate their views and experiences on various aspects of Visual Intelligence. The session was educative, interactive and above all succeeded in bringing about a fresh perspective on Visual Intelligence.





# अपनी सोच के साथ करें विजुअल को रीक्रिएट

इंदौर। इंदौर मैनेजमेंट एसोसिएशन द्वारा सोमवार को जाल सभागार में आयोजित सेंटर ऑफ एक्सीलेंस में 'विजुअल इंटेलीजेंस' विषय पर टॉक शो आयोजित किया गया। इसमें पीएसपीएल एडवरटाइजिंग प्रालि के मैनेजिंग डायरेक्टर राहुल जैन मुख्य वक्ता थे।



श्री जैन ने कहा कि लियोनार्डो द विंची, आईएम पेई जैसे प्रसिद्ध लोगों की विजुअल इंटेलीजेंस बहुत अधिक थी। वे दुनिया को बेहतर तरीके से विजुलाइज कर कर उनसे अपनी समझ और संवेदनाओं के साथ उसे रीक्रिएट भी कर सकते थे। उन्होंने कहा कि विजुअली इंटेलीजेंस लोग चित्रों, चेहरों के साथ फाइन डिटेल्स को याद रख सकते हैं और एक ही चीज को अलग-अलग एंगल से भी विजुलाइज कर सकते हैं।

श्री जैन ने इसे शिक्षा से जोड़ते हुए कहा कि अधिकांश लोग विजुअली अच्छे रीडर होते हैं, लेकिन विजुअली अच्छे राइटर नहीं। उन्होंने विजुअल राइटिंग की तकनीक समझाते हुए बताया यह किसी भी भाषा पर महारत हासिल करने की तरह ही है। इन बातों को ध्यान में रखते हुए विजुअल को बेहतर तरीके से लिखा जा सकता है। इस दौरान श्रोताओं ने भी विजुअल इंटेलीजेंस से जुड़े अपने एक्सपीरियंस शेयर किए।

8 DECEMBER 2015

Management Lessons from Marathon

# Indore Management Association



CENTRE OF EXCELLENCE

## MANAGEMENT LESSONS FROM MARATHON

Day : Tuesday, December 8, 2015 | Time: 6:30 PM to 8:00 PM | Venue: IMA Meeting Room

Running is like meditation...thoughts enter and leave and you let go off all your pent-up emotions. Even though marathon runners run alone, they draw inspiration and energy from fellow runners. It's amazing to know how much running teaches you about management, entrepreneurship, sportsmanship and quality of life..

### Facilitators :

#### Mr. Vivek Singhal

He has run major Indian marathons like Delhi, Mumbai, Leh, Bangalore, Goa, Auroville, Satara and international like Singapore, Australia without forgetting 2 Oceans 56 km in Cape Town and 89 km uphill ultra Comrades in Durban SA this year. He is the Race Director for Indore Marathon and has been helping other city marathons with running and managerial expertise.

#### CA Navin Khandelwal

Navin Khandelwal is a Chartered Accountant by profession an educationalist by passion and sportsman by nature and avid traveller . He is also a speaker for various management topics and serves on the board of few companies. A cricketing career of 17 years and running marathons is a new hobby for him. Also Secretary of IMA

**Program Coordinator** : Ms. Suman Agrawal | M: + 91 888 999 6136 | E: [ima@imaindore.com](mailto:ima@imaindore.com)

Indore Management Association organized Centre of Excellence (COE), an evening talk on the topic Management Lessons from Marathon on Tuesday, December 8, 2015 at IMA Meeting Room, Jall Auditorium, Indore. The Facilitators for the session was Mr. Vivek Singhal and CA Navin Khandelwal.

**Mr. Vivek Singhal** has run major Indian marathons like Delhi, Mumbai, Leh, Bangalore, Goa, Auroville, Satara and international like Singapore, Australia without forgetting 2 Oceans 56 km in Cape Town and 89 km uphill ultra-Comrades in Durban SA this year. He is the Race Director for Indore Marathon and has been helping other city marathons with running and managerial expertise.

**CA Navin Khandelwal** is a Chartered Accountant by profession an educationalist by passion and sportsman by nature and avid traveler. He is also a speaker for various management topics and serves on the board of few companies. A cricketing career of 17 years and running marathons is a new hobby for him. Also Secretary of IMA.

### **Management lessons from Marathon**

3 time gold medal Olympic winner Emil Zatopek said “If you want to run, run a mile, but if you want to experience a different lie, run a marathon”

Marathon is 42.195 km distance to be covered in 6-7 hours, and that requires implementation of all management concepts and proper planning of resources. Marathon in other words is “Managed Run” and teaches us so much about management.

Your mind takes your body to any goal, of course after proper preparation, but unless your mind is prepared, body alone is not sufficient to pursue a goal.

### **What marathon running has changed in me from a management perspective?**

To pursue the goal to finish even at the peak of hardships.

Mind is much more powerful, the driver of the body

More than mind, your soul takes you ahead, and unless you put your mind and soul to any goal, you don't succeed.

Milind Soman who recently completed an iron-man at 50 years said “Running is like meditation, you can reach a spiritual level because you feel the freedom to fully control your body, you are lifted from a regular state of being to a state of much more relaxing.”

Marathon is a managed run – Marathon is Management – “To take the stock (of resources) till the finish, too early too soon and you hit the wall (marathon wall)”

Relative – it's all RELATIVE – when you run a 21km run, you start getting tired at 17-18 km mark, in a 42 km run, the same tiredness comes at 35 km mark, and when you are running Comrades an 89 km run, 42 km does not even blink your eye and you feel tiredness at 70 odd km. This is all relative, relate your problems to bigger ones, and the one at hand seems smaller.

A leader pulls you behind him, but as a Leader, on-one is there to pull you – Marathon is your own run.

The best learning from marathon running “enjoy the journey, what's in the finish!!!” Left foot against the right, an then the right foot against the left, and you move forward to finish.

Enjoy the Managed Run – the Marathon





# मैराथन इज मैनेज्ड रन

आईएमए की ओर से हुई ईवनिंग टॉक में एक्सपर्ट्स ने शेयर किए एक्सपीरियंस



plus रिपोर्ट  
mp.patrika.com

इंदौर करीब 42 किलोमीटर लंबी मैराथन को 6 से 7 घंटों में पूरा करने के लिए मैनेजमेंट कंसप्ट्स का इम्प्लीमेंटेशन और रिसोर्सेस को यूज करने की प्रॉपर प्लानिंग की आवश्यकता होती है। मैराथन को मैनेज्ड रन कहा जा सकता है। यह बताया, दिल्ली, मुंबई, लेह, बैंगलूर, गोआ, सिंगापुर और ऑस्ट्रेलिया आदि में मैराथन दौड़ चुके विवेक सिंघल ने। वे इंदौर मैनेजमेंट एसोसिएशन के सेंटर ऑफ एक्सीलेस के तहत आईएमए



हॉल में हुई टॉक पर संबोधित कर रहे थे। सब्जेक्ट मैनेजमेंट लेसन फ्रॉम मैराथन था।

## मैराथन के बाद

### आया बदलाव

विवेक ने कहा मैराथन दौड़ने के बाद मैनेजमेंट पर्सपेक्टिव में चेंज आया। पता चला माइंड बहुत पॉवरफुल होता है जो बॉडी को ड्राइव करता है। इसे बेहतर यूज कर सकते हैं। इसके साथ आगे बढ़ने के लिए सोल की भी जरूरत होती है। माइंड और सोल के बिना सक्सेस नहीं मिल सकती।

## मैराथन इज मैनेजमेंट

मैराथन दौड़ने की हॉबी रखने वाले सीए नवीन खंडेलवाल ने बतौर स्पीकर बताया कि, मैनेजमेंट इज मैनेजमेंट। उन्होंने कहा, रिसोर्सेस को आखिरी तक यूज करने की आर्ट को मैराथन के जरिए सीखा जा सकता है।

HR-FORUM

27<sup>th</sup> April

**Approaches To Change: Building Capability And Confidence**



# IMA HR FORUM MEETING

Monday, April 27, 2015

**Presenting the Best Practices of VECV**

## **Approaches to change: Building capability and confidence**

Benjamin Franklin said, 'When you're finished changing, you're finished.' What follows gives you some techniques that keep your organisation effectively changing. Having proactive approaches for identifying new and better ways of doing things with the goal of improving organisational performance, quality and efficiency are key. Let's discuss the best practices to build capability and confidence at IMA HR Forum Meeting.

**Presented By:**

Mr. Sudeep Kumar Dev

General Manager HR & Admin

VECV.



**Time: 06.30 PM**

**Venue: IMA Meeting Room**

**For Details Contact:**

Ms. Harshita Tiwari | M: +918889996133 | L: +91 731-2529649 | Email: mail@imaindore.com

Indore Management Association organized its HR Forum Meeting on Monday, April 27, 2015 at IMA Meeting Room.

The topic for the same was **“Approaches to change: Building Capability and Confidence”** and also a discussion on Best HR Practices of **Volvo Eicher and Commercial Vehicles**. The best practices were presented by **Mr. Sudeep Kumar Dev, General Manager HR & Admin** and **Mr. Shyam Zambre, Senior Manager HR - Volvo Eicher and Commercial Vehicles, Pithampur .**

The meeting began with a small video by **Mr. Sudeep Kumar Dev about VECV Practices. He also discussed the various practices at Volvo Eicher and Commercial Vehicles, Pithampur.**

Change management is very often used with a wrong mindset. The company is compared with a ship. The larger the company, the slower the ship and the longer it takes to make a turn. The problem with this metaphor is that changing the course of a ship does not change the ship itself. The sailors keep their same role; the only thing that changes is the final destination.

The companies that participated in the program were from Shape –N-Size Castings Pvt. Ltd. Bhagirath Coach & Metal Fabricators Pvt. Ltd., WideVisionTechnologies Ltd, Jaideep Ispat, ABS Softech Pvt. Ltd. EHS Consultants, Pinnacle Industries, Eicher Engineering Components Capital Construction Pvt. Ltd., Gujrat Ambuja, Lupin Pharma, Rosy Blue, VE Commercial Vehicals, Rajratan Global Wire, Ranbaxy Lab  
Pratibha Syntex, Orient Bell Limited, Technodyne Systems & services  
Persona Post, Tuv Rhenland (I) Pvt. Ltd., Sia Design Studia  
Shakti Pumps, O.P. Totla & Co. (CA), Premier Biosoft, Darling Pumps



22<sup>ND</sup> June

HR FORUM MEETING  
ON  
ACHIEVING SUSTAINABLE ORGANIZATION  
PERFORMANCE THROUGH HR



# IMA HR FORUM MEETING

Monday , June 22, 2015

## Achieving Sustainable Organization Performance Through HR

Many HR can find themselves sidelined into administrative duties and are not seen as core to the overall strategic direction of the organizations they work for. The issue needs to be addressed by exploring business focused HR practices and providing practitioners with the tools they need to be a successful HR professional within an organization. Organizations don't have the HR focused resources and capabilities. Let's discuss the best practices to prepare ourselves as a Transverse Manager at IMA HR Forum Meeting.

Presented By:

**Ms. Chani Trivedi**

Head - Human Resources

Sri Aurobindo Institute of Technology

Presenting the Best Practices of:

**Sri Aurobindo Group.**

Time: **06.30 PM**

Venue: **IMA Meeting Room**

**For Details Contact:** Ms. Suman Agrawal | M: +918889996136 | E: ima@imaindore.com

Indore Management Association organized its **HR Forum Meeting**, on the topic "Achieving Sustainable Organization Performance through HR" for management professionals and students. The program was organized on Monday, June 22, 2015 at IMA Meeting Room, Jall Auditorium, Indore.

The session was moderated by Ms. Chani Trivedi, Head of HR Department for Sri Aurobindo Group of Institutions. Ms. Trivedi is an MBA in Human Resources and has worked with Tata Consultancy Services. In the session, she covered the best practices implemented by the HR Department of Sri Aurobindo Institutions, importance of HR in education industry and how is HR in education industry different from other industries. She also highlighted that how the best practices have contributed to higher performance and higher employee motivation in the organization.

The Indore Management Association's Human Resources Forum is an initiative for most HR fraternity of Indore region. We encourage participation from all company. This means all levels and all functions. Anyone who feels that they either have something to gain or something to offer is welcome.

HR professionals (and anyone else interested in HR) need to have a mechanism for keeping up to date with the latest developments in worldwide HR thinking. Actively participating in IMA HR Forum is one of the best opportunities in Indore region to keep current.

We have a concept of presenting the best practices of the major companies by their HR Heads. This helps the HR Fraternity to be well acquainted by the practices that different companies follow and also

the learning's that help them improve and innovate best practices for their organizations.



27<sup>th</sup> July  
HR FORUM MEETING  
ON

**HIRING FOR HIGH EMOTIONAL INTELLIGENCE:**

**HOW TO USE THE EQ INTERVIEW PROCESS**



# IMA HR FORUM MEETING

## Hiring for High Emotional Intelligence - How to Use the EQ Interview Process

Emotional intelligence (EQ) competencies lie beneath great performance for nearly every job in today's workforce. As a hiring manager or interviewer, determining whether or not a candidate has strong EQ skills can make the difference between a successful hire and a disaster.

Let's discuss the best practices to prepare ourselves as a Transverse Manager at IMA HR Forum Meeting.

**Presenting the Best Practices of:**



Enriching Lives

**Day: Monday**

**Date: July 27, 2015**

**Time: 06:30 – 08:00PM**

**Venue: IMA Meeting Room**

**Presented By:**

**Ms. Nupur Singh**

Associate Manager

Human Resource Mgmt & Communication

**Kirloskar Brothers Limited.**

**For Details Contact:** Ms. Suman Agrawal | M: +918889996136 | E: ima@imaindore.com

Indore Management Association organized its **HR Forum Meeting**, on the topic "Hiring for high Emotional Intelligence: How to use the EQ Interview process" for management professionals and students. The program was organized on Monday, July 27, 2015 at IMA Meeting Room, Jall Auditorium, Indore. The Best Practices were presented by Mrs. Nupur Singh.

Ms. Nupur Singh is passionate HR professional with 8+ year of work experience in field of Employee Relations and Organizational Development. Ms. Singh is Associated with Kirloskar Brothers Limited as Associate HR Manager. Ms. Singh is Chairman of Prevention of Sexual Harassment Committee (Local Complaint Committee) of KBL Dewas Plant and is buddy for all the female employees of KBL Dewas.

The Indore Management Association's Human Resources Forum is an initiative for most HR fraternity of Indore region. We encourage participation from all company. This means all levels and all functions. Anyone who feels that they either have something to gain or something to offer is welcome.

HR professionals (and anyone else interested in HR) need to have a mechanism for keeping up to date with the latest developments in worldwide HR thinking. Actively participating in IMA HR Forum is one of the best opportunities in Indore region to keep current.

We have a concept of presenting the best practices of the major companies by their HR Heads. This helps the HR Fraternity to be well acquainted by the practices that different companies follow and also the learning's that help them improve and innovate best practices for their organizations.

Best Practices: Advanced recruitment, selection & development Procedures using Emotional Intelligence

Many times managers or leaders focus on the functional aspects of the job you do, as opposed to the emotional intelligence that drives the way you do your job. We will discuss emotional intelligence and how it relates to leadership in this lesson.

Emotional intelligence (EQ) competencies lie beneath great performance for nearly every job in today's workforce. As a hiring manager or interviewer, determining whether or not a candidate has strong EQ skills can make the difference between a successful hire and a disaster.

In fact when technical competencies are equal, greater EQ competencies often account for job success in many different positions. Moreover, for leadership positions, EQ competencies account for a much larger portion of job success.

Aspect of Emotional Intelligence:

- Self-awareness
- Self-regulation
- Motivation
- Empathy
- Social Skills
- 

Thus, EQ is a key attribute that you must determine before you make an offer.

Especially in a recession where more applicants are available, being careful in selection gives you great advantage over your competitors.



27<sup>th</sup> August

# IMA HR FORUM MEETING

The Successful Insider :

## Internal Consulting Skills for the HR Professional



The Human Resources department is responsible for a wide range of administrative and tactical duties. Today's business environment requires that HR move beyond these activities to become a primary source of internal consulting within the organization. With this comes a change in mindset and skill set.

Let's discuss the best practices to prepare ourselves as a Transverse Manager at IMA HR Forum Meeting.

Presenting the Best Practices of:



**Date :** August 27, 2015

**Day :** Thursday

**Time :** 06:30 – 08:00PM

**Venue:** IMA Meeting Room

Presented By:

**Mr. Sanjay Kumar Trivedi**

Dy. General Manager - HR

MAN Trucks India Pvt. Ltd.

**For Details Contact:** Ms. Suman Agrawal | M: +918889996136 | E: ima@imaindore.com

Indore Management Association organized its **HR Forum Meeting**, on the topic "**The Successful Insider: Internal Consulting Skills for the HR Professionals**". The program was organized on Thursday, August 27, 2015 at IMA Meeting Room, Jall Auditorium, Indore. The Best Practices were presented by Mr. Sanjay Trivedi.

Mr. Sanjay Trivedi is a passionate HR professional with 19 years of work experience in the field of Human Resource Development and Employee Engagement. Mr. Trivedi is associated with MAN Trucks India Pvt. Ltd. as Dy. General Manager - HR & Administration. He is a qualified trainer from Indian Society of Training & Development.

The Indore Management Association's Human Resources Forum is an initiative for HR fraternity of the Indore region. We encourage participation from all the companies at all levels. Anyone who feels that they either have something to gain or something to offer is welcome.

HR professionals (and anyone else interested in HR) need to have a mechanism for keeping up to date with the latest developments in worldwide HR thinking. Actively participating in IMA HR Forum is one of the best opportunities in the Indore region to keep current.

We have a concept of presenting the best practices of the major companies by their HR Heads. This helps the HR Fraternity to be well acquainted by the practices that different companies follow and also the learning's that help them improve and innovate best practices for their organizations.

The theme of this meeting was "The Successful Insider: Internal Consulting Skills for the HR Professionals".

The past decades have seen an evolution of the HR function within organizations from that of a cost center or administrative unit to that of a strategic partner that contributes to the organization's bottom line. This has been accompanied by an evolution in the role of the HR professional from that of a reactive HR approach for completing assignments and implementing programs to that of a proactive HR approach (internal consultant) who takes on strategic, tactical, and transformational responsibilities. Such an evolution presents challenges and opportunities to HR professionals. On the one hand, they may be challenged to acquire new skills, competencies, and behavioral characteristics, while, on the other, they have the opportunity to increase significantly the scope of their responsibilities and their value within the organization.

Key HR consulting skills discussed in the forum:

- Business Acumen
- Being a coach and Mentor
- Being a trusted & respected advisor to customers
- Establishing and maintaining effective talent pipelines
- Developing HR Solutions to address complex organizational issues
- Taking a leadership role in implementing change/transformation programs

Mr. Trivedi also shared the best HR practices at MAN Trucks India Pvt. Ltd. and how to make difference by using Internal consulting skills.



9<sup>th</sup> September

HOW TO TURN HR EXPENSES INTO PROFITS



## IMA HR FORUM MEETING

# How to Turn HR Expenses into Profits

The only good thing about today's challenging economy is that many established recognition and performance programs are open for review that might not hit the radar in healthier economic times. Everyone is looking for ways to make sure they're getting the most benefit from the currency they're currently spending to recognize and award their people; or better yet ... how to get even better results for less money!

Let's discuss the best practices to prepare ourselves as a Transverse Manager at IMA HR Forum Meeting.

**Date :** September 29, 2015

**Day :** Tuesday

**Time :** 06:30 – 08:00PM

**Venue:** IMA Meeting Room

**Presenting the Best Practices of:**



**Presented By:**

**Mr. Sunil Kalyankar**

Head – Plant HR

Case New Holland Construction

Equipment (India) Pvt. Ltd.

**For Details Contact:** Ms. Suman Agrawal | M: +918889996136 | E: ima@imaindore.com

Indore Management Association organized its **HR Forum Meeting**, on the topic “How to Turn HR Expenses into Profits “for management professionals and students. The program was organized on Tuesday, September 29, 2015 at IMA Meeting Room, Jall Auditorium, Indore. The Best Practices were presented by Mr. Sunil Kalyankar, Head- Manufacturing HR, CASE New Holland Construction Equipment (India) Pvt. Ltd. Pithampur.

Mr. Sunil Kalyankar Head- Manufacturing HR, CASE New Holland Construction Equipment (India) Pvt. Ltd. Pithampur. He has 30 yrs. of experience in various functions of Manufacturing operations of the

industries like - Project management , Plant Maintenance, Supply Chain Management- Purchase, Import & Export, & Logistic ,Production -Assembly operations Loader Backhoe & Vibratory compactors, Shop Quality, Marketing Services , HR, IR & General Administration, Change management. Played key role in setting up new manufacturing facilities for Loader backhoe - Right from conceptualization to execution of project including training on Toyota Production system –Single Piece Flow (SPF) concept to all employees of the Pithampur plant.

The Indore Management Association's Human Resources Forum is an initiative for most HR fraternity of Indore region. We encourage participation from all company. This means all levels and all functions. Anyone who feels that they either have something to gain or something to offer is welcome.

HR professionals (and anyone else interested in HR) need to have a mechanism for keeping up to date with the latest developments in worldwide HR thinking. Actively participating in IMA HR Forum is one of the best opportunities in Indore region to keep current.

We have a concept of presenting the best practices of the major companies by their HR Heads. This helps the HR Fraternity to be well acquainted by the practices that different companies follow and also the learnings that help them improve and innovate best practices for their organizations.

**Best Practices:**HR expenses of each vertical are budgeted annually with complete details & justification of each requirement. Annual Budget has provision to review the planned expenses in next quarter of the FY based on actual expenses and forecast of expenses for remaining months of FY. KPI are derived out of business goals of the year and expenses of Each HR vertical are monitored against the budget through monthly MIS report.

Mr. Kalyankar said HR function was considered as only people management function all along the year but due to change in economic situation, it is no longer remained as people management function but becoming part of the business and HR professionals are need to align the goals in line with business requirements and ensure that HR expenses are linked to profit of the business. HR expenses are no more treated as expenditure but it is an investment to yield a profit. In Case NewHolland ,the approach is practiced and HRBM ( HR business manager) positions are created who are responsible for complete operations of the HR verticals.

# एक्सपेंसेस को मुनाफे में बदलना होगा

इंदौर मैनेजमेंट एसोसिएशन की एचआर फोरम मीटिंग

इंदौर: किसी कंपनी का ह्यूमन रिसोर्स के खर्च को एक्सपेंडिचर न मानकर उसे इन्वेस्टमेंट मानना चाहिए। एचआर एक्सपेंसेस को किस तरह मुनाफे में बदला जाए अब कंपनीज का ध्यान इस तरफ जा रहा है। ये बात केस न्यू हॉलैंड कंस्ट्रक्शन इक्विपमेंट पीथमपुर के मैनेजर एचआर हंड सुनील कल्याणकर ने कही। वे मंगलवार को आईएमए के मीटिंग रूम में एचआर फोरम मीटिंग में मैनेजमेंट प्रोफेशनल्स और मैनेजमेंट स्टूडेंट्स को संबोधित कर रहे थे।

उन्होंने कहा, अभी तक एचआर मैनेजमेंट को पीपुल मैनेजमेंट समझा



जाता था, लेकिन अब बदलती हुई इकॉनॉमी में ये केवल पीपुल मैनेजमेंट नहीं, बल्कि बिजनेस का महत्वपूर्ण भाग है। अब एचआर एक्सपेंसेस को एक्सपेंडिचर नहीं, बल्कि मुनाफा बढ़ाने के लिए किया जाने वाला इन्वेस्टमेंट समझा जाने

लगा है। उन्होंने केस न्यू हॉलैंड का उदाहरण देते हुए बताया, अब वहां एचआर मैनेजर को एचआर बिजनेस मैनेजर कहा जाता है। अब कंपनी में ह्यूमन रिसोर्स को लेकर एप्रोच पूरी तरह बदल चुकी है। अब ये बिजनेस बढ़ाने की टैक्टिस है।



27<sup>TH</sup> October

HOW TO TURN HR EXPENSES INTO PROFITS



## IMA HR FORUM MEETING

### Getting Results Without Direct Authority

How can you get results if you don't have authority? Cultivating relationships and establishing credibility are necessary, because they allow you to influence others. If you have effective influencing skills, you'll be able to get what you need or want from others – whether it's your boss, a peer, or someone in a completely different department. Effective influencing, however, requires that you know how to build good relationships, and that you have credibility. You won't be able to ask someone for help if you have antagonized that person, or if you haven't followed through on promises you made.

**Date :** October 27, 2015 | **Day :** Tuesday | **Time :** 06:30 – 08:00 PM | **Venue:** IMA Meeting Room

**Presenting the best practices of:-**



**Presented By :-**

Mr. Vivek Padalia  
Asst. G.M. - Human Resources  
John Deere India Private Ltd.

**For Details Contact:** Ms. Suman Agrawal | M: +918889996136 | E: [ima@imaindore.com](mailto:ima@imaindore.com)

Indore Management Association organized its **HR Forum Meeting**, on the topic “Getting Results without Direct Authority” for management professionals and students. The program was organized on Tuesday, October 27, 2015 at IMA Meeting Room, Jall Auditorium, Indore. The Best Practices were presented by Mr. Vivek Padalia, Asst. GM HR, John Deere India Pvt. Ltd. Dewas.

Mr. Vivek Padalia has 14 yrs. of experience in various organizations and geographies in industries like Hewlett Packard, Parle in Talent management, Learning and Development, Establishing green field projects, Strategic projects, IR & General Administration, Change management. Played crucial role in setting up new business facilities in different geographies for organizations from green field to operationalization. During his association with Kumao Garhwal chamber of commerce & Industries

initiated the HR chapter in Uttarakhand, and also served NIPM Chandigarh chapter as a Vice chairman of the association.

The Indore Management Association's Human Resources Forum is an initiative for most HR fraternity of Indore region. We encourage participation from all company. This means all levels and all functions. Anyone who feels that they either have something to gain or something to offer is welcome.

HR professionals (and anyone else interested in HR) need to have a mechanism for keeping up to date with the latest developments in worldwide HR thinking. Actively participating in IMA HR Forum is one of the best opportunities in Indore region to keep current.

We have a concept of presenting the best practices of the major companies by their HR Heads. This helps the HR Fraternity to be well acquainted by the practices that different companies follow and also the learnings that help them improve and innovate best practices for their organizations.

**Best Practices:** Getting Results without Direct Authority: The core of this thought lies in the basic practice of building relationship and creating trust. In current format of organizations, we should focus on building a partnership model rather than working in silos. For building a partnership it is very important that we should keep away all assumptions and perceptions which are disastrous barriers in performing at a highest level of productivity and achieving desired results.

Mr. Vivek also said when it comes to achieving results we are very much focused and look into minor details of "How" part of whole process. For all the stakeholders in the organization, achieving goals is important but always putting emphasis on other "key" aspect of achieving results is in center i.e. Building relationships, creating Trust and aligned High performance team work. Getting Results under altering scenarios is not more than a "Beautiful dream" if we keep practicing, what we were doing traditionally. It's time to practice what we say rather than just say

# Focus on building partnership model rather working in silos

## IMA'S HR FORUM MEETING ON HOW TO TURN HR EXPENSES INTO PROFITS HELD

OUR STAFF REPORTER  
Indore

"The best practices getting results without direct authority" the core of this thought lies in the basic practice of building relationship and creating trust. In current format of organizations, we should focus on building a partnership model rather than working in silos. For building a partnership it is very important that we should keep away all assumptions and perceptions which are disastrous barriers in performing at a highest level of productivity and achieving desired results.

Said Vivek Padalia, Asst. GM HR, John Deere India Pvt. Ltd. Dewas, while addressing a workshop organized by IMA here on Tuesday.

The theme of the workshop was 'getting results without direct authority' for management professionals and students. The program was organized at IMA Meeting Room, Jail Auditorium. Vivek Padalia has 14 years of experience in various organizations and geographies in industries like Hewlett

Packard, Parle in Talent management, Learning and Development, Establishing green field projects, Strategic projects, IR & General Administration, Change management.

Vivek said when it comes to achieving results we are very much focused and look into minor details of "How" "part of whole process.

For all the stakeholders in the organization, achieving goals is important but always putting emphasis on other key aspect of achieving results is in center i.e. Building relationships, creating Trust and aligned High perform-

ance team work.

Getting Results under altering scenarios is not mere than a "Beautiful dream" if we keep practicing, what we were doing traditionally. It's time to practice what we say rather than just say.

The Indore Management Association's Human Resources Forum is an initiative for most HR fraternity of Indore region. We encourage participation from all company. This means all levels and all functions. Anyone who feels that they either have something to gain or something to offer is welcome.

HR professionals (and

anyone else interested in HR) need to have a mechanism for keeping up to date with the latest developments in worldwide HR thinking. Actively participating in IMA HR Forum is one of the best opportunities in Indore region to keep current.

We have a concept of presenting the best practices of the major companies by their HR Heads. This helps the HR Fraternity to be well acquainted by the practices that different companies follow and also the learnings that help them improve and innovate best practices for their organizations.



Participants of IMA workshop on Tuesday. FP photo

THE FREE PRESS  
INDORE

Wed, 28 October 2015

epaper.freepressjournal.in/c/7039586

## डवलप करें अप टू डेट मैकेनिज्म

आईएमए मीटिंग रूम में गेटिंग रिजल्ट्स विद्आउट डायरेक्ट अथॉरिटी पर एचआर फोरम की मीटिंग हुई



plus रिपोर्टर

indoreplus@patrika.com

इंदौर एचआर फील्ड में बर्क कर रहे प्रफिशनल्स को चाहिए कि वे लगातार डवलपमेंट करते रहें। इसके लिए चाहिए कि वे अपने आपको क्लंबवाइड एचआर से अप टू डेट रखें। इसलिए अप टू डेट मैकेनिज्म को डवलप करें। यह कहना है जॉन डीयर इंडिया प्रांलि रेवास के ऑसिस्टेंट जनरल मैनेजर एचआर विवेक पडलिया का। वे मंगलवार को इंदौर मैनेजमेंट एसोसिएशन द्वारा मीटिंग हॉल में हुई एचआर फोरम मीटिंग में संबोधित कर रहे थे। प्रोग्राम का टॉपिक गेटिंग रिजल्ट्स विद्आउट डायरेक्ट अथॉरिटी था।



### एचआर हेड्स दें प्रजेंटेशन

उन्होंने बताया, बड़ी कंपनियों के एचआर हेड्स को चाहिए कि वे अपनी बेस्ट प्रैक्टिसेज को बरे में लगातार प्रजेंटेशन दें। इससे एचआर फोरमिटी को अच्छे करने के लिए मोटिवेशन मिलता रहेगा और वे अपने आप को इम्पूव कर पाएंगे।

### रिलेशनशिप और ट्रस्ट जरूरी

उन्होंने कहा, रिलेशनशिप बनना और ट्रस्ट बिल्ड करना ही एचआर को बेरिक्त प्रैक्टिस है। चिरसी भी ऑनलाइनइजेशन को वरिस्ट कि फर्नरशिप मॉडल सबको सामने रखे। अच्छे परफॉर्मंस के लिए फर्नरशिप बहुत जरूरी है।

patrika  
e-paper edition

Wed, 28 October 2015

epaper.patrika.com/c/7039473



24<sup>TH</sup> November



# IMA HR FORUM MEETING

## Knowledge Management



**Date :** Nov 24, 2015 | **Day :** Tuesday | **Time :** 06:30 – 08:00 PM | **Venue:** IMA Meeting Room

In the contemporary business environment, the competitive position of companies among others is influenced by its capability to create new knowledge which in return results in the creation of a competitive advantage. Organizational knowledge and knowledge management are interconnected and both are widely dependent on human resources.

**Presenting the best practices of:-**



**Presented By :-**

Dr. Anupam Tiwari  
General Manager HR  
Sun Pharmaceutical Industries Ltd.

**For Details Contact:** Ms. Suman Agrawal | M: +918889996136 | E: [ima@imaindore.com](mailto:ima@imaindore.com)

Indore Management Association organized its **HR Forum Meeting**, on the topic “Knowledge Management” for management professionals and students. The program was organized on Tuesday, November 24, 2015 at IMA Meeting Room, Jall Auditorium, Indore. The Best Practices were presented by Dr. Anupam Tiwari, General Manager HR, Sun Pharmaceutical Industries Ltd.

Dr. Anupam Tiwari, a qualified professional with over 29+ years of rich experience in Human Resource Management, encompassing assignments with reputed organizations in areas like: Strategic Planning, Talent Management & Succession Planning, Manpower Planning & Performance Management, Developing change initiative, conducting organizational diagnostics and monitoring change process., Competency Mapping & handling various HR processes (assessment centers, recruitment, selection, performance

management, training & development), Ensuring maintenance of amicable Employee Relations through enhanced employee participation

The Indore Management Association's Human Resources Forum is an initiative for most HR fraternity of Indore region. We encourage participation from all company. This means all levels and all functions. Anyone who feels that they either have something to gain or something to offer is welcome.

HR professionals (and anyone else interested in HR) need to have a mechanism for keeping up to date with the latest developments in worldwide HR thinking. Actively participating in IMA HR Forum is one of the best opportunities in Indore region to keep current.

We have a concept of presenting the best practices of the major companies by their HR Heads. This helps the HR Fraternity to be well acquainted by the practices that different companies follow and also the learnings that help them improve and innovate best practices for their organizations.

Generally it is assumed that for Best Practices in organization it needs extra-ordinary, super scientific and highly system based efforts which may lead to the pinnacle, but in ground the best practices needs only – honest intentions and sensitivity toward the most important resource of Organization i.e. Human Resource.

HR personnel, get competing priorities and continuous follow-ups, to meet their customer's demands, thus at time most of them end up compromising in implementing their system, mechanically rather than executing it with intent with which it was designed. Thus when a system is administrated without its sprit it loses its very purpose.

Hence the talk is centered around that one should focus on small-small things with great intensity, which will help employee experiencing being cared for. Which brings the difference.

Thus on similar line few of the best practices picked-up for discussion and being shared are Induction i.e. On-boarding and Talent Management at Sun Pharmaceutical Ltd Dewas to help participant appreciate the approach.

# HR professionals must stay updated with new trends

● OUR STAFF REPORTER  
Indore

Dr Anupam Tiwari, HR expert, have said that HR professionals (and anyone else interested in HR) need to have a mechanism for keeping up to date with the latest developments in worldwide HR thinking. Actively participating in IMA HR Forum is one of the best opportunities in Indore region to keep current.

Dr. Tiwari was addressing HR Forum Meeting, on the topic "Knowledge Management" for management professionals and students on Tuesday. The program was organized by Indore Management Association at IMA Meeting Room, Jall Auditorium. The Best Practices were presented by Dr. Anupam Tiwari, General Manager HR, Sun Pharmaceutical Industries Ltd. Dr. Anupam Tiwari, a qualified professional with over 29+ years of rich experience in Human Resource



Management, encompassing assignments with reputed organizations.

Dr. Tiwari said that we have a concept of presenting the best practices of the major companies by their HR Heads. This helps the HR Fraternity to be well acquainted by the practices that different companies follow and also the learning's that help them improve and innovate best practices for their

organizations.

Generally it is assumed that for Best Practices in organization it needs extra-ordinary, super scientific and highly system based efforts which may lead to the pinnacle, but in ground the best practices needs only – honest intentions and sensitivity toward the most important resource of Organization i.e. Human Resource.

HR personnel, get com-

peting priorities and continuous follow-ups, to meet their customer's demands, thus at time most of them end up compromising in implementing their system, mechanically rather than executing it with intent with which it was designed. Thus when a system is administrated without its sprit it loses its very purpose.

Hence the talk is centered around that one should focus on small-small things with great intensity, which will help employee experiencing being cared for which brings the difference.

It may be recalled that the Indore Management Association's Human Resources Forum is an initiative for most HR fraternity of Indore region. It encourages participation from all company. This means all levels and all functions. Anyone who feels that they either have something to gain or something to offer is welcome here.

# छोटी चीजों पर भी फोकस जरूरी

आईएमए एचआर फोरम मीटिंग में नॉलेज और टैलेंट मैनेजमेंट पर हुई वर्कशॉप



## plus रिपोर्ट

indoreplus@patrika.com

इंदौर, ह्यूमन रिसोर्स फील्ड में बड़ी चीजों के साथ छोटी-छोटी चीजों पर भी फोकस जरूरी है। छोटी चीजों पर ज्यादा फोकस रखने से कंपनी के एम्प्लॉइज को अच्छा एक्सपीरियंस होता है। इससे उन्हें फील होता है कि, उनकी केयर की जा रही है। यही फोकस है जो किसी भी कंपनी की वर्कफोर्स में डिफरेंस क्रिएट करता है। ऐसा हर जगह होना चाहिए।

यह कहना है, सन फार्मास्यूटिकल इंडस्ट्री लिमिटेड के एचआर जनरल मैनेजर डॉ. अनुपम तिवारी का। वे नॉलेज मैनेजमेंट टॉपिक पर बोल रहे थे। मौका था इंदौर मैनेजमेंट एसोसिएशन की ओर से मंगलवार को आईएमएएम मीटिंग रूम में हुई एचआर फोरम मीटिंग का।



## टैलेंट मैनेजमेंट भी है जरूरी

उन्होंने बताया, कंपनी में टैलेंट मैनेजमेंट भी जरूरी है। इसमें अच्छा काम करने वाले एम्प्लॉइज के टैलेंट को पहचान कर रखना की ज़रूरत है। अनुपम ने टैलेंट बुक के बारे में बताते हुए कहा कि, टैलेंट बुक में कुछ पॉइंट्स पर फोकस होना चाहिए। ये हैं पॉइंट्स -

- एम्प्लॉइ कनेक्ट
- कॅरियर मैनेजमेंट
- ऑर्गेनाइजेशन डिजाइन
- स्ट्रक्चरिंग
- ट्रेनिंग



22<sup>nd</sup> December

NEW EMPLOYEES ENGAGEMENT – A 3D APPROACH



# IMA HR FORUM MEETING

## NEW EMPLOYEES ENGAGEMENT – A 3D APPROACH

**Date: Dec 22, 2015 | Day : Tuesday | Time : 06:30 – 08:00 PM | Venue: IMA Meeting Room**

Numerous attempts have been made to bridge the gap between employee aspirations and employer expectations as organizations strive to survive and grow in an uncertain and unpredictable future. Every approach appears to have its day and its moment in the sun before fading away into its own sunset.

**Presenting the best practices of :-**



**Presented By :-  
Ms. Laveena Nabar**  
Corporate HR  
YASH Technologies

**For Details Contact:** Ms. Suman Agrawal | M: +918889996136 | E: [ima@imaindore.com](mailto:ima@imaindore.com)

Indore Management Association organized its **HR Forum Meeting**, on the topic “New Employees Engagement – A 3D Approach” for management professionals and students. The program was organized on Tuesday, 22 December, 2015 at the IMA Meeting Room, Jall Auditorium, Indore. The Best Practices were presented by Ms. Laveena Nabar -Corporate HR, YASH Technologies.

Ms. Laveena Nabar, has been associated with YASH Technologies for over 5 years. As a dedicated and resourceful professional, she offers diverse experience in the areas of HR, Employee Relations, Manpower Planning, Performance Management, Corporate Communication, Recruitment & Hiring, Policy processing & General Administration. She is a prolific relations builder and a coordinator, apt in maintaining productive liaisons with all interest groups and stake holders to secure their continuous support. She holds an MBA in HR and has an enriched experience in various gamut's of HR.

The Indore Management Association's Human Resources Forum is an initiative for most HR fraternity of Indore region. We encourage participation from all company. This means all levels and all functions. Anyone who feels that they either have something to gain or something to offer is welcome.

We have a concept of presenting the best practices of the major companies by their HR Heads. This helps the HR Fraternity to be well acquainted by the practices that different companies follow and also the learnings that help them improve and innovate best practices for their organizations.

Generally it is assumed that for Best Practices in organization it needs extra-ordinary, super scientific and highly system based efforts which may lead to the pinnacle, but in ground the best practices needs only – honest intentions and sensitivity toward the most important resource of an organization i.e. Human Resource.

With a vision to imbibe values, HR function carries a sustained collaborative, effective, and efficient culture across organization. It is important that the organization ensures that all the employees under its wing are independent enough to increase value to the organization and its evolving dynamics. The HR department is also bestowed with the responsibility of planning future organizational goal in relation to people or clarifying these same goals to staff members. HR as a function needs to ensure that people in the organization have a general direction, which they are working towards.

Hence the talk was centered on the numerous attempts that have been made to bridge the gap between employee aspirations and employer expectations as organizations strive to survive and grow in an uncertain and unpredictable future. Every approach appears to have its day and its moment in the sun before fading away into its own sunset.

plus रिपोर्टर

mp.patrika.com

इंदौर, इंदौर मैनेजमेंट एसोसिएशन की ओर से मंगलवार को एचआर होस्ट मीटिंग का आयोजन किया गया। कार्यक्रम में यश टेक्नोलॉजी की हेड एचआर लविना नावर ने कहा कि एचआर का काम एम्प्लॉय की एस्पिरेशन और इम्प्लॉयर की एक्सपेक्शन के बीच का ब्रिज का काम करना है। ऐसा करने से ऑर्गनाइजेशन अच्छे तरीके से ग्रो कर पाता है। उन्होंने कहा कि लानिंग को एजीक्यूट करने के लिए हॉन्सेट इंटेनशन होना चाहिए। किसी भी कम्पनी में ह्युमन रिसोर्स



ही मोस्ट इम्पोर्टेंट रिसोर्स होता है। किसी कम्पनी के एम्प्लॉय अगर वहां के वर्किंग कल्चर और एटमॉस्फेयर से सेटिस्फाइड नहीं हैं

तो कम्पनी की ग्रोथ नहीं हो सकती है। इसलिए कम्पनी को अपने इस रिसोर्स को सही तरीके से यूज करना चाहिए।

patrika  
epaper editions

Wed, 23 December 2015

epaper.patrika.com/c/7775180





2016

18<sup>TH</sup> MARCH – LEGAL ASPECTS

# IMA HR FORUM MEETING

## Legal Aspects



### - A Performance Review System That Works For Everyone

Day & Date : Friday, March 18, 2016 | Time : 06:30 – 08:00 PM | Venue: IMA Meeting Room

#### Presented By :-

**Mr. Girish Patwardhan**

An Advocate who has been appearing in EPF Appellate Tribunal at New Delhi. He has tackled very typical cases of raids by EPF and ESI departments. He was editor of a law magazine M.P. Labour & Service Law Reporter and has authored a three volume Book titled as Labour and Industrial Laws in Madhya Pradesh / Chhattisgarh.

#### KEY POINTS :-

- A performance evaluation system can motivate staff to do their best for themselves and the practice by promoting staff recognition and improving communication.
- Evaluations should be conducted fairly, consistently and objectively to protect your employees and your practice.
- An effective performance evaluation system has standardized evaluation forms, performance measures, feedback guidelines and disciplinary procedures.

**For Details Contact:** Ms. Suman Agrawal | M: +918889996136 | E: ima@imaindore.com

Indore Management Association organized its **HR Forum Meeting**, on the topic “Legal Aspects - A Performance Review System That Works For Everyone” for management professionals and students. The program was organized on Friday, March 18, 2016 at the IMA Meeting Room, Jall Auditorium, Indore. The Facilitator for the session was Mr. Girish Patwardhan.

Mr. Girish Patwardhan is an Advocate who has been appearing in EPF Appellate Tribunal at New Delhi. He has tackled very typical cases of raids by EPF and ESI departments. He was editor of a law magazine M.P. Labour & Service Law Reporter and has authored a three volume Book titled as Labour and Industrial Laws in Madhya Pradesh / Chhattisgarh

# कर्मचारियों का वेतन बढ़ाना कंपनी के लिए जरूरी

**इंदौर।** कंपनी छोटी हो या बड़ी, कर्मचारियों का वेतन बढ़ाना जरूरी है। इस दौरान हर स्तर के कर्मचारियों के लिए अलग नियम और रिव्यू करने के तरीके होंगे। यही समय होता है जब आप अपने किसी अच्छे कर्मचारी को उसके काम के लिए सम्मान दे सकते हैं।

यह कहना है हाई कोर्ट के वकील गिरीश पटवर्धन का। वे शुक्रवार को आईएमए एचआर फोरम के कार्यक्रम में सीनियर मैनेजर्स और सीईओ को संबोधित कर रहे थे। उन्होंने बताया कि अपरेजल करते वक्त खुद कर्मचारी, उसके इंचार्ज और सहकर्मियों से उसके व्यवहार और कार्य क्षमता की जानकारी लेना जरूरी है। उन्होंने छठे वेतनमान के बारे में भी विस्तारपूर्वक जानकारी दी।



27<sup>TH</sup> APRIL

DISCIPLINE OF STRATEGY EXECUTION

# IMA HR FORUM MEETING

## Discipline of Strategy Execution



Usually, the senior management team, including the Board of Directors pays a great deal of attention to conceptualize and formulate the strategy of the organization. Often, the execution is left to the CEO, who in turn empowers a designated team. The effectiveness and speed of execution are influenced by the competency of the team, their motivation, incentives offered and the involvement of the top management (hand-holding, intensity, and passion). A good discipline of execution is a source of unique advantage to differentiate the organization in terms of its performance and impact. Flawless execution of the strategy with adequate sensitivity to people related issues help the organization to realize its potential.

**Day & Date :** Wednesday, April 27, 2016

**Time :** 06:30 PM – 08:00 PM

**Venue:** IMA Meeting Room

**For Details Contact:** Ms. Suman Agrawal | M: +918889996136 | E: ima@imaindore.com

Indore Management Association organized its **HR Forum Meeting**, on the topic “Discipline of Strategy Execution” for management professionals and students. The program was organized on Wednesday, April 27, 2016 at the IMA Meeting Room, Jall Auditorium, Indore. It was an open discussion between various HR professionals.

Key points discussed was:

1. Business Strategy Implementation
2. Balancing Stake-holders’ Perspective
3. Enabling Role of Leadership
4. The Role and Relevance of Organizational Teams
5. Managing Change

6. Illustrations of Excellence in Execution
7. Execution as a Project Management
8. Institutionalizing Execution



26<sup>th</sup> May

“DEVELOPING INTERNAL TALENT & LEADERSHIP”

# IMA HR Forum Meeting



## Developing Internal Talent & Leadership

Day & Date : Thursday, May 26, 2016 | Time : 06:30 PM – 08:00 PM | Venue: IMA Meeting Room

In today's competitive and fast changing environment, both Business & HR leaders consider talent management to be one among their topmost priorities. It's well recognized that a robust talent strategy is required for organizations to achieve peak performance, be it for current or future. Hence, ensuring continuous flow of high quality talent has become part of the larger business agenda. While all organizations work to manage the balance between make and buy decisions, successful organizations build robust internal programs to develop the workforce and business leaders.



### Facilitator : Mr. Rajendra Joshi

Mr. Joshi is Vice president manufacturing strategy, John Deere India Pvt. Limited. He has 27 years experience in manufacturing, project management and program management. He has special interest in Implementation of Quality and Safety Management Systems and Business process Re-engineering and change management.

For Details Contact: Ms. Suman Agrawal | M: +918889996136 | E: [ima@imaindore.com](mailto:ima@imaindore.com)

Indore Management Association organized **HR Forum Meeting**, on the topic “**Developing Internal Talent & Leadership**” for management professionals and students. The program was organized on Thursday, May 26, 2016 at the IMA Meeting Room, Jall Auditorium, Indore. The Facilitator for the session was Mr. Rajendra Joshi.

Mr. Joshi is Vice president manufacturing strategy, John Deere India Pvt. Limited. He has 27 years experience in manufacturing, project management and program management. He has special interest in Implementation of Quality and Safety Management Systems and Business process Re-engineering and change management.

He shared following points on **Developing Internal Talent & Leadership**

- Mentoring will enhance the global learning connections and knowledge sharing culture in support of Growing Extraordinary Global Talent.
- Talent management is forward looking function quantity and quality of people in place to meet current and future business requirements.
- “HIGHER EDUCATION” To provide developmental opportunities for employees, by facilitating higher education and to motivate employees for functional excellence.
- “LEADERSHIP MODEL”
  - WHAT: Knowledge, Skills and Key Experiences
  - HOW: Core Competences
  - WHO: Personal Attributes
  - WHY: Personal Motivators
- Manager must actively support employee development & have meaningful development discussions.
- Various development goals may be in different steps.
- He said, Although a leader may be in a high-ranking position and have abundant knowledge and success, what make someone a leader is his or her ability to influence others.

Leaders are required at all level of organization .It is the responsibility of leaders to create more leaders in the various levels

by Dr Dajal during the occasion in which he informed about the importance of water saving. FP PHOTO

## HR forum meet on leadership held

• OUR STAFF REPORTER  
INDOREE

Indore Management Association (IMA) organised an HR Forum Meeting on topic 'Developing Internal Talent & Leadership' for management professionals and students here at IMA meeting room, Jall Auditorium, on Thursday.

Facilitator for the session was Rajendra Joshi, who is vice-president, manufacturing strategy, John Deere In-



Management professionals and students participate in IMA HR forum meeting held here on Thursday. FP PHOTO

dia Pvt Ltd. On the occasion, Joshi said mentoring would enhance global learning connections and knowledge sharing culture in support of growing extraordinary global talent.

He added that higher education provides developmental opportunities for employees by facilitating higher education and to motivate employees for functional excellence.

He said that managers must actively support employee development and have meaningful development discussions.

# संस्थान में हर स्तर पर होना चाहिए लीडर

**इंदौर।** लीडरशिप सिर्फ आपके जॉब टाइटल या कंपनी में आपकी पोजिशन से नहीं आती है बल्कि लीडरशिप एक ऐसा आंतरिक गुण है जो संस्थान में किसी भी स्तर के कर्मचारी में दिखाई दे सकता है। एक अच्छा लीडर वही है जो लीडर्स बनाता है न कि फॉलोअर्स। यह बात इंदौर मैनेजमेंट एसोसिएशन के डेवलपिंग इंटरनल टेलेंट एंड लीडरशिप वर्कशॉप में एक्सपर्ट राजेंद्र जोशी ने कही। उन्होंने कहा कि लीडरशिप आपके ज्ञान और क्षमता के साथ ही इस बात पर निर्भर करती है कि आप अथॉरिटी के बिना भी किस प्रकार लोगों को बेहतर काम करने के लिए प्रेरित कर सकते हैं। एक लीडर दूसरों की प्रगति का मार्ग प्रशस्त करता है। लोगों को हायर एजुकेशन के लिए प्रेरित कर भी आप उनकी कार्यक्षमता में वृद्धि करते हैं। एक लीडर को इस बात का भी ध्यान रखना चाहिए कि वह कंपनी



की वर्तमान और भविष्य की जरूरतों को ध्यान में रखते हुए सही संख्या में सक्षम कर्मचारियों को उपयुक्त काम दें।

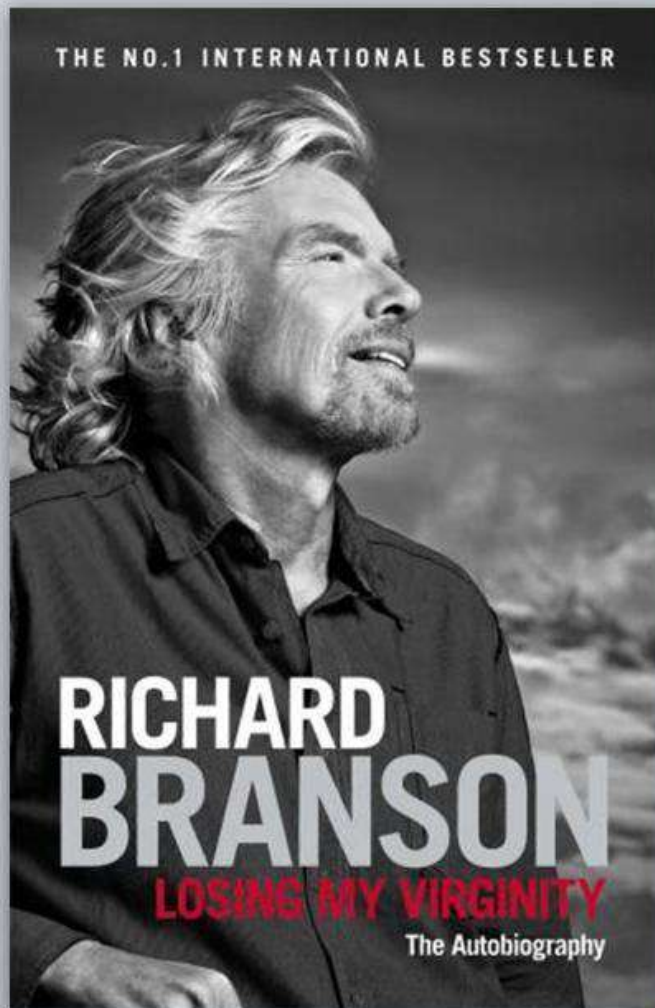
## सीखना हर कदम पर है जरूरी

उन्होंने कहा कि यदि आप अपनी महत्वाकांक्षा के अनुरूप करियर बनाना चाहते हैं तो हमेशा सीखते रहना होगा। अपने आप से जिंदगी भर कुछ न कुछ नया सीखने का वादा करें। रिस्क लेने की क्षमता उत्पन्न करें और आत्मविश्वास से सराबोर रहें। बस याद रखें कि इन सभी गुणों के साथ ही आपका विनम्र होना बेहद जरूरी है।



March 18<sup>th</sup>

AUTOBIOGRAPHY OF SIR RICHARD BRANSON – LOSING MY VIRGINITY



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](mailto:mail@imaindore.com)

M: +91 8889996133



Indore Management Association organized a IMA Reader's Clique a book lover club, on "autobiography of Sir Richard Branson – losing my virginity" for management professionals and students. The program was organized on Wednesday, March 18, 2015 at IMA's Meeting Room, Jall Auditorium, Indore. The Moderator for the session was Mr. Sandeep Atre, Director, CH Edge Makers.

Sandeep Atre is a graduate in Electronics and MBA from IMS Indore. As an entrepreneur, he built an organization from 3 persons to a team of more than 100 people in 7 years, and then guided it through a first-of-its-kind merger, creating the biggest training & consulting organization of Central India "**CH Edge Makers**".

As a trainer of immense repute, he has trained lakhs of students in various domains of 'Soft Skills' and 'Entrance & Recruitment Preparation'. He has also conducted 150+ EDPs & MDPs for more than 50 corporate & institutional clients of the likes of Airtel, Bridgestone, CSC, Cummins, Eicher, Piramal,

Ranbaxy, BIT& Symbiosis Pune. In all, he has varied experience of more than a decade, ranging from recruitments to academics, clubbed with management & entrepreneurship.

**Losing My Virginit**y: How I've Survived, Had Fun, and Made a Fortune Doing Business My Way

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.

"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.

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 colourful 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.

He concluded that for effective & efficient results one should be engulfed with the positive stress since the negative stress pulls out all the energy from us.



15<sup>th</sup> April  
**EAT, PRAY, LOVE**

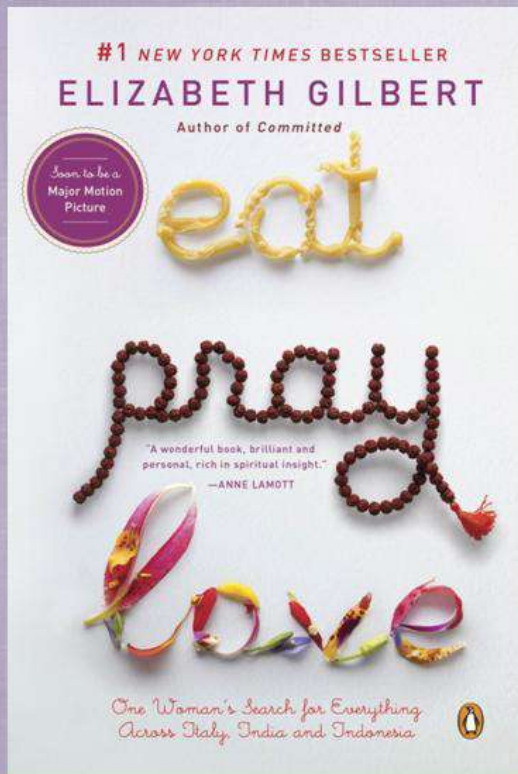
A book by "Elizabeth Gilbert

## IMA Readers Clique

We Invite your participation to discuss, deliberate & to be a part of Book Review on

### "Eat, Pray, Love"

- Elizabeth M. Gilbert



IMA Members can get 20% discount on the same book, if purchased from [Reader's Paradise](#).

In her early thirties, Elizabeth Gilbert had everything a modern American woman was supposed to want--husband, country home, successful career--but instead of feeling happy and fulfilled, she felt consumed by panic and confusion. This wise and rapturous book is the story of how she left behind all these outward marks of success, and of what she found in their place. Following a divorce and a crushing depression, Gilbert set out to examine three different aspects of her nature, set against the backdrop of three different cultures: pleasure in Italy, devotion in India, and on the Indonesian island of Bali, a balance between worldly enjoyment and divine transcendence.

Day & Date: **Wednesday, April 15, 2015**

Time: **06.30 PM**

Venue: **IMA Meeting Room.**

Forum Coordinator:  
**Ms. Harshita Tiwari**

E: [mail@imaindore.com](mailto:mail@imaindore.com)

M: **+91 8889996133**



Indore Management Association in its Reader's Clique organized a book discussion on the book EAT, PRAY, LOVE a book by "Elizabeth Gilbert" for management professionals and students. The discussion was organized on **Wednesday, April 15, 2015** at **IMA's Meeting Room, Jall Auditorium, Indore**. The Moderator for the same was **Ms. Yogeshwari Phatak, Director, Prestige Institute of Management & Research, Indore**.

In her early thirties, Elizabeth Gilbert had everything a modern American woman was supposed to want—husband, country home and successful career—but instead of feeling happy and fulfilled, she felt consumed by panic and confusion. This wise and rapturous book is the story of how she left behind all these outward marks of success, and of what she found in their place. Following a divorce and a crushing depression, Gilbert set out to examine three different aspects of her nature, set against the backdrop of three different cultures: pleasure in Italy, devotion in India, and on the Indonesian island of Bali, a balance between worldly enjoyment and divine transcendence.

To recover from all this, Gilbert took a radical step. In order to give her the time and space to find out who she really was and what she really wanted, she got rid of her belongings, quit her job, and undertook a yearlong journey around the world—all alone. *Eat, Pray, Love* is the absorbing chronicle of that year. Her aim was to visit three places where she could examine one aspect of her own nature set against the backdrop of a culture that has traditionally done that one thing very well. In Rome, she studied the art of pleasure, learning to speak Italian and gaining the twenty-three happiest pounds of her life. India was for the art of devotion, and with the help of a native guru and a surprisingly wise cowboy from Texas, she embarked on four uninterrupted months of spiritual exploration.

In Bali, she studied the art of balance between worldly enjoyment and divine transcendence. She became the pupil of an elderly medicine man and also fell in love the best way—unexpectedly.

An intensely articulate and moving memoir of self-discovery, *Eat, Pray, Love* is about what can happen when you claim responsibility for your own contentment and stop trying to live in imitation of society's ideals. It is certain to touch anyone who has ever woken up to the unrelenting need for change. She concluded that for effective & efficient results one should be engulfed with the positive things since the negative stress pulls out all the energy from us.



20<sup>TH</sup> MAY

**“The Monk Who Sold His Ferrari”**



## IMA Readers Clique

We Invite your participation to discuss, deliberate & to be a part of Book Discussion  
on

### “The Monk Who Sold His Ferrari”

- *Robin S Sharma*

“A captivating story that teaches as it delights.”  
—PAULO COELHO, author of *The Alchemist*

ROBIN S. SHARMA

THE MONK

A FABLE ABOUT

WHO SOLD

FULFILLING YOUR DREAMS

HIS FERRARI

AND REACHING YOUR DESTINY



*Wisdom to Create a Life of Passion, Purpose, and Peace. This inspiring tale provides a step-by-step approach to living with greater courage, balance, abundance, and joy. A wonderfully crafted fable, The Monk Who Sold His Ferrari tells the extraordinary story of Julian Mantle, a lawyer forced to confront the spiritual crisis of his out-of-balance life. On a life-changing odyssey to an ancient culture, he discovers powerful, wise, and practical lessons that teach us to: Develop Joyful Thoughts, Follow Our Life's Mission and Calling, Cultivate Self-Discipline and Act Courageously, Value Time as Our Most Important Commodity, Nourish Our Relationships, and Live Fully, One Day at a Time..*

Day & Date: Wednesday, May 20, 2015

Time: 06.30 PM

Venue: IMA Meeting Room.

Forum Coordinator:

Ms. Harshita Tiwari

M: +91 8889996133

E: mail@imaindore.com

IMA Members can get 20% discount on the same book, if purchased from Reader's Paradise.

Indore Management Association in its Reader's Clique organized a book discussion on the book "The Monk Who Sold His Ferrari" a book by "Robin S Sharma" for IMA members, management professionals and students. The discussion was organized on **Wednesday, May 20, 2015 at IMA's Meeting Room, Jall Auditorium, Indore.** The Moderator for the same was **Ms. Nupur Phatak, Manager, Diaspark Infotech Pvt Ltd.**

She said "The Monk Who Sold His Ferrari" a book, honestly which brings nothing new to the readers, but the important point is, it emphasizes on that fact that we already know- Live your life to the fullest. Life is not only about achieving greater heights and richness. It is about achieving inner peace and feeling satisfied with life at the end of each day!

Never lose your passion, never get lost in worldly pleasures so much that you forget yourself, your roots.

Basically, Make most of your life and never regret your past, discipline in a manner that you become a free spirit and not a mechanical robot!

"Live Happy, Live Contended"!

## नेवर लूज योर पैशन

आईएमए की रीडर्स क्लिक ऑर्गनाइजेशन ने किया 'द मॉक हू सोल्ड हिज फरारी' बुक पर डिस्कशन



**plus रिपोर्ट**

[indoreplus@patrika.com](mailto:indoreplus@patrika.com)

**इंदौर.** इंदौर मैनेजमेंट एसोसिएशन की रीडर्स क्लिक ऑर्गनाइजेशन की ओर से बुधवार को बुक डिस्कशन प्रोग्राम रखा गया। जाल ऑडिटोरियम स्थित आईएमए के मीटिंग रूम में हुए इस प्रोग्राम में डायस्पाक इन्फोटेक प्रालि की मैनेजर नुपूर पाठक ने 'द मॉक हू सोल्ड हिज फरारी' बुक के पॉइंट प्रोफेशनल्स और स्टूडेंट्स से शेयर किए।

फेमस राइटर रॉबिन एस शर्मा की इस बुक के एग्जाम्पल देते हुए नुपूर ने कहा कि 'द मॉक हू सोल्ड हिज

फरारी' रीडर्स के लिए नई नहीं है, लेकिन इसके कई ऐसे फैक्ट हैं, जो हमें लाइफ जीना सिखाते हैं। इस बुक को पढ़कर लगता है कि जिंदगी दिल खोलकर जीना चाहिए और लाइफ में किसी भी सिचुएशन पर अपना पैशन और अपनी रूट्स नहीं खोने चाहिए। अकसर दूसरों की बातों में आकर हम अपने मिशन से भटक जाते हैं व खुद को भूल जाते हैं, लेकिन यह बुक सिखाती है कि चाहे जो हो जाए अपनी रूट्स से हमेशा जुड़े रहो। अपने पास्ट को रिग्रेट मत करो। हमेशा खुश रहो और मीनिंगफूल लाइफ जीयो।

**patrika**  
epaper editions

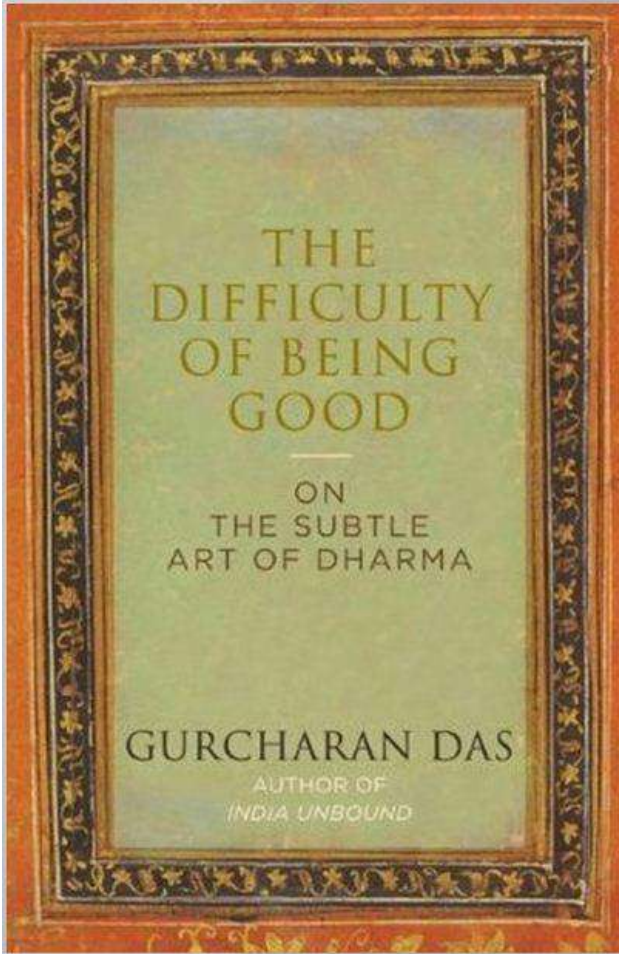
Thu, 21 May 2015

[epaper.patrika.com/c/5321676](http://epaper.patrika.com/c/5321676)



17th June

“THE DIFFICULTY OF BEING GOOD” BY GURCHARAN DAS



## IMA Readers Clique

We Invite your participation to discuss, deliberate & to be a part of Book Discussion on



### “The Difficulty Of Being Good”

- Gurcharan Das

Most of us spend our lives wrestling with day-to-day questions of right and wrong and these are either unanswered or have no easy answer. This book turns to the Sanskrit epic, Mahabharata, in order to answer the question, ‘why be good?’ and it discovers that the epic’s world of moral haziness and uncertainty is closer to our experience as ordinary human beings rather than the narrow and rigid positions.

The Mahabharata is obsessed with the elusive notion of dharma—in essence, doing the right thing. The epic’s characters are flawed; they stumble. But their incoherent experiences throw light on our day to day emotions of envy, revenge, remorse, status anxiety, compassion, courage, duty and other moral qualities.

Narrator: Prof. Siddhartha K. Rastogi,  
Area Chair – Economics  
Indian Institute of Management, Indore.

Day & Date: Wednesday, June 17, 2015

Time: 06.30 PM

Venue: IMA Meeting Room.

Forum Coordinator:

Ms. Harshita Tiwari | M:+91 8889996133 | E: mail@imaindore.com

Indore Management Association organized an IMA Reader’s Clique - a book lovers’ club on “The Difficulty Of Being Good” by Gurcharan Das for management professionals and students. The program was organized on Wednesday, June 17, 2015 at IMA’s Meeting Room, Jall Auditorium, Indore. The Moderator for the session was Prof. Siddhartha Rastogi, Associate Professor of Economics at IIM Indore. Prof. Rastogi joined IIM Indore in 2010. He holds a doctorate from IIM Ahmedabad in economics, with specialization in International Trade and Game Theory. He has a master’s degree in Applied Economics from the University of Lucknow. He has published research papers and cases in various journals of repute and attended international as well as Indian conferences. He has served on the MP High Court

appointed expert committee for Indore BRTS. He has been involved in areas such as policy consultancy for government, urban planning, fiscal responsibility, international trade negotiations, public health and sports economics. His other interests include economic and political history, psychology, bird-watching, and Hindi-Urdu poetry.

### ***The Difficulty of Being Good: On the Subtle Art of Dharma***

With long years of experience and a reputation of high respect behind him, *Gurcharan Das* does not need any introduction. However, as he mentions, when he expressed his wish to study the ancient texts and the world's largest epic – *Mahabharat*, his action was met with surprise, scepticism, and a lot of politically loaded innuendo. *Mahabharat* is one of the world's most widely translated, rewritten, and reinterpreted texts and yet, Das managed to write a wonderful account of this ancient epic.

*Mahabharata* can be seen from various point of views – from the perspective of emotions, spirituality, right or wrong, morals, events, or characters. Many authors have tried these in different ways and length. For example, Shivaji Sawant chose to narrate *Mahabharat* from the point of view of the hero, *Krishn* in *Yugandhar*, and the tragic hero, *Karn* in *Mrityunjay*. Iravati Curve chose to narrate the events from each of the major character's angle in *Yuganta*. In recent times, Devdutt Pattanaik narrated the entire epic in form of 36 tweets and Anand Neelakantan narrated the epic as *Ajaya: Epic of The Kaurava Clan* from *Duryodhan's* point of view.

Das however, looks at various characters of *Mahabharat* as emotions manifested in human form. For example, he envisions *Duryodhan* as a personification of envy or *Draupadi* as a manifestation of moral courage. Interestingly, irrespective of the perspective, angle, or the narrator, the central question of *Mahabharat* remains the same; i.e. what is *Dharm*? The subtitle of the book by Das is, therefore, aptly chosen as “on the subtle art of *Dharma*”.

What makes Das' interpretation all the more interesting is his wider analysis for some of the major characters of the epic. To expand the horizon of analysis, he draws parallels between *Mahabharat* and Greco-Roman, Christian, and other civilizational mythologies. Further, he cites western philosophers and their works as very relevant examples to show the similar dilemmas that *Mahabharat* underlines.

Finally, given the vastness of events, issues, and intricacies, it is difficult to sum up either *Mahabharat* or any of its interpretive versions except in the words of the original poet, Sage *Ved Vyas*. As he said: “What is here is found elsewhere. What is not here is nowhere.”

# महाभारत के पात्रों से पाएँ जीवन के प्रश्नों के उत्तर

गुरुचरनदास की बुक पर डिस्कशन

इंदौर: हमारे जीवन और बिजनेस में अनेक परिस्थितियाँ आती हैं, जब हम डिलेमा में होते हैं कि हम क्या करें, किधर जाएं। ऐसे प्रश्नों के उत्तर खोजना काफी मुश्किल होता है। इन प्रश्नों के उत्तर हम महाभारत के पात्रों के जरिये खोज सकते हैं। यह बात आईआईएम के प्रोफेसर सिद्धार्थ के रस्तोगी ने कही। वे इंदौर मैनेजमेंट एसोसिएशन की ओर से आयोजित बुक डिस्कशन में बोल रहे थे। प्रो. रस्तोगी गुरुचरन दास की किताब 'द डिफिकल्टी ऑफ बीइंग गुड' पर चर्चा कर रहे थे।

प्रो. रस्तोगी ने बताया किताब में न केवल इंडियन फिलोसॉफी की चर्चा है, बल्कि ग्रीक फिलोसॉफी का भी एनालिसिस शामिल है। बुक में महाभारत के 10 पात्रों की चर्चा



की है। उन्होंने बताया कि अर्जुन के सामने दुविधा थी कि युद्ध करें या न करें, युधिष्ठिर के सामने दुविधा थी कि धर्म क्या है और सही धर्म क्या है। दुर्योधन खुद को छलावा देता था कि जो वह कर रहा है वही सही है। 'द डिफिकल्टी ऑफ बीइंग गुड' हमें बताती है कि धर्म जल्दगमन है। हर राम, हर राम और

परिस्थिति के अनुसार धर्म बदलता रहता है। युधिष्ठिर भी यही उत्तर खोजना चाहते थे कि सही धर्म क्या है।

प्रो. रस्तोगी ने कहा कि कॉम्पिटिशन में जीत को महत्व भले ही दिया जाए पर हमेशा जीतना जरूरी नहीं है, कभी-कभी हारना भी जरूरी होता है।

**patrika**  
epaper editions

Thu, 18 June 2015  
epaper.patrika.com/c/5596756

fghjhgguygyuginygyubdfffgffds

बुक 'द डिफिकल्टी ऑफ बीइंग गुड' के आधार पर समझाएँ मैनेजमेंट के फंसे

## चुप्पी अच्छी, पर सही मौके पर जरूर बोलें

इंदौर। खुद को अच्छा इंसान साबित करने के प्रयास में हम कई बार ऐसे मौकों पर भी चुप रह जाते हैं जब बोलना बेहद जरूरी होता है। ये चुप्पी हमें और हमारे आसपास वालों के लिए बड़े संकट का सबब बन सकती है। महाभारत में द्रौपदी ने दुर्योधन को 'अंधे का बेटा अंधा' कहकर कटाक्ष किया था। इससे पांडवों के लिए दुर्योधन की नफरत और गहरा गई, जो आखिरकार महाभारत जैसे भीषण युद्ध का कारण बनी।

यह बात आईआईएम के प्रो. सिद्धार्थ के रस्तोगी ने बुधवार शाम जाल परिसर स्थित आईएमए सभागार में आयोजित विशेष कार्यक्रम में कही। उन्होंने कहा कि अगर युधिष्ठिर उस वक्त द्रौपदी से दुर्योधन से माफी मांगने के लिए कह देते तो शायद इतने बड़े पैमाने पर जनहानि नहीं होती। मैनेजमेंट में भी कई मौकों पर मौन रहने से बात बन जाती है मगर कई दफा बोलना बेहद जरूरी होता है। गीटर्स क्लब क्लब की ओर से आयोजित कार्यक्रम में गुरुचरण दास की बुक 'द डिफिकल्टी ऑफ बीइंग गुड' के आधार अपनी बात रखते हुए प्रो. सिद्धार्थ ने कहा कि श्री दास की किताब में महाभारत काल की घटनाओं का इस तरह विश्लेषण किया गया, जिससे उहापोह की स्थिति में निर्णय लेने में मदद मिल सकती है।



**सत्ता नहीं बदला लेना  
चाहता था दुर्योधन**

प्रो. रस्तोगी ने कहा कि दुर्योधन का लक्ष्य महज सत्ता-प्राप्ति नहीं था, वरना वे पांडवों को 5 गाव देने की श्रीकृष्ण की बात मान लेता। दरअसल द्रौपदी के कटाक्ष से दुर्योधन के अहम को चोट लगी थी इसलिए वो पांडवों को लज्जित और परेशान करके अपने अपमान का बदला लेना चाहता था। वेस्टर्न फिलॉसॉफी में भी 'डुइंग द राइट थिंग्स ऑर डुइंग द थिंग्स राइट' जैसे मुहावरे हमें मौके की नजाकत के हिसाब से फैसले लेने के लिए प्रेरित करते हैं। एक ही तरीका हर मौके पर कारगर नहीं हो सकता।



15<sup>TH</sup> July

## “Unposted Letters”

By T.T. Rangarajan, ‘Mahatria Ra’



### **IMA Readers Clique**

We Invite your participation to deliberate & to be a part of the Discussion on

## **“Unposted letter”**

- Mahatria Ra

Unposted Letter is a short, crisp, write-up from Mahatria Ra, published in each issue of infinite thoughts. Each Unposted Letter discusses a personal or professional attitude, situation, or viewpoint. In this compilation of Unposted Letters, each page is power-packed and contains profound facts of life. Unposted Letter makes life that much simpler. With the clarity one gains on reading it, implementation becomes that much easier and desirable. An internal conflict, a little relationship hitch, a professional dilemma, a policy review, time management issues, whatever... find a solution there.

**Narrator:** CA. Girish Agrawal  
Proprietor  
Girish Agrawal & Co.

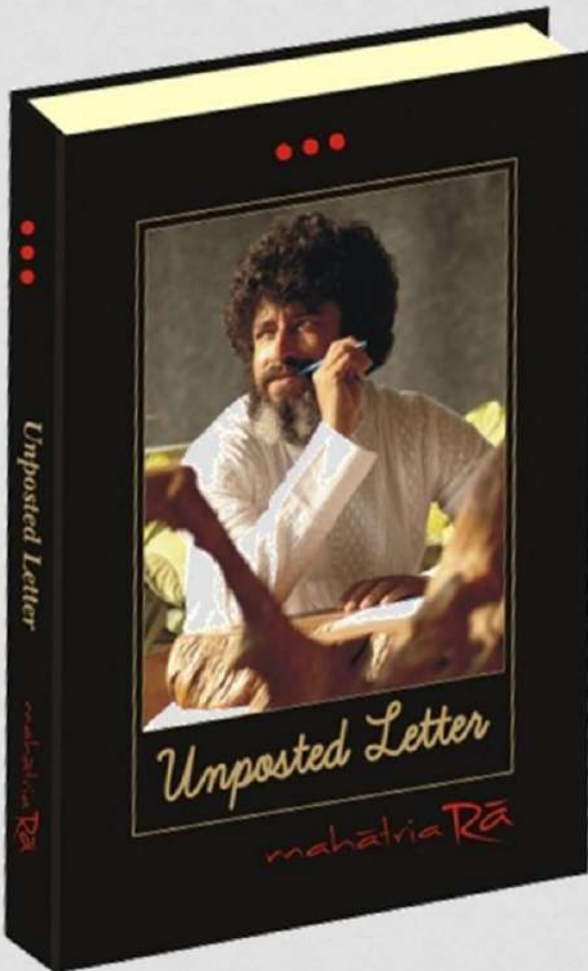
**Day :** Wednesday,

**Date:** July 15, 2015

**Time:** 06.30 PM

**Venue:** IMA Meeting Room.

**Program Coordinator:** Ms. Suman Agrawal | M:+91 8889996136 | E: [ima@imaindore.com](mailto:ima@imaindore.com)



Indore Management Association organized an IMA Reader’s Clique - a book lovers’ club on “Unposted Letters” by T.T. Rangarajan, ‘Mahatria Ra’ for management professionals and students. The program was organized on Wednesday, July 15, 2015 at IMA’s Meeting Room, Jall Auditorium, Indore. The Moderator for the session was CA Girish Agrawal.

CA Girish Agrawal, with over 18 years of professional experience, is a fellow member of ICAI, aged 41 years, has had excellent exposure to diverse work areas like Direct Tax Litigation representation at Income Tax Appellate Tribunal (ITAT), Transfer Pricing Services, Search & Seizure matters, Corporate Mentoring, Business Solution & Management Consulting.

## **Unposted Letters: Answers seeking the seekers**

T.T. Rangarajan, more aptly 'Transformation Technology' Rangarajan, commonly known as '**Mahatria Ra**' has brought significant breakthroughs in the lives of several people by having them unleash their internal spirit to drive to excellence.

For Mahatria Ra, books are nothing but thoughts frozen in print. To freeze his understanding and comprehension of life, he attempted 'Unposted Letters' to make a difference to its readers.

Unposted letters is a short, crisp 182 pages write-up from Mahatria Ra with infinite thoughts. Each unposted letter or so to say each title discusses a personal or professional attitude, situation or viewpoint. In this compilation of 66 titles, each page is power-packed and contains profound facts of life making life much simpler. With the clarity one gains on reading it, implementation becomes that much easier and desirable. An internal conflict, a relationship hitch, a professional dilemma, a policy review, time management issues, whatever – finds an answer there.

In our daily life, we come across several situations, events, decision making points where we look forward for an answer. There could be various aspects to a given life form. This book unfolds answers to several such questions we all seek every moment.

Life teaches life. Every human life not only has the power to lift itself but also has the power to lift the collective consciousness of humanity. The author raises a question – what role are we playing in the evolution of human consciousness so that benefits are enjoyed by the generations to come. This book is all about making a difference, qualitatively, to the life of a reader.

A small book covers almost everything – making choices which comes with their consequences, bigger the ambitions greater the issues, nurturing a relationship, using material things for one's comfort, focusing on the strong and making them stronger, finding freedom in transparent living, being respected, so on and so forth. It just goes on and on with each snippet running into two to three pages.

On a deeper analysis of the titles / unposted letters, one would find that they touch in some way or the other, the four fundamental pillars of life –

- Individual
- Profession
- Family, friends and relatives (society)
- The Supreme Power

Finally, given the multiple facets of life, each title or unposted letter is extremely invigorating and thought provoking. It acts like a mirror reflecting on the reader about his or her own facet of life on the issue addressed. A must read, not just once, but as many times as ones seeks an answer.

आईएमए रीडर्स क्लिक ने टी टी रंगराजन द्वारा लिखी गई अनपोस्टेड लेटर पर डिस्कशन किया

# ज़िंदगी से संवाद करती 'अनपोस्टेड लेटर'

## BOOK LOVERS GATHERED

सिटी रिपोर्टर • शहर में बुक लवर्स का एक ऐसा क्लब है जो पठनीय और उत्कृष्ट किताबों पर चर्चा करता है। इस क्लब के सदस्य और कोई मॉडरेटर उस दिन चुनी गई किताब के बारे में डिस्कशन करते हैं ताकि बुक रीडिंग की हैबिट को बढ़ावा मिले और लोगों को यह पता चले कि कौन सी किताबें उनकी ज़िंदगी की दिशा बदल सकती हैं।

## संघर्ष की कुछ कहानियां

इंदौर मैनेजमेंट एसोसिएशन के इस क्लब 'क्लीक' ने हर बार की तरह इस बार भी मोटिवेशनल किताब चुनी। महात्रया रा की लिखी अनपोस्टेड लेटर। बुधवार शाम जाल ऑडिटोरियम स्थित आईएमए मीटिंग रूम में सीए गिरीश अग्रवाल इस सेशन के मॉडरेटर रहे। संक्षिप्त में जानिए क्या कहती है टी टी रंगराजन महात्रया रा द्वारा लिखी गई अनपोस्टेड लेटर।



■ इस किताब में उन लोगों की कहानियां हैं जिन्होंने विपरीत परिस्थितियों में बेहतरीन प्रदर्शन किया और दुनिया के लिए मिसाल बने।  
■ 182 पेज की इस किताब में इन लोगों की कहानियां खतों के रूप में हैं।

■ ये सभी कहानियां पर्सनल और प्रोफेशनल एटिट्यूड की बात करती हैं।  
■ सही वक्त पर लिए गए सही फैसलों की जीवन में क्या अहमियत है, यह किताब वह बताती है।

■ ऑथर ने एक सवाल भी उठाया है जो हर किसी को खुद से पूछना चाहिए। वह सवाल है कि मानवता के विकास में हम क्या रोल प्ले कर रहे हैं? समाज और आने वाली पीढ़ियों को हम क्या देकर जाएंगे?

■ किताब में एम्बिशन, रिलेशनशिप, कम्फर्ट, डिस्कम्फर्ट प्रीडम और ट्रामापेरेंसी की बात भी कही गई है।

■ सफलता के सही मायने भी बताती है यह किताब। हर किसी के लिए इसका अलग अर्थ है। कोई सुकून को सब कुछ समझता है तो कोई

बैंक बैलेंस को।

■ अनपोस्टेड लेटर आपको अपनेआप से मिलाती है।



## बुक 'अनपोस्टेड लेटर' पर किया डिस्कशन इंदौर मैनेजमेंट एसो. का आयोजन



बुक पर डिस्कशन करते एसो. पदाधिकारी।

## दबंग रिपोर्टर ■ इंदौर

जाल सभागृह के आईएमए ऑफिस में इंदौर मैनेजमेंट एसोसिएशन की ओर से बुधवार को बुक डिस्कशन प्रोग्राम आयोजित किया गया।

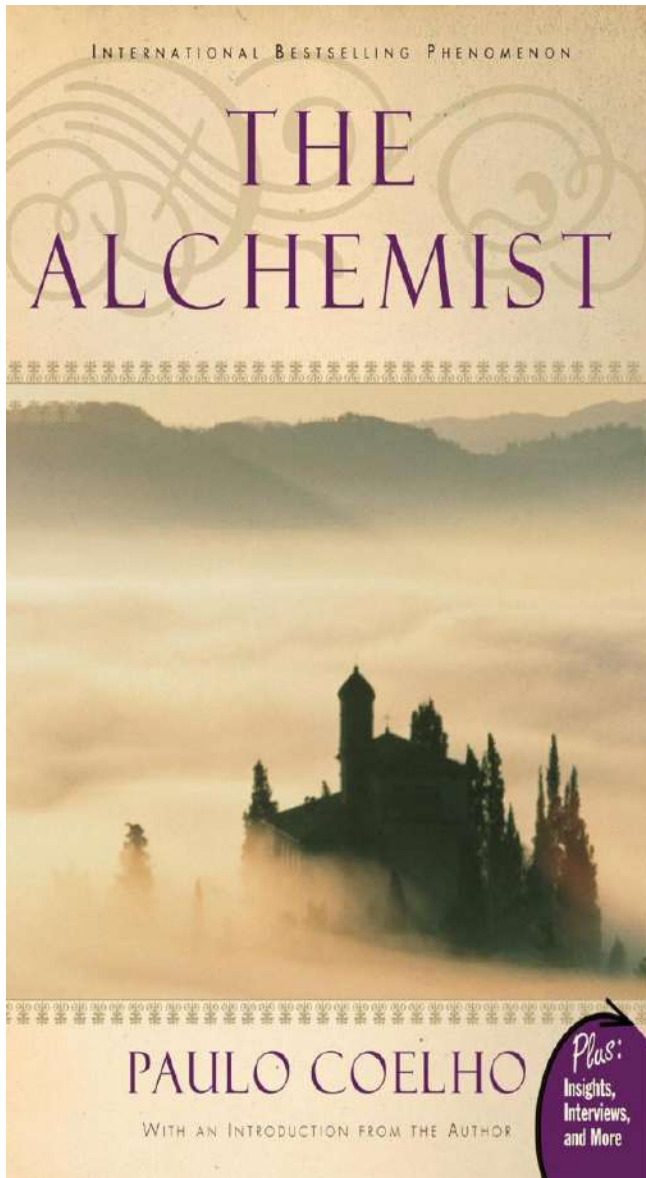
आईएमए के रीडर्स क्लिक के बैनर तले हुए बुक डिस्कशन प्रोग्राम में महात्रया रा की बुक 'अनपोस्टेड लेटर' पर डिस्कशन किया गया। आयोजन में बुक रनेटर सीए गिरीश अग्रवाल थे।



12<sup>th</sup> August

**"THE ALCHEMIST"**

**By Paulo Coelho**



**IMA Readers Clique**

We Invite your participation to deliberate  
& to be a part of the Discussion on



**THE ALCHEMIST**

- Paulo Coelho

Paulo Coelho's enchanting novel has inspired a devoted following around the world. This story, dazzling in its powerful simplicity and inspiring wisdom, is about an Andalusian shepherd boy named Santiago who travels from his homeland in Spain to the Egyptian desert in search of a treasure buried in the Pyramids. Along the way he meets a Gypsy woman, a man who calls himself king, and an alchemist, all of whom point Santiago in the direction of his quest. No one knows what the treasure is, or if Santiago will be able to surmount the obstacles along the way. But what starts out as a journey to find worldly goods turns into a discovery of the treasure found within. Lush, evocative, and deeply humane, the story of Santiago is an eternal testament to the transforming power of our dreams and the importance of listening to our hearts.

**Narrator:** CA Manish Dafria  
Partner  
V. K. Dafria & Co.

**Day :** Wednesday,

**Date:** August 12, 2015

**Time:** 06.30 PM

**Venue:** IMA Meeting Room.

**Program Coordinator:**

Ms. Suman Agrawal | M:+91 8889996136 | E: [ima@imaindore.com](mailto:ima@imaindore.com)

Indore Management Association organized an IMA Reader's Clique - a book lovers' club on "THE ALCHEMIST" by Paulo Coelho for management professionals and students. The program was organized on Wednesday, August 12, 2015 at IMA's Meeting Room, Jall Auditorium, Indore. The Moderator for the session was CA Manish Dafria.

CA Manish Dafria is Managing Partner of Chartered Accountancy firm M/s. V. K. Dafria & Co. Indore. His area of specialization includes International Taxation & Internal audits. He is also a visiting faculty at IIM Indore since last 12 yrs. He has been nominated by ministry of finance, Government of India to the regional Direct Advisory Committee, Indore region for the year 2011- 2013. He is Executive Council member IMA.

Paulo Coelho's enchanting novel has inspired a devoted following around the world. This story, dazzling in its powerful simplicity and inspiring wisdom, is about an Andalusian shepherd boy named Santiago who travels from his homeland in Spain to the Egyptian desert in search of a treasure buried in the Pyramids. Along the way he meets a Gypsy woman, a man who calls himself king, and an alchemist, all of whom point Santiago in the direction of his quest. No one knows what the treasure is, or if Santiago will be able to surmount the obstacles along the way. But what starts out as a journey to find worldly goods turns into a discovery of the treasure found within. Lush, evocative, and deeply humane, the story of Santiago is an eternal testament to the transforming power of our dreams and the importance of listening to our hearts.

Mr. Dafria said that Dreams, symbols, signs, and adventure follow the reader like echoes of ancient wise voices in "The Alchemist", a novel that combines an atmosphere of Medieval mysticism with the song of the desert. With this symbolic masterpiece Coelho states that we should not avoid our destinies, and urges people to follow their dreams, because to find our "Personal Myth" and our mission on Earth is the way to find "God", meaning happiness, fulfillment, and the ultimate purpose of creation.

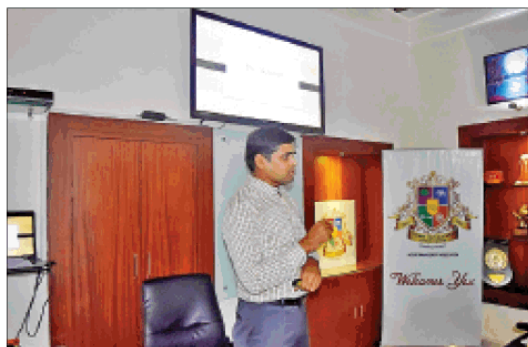
The novel tells the tale of Santiago, a boy who has a dream and the courage to follow it. After listening to "the signs" the boy ventures in his personal, Ulysses-like journey of exploration and self-discovery, symbolically searching for a hidden treasure located near the pyramids in Egypt.

आईएमए रीडर्स क्लिक में 'द अल्केमिस्ट' के जरिए समझाए लाइफ मैनेजमेंट के फंड़े

## सपनों के पीछे भागने से ही मिलती है सपनों की मंजिल

इंदौर। जिंदगी में सपनों का बहुत महत्व है। जब तक आप सपने नहीं देखते तब तक आप जीवन में कुछ नया भी नहीं कर पाएंगे। जिस पल आप पूरी शिद्दत के साथ अपने सपनों को पूरा करने में जुट जाते हैं, पूरी दुनिया आपकी मदद के लिए आगे आ जाती है। बस जरूरत होती है शुरुआत करने की। बुधवार शाम जाल सभागार स्थित आईएमएम मीटिंग रूम में हुए 'रीडर्स क्लिक' कार्यक्रम में यह बात सीए मनीष डफरिया ने कही। 'द अल्केमिस्ट' किताब का संदर्भ देते हुए उन्होंने लाइफ मैनेजमेंट के फंड़े सिखाए।

उन्होंने कहा कि पाउलो कोहेलो की यह किताब सपनों का सच कर दिखाने की कहानी है। स्पेन में रहने वाला छोटा-सा चरवाहा सपना देखता है कि इजिप्ट के एक पिरामिड में धन छुपा है। अपने सपने को सच कर दिखाने के जुनून में वह यूरोप से अरब तक की चुनौतीपूर्ण यात्रा अकेले तय कर लेता है और अंततः अपनी मंजिल प्राप्त कर लेता है। यह कहानी आपको बताती है कि वास्तविक खुशी और क्षमताएं आपके अंदर ही छुपी होती हैं, जिसे पाने के लिए आपको कहीं दूर जाने की आवश्यकता नहीं है। अपने अंदर झांककर देखिए, खुद को खोजने में कामयाब हो गए उस पल आपको हर चीज मिल जाएगी।



### यह थी मुख्य बातें

- सपने जरूर देखिए।
- समस्याओं से हार कर अपने सपनों का पीछा करना न छोड़ें।
- अनुभव सबसे अच्छा शिक्षक है और यह अनुभव आपको कहीं भी मिल सकता है।
- सादगी सबसे बड़ी ताकत होती है जो आपको आगे बढ़ाती है।
- वर्तमान का मोह आपको आगे बढ़ने से रोक सकता है। कंफर्ट जोन से बाहर निकलने पर ही सपने पूरे होते हैं।



16<sup>th</sup> September

**“Playing It My Way”**

**Autobiography of - Sachin Tendulkar**

**SACHIN  
TENDULKAR**

**Playing It My Way**

**My Autobiography**



**IMA Readers Clique**

**Playing It My Way**

**- Sachin Tendulkar**



“ Never has a cricketer been burdened with so many expectations never has a cricketer performed at such a high level for so long and with such style, and perhaps only one cricketer could have brought together a shocked nation by defiantly scoring a Test century shortly after terrorist attacks rocked Mumbai. Yet he has also known his fair share of frustration and failure - from injuries and early World Cup exits to stinging criticism from the press, especially during his unhappy tenure as, captain. Despite his celebrity status, Sachin Tendulkar has always remained a very private man, devoted to his family and his country. Now, for the first time, he provides a fascinating insight into his personal life and gives a frank and revealing account of a sporting life like no other.”

We Invite your participation to deliberate & to be a part of the Discussion.

**Narrator :** CA Navin Khandelwal

**Day :** Wednesday      **Date :** September 16, 2015

**Time :** 6:30 PM      **Venue :** IMA Meeting Room

**Program Coordinator :** Ms. Suman Agrawal | M: +91 8889996136 | E: [ima@imaindore.com](mailto:ima@imaindore.com)

Indore Management Association organized an IMA Reader’s Clique - a book lovers’ club on “Playing It My Way” Autobiography of - Sachin Tendulkar for management professionals and students. The program was organized on Wednesday, September 16, 2015 at IMA’s Meeting Room, Jall Auditorium, Indore. The Moderator for the session was CA Navin Khandelwal.

Mr. Navin Khandelwal is a professional Chartered Accountant and Honorary Secretary Indore Management Association.

Playing it my Way is an Autobiography of Master Blaster Sachin Ramesh Tendulkar, His journey to create such statistics which every player dreams off. The book covers all aspects of his career from his Childhood to peak of his career and then the final stages of his retirement. The book covers the pitch of 22 yards in 24 years, in between all these he also shares some personal and emotional moments of his life.

The book is motivating for all and specially sportsperson where he focuses on the different elements of BEING A SPORTSMAN along with sportsman spirit.

Few important learning's from the book are

- Passion is the KEY TO SUCCESS
- Talent has to be sharpened by HARD WORK
- ROLE OF MENTOR is important to guide at different points
- Role of Family at happier and difficult times
- Managing the family for a sportsperson specially dealing with children
- Adapting to different conditions and learning a continuous process even as the age progresses
- Failure comes in between winning
- One cannot be good at all positions there he did not took to captaincy for long
- Handling pressures of media and how to ignore it during critical situations
- Injury and Setback are signs of player and coming out of it is a sign of a GOOD PLAYER
- Ethics and Values are always a priority whether playing at local level or global level
- MOVE ON should be the MOTTO to keep going
- Being Emotional is natural and it makes u feel the REALITY
- Few funny incidents, wearing a diaper and batting, watching the movie ROJA with family with all make up but being caught by public after the fake moustache falls and leaving the movie in between, playing pranks with team members, catching a sleep between overs.
- PLAY FOR THE COUNTRY

Sachin provided SACH- ENTERTAINMENT for 24 years and the word keeps on echoing in everybody ears whenever the MASTER who had a BLAST with BAT enters the Ground, SACHIN SACHIN SACHIN SACHIN.

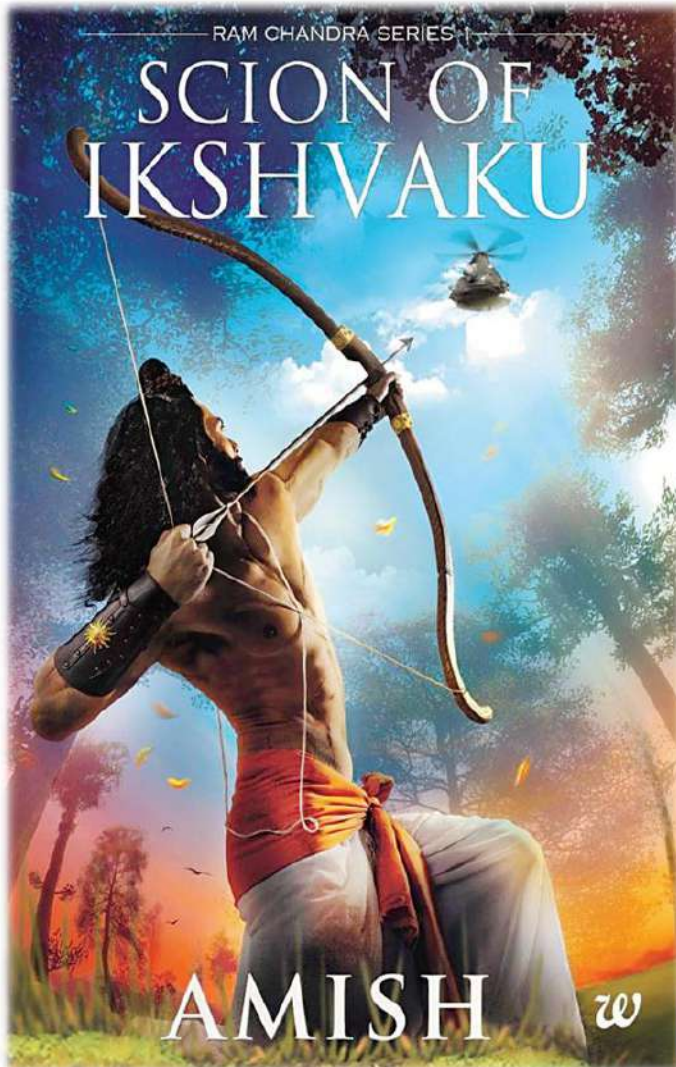
The program was attended by management professionals and children. A quiz was also conducted where Sachin was demystified and the unique feature of the program was where learning's was given through songs also .



5<sup>TH</sup> October

**“The Scions of Ikshvaku”**

By Amish Tripathi



**IMA Readers Clique**



3400 BCE. INDIA

Ayodhya is weakened by divisions. A terrible war has taken its toll. The demon King of Lanka, Raavan, does not impose his rule on the defeated. He, instead, imposes his trade. Money is sucked out of the empire. The Sapt Sindhu people descend into poverty, despondency and corruption. They cry for a leader to lead them out of the morass. Little do they appreciate that the leader is among them. One whom they know. A tortured and ostracised prince. A prince they tried to break. A prince called Ram. Will Ram rise above the taint that others heap on him? Will his love for Sita sustain him through his struggle? Will he defeat the demon Lord Raavan who destroyed his childhood?

**Narrator :** Mr. Pratik Uppal

(Director- J J M Security & Hospitality Care Pvt. Ltd.)

**Day & Date :** Monday, October 5, 2015

**Time :** 6:30 pm to 8:00

**Venue :** IMA Meeting Room

**Program Coordinator :**

Ms. Suman Agrawal | M: +91 8889996136 | E: [ima@imaindore.com](mailto:ima@imaindore.com)

Indore Management Association organized an IMA Reader's Clique - a book lovers' club on The Scions of IKSHVAKU by Amish Tripathi for management professionals and students. The program was organized on Monday, Oct 5, 2015 at IMA's Meeting Room, Jall Auditorium, Indore. The Moderator for the session was Mr Pratik Singh Uppal

Mr Uppal is an Educationist : Speaker and an Entrepreneur. He has been a motivation speaker and has delivered lectures at some premier institutions across the country including The IIM's.

## **The Scions of Ikshvaku**

The book revolves around the characters of Ram, Sita & Lakshman. The book has covered emotions and made the reader ponder. We may get to learn a host of learnings from the book : Perseverance & Adherence from Ram

From Sita companionship, from Lakshman : Sacrifice and from Ravana self confidence.

The book can be divided into seven parts

- 1) Birth of Rama and the war between Dashratha and Ravana and resultant hatred of Ayodhya against Ram
- 2) Gurukul stay of the prince of Ayodhya
- 3) The return to Ayodhya back from Gurukul and improvement in the relationship between father and son.
- 4) Intervention of Vishwamitra
- 5) Swayamvar of Sita & Raavans attack on Mithila
- 6) Rams Vanvasa
- 7) Ravana's revenge - Abduction of Sita

Each part has a learning attached to it which makes it a worthwhile read. Special focus was on the evil of the society, 'Rape' which seemed to be influenced by The tragic Damini rape case.

Characters of Vishwamitra and Vashistha have an important role to play. They guide Ram to his wife and also give him an upperhand over Ravana.

The book conveyed Ram as the prototype man who has all the necessary qualities that must be possessed by an ideal man.

Amish also advocates for equal rights for women where he shows Sita as the Prime Minister of Mithila, which was appreciated by Ram.

In the wee end of the book Amish introduces Hanumana as a Naga but in the current part Hanumana hasn't played a role. It seems the sequel would have a major role reserved for the monkey lord - Hanuman. How would Ram bring back the lady of his life , I think we would have to wait for the sequel for that to happen.

The learning from the book are enormous which would sink down over the time

# ‘इक्ष्वाकु’ का हर कैरेक्टर देता है सीख

इंदौर मैनेजमेंट एसोसिएशन के रीडर्स क्लब क्लब की ओर से हुआ आयोजन

plus रिपोर्ट

indoreplus@patrika.com

इंदौर. इंदौर मैनेजमेंट एसोसिएशन के रीडर्स क्लब क्लब की ओर से सोमवार को अमीश त्रिपाठी की बुक द सियॉन्स ऑफ इक्ष्वाकु पर डिस्कशन किया गया। इसमें बतौर मॉडरेटर प्रतीक सिंह उम्ल ने शिरकत की। उन्होंने बताया बुक भगवान राम, सीता और लक्ष्मण के कैरेक्टर पर बेस्ड है। बुक में इमोशंस को कवर किया गया है। इस बुक में बताया गया है सीता के कैरेक्टर से हम बैटर लाइफ पार्टनर की क्वालिटी को लन कर सकते है। वहीं लक्ष्मण



का कैरेक्टर हमें त्याग के बारे में सिखाता है और भगवान राम के कैरेक्टर से हमें सेल्फ कॉन्फिडेंस सीखने को मिलता है।

बुक को 7 पार्ट्स में डिवाइड किया गया है। इसमें राम का जन्म, गुरुकुल शिक्षा, गुरुकुल से लौटना, विश्वामित्र का आना, सीता स्वयंवर, वनवास और सीता का अपहरण शामिल है। बुक में विश्वामित्र और वशिष्ठ के इम्पोर्टेंट कैरेक्टर है। इन्होंने भगवान राम को समय समय पर गाइड किया। बुक में भगवान राम को एक प्रोटोटाइप के रूप में दिखाया गया है जिसमें एक आईडियल इंसान की सभी क्वालिटी शामिल हैं। बुक में हनुमान का रोल काफी कम है ऐसा माना जा रहा है कि बुक के सीक्वल में लम्बा रोल देखने को मिला।

patrika  
e-paper editions

Tue, 06 October 2015

epaper.patrika.com/c/6782676

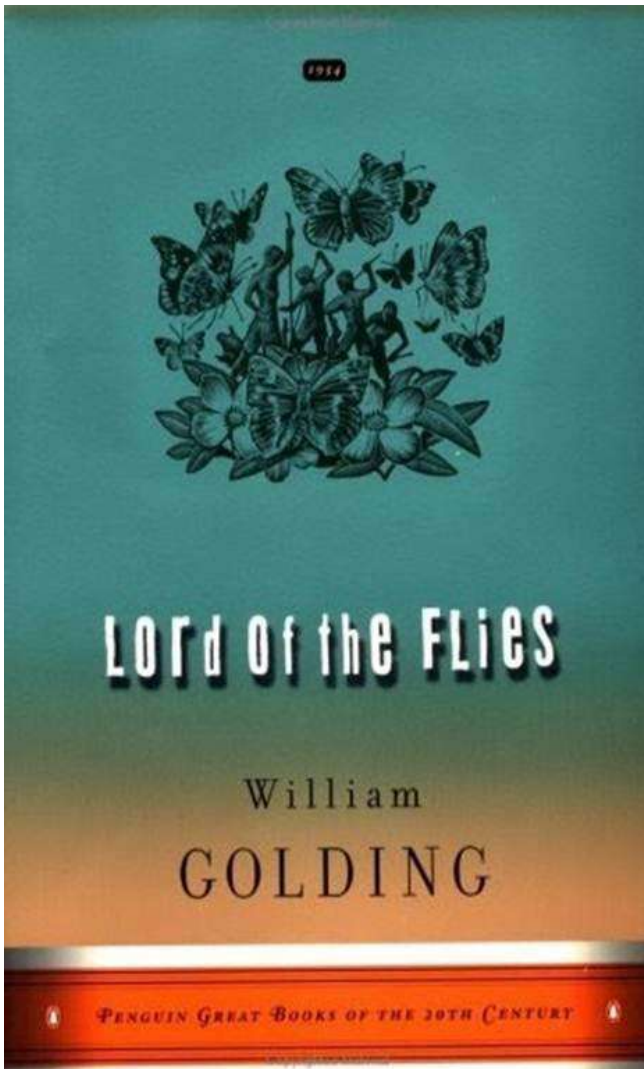




18th November

**“The Lord of the Flies”**

By William Golding



## IMA Readers Clique

- We Invite your participation to deliberate & to be a part of the Discussion



William Golding's compelling story about a group of very ordinary small boys marooned on a coral island has become a modern classic. At first, it seems as though it's all going to be great fun; but the fun before long becomes furious & life on the island turns into a nightmare of panic & death. As ordinary standards of behavior collapse, the whole world the boys know collapses with them—the world of cricket & homework & adventure stories—and another world is revealed beneath, primitive & terrible. **Lord of the Flies** remains as provocative today as when it was 1st published in 1954, igniting passionate debate with its startling, brutal portrait of human nature. Though critically acclaimed, it was largely ignored upon its initial publication. Labeled a parable, an allegory, a myth, a morality tale, a parody, a political treatise, even a vision of the apocalypse, **Lord of the Flies** has established itself as a classic.

**Day & Date :** Wed, Nov 18, 2015

**Time :** 6:30 pm to 8:00

**Venue :** IMA Meeting Room

**Narrator :** **Ms. Priti Sable**  
HOD - English, Daly College.

**Program Coordinator :** Ms. Suman Agrawal

M: +91 8889996136 | E: ima@imaindore.com

Indore Management Association organized an IMA Reader's Clique - a book lovers' club, on **“The Lord of the Flies”** by **William Golding** for management professionals and students. The program was organized on Wednesday, November 18, 2015 at IMA's Meeting Room, Jall Auditorium, Indore. The Moderator for the session was Ms. Priti Sable.

Ms. Priti Sable is an Educator, Speaker and is currently the Head of English Department at Daly College, Indore. She has signed the Roll of Honour of University of Delhi and has written a much appreciated thesis on **“Golding's Vision of Evil,”** for her M.Phil in English Literature.

## **The Lord of the Flies**

The story takes place in the midst of an unspecified nuclear war. A plane carrying pre adolescent British school boys, who are being evacuated, crash lands on a beautiful, edenic island that has everything needed for survival but no adults or any sign of habitation. The marooned characters are ordinary students, while others arrive as a musical choir under an established leader. Most (with the exception of the choirboys) appear never to have encountered one another before. The book portrays their descent into savagery; left to themselves in a paradisiacal country, far from modern civilisation, the well-educated children regress to a primitive state.

This dystopian, allegorical novel functions on different levels, the literal and the symbolic to bring home Golding's vision of evil and of human nature.

Golding himself had been a part of World War II. The tremendous destruction and the inhumanity that he witnessed, changed Golding's perspective forever. Post war, he resumed his job as a teacher in a school and realised that the much propounded theory of the innocence of children was not true. Once, when he left his students to themselves he found what "mess they'd made."

The book explores the evil, the darkness within man which manifests itself in the absence of society.

The main characters represent different aspects of man and his nature.

**Ralph** can be understood to symbolize mankind's optimistic ambition to self-govern despite its historical record of failure and abuse of power. He represents order, leadership and civilization.

**Piggy** represents the scientific and intellectual aspects of civilization.

**Jack** represents unchecked savagery and desire for power.

**Simon** stands for natural human goodness.

**Roger** represents brutality at its most extreme.

'**Littluns**' might be seen as the common people.

# ह्यूमन लाइफ की रेस्पेक्ट करना जरूरी

- आईएमए की ओर से हुए प्रोग्राम में नॉवेल द लॉर्ड ऑफ द फ्लाइज की कहानी से ली सीख

इंदौर. सेफ एनवायनमेंट के लिए ह्यूमन बीइंग्स को चाहिए कि वे रूल्स को फॉलो करें और ऑथोरिटी को मेंटेन करके चलें। हमेशा ह्यूमन लाइफ की रेस्पेक्ट करना जरूरी है। इसके साथ राइट और वॉंग का सेंस डवलप करना आवश्यक है, जिससे लाइफ बेहतर बनती है। यह मैसेज हमें मिलता है विलियम गोल्डिंग की नॉवेल द लॉर्ड ऑफ द फ्लाइज से। इंदौर मैनेजमेंट एसोसिएशन की ओर से बुधवार को आईएमए मीटिंग रूम में रीडर्स क्लिक अ बुक लवर्स क्लब में द लॉर्ड ऑफ फ्लाइज नॉवेल पर चर्चा की गई। मॉडरेटर डेली कॉलेज में इंग्लिश डिपार्टमेंट की हेड प्रीति सबले थी। उन्होंने



नॉवेल की कहानी से मिलने वाले मैसेज के बारे में जानकारी दी।

## मैनकाइंड के लिए रूल्स जरूरी

नॉवेल के बारे में प्रोग्राम में बताया गया कि मैनकाइंड के लिए रूल्स जरूरी है। सोसायटी में जितनी भी

गलत चीजें होती हैं वे रूल्स को तोड़ने की वजह से ही होती हैं। अगर रूल्स को सही तरह से फॉलो और ऑथोरिटी का सही यूज किया जाए तो सोसायटी में कोई प्रॉब्लम नहीं होगी। नॉवेल की कहानी मैसेज देती है कि व्यक्ति को अपने अंदर की बुराई का पता तब चलता है, जब वह अकेला सोसायटी से दूर रहता है।

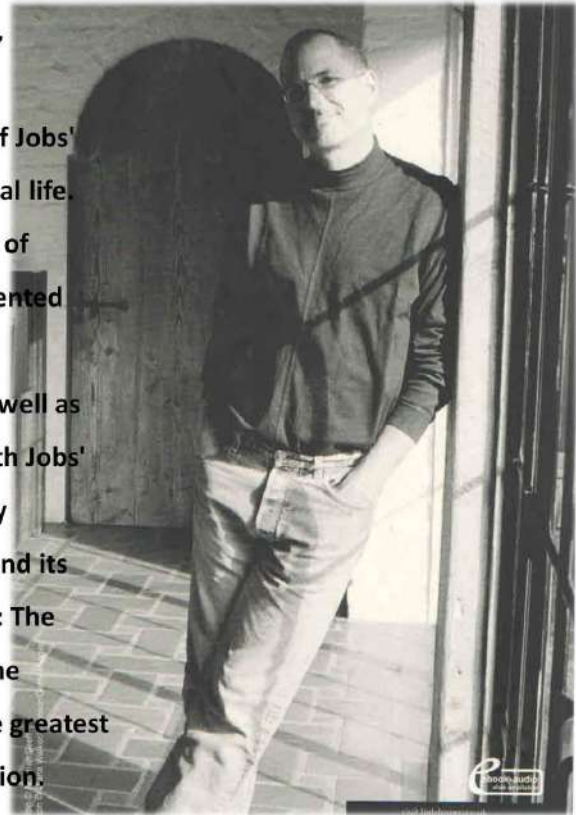


16<sup>th</sup> December

**“Steve Jobs”**

By Walter Isaacson

**The Exclusive Biography,** Isaacson provides an extraordinary account of Jobs' professional and personal life. Drawn from three years of exclusive and unprecedented interviews Isaacson has conducted with Jobs as well as extensive interviews with Jobs' family members and key colleagues from Apple and its competitors, **Steve Jobs: The Exclusive Biography** is the definitive portrait of the greatest innovator of his generation.



**IMA Readers Clique**

on

**Biography of Steve Jobs**

**Narrator : Mr. Sandeep P. Naoleaker**  
MD, Darling Pumps Pvt.

**Day & Date :** Dec 16, 2015

**Time :** 6:30 pm to 8:00

**Venue :** IMA Meeting Room

**Program Coordinator :**  
**Ms. Suman Agrawal**

M: +91 8889996136 | E: ima@imaindore.com

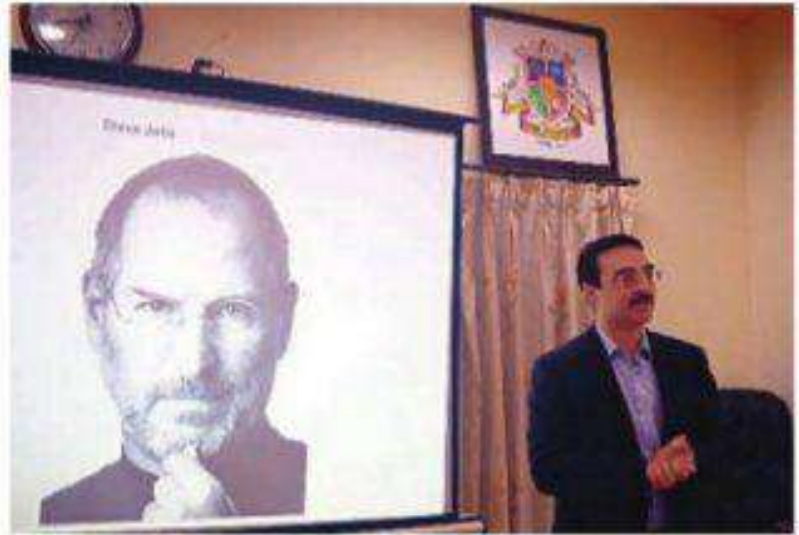
Indore Management Association organized an IMA Reader's Clique - a book lovers' club, on **“Steve Jobs” by Walter Isaacson** for management professionals and students. The program was organized on Wednesday, December 16, 2015 at IMA's Meeting Room, Jall Auditorium, Indore. The Moderator for the session was Mr. Sandeep P. Naoleaker.

Mr. Sandeep P. Naolekar is a Managing Director of DARLING PUMPS PRIVATE LIMITED involved in design manufacturing & marketing of submersible range of pumps for different quality of water applications. He is having a professional experience of 19 years in various areas of business. He has also held important position in various industry bodies. He is also the Editor of Indore Manager – Bimonthly Management Magazine of IMA.

## **STEVE JOBS:**

Walter Isaacson has written a riveting story of the roller-coaster life and searingly intense personality of a creative entrepreneur whose passion for perfection and ferocious drive revolutionized six industries: personal computers, animated movies, music phones, tablet computing, and digital publishing. At a time when America is seeking ways to sustain its innovative edge, and when societies around the world are trying to build digital-age economies, Jobs stands at the ultimate icon of inventiveness and applied imagination. He knew that the best way to create value in the twenty-first century was to connect creativity with technology. He built a company where leaps of the imagination were combined with remarkable feats of engineering.

Driven by demons, Jobs could drive those around him to fury and despair. But his personality and products were interrelated, just as Apple's hardware and software tended to be, as if part of an integrated system. His tale is instructive and cautionary, filled with lessons about innovation, character leadership, and values.



## परफेक्शन के लिए पैशन रखने से आएगा रिवोल्यूशनरी चेंज

■ आईएमए की ओर से मीटिंग हॉल में प्रोग्राम में स्टीव जॉब्स बुक पर हुई चर्चा

इंदौर आप किसी भी इंडस्ट्री में हों सक्सेस के लिए परफेक्शन जरूरी है लेकिन अगर परफेक्शन लाने के लिए पैशन भी हो तो आप रिवोल्यूशनरी चेंज ला सकते हैं। इस चेंज से इंडस्ट्री को जहां फायदा होता है वहां ग्रोथ भी ज्यादा मिलती है। यह बताया, डार्लिंग पम्स प्राइवेट लिमिटेड के मैनेजिंग डायरेक्टर संदीप पी. नाओलेकर ने। वे इंदौर मैनेजमेंट एसोसिएशन के रीडर्स

क्लिक - अ बुक लवर्स क्लब प्रोग्राम में वॉल्टर इसाकसन की बुक स्टीव जॉब्स के बारे में बता रहे थे।

उन्होंने बताया, वॉल्टर ने क्रिएटिव एंटरप्राइजोर स्टीव जॉब्स पर बुक लिखी। स्टीव में पैशन तो था साथ ही परफेक्शन लाने के लिए भी पैशन था। स्टीव की इस स्किल के कारण उन्होंने पर्सनल कम्प्यूटर्स, एनिमेटेड मूवीज, म्यूजिक फोन्स, टैबलेट कम्प्यूटिंग और डिजिटल पब्लिशिंग इंडस्ट्रीज में रिवोल्यूशनरी चेंज ला दिया था। स्टीव को मालूम था कि 21वीं सदी में कैसे वेल्थ को क्रिएट करके क्रिएटिविटी और टेक्नोलॉजी को कनेक्ट किया जा सकता है।

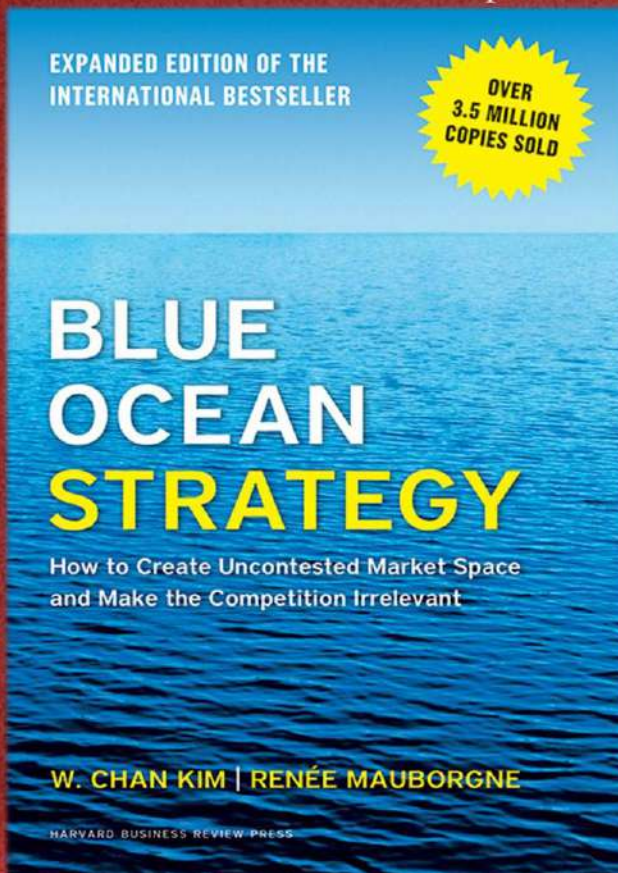


17<sup>TH</sup> February

## “Blue Ocean Strategy”

### IMA Readers Clique

- We Invite your participation to deliberate & to be a part of the Discussion



Go where the profits and growth are and the competition isn't. A landmark work that upends traditional thinking about strategy, this bestselling strategy book, written by W. Chan Kim and Renée Mauborgne, challenges everything you thought you knew about strategic success and charts a bold new path to winning the future.

#### Narrator :

**Mr. Shiv Kumar**

President - Corporate Affairs & Business Innovations

Indore Steel & Iron Mills Ltd.

**Day & Date : Wednesday, February 17, 2016 | Time : 6:30 pm – 8:00 pm**

**Venue : IMA Meeting Room**

Program Coordinator : Ms. Suman Agrawal M: +91 8889996136 | E: [ima@imaindore.com](mailto:ima@imaindore.com)

Indore Management Association organized an IMA Reader's Clique - a book lovers' club, on “**Blue Ocean Strategy**” for management professionals and students. The program was organized on Wednesday, February 17, 2016 at IMA's Meeting Room, Jall Auditorium, Indore. The Moderator for the session was Mr. Shiv Kumar.

Mr. Shiv Kumar is President – Corporate Affairs & Business Innovations at Indore Steel & Iron Mills Ltd. He is also in the Executive Council of IMA.

The book “Blue Ocean Strategy” written by W.Chan Kim and Renee Manbournne provides the strategic thinking and approach to make competitions irrelevant and chart out uncontested market space.

In ever changing economic environment it exiting tools continuously become irrelevant to tackle ever changing problems of business and commercial activities.

The vision become blinkered and to solve problems of shrinking margins, rising costs companies either rely on existing tools or tweak the tools which fail to hold the slide making survival difficult.

In spite of best efforts, companies fail to tackle and ultimate goes into oblivion.

While “Blue Ocean Strategy” always existed, but for more part of strategies were generally unconscious.

The authors of the book make the corporate realize that out of the box strategies to capture uncontested market space called “Blue Ocean” will provide solutions.

The book relied on the study of over 100 companies to understand the rising imperative to create Blue Ocean strategies.

While creating the Blue Oceans strategies book also relied on practical realities to understand the strategic logic of both Red and blue oceans consciously.

The book challenges several long held beliefs in the field of strategy and gets crystallized into five following points:

- Competition should not occupy the centre of strategic thinking
- Industry structure is not given; it can be shaped
- Strategic creativity can be unlocked systematically
- Execution can be built into strategy formulation
- A step by step model can be made for creating strategy.

As it is clear that the emphasis is on Strategic thinking and the resultant strategy.

While first edition came in 2005 but in last 10 years new global trends have emerged at the speed which was not imaginable.

New chapters – 9, 10 and 11 were added in 2015 edition covering

- Align value, profit and people positions
- Renew Blue Oceans – as a continuous process
- Avoid Red Oceans Traps.

A must to read for corporate passing through phenomena of competition to develop tools and strategies to stop bleeding to death in “Red Ocean” as it gives fresh perspective to look at problems and finding solutions by not **fighting the completion but making it Irrelevant.**

Students of management also need to understand how to think consciously about de anchoring from Red Ocean and convert Red Ocean into Blue or Blue Ocean within Red Ocean.

# Corporate book review held



◆ **OUR STAFF REPORTER**  
INDORE

The Indore Management Association organised an IMA Reader's Clique, a book lovers' club, on 'Blue Ocean Strategy' for management professionals and students, on Wednesday. The programme was organised at IMA's meeting room, Jall Auditorium, Indore. The moderator for the session was Shiv Kumar.

Shiv Kumar is President, Corporate Affairs & Business Innovations at Indore Steel & Iron Mills Ltd. He is also in the executive council of IMA.

The book, written by W Chan Kim and Renee Mauborgne, provides strategic thinking and approach to make competitions irrelevant and chart out uncontested market space. The vision become blinkered and to solve problems of shrinking margins, rising costs companies either rely on existing tools or tweak the tools which fail to hold the slide making survival difficult.

In spite of best efforts, companies fail to tackle and

ultimate goes into oblivion.

The book relied on study of over 100 cos to understand rising imperative to create Blue Ocean strategies.

While creating the Blue Oceans strategies book also relied on practical realities to understand the strategic logic of both Red and blue oceans consciously. The book challenges several long held beliefs in the field of strategy and gets crystalized into 5 following points:

- Competition should not occupy the centre of strategic thinking
- Industry structure is not given; it can be shaped
- Strategic creativity can be unlocked
- Execution can be built into strategy formulation
- A step by step model can be made for creating strategy.

As it is clear that the emphasis is on Strategic thinking and the resultant strategy.

While first edition came in 2005 but in last 10 years new global trends have emerged at the speed which was not imaginable.

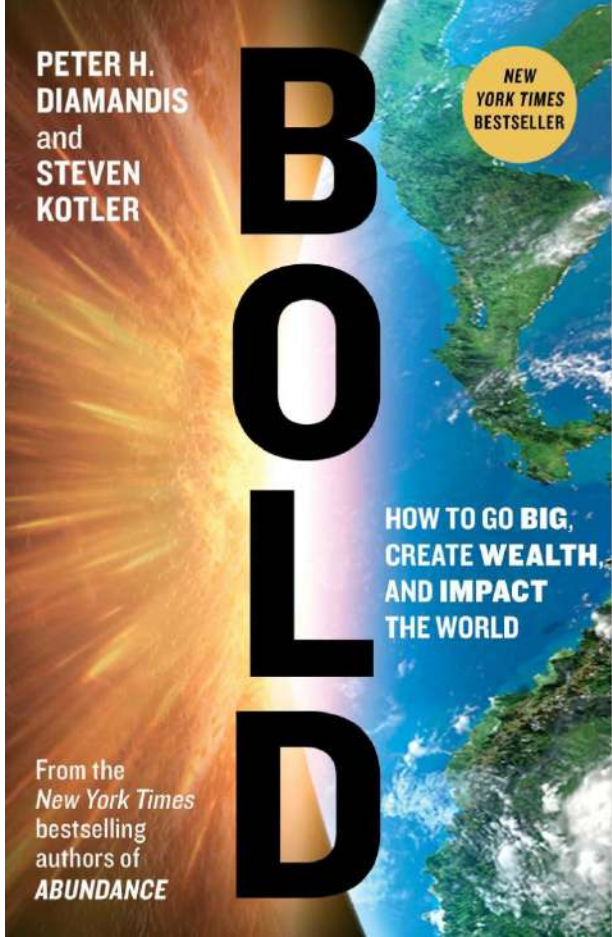
New chapters – 9, 10 and 11 were added in 2015 edition covering

- Align value, profit and people positions
- Renew Blue Oceans – as a continuous process
- Avoid Red Oceans Traps.



14<sup>th</sup> March

“BOLD”



**PETER H. DIAMANDIS and STEVEN KOTLER**

**BOLD**

NEW YORK TIMES BESTSELLER

HOW TO GO BIG, CREATE WEALTH AND IMPACT THE WORLD

From the *New York Times* bestselling authors of **ABUNDANCE**

## IMA Readers Clique

- We Invite your participation to deliberate & to be a part of the Discussion

"BOLD is an essential navigation tool for any proactive CEO who wants to remain relevant. In the next decade it is reasonable to assume that some of the corporations at the top of the Fortune 500 will be displaced by the 'exponential entrepreneur'. History tells us that if we don't proactively change and adapt, change will be imposed on us. BOLD, spells out the implications and opportunities driven by exponential changes transforming our world." (Jim Moffatt, CEO of U.S. Deloitte Consulting, LLP)

**Day & Date : Monday , March 14, 2016**  
**Time : 6:30 pm – 8:00 pm**  
**Venue : IMA Meeting Room**

**Narrator : Mr. Pratik Uppal**

He is an Educationist : Speaker and an Entrepreneur. He has been a motivation speaker and has delivered lectures at some premier institutions across the country

Program Coordinator :  
Ms. Suman Agrawal | **M:** 91 8889996136 | **E:** ima@imaindore.com

Indore Management Association organized an IMA Reader's Clique - a book lovers' club, on **“BOLD”** for management professionals and students. The program was organized on Monday, March 14, 2016 at IMA's Meeting Room, Jall Auditorium, Indore. The Moderator for the session was Mr. Pratik Uppal. Mr. Uppal is an Educationist: Speaker and an Entrepreneur. He has been a motivation speaker and has delivered lectures at some premier institutions across the country

The book is based on the idea of providing exponential growth to the business. According to the author any business which is having the six D's i.e. Digitization, Disruption, Deception, Dematerialization, Demonetization & Democratization. This is what digital photography has done; making available the option of photography at no charge almost - Demonetization, this led to Instagrams takeover @ 1Bn dollars by Facebook.

The technological front has reached the level that plants can now tweet & prosthetics can be printed at home. The companies riding on this chariot will surely reach the pinnacle if the idea is super credible.

Now funding is also not a big issue, crowd funding has made it possible to raise Million dollars for developing video games.

The entrepreneur must ensure that his team is away from the corporate beauracracy which is how the skunk technology came on the ground. Skunk is the coveted aircraft manufacturer with products like Nighthawk used by US Air Force. At last the entrepreneur must be positive at all times , the book quotes the example of Elon musk who was denied a job by Netscape but didn't lose hope ; learned to self-code and founded the Zip2 , which was sold for 370 Mn dollars. He further founded 4 companies with each valued over billion dollar. The entrepreneur must know that his idea can be the game changer and until implemented it's just an idea.

## उद्यमियों को सकारात्मक होना जरूरी

इंदौर. आईएमए 'रीडर्स क्लिक' क्लब की ओर से सोमवार को आईएमए ऑफिस में डिस्कशन किया गया। इस अवसर पर प्रतीक उप्पल बतौर मॉडरेटर शामिल हुए। उन्होंने कहा, क्राउड फंडिंग ने अब कैपिटल की समस्या को खत्म कर दिया है। वीडियो गेम डेवलप करने के लिए मिलियन डॉलर एकत्र किए जा सकते हैं। उद्यमियों को यह समझना होगा कि एक आइडिया गेम चेंजर साबित हो सकता है, लेकिन जब तक उसे लागू नहीं किया



जाता, तब वह सिर्फ आइडिया ही रहेगा। एक उद्यमियों को हमेशा सकारात्मक विचारों के साथ काम

करना चाहिए। खुद का विश्वास बड़ी सफलता दिलाने में महत्वपूर्ण रोल अदा करता है।




## 11. Other programs

### - Open House Sessions & Curtain Raiser of IMC'16

S.No	Date	Theme	Speaker	Participation
1	10-May-15	"100th Talk on Cyber Security	Mr. Varun Kapoor	90
2	7-Aug-15	What India Can Learn from China?	Mr. Rajesh Mittal	150
3	13-Aug-15	Managing Foreign Assets & Succession Planning In your Current Business	Mr. Sanjay Jhanwar.	70
4	Jan - 15	Curtain Raiser of International Management Conclave	Mr. Ravi Shankar Prasad	210

### IMA presents 100<sup>th</sup> Talk on Cyber Security

10<sup>TH</sup> May



**INDORE MANAGEMENT  
ASSOCIATION**

PRESENTS

**100<sup>th</sup> Talk on Cyber Security**

By **Mr. Varun Kapoor**  
Inspector General of Police, Indore

on  
Sunday, **May 10, 2015**  
at **9:30 AM** at Jall Auditorium, South Tukoganj, Indore.

For Details contact :- Jaspreet Jeet Singh | Mob 8889996138 | Email-info@imaindore.com  
Jagwant Singh Mangat | Mob 8889996130 | Email-marketing@imaindore.com

# इंटरनेट से जुड़ी निजी जानकारी किसी को न दें : आईजी कपूर

आईएमए में हुई साइबर प्रशिक्षण कार्यशाला



कार्यशाला में आईजी कपूर ने कहा- बदलते समय में सभी को आईटी एक्ट की जानकारी होना जरूरी है।

भास्कर संवाददाता | इंदौर

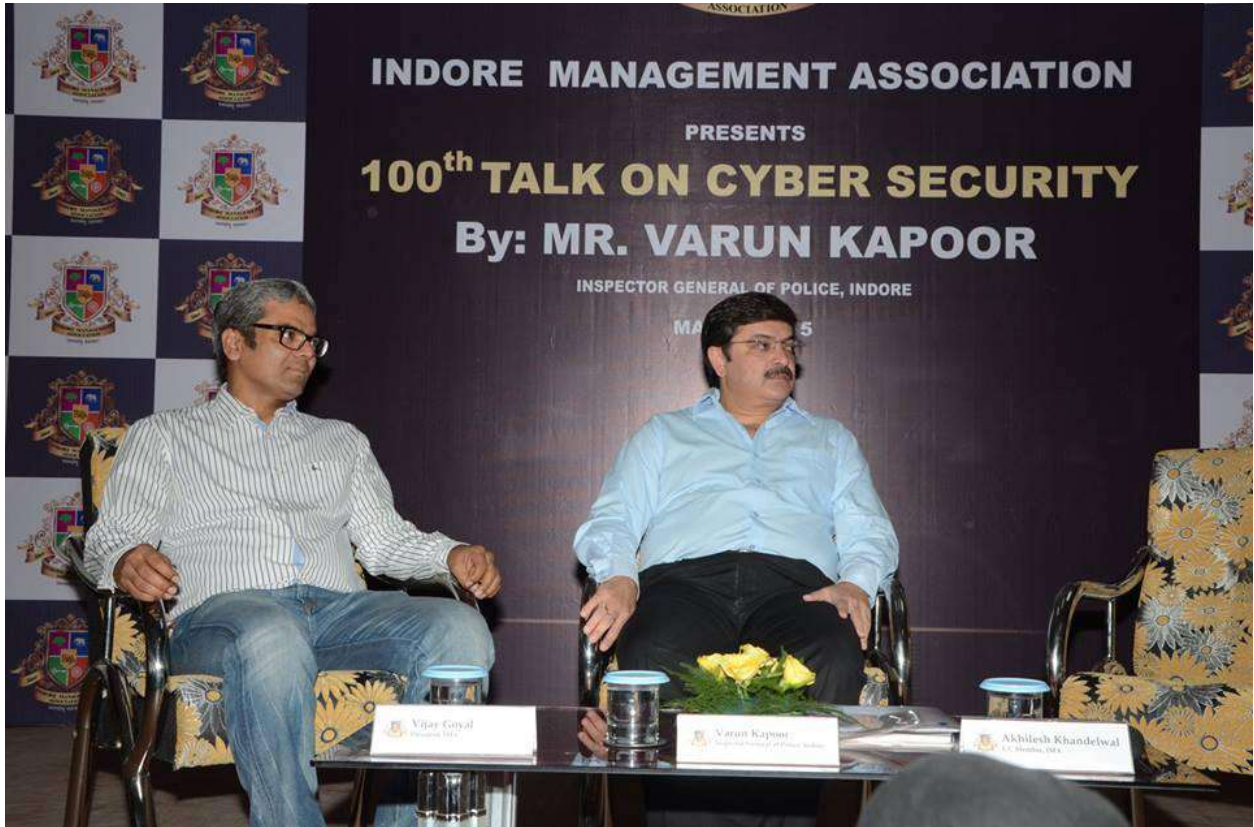
100वीं कार्यशाला पूरी

कम्प्यूटर और इंटरनेट ने हर काम आसान बना दिया, लेकिन इनका इस्तेमाल करते वक्त सावधानी जरूरी है। नेट से जुड़ी निजी जानकारी किसी को न दें क्योंकि अपराधों में इन्हीं टेक्नोलॉजी का इस्तेमाल किया जा रहा है। बढ़ते साइबर क्राइम से बचने का एकमात्र तरीका है जागरूकता।

यह बात पुलिस रेडियो ट्रेनिंग स्कूल (पीआरटीएस) के डायरेक्टर व आईजी वरुण कपूर ने रविवार को कही। वे इंदौर मैनेजमेंट एसोसिएशन द्वारा आयोजित साइबर प्रशिक्षण कार्यशाला में संबोधित कर रहे थे। उन्होंने बताया कि अपराधी किस तरह टेक्नोलॉजी का इस्तेमाल कर अपराध कर रहे हैं। वे आमजन, संस्थाओं, कार्यालयों की जानकारी चुराकर और इंटरनेट से वायरस भेजकर नुकसान पहुंचा रहे हैं। केंद्रीय कार्यालय, राज्य शासन या अर्द्धशासकीय

आईजी कपूर ने बताया पीआरटीएस द्वारा ब्लैक रिबन इनीशिएटिव के तहत साइबर जागरूकता कार्यशालाएं आयोजित की जा रही हैं। रविवार को हुई कार्यशाला 100वीं थी। अभियान में पीआरटीएस के पुलिस अधीक्षक सुदीप गोयनका, पुलिस उप अधीक्षक राजेंद्रसिंह वर्मा, उपनिरीक्षक राजेंद्र स्वामी, सहायक उपनिरीक्षक संजीव तिवारी, आरक्षक सुखदेव कोतवाल की मुख्य भूमिका रही है।

कार्यालयों में इंटरनेट से काम हो रहे हैं। छोटी-सी गलती से इन संस्थानों को नुकसान हो सकता है। इसलिए हमें आईटी एक्ट की जानकारी होना चाहिए। आईजी ने एसोसिएशन सदस्यों की जिज्ञासाओं का समाधान भी किया। एसोसिएशन की ओर से आईजी कपूर को सम्मानित किया गया।



Mr. Varun Kapoor, IG Police with Mr. Vijay Goyal, President IMA during 100<sup>th</sup> Talk on Cyber Security.



Mr. Varun Kapoor, IG Police during session on 100<sup>th</sup> Talk on Cyber Security.



Mr. Varun Kapoor, IG Police during session on 100<sup>th</sup> Talk on Cyber Security.

Indore Management Association organized 100<sup>th</sup> Talk on Cyber Security for IMA Members and their family. The program was organized on Sunday, May 10, 2015 at Jall Auditorium, Indore. The Speaker for the session was Mr. Varun Kapoor, Inspector General of Police, Indore.

With a view to inculcate responsible and safe browsing among today's generation, he shared cyber laws including those governing Facebook stalking and password hacking.

IG Varun Kapoor introduced various aspects of the cyber world to the members and students in the programme. He explained the students about how intentionally or unintentionally they can become a victim of cyber-crime.

IG Varun Kapoor informed the students that how the involvement of youngsters in committing cyber-crime is increasing day by day.

Citing the Information Technology (IT) Act, Kapoor spoke about the types of cyber offences that are cognizable and non-cognizable.

He talked about various measures that if followed would protect them from becoming the victim.

The program was full of learning and awareness related to Cyber Security.

7<sup>th</sup> August

## What India Can Learn from China?



# INDORE MANAGEMENT ASSOCIATION

Presents  
Talk On:

## What India Can Learn from China

China does offer some important messages for India, things get done in China with a kind of efficiency, including speed, that is quite rare in India. The Chinese story is not all about technology, military power, and a massive consumer base. It is also about putting in place policies and laws that improve the lives of the common citizen. What we see is that the Chinese have learned that economic growth that lowers human and environmental standards is pointless. India needs the pragmatism to imbibe what the Chinese have learned from their mistakes.

### What's in it for you...

- Managing different quality levels at different price.
- Learning, how China emerged as the biggest manufacturing hub of world
- Knowing about the various Myths and facts about China and its economy

and many more...

### **Speaker: Mr. Rajesh Mittal**

Sr. Vice President-Manufacturing and Quality,  
Dong Feng Commercial Vehicles, China.

Venue: Pritamlal Dua Sabhagrah, Indore.

Time: 5:30 PM

Date: Friday, August 7, 2015

Jagwant Singh Mangat  
M: + 91 888 999 6130  
E: marketing@imaindore.com

◆ FOR  
REGISTRATIONS ◆  
CONTACT

Simran Singh Chhabda  
M: +91 888 999 6135  
E: info@imaindore.com

Indore Management Association organized Open House Session, an evening talk on the topic “**What India Can Learn from China**” on Friday, August 7, 2015 at Pritamlal Dua Sabhagrah, Indore. The Speaker for the session was Mr. Rajesh Mittal.

**Mr. Rajesh Mittal, Sr. Vice President-Manufacturing and Quality, Dong Feng Commercial Vehicles, China.** He is in one of the eight members; in top management of Chinese truck major Dong Feng Commercial Vehicles. He is one of the four expats from Volvo group; in 45:55 Joint ventures between, AB Volvo and Dong Feng group. He represents Volvo Group Truck operations in Dong Feng top management. He is head of 13 Manufacturing plants, with a capacity of 2 lacs trucks and lead over 22000 Chinese employees. He is the only Indian, in 28000 people large China’s, second largest Medium and heavy duty truck manufacturing company.

Mr Mittal shared that China is 10 trillion USD economy, this is five times bigger than economy of India, whereas population is just about 5% high than India. This phenomenal growth is result of disciplined execution by citizens of China to the government’s development agenda in last two decades. The growth came at the cost of pollution and corruption. We need to learn the way China learned from its mistake. In last one year a massive anti-corruption drive has curbed corruption in a big way. Many big leaders and officials are punished and are now in jail. Even top management officials of Dong Feng were given anti-corruption lessons and were taken to jail to show the life of a person in jail, once they are booked for corruption.

It is known fact that growth of China is through inflationary economy, by large scale infrastructure development, affordable housing to every citizen and big scale manufacturing plants. Mr. Mittal shared that inflationary economy makes China more expensive than India but they manage this by employment to larger base, but at similar labour cost to India. In a family there is strict control on single child and employment is given to both husband and wife, citizens are able to manage inflationary economy In two decades, gradually, per capita income and expenditure of China has grown to five times of India.

The quality levels are now growing towards developed countries and the next focus is to become global in advanced technology products. Mr. Mittal added that Since China’s own infrastructure has already developed now the next focus of China is to develop infrastructure of developing countries by financing them with surplus foreign currency reserves. The Silk Road project will focus on roads, rail, and ports development to connect China all over the world.

Mr. Mittal insisted that rather than only focusing on trading Chinese goods in India the business community must focus on made as well as make in India. Only trading of Chinese good will harm India’s interest in medium and long term

The session was highly energetic and result oriented. The members present understood, appreciated and enliven the magical session that was the reward for the day.

# डिसिप्लिन से डवलपड हुआ चाइना...

आईएमए के ओपन  
हाउस में राजेश मित्तल  
ने शेयर किए व्यू



plus रिपोर्ट

indoreplus@patrika.com

इंदौर चाइना की इकोनॉमी 10 ट्रिलियन यूएस डॉलर के करीब है, जो इंडियन इकोनॉमी से 5 गुना ज्यादा है। वहीं पॉपुलेशन के बारे में बात करें तो चाइना की पॉपुलेशन इंडिया से सिर्फ 5 परसेंट ही ज्यादा है। दोनों देशों के बीच में इस ग्रोथ का अंतर दो दशक में वहां के लोगों द्वारा गवर्नमेंट के 'डवलपमेंट एजेंडा' को डिस्प्लिन के साथ एजीक्यूट करने के कारण आया है। ये कहना है डॉंग फेंग कर्मशियल विक्कल्स, चाइना के सीनियर वाइस प्रेसिडेंट राजेश मित्तल का। वे शुक्रवार को इंदौर मैनेजमेंट एसोसिएशन की ओर से प्रीतमलाल दुआ सभागृह में 'वांट इंडिया कैन लर्न फ्रॉम चाइना'

## मेक इन इंडिया पर करें फोकस

ये हम सभी जानते हैं, चाइना की ग्रोथ इन्फ्लेशनरी इकोनॉमी, लार्ज स्केल इन्फ्रास्ट्रक्चर डवलपमेंट, सभी के लिए अफोर्डेबल हाउसिंग और बिग स्केल मैन्युफैक्चरिंग प्लांट के कारण सम्भव हो पाई है। उन्होंने कहा, इन्फ्लेशनरी इकोनॉमी के कारण चाइना काफी एक्सपेंसिव हो गया है, पर उन्होंने ज्यादा से ज्यादा लोगों को रोजगार मुहैया करवाकर इसे मैनेज कर लिया है। दो दशक में चाइना के पर कैपिटल इनकम और एक्सपोर्ट्स में इंडिया की तुलना में 5 गुना ग्रोथ हुई है। चाइना की क्वालिटी में भी काफी इम्प्रूव हुआ है और उनका फोकस अब एडवांस्ड टेक्नोलॉजी प्रोडक्ट में ग्लोबल मार्केट को चैलेंज देने की है। चाइना के पास डवलपड इन्फ्रास्ट्रक्चर है, इसलिए वो डवलपिंग कंट्री के इन्फ्रास्ट्रक्चर प्रो करने में मदद कर रही है। चाइना के प्रोडक्ट को इंडिया में सेल करने के बजाए हमें मेक इन इंडिया पर फोकस करने की जरूरत है।

## आईएमए की ओपन हाउस टॉक

इंदौर, इंदौर मैनेजमेंट एसोसिएशन की ओर से ओपन हाउस टॉक का आयोजन प्रीतमलाल दुआ सभागृह में 7 अगस्त को शाम 5.30 बजे होगा। इस टॉक का विषय है 'वांट कैन वी लर्न फ्रॉम चाइना' इस विषय पर राजेश मित्तल का लेक्चर होगा। राजेश मित्तल डॉंग फेंग कर्मशियल विक्कल्स चाइना के वाइस प्रेसिडेंट हैं।



# ‘हमें चीन से सीखना होगा अनुशासन’

आईएमए के कार्यक्रम में विशेषज्ञ राजेश मित्तल ने दिया उद्बोधन

इंदौर। चीन की अर्थव्यवस्था हमसे पांच गुना अधिक बड़ी है, जबकि चीन की जनसंख्या हमारी तुलना में सिर्फ 5 प्रतिशत ज्यादा है। चीन की बेहतर अर्थव्यवस्था के पीछे कारण है अनुशासन और नियमों का सख्ती से पालन।

यह बात शुक्रवार को प्रीतमलाल दुआ सभागृह में इंडस्ट्री एक्सपर्ट राजेश मित्तल ने कही। वे इंदौर मैनेजमेंट एसोसिएशन के कार्यक्रम में ‘वॉट इंडिया केन लर्न फ्रॉम चाइना’ विषय पर बात कर रहे थे।

उन्होंने कहा कि चीन ने भ्रष्टाचार और जनसंख्या पर बहुत सख्ती से नियंत्रण किया है। यही कारण है कि वह हमसे कई गुना ज्यादा तेजी से प्रगति कर रहा है। चीन की अर्थव्यवस्था के साथ ही वहां की आधारभूत संरचना, सुविधाएं और उद्योग-धंधे बहुत बेहतर स्थिति में हैं। अब चीन अपनी आर्थिक स्थिति को बेहतर बनाकर विश्व शक्ति के रूप में उभरना चाहता है। यदि हमें चीन से टक्कर लेनी है, तो वहां की तरह भ्रष्टाचार और जनसंख्या पर काबू पाना होगा।



चीन से सामान आयात करने की बजाए हमें ‘मेड इन इंडिया’ पर ध्यान देना होगा। चीन को भ्रष्टाचार मुक्त बनाने के लिए वहां कई सख्त कदम उठाए गए हैं। बड़े अधिकारियों और नेताओं को जेल भेजा गया है। मौजूदा अधिकारियों को जेल ले जाकर भ्रष्टाचार के आरोप में सजा भोग रहे कैदियों की स्थिति दिखाई जाती है, ताकि वे कभी सपने में भी भ्रष्टाचार करने के बारे में न सोचें।

## सही योजना से सुधरेगी अर्थव्यवस्था

हमें देश की अर्थव्यवस्था को बेहतर बनाने के लिए अच्छी योजना की जरूरत है। चीन ने अपने ‘मैन पॉवर’ का बखूबी इस्तेमाल किया। स्किल्ड लेबर तैयार किए और अपना प्रोडक्शन बढ़ाया। यह हमारे देश में भी संभव है। जब हम भ्रष्टाचार और जनसंख्या पर काबू पाकर स्किल्ड लेबर तैयार कर प्रगति के लिए प्रयास करेंगे तभी विश्व शक्ति के रूप में उभर पाएंगे।



13<sup>th</sup> August

**Managing Foreign Assets & Succession Planning  
In your Current Business**



**INDORE MANAGEMENT ASSOCIATION**

PRESENTS

A Talk on-

**Managing Foreign Assets & Succession Planning in  
your Current Business**

**Speaker: Mr. Sanjay Jhanwar**  
**Founder & Managing Partner of Chir Amrit Legal LLP**

**Thursday, August 13, 2015**

Time:- 5:30 PM

Venue:- Pritamlal Dua Auditorium,  
South Tukoganj, Tukoganj, Indore

**For details & Registration , Please contact:**

Jagwant Singh Mangat | M- 8889996130  
E -marketing@imaindore.com

Mr. Jhanwar is the Founder and the Managing Partner of Chir Amrit Legal LLP. He has been member of various national forums and committees viz. National Panel for Training of the Commissioners of Central Excise, Customs, Narcotics and Service Tax, Fiscal Law Committee of the Institute of Chartered Accountants of India, New Delhi, etc.

Indore Management Association organized Open House Session, an evening talk on the topic “Managing Foreign Assets & Succession Planning in your Current Business” on Thursday,

August 13, 2015 at Pritamlal Dua Sabhagrah, Indore. The Speaker for the session was Mr. Sanjay Jhanwar.

**Mr. Jhanwar is the Founder and the Managing Partner of Chir Amrit Legal LLP.** He has been member of various national forums and committees viz. National Panel for Training of the Commissioners of Central Excise, Customs, Narcotics and Service Tax, Fiscal Law Committee of the Institute of Chartered Accountants of India, New Delhi, etc.

Mr. Jhanwar explained that during the course of business - people create assets....and start growing geographically - which also takes them global. Such growth involves creating foreign assets and foreign transactions. Accounting of such assets and disclosures becomes an important Legal aspect... With ZERO tolerance setting in regarding Tax compliance - such disclosures are now covered under laws which can invite prosecution penalties... It can create unnecessary troubles/hindrances and uncomfortable situations while growing business - possibly also on account of negligence

Mr Jhanwar also shared that

- The business risk should be ring fenced in such a manner that one adverse event or incorrect decision does not become fatal for the entire family or business.
- One ought to examine composition of its assets and evaluate relating competence of the successors.
- Assets should not go to the successor abruptly but should go to them systematically with a scheme of appropriation thereof and restriction thereon.
- Wherever, corpus is required to be protected, the same should be protected.
- The decision making should be left upon the successors subject to the master rules which should be formulated after proper deliberations within the family.

The session was highly energetic and result oriented. The members present understood, appreciated and enliven the magical session that was the reward for the day.

# ‘नियमों का ध्यान रखते हुए जमा करें विदेश में पूंजी’

आईएमए में आयोजित सेमिनार में बोले एक्सपर्ट

**इंदौर।** इन दिनों विदेशों में जमा पूंजी पर बहुत विवाद चल रहा है। किसी भी तरह



की समस्या से बचने का सबसे बेहतर तरीका है कानूनी प्रक्रिया का पालन करते हुए ही विदेशों में पूंजी जमा करना। विदेशों में किसी भी तरह का निवेश करने से पहले दोनों देशों की फॉरेन और बिजनेस पॉलिसी की अच्छी तरह जानकारी लेना जरूरी होता है। यह बात एक्सपर्ट संजय झंवर ने कही। वे इंदौर मैनेजमेंट एसोसिएशन द्वारा गुरुवार को प्रीतमलाल दुआ सभागार में मैनेजिंग फॉरेन असेस्ट एंड सक्सेसशन प्लानिंग विषय पर आयोजित सेमिनार को संबोधित कर रहे थे। उन्होंने यहां विदेश में पूंजी निवेश या बिजनेस करने से संबंधी कानूनों और नियमों की जानकारी दी। साथ ही कहा कि विदेशों में व्यापार या पूंजी निवेश करते समय कई

प्रकार के खतरे भी होते हैं, इसलिए हमेशा इसका दायरा तय करें, ताकि किसी तरह की परेशानी होने पर आपका पूरा व्यापार प्रभावित न हो। इस कार्यक्रम में बिजनेसपर्सन्स और मैनेजमेंट प्रोफेशनल्स ने हिस्सा लिया था।



## Curtain Raiser – 25th IMA International Management Conclave 2016

Sunday, January 17, 2016 At Fortune Landmark, Indore.

# Curtain Raiser



Chief Guest  
**Mr. Ravi Shankar Prasad**  
Hon. Union Minister for  
Communications &  
Information Technology

We are proud to present the preview of 25th IMA International Management Conclave 2016. It is a pleasure to share the stage with our esteemed Union Minister- Mr. Ravi Shankar Prasad. His insights on the conclave theme 'Reinventing Growth' will certainly add to our learning, thus fulfilling the purpose of this entire gathering.

Day & Date: Sunday, January 17, 2016

Time: 11.45 am followed by Lunch

Venue: Fortune Landmark, Indore

rsvp

Rachna Tiwari

General Manager

E. rachna@imaindore.com



**IMA INTERNATIONAL  
MANAGEMENT CONCLAVE**  
5TH & 6TH FEBRUARY 2016, INDORE, INDIA.  
**INDIA INC.- REINVENTING GROWTH**

The Curtain Raiser of India's largest Management Conclave, the 25th IMA (Indore Management Association) International Management Conclave was held on **Sunday, January 17, 2016** at **Hotel Fortune Landmark, Indore**. The Conclave is scheduled to be held on Friday & Saturday 5th-6th February, 2016 at Indore on theme of:

## **“India Inc. - Reinventing Growth”**

The chief guest for the program was **Mr. Ravi Shankar Prasad** and he addressed the gathering on our conclave theme India Inc. Reinventing Growth.

**Mr. Ravi Shankar Prasad** is the Union Cabinet Minister for Communications and Information Technology in the Government of India, headed by Prime Minister Mr. Narendra Modi. He is an eminent Lawyer and a Senior Advocate in the Supreme Court of India. He is a Member of Parliament since the year 2000 and has been the member of important Parliamentary Committees in the Parliament like Finance, Communication & IT, Petroleum & Chemicals. He is also actively leading the task of developing India into a global electronics manufacturing hub. The flagship program of Digital India, which aims to bring about good governance by extensive use of Information Technology, is being implemented under his leadership. He is also spearheading reforms in the Indian legal and judicial system.







# ‘Make in India made impact’

**CENTRAL ROLE** Union minister Ravi Shankar Prasad hails govt policies for the country’s ‘resurgence’

HT Correspondent  
 editor@hindi.indianexpress.com

**INDORE:** The progressive policies of the Union government and aggressive focus on ‘Make in India’ initiative have played a significant role in the resurgence of country’s capacity, said Union communications and information technology minister Ravi Shankar Prasad on Sunday.

Prasad, who is on a two-day visit to Indore and Ujjain, was addressing the 25th International Management Conclave curtain raiser on the theme ‘Reinventing Growth’, organised by the Indore Management Association in Indore.

He said innovation is an integral part of India’s DNA and his party was moving forward with this vision in mind. Seeking public participation for “reinventing India”, the Union minister said it becomes important to trust India. “If you are willing to walk 20 steps, we are ready to cover 50 steps,” Prasad said, indicating the government’s support for public participation.



Union minister Ravi Shankar Prasad addresses a gathering during a function organised by the Indore Management Association on Sunday; (below) during the launch of BSNL schemes. SHANKAR MOURYA/HT PHOTO



## SCHEMES TO REVIVE BSNL LAUNCHED

**INDORE:** The year 2016 will be a beginning for the revival of Bharat Sanchar Nigam Limited (BSNL) in the country. Union minister for communications and information technology Ravi Shankar Prasad said.

The minister made this announcement at a state-level programme held by BSNL on Sunday to launch four new schemes for Madhya Pradesh. He shared his work plan to be implemented for the state-owned telecom company soon.

“We lost out to other private companies in the ten years we were not in power. The plan now is to get back into action and prove our mettle,” said Prasad. Accompanied by the general manager of BSNL, senior BJP leaders and other officials of the minister also inau-

## 12. Any Awards instituted / presented

### IMA Lifetime Achievement Award

#### IMA LIFETIME OUTSTANDING ACHIEVEMENT AWARD

Mr. Deepak Parekh (70), Chairman of HDFC, spearheads India's premier housing finance company, HDFC Ltd., which has turned the dream of owning a home into a reality for millions across the country. His astute business acumen and farsightedness has not only made HDFC the leader in Mortgages, but has also transformed it into India's leading Financial Services Conglomerate with presence in Banking, Asset Management, Life Insurance, General Insurance, Real Estate Venture Fund, Real Estate, Education Loans and Education.

Mr. Parekh is the Non-Executive Chairman in India of BAE Systems India (Services) Pvt Ltd, Glaxo Smithkline Pharmaceuticals and Siemens. He is also on the boards of Fairfax Financial Holdings corporation, Indian Hotels Company Ltd, Mahindra & Mahindra Ltd, Network18 Media and Investments Ltd, international boards of DP World- UAE and Vedanta Resources.

Mr. Parekh is dubbed as the unofficial crisis consultant of the Government. Be it his role of reviving Satyam (2009) and getting UTI from the mass (late '90s), Mr. Parekh has always been willing to share his ideas and experience to formulate reform policies across sectors. This at times,

has also meant advising the Government to take hard decisions. It is his quality of a trouble-shooter that has made him a guiding force and an active member of various high-powered Economic Groups, Government-appointed Advisory Committees and Task Forces.

Some of the international organisations which Mr. Parekh is associated with in an advisory capacity, include Indo-US CEO Forum, City of London, Indo-German Chamber of Commerce (IGCC), etc. Government has honoured him with the Padma Bhushan in 2006. Internationally some of his recent prominent awards include, 'Bundesverdienstkreuz' Germany's Cross of the Order of Merit one of the highest distinction by the Federal Republic of Germany in 2014, "Knight in the Order of the Legion of Honour" one of the highest distinction by the French Republic in 2010, First international recipient of the Outstanding Achievement Award by Institute of Chartered Accountants in England and Wales, in 2010.



**Mr. DEEPAK PAREKH**  
Chairman HDFC Ltd.

#### REINVENTING SHELTERS FOR 125 CRORE DREAMS



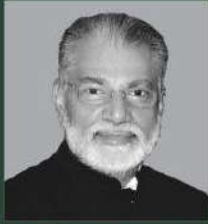
IT'S MORE THAN A CHANGE,  
IT'S **MINDSHIFT**

IMA Lifetime Outstanding Achievement Award 2016 to Mr. Deepak Parekh, Chairman, HDFC Ltd during IMA International Management Conclave 2016 on February 6, 2016.

Indore Management Association (IMA), every year, at its Annual International Management Conclaves which are held at Indore (M.P.), confers an award in inaugural session of the event to distinguished National and Global Indian.

Past recipients include:

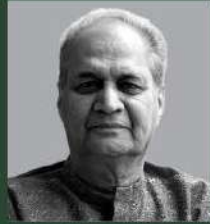
## IMA LIFETIME OUTSTANDING ACHIEVEMENT AWARD



IMA Lifetime Outstanding  
Innovation Award

2015

DR. K. RADHAKRISHNAN  
Former Chairman, ISRO



IMA Lifetime Outstanding  
Achievement Award

2015

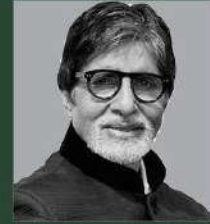
MR. RAHUL BAJAJ  
Chairman, Bajaj Auto



IMA Lifetime Excellence  
Award- The Legend

2014

DR. RAM CHARAN  
Business advisor, author and speaker



IMA Lifetime Excellence  
Award- The Legend

2014

MR. AMITABH BACHCHAN  
Actor and Poet



IMA National Business  
Icon Award

2013

MR. KUMAR MANGALAM BIRLA  
Chairman, Aditya Birla Group



IMA Lifetime Outstanding  
Achievement Award

2013

MR. NARAYANA MURTHY  
Infosys



IMA Lifetime Outstanding  
Achievement Award

2010

MR. SUBODH BHARGAVA  
Tata Communications Ltd.



IMA Lifetime Outstanding  
Achievement Award

2009

MR. RATAN TATA  
Tata Sons



IMA Lifetime Global  
Indian Leadership Award

2009

DR. SAM PITRODA  
Ex-advisor to the PM of India



IMA Lifetime Outstanding  
Achievement Award

2007

DR. R.A. MASHELKAR  
CSIR



IMA Lifetime Outstanding  
Achievement Award

2006

DR. E. SREEDHARAN  
Delhi Metro Rail Project



IMA Lifetime Outstanding  
Achievement Award

2004

MS. SIMONE N. TATA  
Trent Limited



IMA Lifetime Outstanding  
Achievement Award

2003

MR. M. V. SUBBIAH  
Murugappa Group



IMA Lifetime Outstanding  
Achievement Award

2002

MR. S. RAMADORAI  
TCS



IMA Lifetime Outstanding  
Achievement Award

2001

MR. S.M. DATTA  
Hindustan Unilever Ltd.



**Award Ceremony:** IMA Board & Dignitaries presenting IMA Lifetime Outstanding Achievement Award 2016 to Mr. Deepak Parekh, Chairman, HDFC Ltd

# 14. Study Tour & Industrial Visit

## IMA Student Chapter

### Session – I @ Acropolis Campus - A

IMA organized its Students Chapter program an Exclusive Session @ Acropolis Institute of Technology and Research, Indore. Facilitator for the program was Dr. Shailesh Danani, Director - Omega Rubber Industries.

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.

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.



Dr. Shailesh Dananai addressing the students.



Participants at IMA Student's Chapter.

## **Session – II @ Acropolis Campus –B**

Indore Management Association organized a workshop on the topic ‘Success Principles for Corporates’ on Friday, October 16, 2015 at IMA STUDENT CHAPTER @ ACROPOLIS INSTITUTE OF TECHNOLOGY AND RESEARCH. The Faculty for the workshop was Ms. Neha Fatehchandani.

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. 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.



Participants at IMA Student Chapter



MA Student Chapter Workshop

## Session – III @ IIM, Indore

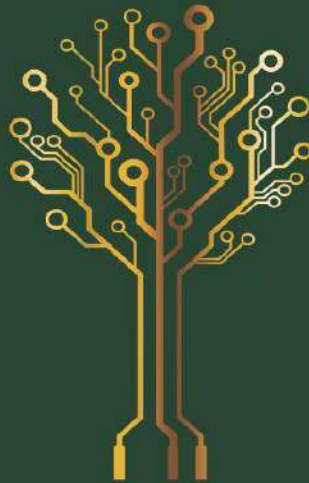
### IMA Student Chapter @ Indian Institute of Management Indore-Workshop

Indore Management Association organized a workshop on the topic “How to face Group Discussions and Personal Interview” on Thursday, December 3, 2015 in IMA Student Chapter at Indian Institute of Management, Indore. The Faculty for the workshop was Dr. Sandeep Atre, Director CH Edge Makers.



# **15. Annual Conclave**

**IMA's 25<sup>th</sup> Silver Jubilee International Management Conclave 2016**

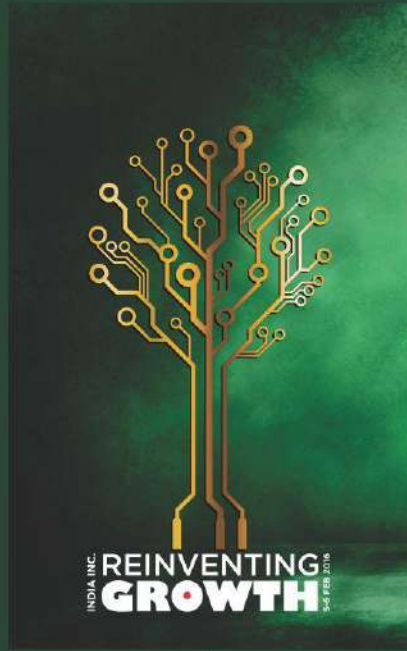


**REINVENTING** YOURSELF

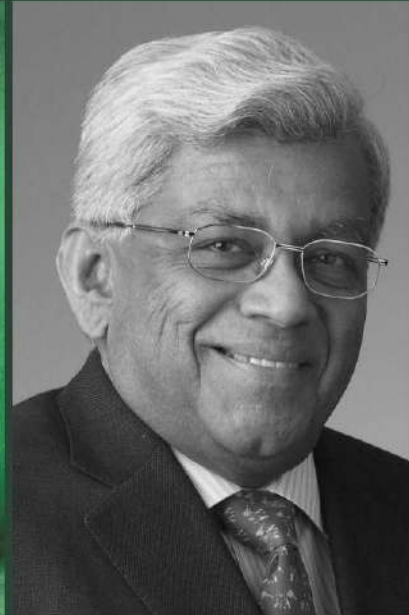


INDORE  
MANAGEMENT  
ASSOCIATION

## MEET THE EMINENT **REINVENTORS**



INDIA INC. **REINVENTING  
GROWTH** 5-6 FEB 2016



Mr DEEPAK PAREKH



Mr PIYUSH GOYAL  
Hon. Minister, GOI



Dr R A MASHELKAR  
Eminent Scientist



Mr SHASHANK ND  
Founder, Practo



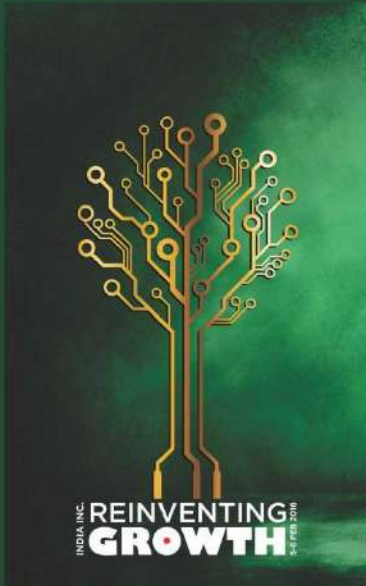
Mr R BALKI  
Chairman, Mullen Lowe Lintas



**IMA INTERNATIONAL  
MANAGEMENT CONCLAVE**  
5TH & 6TH FEBRUARY 2016, INDORE, INDIA.  
**INDIA INC. - REINVENTING GROWTH**

**VENUE:** ABHAY PRASHAL, INDORE **CONTACT:** +91 88899 96136/ +91 88899 96130

[f/imairmc](#) [t/imaconclave](#) [i/ima\\_conclave](#) [v/imaconclave](#) Hashtag: #IMAIMC2016



# MEET THE EMINENT REINVENTORS



INDORE  
MANAGEMENT  
ASSOCIATION



IMA INTERNATIONAL  
MANAGEMENT CONCLAVE  
5TH & 6TH FEBRUARY 2016, INDORE, INDIA.  
INDIA INC.- REINVENTING GROWTH

VENUE: ABHAY PRASHAL, INDORE CONTACT: +91 88899 96136, 88899 96130

A grand stage, a rotating dais, an auditorium full of great minds, corporate professionals and young management students. This is not enough to describe the experience at the 25th IMA International Conclave 2016 on February 5-6, 2016 at Abhay Prashal, Indore on the theme **India Inc : Reinventing Growth**.

The two day IMA International Management Conclave features eminent speakers from different walks of life who share unique ideas from India and all around the globe. The conclave is designed to help organizations, individuals and management students to ignite conversation and better connection with the corporate world. The scope of the conclave is becoming broader every year with the knowledge and inspiration from the world's most inspired thinkers. These two days are full of knowledge sharing, idea sharing, business networking, formal and informal conversations.

Growth is about mindset and re-inventing growth means re-inventing mindset.

The Silver Jubilee edition of International Management Conclave commenced at Abhay Prashal on the theme 'India Inc.: Reinventing Growth' with inaugural speech by Mr. R. Gopalakrishnan, MD of Tata Steel. He spoke on 'corporate growth - challenges and initiatives'. According to him Growth is a mindset and everybody is a salesman, whether he is selling a product or a service or

even an idea. This year the motive of conclave was to have a deep insight of what the term 'GROWTH' means and what it takes to re-invent it with special reference to Indian Incorporations and world economy.



Day 1: Flag hosting by Mr. R. Gopalakrishnan, Non-Executive Director Tata Sons, Mr. Chandra Shekhar Ghosh, Chairman Managing Director, Bandhan Bank & Mr. T V Narendran, Managing Director, Tata Steel with Directors IMA.



Lamp Lighting Ceremony by Mr. R. Gopalakrishnan, Non-Executive Director Tata Sons and Mr. T V Narendran, Managing Director, Tata Steel along with Mr. Shiv Singh Mehta - Chairman IMA, Mr. Vijay Goyal – President IMA, Mr. N Mohan - Conclave Chairman 2016 & Mr. Utkarsh Trivedi – Conclave Co-Chairman 2016.

The Audience at IMA's 25<sup>th</sup> Silver Jubilee International Management Conclave 2016. (Management Students)



Corporate Delegates at IMA's 25<sup>th</sup> Silver Jubilee International Management Conclave 2016.



Unveiling “6 Lenses” by Mr. R. Gopalakrishnan, Non-Executive Director Tata Sons and Mr. T V Narendran, Managing Director, Tata Steel along with Mr. P Narahari – Collector, Indore, Mr. Shiv Singh Mehta - Chairman IMA, Mr. Vijay Goyal – President IMA, Mr. N Mohan - Conclave Chairman 2016 & Mr. Utkarsh Trivedi – Conclave Co-Chairman 2016.



Mr. R Gopalakrishnan & Mr. T V Narendran unveiling the Commemorative Issue 2016 - Indore Manager along with IMA Dignitaries and the Editorial Team.



Mr. R. Gopalakrishnan, Non-Executive Director Tata Sons addressing at IMA 25th Silver Jubilee International Management Conclave 2016

R. Gopalakrishnan, Non-Executive Director Tata Sons. He spoke on 'corporate growth - challenges and initiatives'. According to him Growth is a mindset and everybody is a salesman, whether he is selling a product or a service or even an idea. He also brought light on the recent trend of Startups and said Start ups are attractive and get high evaluation very soon but this start up fever has to deal with maturity and must be converted into Growth driven companies (GDC).



Mr. T V Narendran, Managing Director, Tata Steel addressing at IMA's 25th Silver Jubilee International Management Conclave 2016

T. V. Narendran - MD Tata steel was invited to speak on "Manufacturing leap into digital era. He spoke from his heart and was candid to share the changes happening in manufacturing industry and auto industry. Technology can save cost in manufacturing and also it is creating new job opportunities in the industry. He said history has witnessed three industrial revolution starting from invention of steam engine to automation to artificial intelligence, it's the high time to realize and accept that we are on the verge of forth industrial revolution that is digital revolution and we will stuck and not grow forward until we adapt the change".



Mr. Chandra Shekhar Ghosh: Founder, Chairman & Managing Director, Bandhan Bank addressing at IMA's 25th Silver Jubilee International Management Conclave 2016

Mr. Chandra Shekhar Ghosh, Founder Chairman & MD, Bandhan Bank narrated his journey about how he left his high paying job to found an NGO for helping poverty ridden people and the challenges he faced in building Bandhan Bank. The Bank has helped over 67 lakhs families by giving them opportunity to improve their economic condition by providing loans at very low interest rate.

Mr. Pramod Sadarjoshi, Senior Director - HCM Strategy & Transformation, Asia Pacific, Oracle India Pvt. Ltd addressing at IMA's 25th Silver Jubilee International Management Conclave 2016

To share their view on “The Talent Management in future “, Mr Pramod Sadar Joshi, Director, Oracle India was invited as next speaker on stage. He motivated the audience with his great enthusiasm and filled the hall with energy. He gave presentation covering subject like transformation through great leadership and mental stability.



Mr. Y. Sudhir Kumar Shetty, COO, UAE Exchange addressing at IMA’s 25th Silver Jubilee International Management Conclave 2016

COO of UAE Exchange, MR. Y. Sudhir Kumar Shetty taught important lesson to the audience on the topic “Strategies to beat financial slowdown”.

REINVENTING  
GROWTH 5-6 FEB 2016



INDIA, INC. REINVENTING  
GROWTH 5-6 FEB 2016

Mr. Janmejaya Sinha, Chairman, The Boston Consulting Group Asia-Pacific addressing at IMA's 25th Silver Jubilee International Management Conclave 2016



Mr. Roberto Narain at IMA's 25th Silver Jubilee International Management Conclave 2016

The Drum Jam session at the end of first day was a stress buster for all the audience present at the venue as everyone jammed a longer with the renowned Musician, Roberto Narain.

## Day 2 of IMA 25<sup>th</sup> International Management Conclave 2016

The Silver Jubilee edition of International Management Conclave, the flagship event of Indore Management Association was a mixed bag from dipping in the Mahakumbh of Knowledge by pioneer of the industries from getting entrepreneurial insights from Mr. Dinesh Agarwal, Founder - CEO IndiaMart to the finding what is happiness by spiritual Guru H H Gaur Gopal Prabhuji. The prestigious Lifetime achievement award was awarded to Padmabhushan Mr. Deepak Parikh, Chairman HDFC Ltd.



Mr. Piyush Goyal, Minister of State with I/C Power, Coal, New and Renewable Energy" Government of India along with other IMA dignitaries during the flag hosting ceremony at IMA's 25<sup>th</sup> Silver Jubilee International Management Conclave 2016



Mr. Piyush Goyal, Minister of State with I/C Power, Coal, New and Renewable Energy" Government of India and Mr. Deepak Parekh, Chairman, HDFC Ltd along with other IMA dignitaries during lamp lightning ceremony at IMA 25<sup>th</sup> Silver Jubilee International Management Conclave 2016.



Mr. Piyush Goyal, Minister of State with I/C Power, Coal, New and Renewable Energy" Government of India addressing at IMA's 25th Silver Jubilee International Management Conclave 2016

Union minister of state with independent charge of Coal, New and Renewable Energy, Mr. Piyush Goyal appreciated the efforts Indore Management Conclave making for providing a platform for exchange of ideas, inspiration and learning that makes difference.



Mr. Deepak Parekh, Chairman, HDFC Ltd addressing at IMA's 25th Silver Jubilee International Management Conclave 2016



Dr. Raghunath Anant Mashelkar, Former Director General, Council of Scientific & Industrial Research addressing at IMA's 25th Silver Jubilee International Management Conclave 2016

Dr R. A. Mashelkar shared his wisdom on 'Vision and strategy for Future India'. He emphasized upon innovation and said talent, technology and trust on the youth of the nation.



Mr. Milind Kamble, Founder, Dalit Indian Chamber of Commerce and Industry addressing at IMA's 25th Silver Jubilee International Management Conclave 2016.



Mr. Dinesh Agarwal, Founder and CEO IndiaMART.com addressing at IMA's 25th Silver Jubilee International Management Conclave 2016



Mr. Ashutosh Pandey, Chief Executive Officer, Tata Unistore Limited addressing at IMA's 25th Silver Jubilee International Management Conclave 2016.



Ms. Shalini Girish, Director, India Small & Medium Business at Google addressing at IMA's 25th Silver Jubilee International Management Conclave 2016



H H Gaur Gopal Prabhujji, Iskon Chaupati Temple, Mumbai addressing at IMA's 25th Silver Jubilee International Management Conclave 2016

Spiritual Guru H H Gaur Gopal Prabhujji, his preaching on bettering work and Life balance enlightens every individual. He said that happiness is an internal state of mind; one shouldn't connect pleasure with money and count your things which money can't buy. A lesson in the end that emphasized all business people to self-introspects and helps others and not just the ambition of making money rather bringing about a change in the society.

# Our Sponsors & Supporters:

## Patron Sponsor



## Principal Sponsors



## Co-Sponsors



## Associate Sponsors



## Parent Body



## Knowledge Partner



## QFL / YMC Host



**INDORE MANAGEMENT ASSOCIATION**

Jali Auditorium Campus  
56/1, South Tukoganj  
Indore-452 001

T +91 731 251 2544-45  
E mail@ima.indore.com  
+91 731 406 9545  
F +91 731 252 8680  
W www.ima.indore.com

# 16. IMA Website:

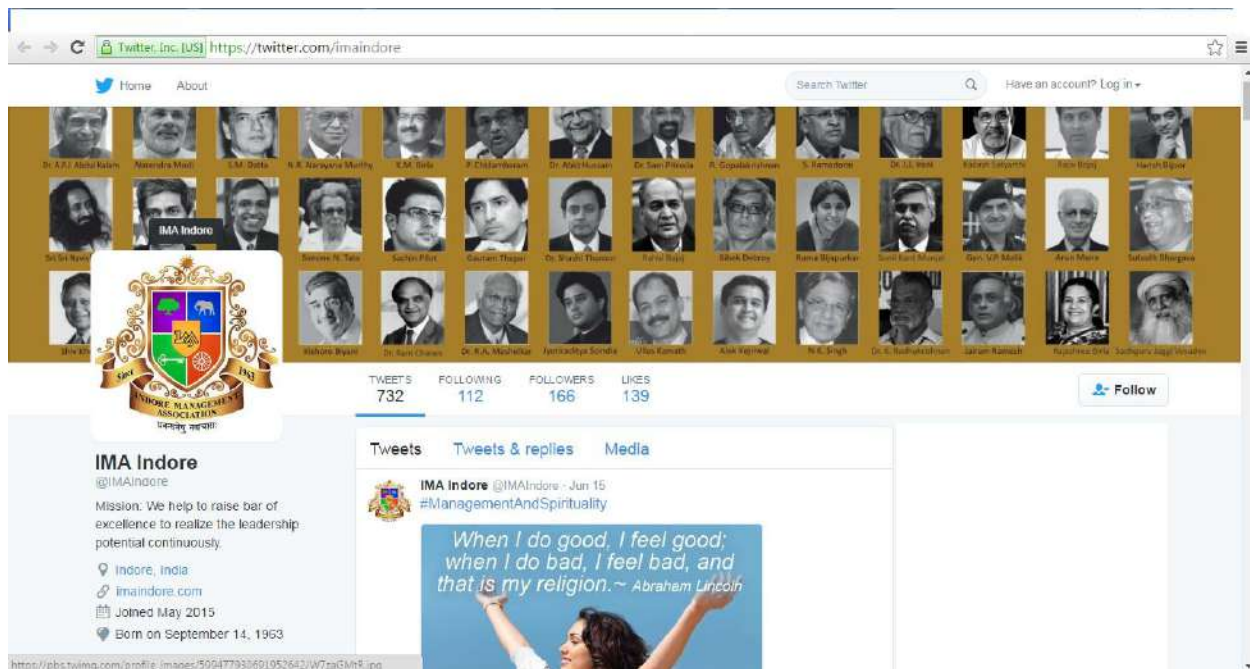
## Website & Social Media Connectivity:

IMA Website: [www.imaindore.com](http://www.imaindore.com)



### b. Social Media Connectivity :

#### Twitter



## Instagram :

← → ↻ [https://www.instagram.com/ima\\_conclave/](https://www.instagram.com/ima_conclave/)

**ima\_conclave** [Follow](#)

**IMA conclave** IMA's 25th International Management Conclave. Theme- India Inc.: Reinventing Growth. February 5th and 6th, 2016 Abhay Prashal, Indore. [www.fb.com/IMAIMC](http://www.fb.com/IMAIMC)

119 posts   103 followers   143 following

## You Tube

← → ↻ <https://www.youtube.com/channel/UCosjZL9zhdFjaK08jQtUA>

- Home
- My Channel
- Trending
- Subscriptions
- History
- Watch Later

LIBRARY

- Liked videos

SUBSCRIPTIONS

- All channels
- Popular on YouTube
- Music
- Sports
- Gaming

Browse channels

Manage subscriptions

219 subscribers   50,242 views   Video Manager

**Indore Management Association** [View channel](#) [Subscribe](#) 219

Home   Videos   Playlists   Channels   Discussion   About

Share your thoughts

All activities

Indore Management Association uploaded a video 27 minutes ago

**Once Upon A Time with Mr. Arunachalam Muruganatham**  
by Indore Management Association  
27 minutes ago · 6 views  
#OnceUponATime... Stories of Champions with the most insightful & acknowledged Social Entrepreneur Mr. Arunachalam Muruganatham.

**Channel tips**

- Learn how to earn money
- What can I do for you?
- Get discovered
- Filming on your phone?
- 5 tips to build community
- Get a new custom URL

[View all](#)

## Facebook

- a) Facebook Page
- b) Facebook Group
- c) Conclave Page

## IMA Indore : Facebook Account

The screenshot displays the Facebook profile for 'Indore Ima'. The browser address bar shows the URL: <https://www.facebook.com/profile.php?id=100010518253792>. The profile name is 'Indore Ima'.

The cover photo features the text: "Luminaries who have shared their knowledge and experience with us in the past". Below this text is a grid of 30 small portrait photos of individuals, each with a name underneath. The names include: Dr. A.P.J. Abdul Kalam, Narendra Modi, S.M. Datta, N.K. Narayana Murthy, K.M. Birla, P. Chidambaram, Dr. Abul Kalam, Dr. Sanjiv Reddy, R. Gopalkrishnan, S. Karimnagar, Dr. J.J. Poon, Kalich Sanjay, Rajiv Bajaj, Harish Bajaj, Suresh M. Tata, Sachin Pilot, Gauram Thappa, Dr. Bhaskar Thacker, Rahul Bajaj, Bhanu Debnay, Rama Rajapurkar, Sundar Kalai Murali, Gen. V.P. Malik, Arun Maurya, Subodh Bhangoo, Ghanesh Prasad, Dr. J.S.A. Mankharia, Jayachandran Srinivas, Usha Karanth, Anil Kishore, and Anil Kumar.

The profile picture is the IMA logo, which includes the text: "INDORE MANAGEMENT ASSOCIATION" and "1863".

The page has 2,038 friends. The navigation tabs are: Timeline, About, Friends (2,038), Photos, and More.

The left sidebar shows a question: "Where have you worked in the past?" with 1 pending item. Below that is the "Intro" section with the text: "Describe who you are". At the bottom of the sidebar, it shows "Lives in Indore, India" and "From Indore, India".

The right sidebar shows the "Status" section with the text: "What's on your mind?". Below that is a post from "Indore Ima" that says: "Indore Ima added a new photo to the album IMA Management Film Show by CA Navin Khandelwal and Indore Ima." The post is 2 hours old.

## IMA Open Group

The screenshot shows the Facebook interface for the 'INDORE MANAGEMENT ASSOCIATION' group. The URL is <https://www.facebook.com/groups/imaindre/>. The page header includes the group name and navigation options like 'Home', 'Messages', and 'Notifications'. A prominent banner at the top reads 'Luminaries who have shared their knowledge and experience with us in the past' and features a grid of 25 member portraits. Below the banner, there are tabs for 'Discussion', 'Members', 'Events', 'Photos', and 'Files'. A search bar is located on the right side of the group header. The main content area includes a 'Write Post' section with a 'Write something...' prompt, a notification that '5 people want to join this group', and a 'RECENT ACTIVITY' section showing a post by 'Indore Ima' from 20 hours ago with the text '#OnceUponATime : Stories of Champions with the most insightful & acknowledged Social Entrepreneur Mr. Arunachalam Murugananiham'. On the right sidebar, there is an 'ADD MEMBERS' section with a search input, a 'MEMBERS' section showing '8,533 members (24 new)', an 'Invite by Email' section, a 'DESCRIPTION' section stating 'Indore Management Association (IMA), an association of entrepren...', and a 'TAGS' section with an 'Add Tags' button. The left sidebar contains navigation links for 'Indore Ima', 'Edit Profile', 'Your posts', 'FAVOURITES' (News Feed, Messages, Events, Saved, Sale groups), 'PAGES' (IMA International M..., Indore Manager, Pages feed, Like Pages, Create Advert, Create Page), 'GROUPS' (INDORE MANAGE..., Star Fitness -by Sa..., Discover Groups, Create group), and 'FRIENDS' (Close Friends, Family, Indore, India Area).

## IMA Conclave Page:

The screenshot shows the Facebook page for 'IMA International Management Conclave'. The URL is [https://www.facebook.com/IMAIMC/?ref=br\\_rs](https://www.facebook.com/IMAIMC/?ref=br_rs). The page header includes the page name and navigation options like 'Home', 'Messages', and 'Notifications'. The main content area features a large green banner with the text 'To start something new, you've to stop doing something old.' and the IMA International Conclave logo (a red circle with '25' and 'IMA INTERNATIONAL CONCLAVE'). Below the banner, there is a 'Book Now' button, a 'Liked' button, and a 'Message' button. The page also has a 'Timeline' tab selected, showing a post by 'IMA International Management Conclave' from 7 February. The right sidebar displays performance metrics: 'THIS WEEK' (4 Post Reach, 22 Post Engagement, 0 Book Now, 0 Website Clicks), '0 of 0 Response Rate', and '10 hours Response Time'. The left sidebar shows the page's location as 'Education · Indore, India' with a 4.7 star rating, a search bar for posts, and a notification that '82% response rate, 10-hour response time' with a 'Respond faster to turn on the badge' option.

## **17. Journals / Newsletters / Video CDs / Books published**

- IMA has come up with following issues:
- Bi-Monthly Magazines – Indore Manager
- DVD Set of International Management Conclave 2016
- DVD of IMA Rendezvous with :
  - Mr. Kailash Satyarthi
  - Dr. Omkar Goswami
  - Mr. Harsha Bhogle
- Commemorative Issue – Indore Manager Based on Conclave 2016



ISSN 2278 - 7802

For private circulation only

# INDORE MANAGER

VOLUME XXXIII | ISSUE 2 | MARCH-APRIL 2015

THE BI-MONTHLY MANAGEMENT MAGAZINE

PRICE 150

## 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 billion hopes.



For private circulation only

# INDORE MANAGER

VOLUME XXIII | ISSUE 3 | MAY-JUNE 2015

THE BI-MONTHLY MANAGEMENT MAGAZINE

PRICE ₹50



## FACE OF LUXURY BRANDS

There is a large repertoire of excellent premium brands with a strong product-orientation, excellent engineering, world-class luxury brand strategy, exceptional creativity and a dedicated client service...



ISSN 2218 - 7852

For private circulation only

# INDORE MANAGER

VOLUME XXIII | ISSUE 4 | JULY-AUGUST 2015

THE BI-MONTHLY MANAGEMENT MAGAZINE

PRICE ₹ 50



## EMOTIONAL INTELLIGENCE FOR BETTER LEADERSHIP

For leaders, having emotional intelligence is essential for success. After all, who is more likely to succeed - a leader who shouts at his team when he's under stress, or a leader who stay in control, and...



For private circulation only

# INDORE MANAGER

VOLUME XXIII | ISSUE 5 | SEPT - OCT 2015

THE BI - MONTHLY MANAGEMENT MAGAZINE

PRICE ₹50

## WOMEN ENTREPRENEURS

When looking at today's great women entrepreneurs, it's clear that they had the right idea hitting the right market at the right time. Aspiring women entrepreneurs must understand that God did not give you a "spirit of fear", but a "spirit of courage".



**Belief**  
**Risk taking**  
**Fearlessness**  
**Balance**



### People Before Strategy:

A New Role for the CHRO  
by Ram Charan, Dominic Barton, and Dennis Carey

CEOs might complain that their CHROs are too bogged down in administrative tasks or that they don't understand the business. But let's be clear:



For private circulation only

# INDORE MANAGER

VOLUME XXIII | ISSUE 5 | NOV- DEC 2015

THE BI - MONTHLY MANAGEMENT MAGAZINE

PRICE ₹50

## youngistan

India has been gifted with young population, which has an important role to play in directing not only the future of the nation but also the future of our world. If the youth develop cognitive intelligence to become original thinkers; imbibe emotional intelligence to develop team spirit and rational risk-taking attitude; inculcate moral intelligence to blend the personal ambitions with national goals; cultivate social

intelligence to defend civic rights of the weak; and, develop the courage to fight injustice, then India can develop a superior species of human beings. Youth, who can be relied on to make the country a global power within the next two decades. Such an army of evolved youth, who speak to their passions, facilitate interaction, raise awareness and inspire action, will be the asset to the nation.

# INDORE MANAGER

COMMEMORATIVE VOLUME



INDIA INC. REINVENTING  
**GROWTH** 5-6 FEB 2016



IMA INTERNATIONAL  
MANAGEMENT CONCLAVE  
5TH & 6TH FEBRUARY 2016, INDORE, INDIA  
INDIA INC. - REINVENTING GROWTH



# 19. Outreach program

Outreach program conducted beyond local Jurisdiction /exclusive programs conducted

IMA Training @ Doorstep

23<sup>rd</sup> April

**“CRITICAL THINKING AND CREATIVE PROBLEM SOLVING”**



Indore Management Association (IMA) has organized its Training @ Doorsteps a one-day Workshop for the corporate people on Thursday, April 23rd, 2015 at Mahindra Two Wheelers Limited, Industrial Area -1, Pithampur. The module for the workshop was: “CRITICAL THINKING AND CREATIVE PROBLEM SOLVING” and Facilitator for the workshop was Mr. Rakesh Jain Director Outdoor Learning resources pvt. Ltd.

The Main Point covered during the workshops was.

1. What is critical thinking and its Importance in a Life?
2. Difference between Normal and critical thinking
3. Innovation is the key to success.
4. Left Brain used for Logical Thinking and Right brain is for Creative Thinking
5. RED Model of Critical Thinking R – Recognized Assumptions, E – Evaluate Arguments, D – Draw Conclusions
6. Problem Solving Process -
  1. Identifying the Problem
  2. Explore Information and Create Idea
  3. Choose the best Idea
  4. Test the Idea
5. Evaluate the result

7. Various Exercises based on Problem solving was conducted like Magic Knot,
8. Creativity based exercise like Mines Walk, Carpet etc.
9. Participants get to know the Importance of the Innovation in Life and how it can be build.
10. There are 3 types of Employee in the organizations – 1 – Doer who think critically... 2 – Watchers who are just Ok and 3. .Wonderers who never thinks about what he does.

Participants from the company attended this workshop were from Cipla Ltd., Gajra Gears, MAHLE, STI India Ltd., Indore Composite Pvt. Ltd and Mahindra 2 Wheelers Ltd.

Welcome speech to participants and floral of faculty was done by Mr. Shreyas Acharya, DGM IR, Mahindra Two Wheelers Ltd.

# प्रॉब्लम में हिडन होता है सॉल्यूशन

आईएमए की ओर से 'क्रिटिकल थिंकिंग एंड क्रिएटिव प्रॉब्लम सॉल्विंग' पर वर्कशॉप

इंदौर किसी भी प्रॉब्लम का सॉल्यूशन उसमें ही छिपा होता है। हमें जरूरत है बिना पैनिंक हुए प्रॉब्लम के ग्रॉसरूट लेवल पर जाकर उसके कारण को समझने की। ये कहना है एडवेंचर स्पोर्ट्स एक्सपर्ट रकेश जैन का। वे गुरुवार को इंदौर मैनेजमेंट एसोसिएशन की ओर से आयोजित वर्कशॉप में कॉर्पोरेट्स को प्रॉब्लम सॉल्विंग सजेशन दे रहे थे। उन्होंने कहा हमारे थॉट्स ही फाइनली डिसेजन में तब्दील होते हैं। इसलिए हमें अपने थॉट प्रोसेस को सही रखना चाहिए। वर्कशॉप में कॉर्पोरेट्स के लिए डिफरेंट एक्टिविटी का आयोजन किया गया, जिसके



जरिए उन्हें क्रिएटिव और लॉजिकल थिंकिंग पावर के बारे में जानकारी दी गई। इन एक्टिविटी को सभी ने खूब एंजॉय किया।

## थिंकिंग कैपेसिटी करें इंफ्रीज

उन्होंने कहा लॉजिकली सोचने से हम किसी भी सिचुएशन को

इजीली हैंडल कर सकते हैं। हमें अपने इस थॉट को बदलना होगा। हम जो सोच रहे हैं वो सही है। हर घटना के पीछे के कारणों को समझ कर उसके बारे में सोच डवलप करने से थिंकिंग कैपेसिटी को इंफ्रीज किया जा सकता है। रकेश ने बताया कि माइंड का लेफ्ट पार्ट लॉजिकल और राइट पार्ट क्रिएटिव थॉट्स डवलप करता है। माइंड के दोनो साइड को एक्टिव रखने के लिए एक्सरसाइज करनी चाहिए। जिससे की माइंड का प्रॉपर यूटिलाइजेशन हो सके। इसके लिए जो दिख रहा है उसके पीछे की कहानी को सोचने और समझने की कोशिश करें।



Participants during the Training @ Doorsteps at Mahindra Two Wheelers.



Mr. Rakesh Jain during the Training @ Doorsteps at Mahindra Two Wheelers.



Participants during the Training @ Doorsteps at Mahindra Two Wheelers.

Indore Management Association (IMA) has organized its Training @ Doorsteps a one-day Workshop for the corporate people on Thursday, April 23rd, 2015 at Mahindra Two Wheelers Limited, Pithampur. The module for the workshop was: "CRITICAL THINKING AND CREATIVE PROBLEM SOLVING". Facilitator for the workshop was Mr. Rakesh Jain Director Outdoor Learning resources Pvt. Ltd.

The Main Points covered during the workshops was.

Critical thinking and its Importance in a Life. Difference between Normal and critical thinking. Innovation is the key to success. Left Brain used for Logical Thinking and Right brain is for Creative Thinking. Problem Solving Process.

Participants from the company attended this workshop were from Cipla Ltd., Gajra Gears, MAHLE, STI India Ltd., Indore Composite Pvt. Ltd and Mahindra 2 Wheelers Ltd and many more

## IMA Training@doorstep

27<sup>th</sup> May

“PERSONAL SKILLS FOR PROFESSIONAL EXCELLENCE”



Indore Management Association (IMA) has organized its Training @ Doorsteps a one-day Workshop for the corporate people on Wednesday, 27<sup>th</sup> May 2015, at Cummins Turbo Technologies India Ltd, Pithampur. The module for the workshop was: “*Personal Skills for Professional Excellence*” and Speaker for the session was Mr. Shashank Kasliwal Founder Director of Emotional Intelligence Inc.

Interpersonal skills are the life skills we use every day to communicate and interact with other people, both individually and in groups. People judge us not by the knowledge we have but the way we communicate that knowledge. Hence it is important to know how to enhance our personal skills to express and connect with people. Other points discussed in the workshop were;

- How to work on our weaknesses,
- How to be aware all the time about self (moods) and others.
- Improve our personal skills by managing self (reactions, habits, perceptions, assumptions)
- And taking responsibility of our life (failures, losses, struggles, errors) instead of blaming others, situations.

If one is able to take charge of his life, he will never encounter any difficult person, situation in life. The problem is not the situation, but the way we deal with it. Situations are not difficult, the handling makes it so.

Mr. Kasliwal is a highly experienced trainer in the areas of attitude, spirituality, coaching, counseling people and is a key note speaker of repute.

He also threw light on topics like understanding belief cycle, rapport building, how to manage stress, importance of communication skills and understanding others point of view. He said it depends on us that what kind of life we want to live, we can either live a mediocre life or can live an extraordinary life. As leaders, you have to understand that people are the most important and effective resource for any organisation. He ended the session by saying, **“Business is People and joy in life comes from the ability to powerfully manage self with others”**.

Last word ▶ IMA Training @ Doorstep!

## People judge by way of communicating knowledge

• OUR STAFF REPORTER  
Indore

“Inter-personal skills are life skills which we use everyday to communicate with others. People judge us not by the knowledge we have but the way we communicate,” said Shashank Kasliwal, founder director of Emotional Intelligence Inc here, on Wednesday in a workshop organised by Indore Management Association (IMA) under its Training @ Doorsteps.

A one-day Workshop for the corporate people was held at Cummins Turbo Technologies India Ltd, Pithampur. The workshop was held on “Personal Skills for Professional Excellence”.

Kasliwal said it is important to know how to enhance

one's personal skills to express and connect with people. Other points discussed in the workshop were:

- How to work on our weaknesses.
- How to be aware all the time about self (moods) and others.
- Improve our personal skills by managing self (reactions, habits, perceptions, assumptions)
- And taking responsibility of our life (failures, losses, struggles, errors) instead of blaming others, situations.

If one is able to take charge of his life, he will never encounter any difficult person, situation in life. The problem is not the situation, but the way we deal with it. Situations are not difficult, the handling makes it so.



Kasliwal is a highly experienced trainer in the areas of attitude, spirituality, coaching, counseling people and is a key note speaker of repute.

He also threw light on topics like understanding belief cycle, rapport building, how to manage stress, importance of communication skills and understanding others point of view. He said it depends on us that what kind of life we want to live, we can either live a mediocre life or can live an extraordinary life. As leaders, you have to understand that people are the most important and effective resource for any organisation. He ended the session by saying, “Business is People and joy in life comes from the ability to powerfully manage self with others”.

THE  
FREE PRESS  
INDORE

Thu, 28 May 2015  
epaper.freepressjournal.in/c/5390552

24<sup>th</sup> June

## “COACHING ESSENTIALS FOR TEAM LEADERSHIP”

### Training@Doorstep (A one day workshop in Industry, Indore.)



## Coaching Essentials for Team Leadership

“Coaching Essentials for Team Leadership” is created for leaders who seek to learn and apply coaching skills with others in order to increase their effectiveness and influence within their organizations. This program is especially designed to increasing the participants' ability to integrate coaching into their current leadership style.

### Outlines of the workshop :-

- Foster Open Communication
- Reward Self-Improvement
- Encourage Safe Failure
- Provide Plenty of Context
- Clearly Define Roles
- Require Accountability
- Support Their Independence
- Appreciate Their Efforts

Leaders become great, not because of  
their power, but because of their  
ability to empower others.

~John Maxwell

### Faculty Details

**Capt. Jaison Thomas** (SSC Indian Army) has been extensively associated with educational and HR activities, with an experience of 10 years in Training.

Presently he is a Managing Director and Chief Mentor of INCISIVE Training Pvt. Ltd.

### Host of the Workshop:



### VENUE:

MAHLE Engine Components India Pvt. Ltd.  
Plot No. 9, 10, 11 - Sector-3 Kheda Industrial  
Area Madhya Pradesh, 454 775 Pithampur, India

### For Registration Contact:

Mr. Jagwant Singh Mangat | **M** : +91- 8889996130 | **E**: marketing@imaindore.com

**DAY :** Wednesday

**DATE:** June 24, 2015

**TIME:** 8:30AM – 4:00PM

<b>Investments :</b>	<b>Per Person</b>	<b>Group Offer</b> (Min 5 Nominees)
IMA Members	<b>Rs.1200</b>	<b>Rs.1100</b>
NON Members	<b>Rs.1800</b>	<b>Rs.1600</b> (Per Person)

(14 % Service Tax will be additional)



Indore Management Association (IMA) has organized its Training @ Doorsteps a one-day Workshop for the corporate people on Wednesday, 24 June 2015 at MAHLE Engine Components India Pvt. Ltd. Pithampur, India. The module for the workshop was: *“COACHING ESSENTIALS FOR TEAM LEADERSHIP”* and Speaker for the session was Capt. Jaison Thomas. (Managing Director of INCISIVE Training Pvt. Ltd.)

#### Coaching Essentials for Team Leadership

This program is especially designed and created for leaders who seek to learn and apply coaching skills with others in order to increase their effectiveness and influence within their organizations. Leaders who went through this program would be able to utilize coaching skills to support others in taking focused and purposeful actions that increase their productivity, growth, impact and results.

Following four areas threaded through out the training session

1. Coaching Skills
2. Coaching Process
3. Coaching Practices
4. Workplace Application

The companies that participated in the workshop were –

1. MAHLE
2. Gabriel India Ltd.
3. STI Group
4. Erawat Pharma
5. Cipla
6. Metal Forger
7. Indore Composite
8. Methodex

# एंथुजिएस्टिक हो टीम लीडर

**plus रिपोर्ट**

indoreplus@patrika.com

टीम लीडर को एंथुजिएस्टिक होना चाहिए। टीम लीडर में एंथुजिएज्म होगा तभी वह अपनी टीम में भी वही जोश ट्रांसफर कर सकेगा। यह बात कॉर्पोरेट ट्रेनर जेसन थॉमसन ने कही। थॉमसन इंदौर मैनेजमेंट एसोसिएशन की ओर से पीथमपुर में आयोजित वर्कशॉप में बोल रहे थे। 'कोचिंग एसेंशल्स फॉर टीम लीडर्स' मॉड्यूल पर आयोजित वर्कशॉप में लीडिंग कंपनीज के सीनियर मैनेजर्स ने शिरकत की।

थॉमसन ने कहा कि कोचिंग के लिए नॉलेज और स्किल की जरूरत होती है और नॉलेज का प्रजेन्टेशन ही स्किल है। सीनियर मैनेजर्स अपनी स्किल के जरिये जूनियर्स को गाइड कर सकते हैं। उन्होंने कहा कि टीम लीडर्स जब अपनी टीम से काम ले तो सबसे पहले उन्हें छोटे-छोटे टास्क दे। वे गलतियों करें तो उन्हें गलतियां सुधारने का मौका दे। जब छोटे टास्क में गलतियां सुधार जाती हैं तो बड़े टास्क करने में मुश्किल नहीं आती।



## ओपन कम्युनिकेशन में हो पॉजिटिविटी

जब जूनियर लेवल मैनेजर्स से ओपन कम्युनिकेशन करना हो तो सही वर्ड्स का यूज करें। ऐसे वर्ड्स यूज न करें, जिनसे टीम मेंबरर्स स्ट्रेस में आ जाएं। आप कहेंगे कि कंपनी का टारगेट 1 करोड़ कमना है तो यह ठीक नहीं होगा। इसके बजाय पहले यह बताएं कि टारगेट का पूरा करने का क्या बेंनिफिट मिलेगा। ऐसा करने से टीम मेंबरर्स का फोकस अपने बेंनिफिट पर आएगा और कंपनी के लिए जुटकर काम करेंगे।

## कॉन्फिडेंस बिल्ड करें

टीम का कॉन्फिडेंस लेवल हमेशा ऊंचा रखें। इसके लिए टीम मेंबरर्स से पर्सनल लेवल पर भी बात करें। अगर किसी की कोई निजी प्रॉब्लम सामने आए तो उसे दूर करने में मदद करें। अपनी टीम को गलतियों से सीखने के लिए मोटिवेट करें। गलतियों से सीखने में यह देखें कि वह गलतियां दोहरा तो नहीं रहे हैं। गलती करना ठीक है, पर पुरानी गलती रिपीट करने का मतलब है कि लर्निंग सही नहीं है। वर्कशॉप में कोचिंग स्किल्स, कोचिंग प्रॉसेस व कोचिंग प्रैक्टिस पर चर्चा की गई।

Indore Management Association (IMA) organized its Training @ Doorsteps a one-day Workshop for the corporate people on Wednesday, 24 June 2015 at MAHLE Engine Components India Pvt. Ltd. Pithampur, India. The module for the workshop was: "COACHING ESSENTIALS FOR TEAM LEADERSHIP" and Speaker for the session was Capt. Jaison Thomas, Managing Director of INCISIVE Training Pvt. Ltd.

This program was especially designed and created for leaders who seek to learn and apply coaching skills with others in order to increase their effectiveness and influence within their organizations. Leaders who went through this program would be able to utilize coaching skills to support others in taking focused and purposeful actions that increase their productivity, growth, impact and results.

The companies that participated in the workshop were MAHLE, Gabriel India Ltd, STI Group, Erawat Pharma, Cipla, Metal Forger, Indore Composite and Methodex.



Capt. Jaison Thomas during IMA Training@doorstep at MAHLE Engine Components India Pvt. Ltd. Pithampur.



Participants during IMA Training@doorstep.

21<sup>st</sup> July

## “Supervisory Skills for High Productivity”


**Training@Doorstep**  
(A one day workshop in Industry, Indore.)

### Supervisory Skills for High Productivity

In today's workplace, individuals are often promoted to supervisory responsibilities because they have developed technical expertise in their positions. However, often they are unable to effectively supervise their workforce. This one-day workshop has been developed in response to the need to train new or inexperienced supervisors in the interpersonal aspects of supervision and to help or assist established supervisors to advance their skills.

**Important questions to be considered as a supervisor include:-**


- Do your employees clearly understand what is expected of them?
- Are they treated fairly and consistently?
- Do they participate in decisions that affect their work?
- Are there opportunities for them to improve their own skills?



**Faculty Details**

**Prof. Pankaj Kothari** is a creative trainer, life coach and author who has empowered many individuals with his life changing, technique oriented, experiential workshops. Mr. Kothari is a Chartered Accountant, MBA in HR, Masters in Psychology and currently a Ph.D. scholar at TISS, Mumbai. He has earned Advanced Communicator Bronze (ACB) and Advanced Leader Bronze (ALB) recognition from Toastmasters International.

**Host of the Workshop:**



**VENUE:**  
MAN Trucks India Pvt. Ltd.  
Plot No. 3 - B (1), Sector 1, Pithampur Industrial Estate, Pithampur, District - Dhar 454 775, India

**For Registration Contact :**  
Mr. Jagwant Singh Mangat | **M** : +91- 8889996130 | **E**: marketing@imaindore.com

**DAY :** Tuesday

**DATE:** July 21, 2015

**TIME:** 8:30AM – 4:00PM

<b>Investments :</b>	<b>Per Person</b>	<b>Group Offer</b> (Min 5 Nominees)
IMA Members	Rs.1200	Rs.1100
NON Members	Rs.1800	Rs.1600 (Per Person)

(14 % Service Tax will be additional)

**Indore Management Association (IMA) has organized in its Training @ Doorsteps series, a one-day Workshop for the corporate people on Tuesday, 21<sup>th</sup> July 2015, at Man Trucks India Private Ltd., Pithampur. The module for the workshop was: “Supervisory Skills for High Productivity” and Speaker for the session was behavioural skills trainer, Pankaj Kothari.**

“Employees develop technical expertise in their positions over years and hence are often promoted to supervisory responsibilities. To effectively supervise the workforce, they need to be trained in the interpersonal aspects of supervision and to help or assist established supervisors to advance their skills.”

This was shared by noted behavioural skill trainer Pankaj Kothari. He was addressing the participants of a One Day's Workshop on "**Supervisory Skills for High Productivity**" organized by Indore Management Association. The workshop was well attended by participants from leading companies of Pithampur, who were willing to have a greater sense of self-confidence in their ability to both understand and complete the responsibilities of their jobs.

According to Mr. Kothari, in today's workplace, Supervision is not just about managerial or leadership function of overseeing the productivity and progress of employees – typically those employees who report directly to the supervisor. Modern approach to supervision takes a very different perspective - defining supervision more from a coaching and mentoring perspective than from a managerial perspective. He trained the participants in professional skills needed for effective supervision with the help of simulations. The necessary characteristics of supervisors were also discussed. A good supervisor must be: **Showing Technical Expertise, Using sound judgment, Producing results, Effectively**

Communicating, having Rapport with people, Value Driven, Independent & Responsible, Swaying Leadership ability, Organized and Ready to Adapt to change.

The companies that participated in the workshop were – Jaideep Ispat & Alloys, Mahle, STI India Ltd., Erawat Group, Cummins Turbo, Man Trucks and Many more.

## सुपरवाइजर को मेंटर और कोच बनने की जरूरत

■ आईएमए की ओर से  
सेमिनार का आयोजन

plus रिपोर्ट

indoreplus@patrika.com

इंदौर, इंदौर मैनेजमेंट एसोसिएशन की ओर से मंगलवार को सुपरवाइजरी स्किल फॉर हाई प्रोडक्टिविटी विषय पर सेमिनार का आयोजन किया गया। इसमें बिहेवीयर और स्किल ट्रेनर पंकज कोठारी ने कहा, एम्प्लॉयी टेक्निकल फील्ड में लगातार काम



कर एक्सपर्टीज हासिल कर लेता है, जिससे वह प्रमोशन के बाद सुपरवाइजर लेवल पर पहुंच जाता है।

**जरूरी है इफैक्टिव  
कम्युनिकेशन**

इन लोगों को सुपरविजन में एक्सपर्टीज हासिल करने के लिए उन्हें इंटरपर्सनल आस्पैक्ट ऑफ सुपरविजन के बारे में ट्रेनिंग देना होगी, ताकि वे पहले इस्टेब्लिश

सुपरवाइजर को असिस्ट और हेल्प कर पाए। उन्होंने कहा, आज के समय में सुपरवाइजर का काम सिर्फ मैनेजरियल या लीडरशिप नहीं है। मॉडर्न समय में सुपरवाइजर को अपने अंडर स्टाफ के लिए बतौर कोच और मेंटर काम करना पड़ता है। सुपरवाइजर में टेक्निकल एक्सपर्टीज, साउंड जजमेंट, प्रोड्यूसिंग रिसल्ट, इफैक्टिव कम्युनिकेशन, रिस्पॉंसिबल, रेडी टू अडेप्ट चेंज जैसी क्वालिटी होना चाहिए।

patrika  
epaper editions

Wed, 22 July 2015

epaper.patrika.com/c/5955243

Indore Management Association (IMA) organized its Training @ Doorsteps a one-day Workshop for the corporate people on Tuesday, 21<sup>st</sup> July 2015, at Man Trucks India Private Ltd., Pithampur. The module for the workshop was: “Supervisory Skills for High Productivity” and Speaker for the session was behavioural skills trainer, Pankaj Kothari.

Modern approach to supervision takes a very different perspective - defining supervision more from a coaching and mentoring perspective than from a managerial perspective. He trained the participants in professional skills needed for effective supervision with the help of simulations.

The companies that participated in the workshop were – Jaideep Ispat & Alloys, Mahle, STI India Ltd., Erawat Group, Cummins Turbo, Man Trucks and many more.





Mr. Pankaj Kothariduring IMA Training@doorstep at Man Trucks India Private Ltd., Pithampur.



Participants during IMA Training@doorstep.

28<sup>th</sup> July

## “Supervisory Skills for High Productivity”

<p><b>Training@Doorstep</b> (A one day workshop in Industry, Indore.)</p> <p><b>Supervisory Skills for High Productivity</b></p> <p>In today's workplace, individuals are often promoted to supervisory responsibilities because they have developed technical expertise in their positions. However, often they are unable to effectively supervise their workforce. This one-day workshop has been developed in response to the need to train new or inexperienced supervisors in the interpersonal aspects of supervision and to help or assist established supervisors to advance their skills.</p> <p><b>Important questions to be considered as a supervisor include:-</b></p> <ul style="list-style-type: none"><li>□ Do your employees clearly understand what is expected of them?</li><li>□ Are they treated fairly and consistently?</li><li>□ Do they participate in decisions that affect their work?</li><li>□ Are there opportunities for them to improve their own skills?</li></ul> <p><b>Faculty Details</b></p> <p><b>Prof. Pankaj Kothari</b> is a creative trainer, life coach and author who has empowered many individuals with his life changing, technique oriented, experiential workshops. Mr. Kothari is a Chartered Accountant, MBA in HR, Masters in Psychology and currently a Ph.D. scholar at TISS, Mumbai. He has earned Advanced Communicator Bronze (ACB) and Advanced Leader Bronze (ALB) recognition from Toastmasters International.</p>	 <p><b>Host of the Workshop:</b></p>  <p><b>Host of the Workshop:</b></p>  <p><b>VENUE:</b> <b>MAN Trucks India Pvt. Ltd.</b> Plot No. 3 - B (1), Sector 1, Pithampur Industrial Estate, Pithampur District - Dhar 454 775, India</p> <p><b>VENUE:</b> <b>Gajra Gears Pvt. Ltd.</b> Station Road, Dewas - 455 001 Madhya Pradesh, India</p> <p><b>DAY:</b> Tuesday</p> <p><b>DATE:</b> July 21, 2015</p> <p><b>TIME:</b> 8:30AM - 4:00PM</p> <p><b>DAY:</b> Tuesday</p> <p><b>DATE:</b> July 28, 2015</p> <p><b>TIME:</b> 8:30AM - 4:00PM</p> <table border="1"><tr><td><b>Investments : Per Person</b></td><td><b>Group Offer</b> (Min 5 Nominees)</td></tr><tr><td><b>IMA Members Rs.1200</b></td><td><b>Rs.1100</b></td></tr><tr><td><b>NON Members Rs.1800</b></td><td><b>Rs.1600</b> (Per Person)</td></tr><tr><td colspan="2"><b>(14 % Service Tax will be additional)</b></td></tr></table> <p><b>For Registration Contact:</b> Mr. Jagwant Singh Mangat   <b>M</b> : +91- 8889996130   <b>E</b>: marketing@imaindore.com</p>	<b>Investments : Per Person</b>	<b>Group Offer</b> (Min 5 Nominees)	<b>IMA Members Rs.1200</b>	<b>Rs.1100</b>	<b>NON Members Rs.1800</b>	<b>Rs.1600</b> (Per Person)	<b>(14 % Service Tax will be additional)</b>	
<b>Investments : Per Person</b>	<b>Group Offer</b> (Min 5 Nominees)								
<b>IMA Members Rs.1200</b>	<b>Rs.1100</b>								
<b>NON Members Rs.1800</b>	<b>Rs.1600</b> (Per Person)								
<b>(14 % Service Tax will be additional)</b>									

Indore Management Association (IMA) organized its Training @ Doorsteps series, a one-day Workshop for the corporate people on Tuesday, 28<sup>th</sup> July 2015, at Gajra Gears Private Ltd., Dewas. The module for the workshop was: “Supervisory Skills for High Productivity” and Speaker for the session was behavioural skills trainer, Mr. Pankaj Kothari.





Participants during IMA Training@doorstep.

## आईएमए के 'ट्रेनिंग टू डोर स्टेप' प्रोग्राम के तहत सुपरवाइजरी स्किल्स पर हुई वर्कशॉप 'किसी मैनेजर से कम नहीं होते हैं सुपरवाइजर'

इंदौर। एक जमाना था जब सुपरवाइजर को किसी भी कंपनी में खास महत्व नहीं दिया जाता था, परंतु बदलते समय के साथ अब कंपनियों में सुपरवाइजर का महत्व भी बढ़ गया है। सुपरवाइजर ही कर्मचारियों से सीधे संपर्क में होते हैं और उनसे काम करवाते हैं।

यही कारण है कि उनमें बेहतर कम्प्यूटेशन, लीडरशिप और टीम बिल्डिंग स्किल्स होना जरूरी है। यह तमाम गुण अभ्यास के द्वारा विकसित किए जा सकते हैं। इंदौर मैनेजमेंट एसोसिएशन के 'ट्रेनिंग टू डोर स्टेप' प्रोग्राम के तहत यह बात बिहेवियर स्किल्स ट्रेनर पंकज कोठारी ने कही।

उन्होंने बताया कि टीम से काम करवाने के लिए अच्छी कम्प्यूटेशन स्किल्स होना बेहद आवश्यक है। एक अध्ययन के आधार पर यह बताया गया कि दिनभर में हम जितना कम्प्यूटेशन करते हैं औसत रूप से उसका सिर्फ 7 प्रतिशत शाब्दिक तौर पर होता है। उसका 38 प्रतिशत वोकल और 55 प्रतिशत विजुअल होता है। अच्छी कम्प्यूटेशन



आईएमए के कार्यक्रम में उपस्थित श्रोताओं को सुपरवाइजरी स्किल्स पर जानकारी देते एक्सपर्ट पंकज कोठारी।



स्किल्स योग्यता, विश्वास, अनुभव, संदर्भ, रवैया (एटीट्यूट), संस्कृति, उद्देश्य की स्पष्टता, जागरूकता, अनुमान लगाने और याद करने की क्षमता से विकसित होती है। बातचीत करते वक्त आई कॉन्टेक्ट के साथ चेहरे और शरीर के हाव-भाव का भी विशेष महत्व होता है।

**गेम्स के  
जरिए  
सिखाया टीम  
बिल्डिंग**

'सुपरवाइजरी स्किल्स फॉर हाई प्रोडक्टिविटी' विषय पर हुई इस वर्कशॉप में अलग-अलग खेलों के जरिए कम्प्यूटेशन, लीडरशिप और टीम बिल्डिंग के गुर सिखाए गए। प्रतिभागियों से विभिन्न क्षेत्रों के लीडर्स के गुण-अवगुणों की सूची बनाने के लिए भी कहा गया। प्रतिभागियों को यह गुण विकसित करने और अवगुणों से बचने की सलाह दी। प्रतिभागियों को यह बात भी समझाई गई कि नेतृत्व क्षमता का विकास अभ्यास द्वारा आसानी से किया जा सकता है। पंकज कोठारी ने बताया कि एक अच्छी टीम बनाने के लिए दूसरों का ध्यान रखना, उन्हें ध्यानपूर्वक सुनना, संसाधनों को पहचानकर उसका इस्तेमाल करना, अनुमान की चर्चा करना व उसके पीछे के कारणों को पहचानना, सहमति व असमति का परीक्षण करना जरूरी होता है। इसके साथ ही सदस्यों के प्रभुत्ववादी या अरुचिपूर्ण रवैयों को बदलना भी जरूरी है। टीम के मतभेदों को दूर करना टीम लीडर की ही जिम्मेदारी होती है।

### यह थे मुख्य बिंदु

- ▶ किसी से बात करते वक्त उसका संदर्भ स्पष्ट करें।
- ▶ आपसी विश्वास होने से कम्प्यूटेशन प्रभावी होता है।
- ▶ टीम चुनते वक्त सभी की क्षमताओं को सही पहचानें और उसी अनुरूप काम दें।
- ▶ हर सदस्य की रूचि को पहचानते हुए उन्हें जिम्मेदारी सौंपें।
- ▶ हाताशा या असफलता के क्षणों में टीम की हौसलाअफजाई करें।

# हाई प्रोडक्टिविटी के लिए सुपरवाइजरी स्किल जरूरी

इंदौर मैनेजमेंट एसोसिएशन की ओर से वर्कशॉप का आयोजन

plus रिपोर्ट

indoreplus@patrika.com

इंदौर जिन एम्प्लॉयज को सुपरवाइजरी स्किल की ट्रेनिंग दी जाती है उनका सेल्फ कॉन्फिडेंस हाई होता है और वो काम और रिस्पॉन्सिबिलिटी को ज्यादा अच्छी से समझते हैं। ये कहना है बीबीवियर स्किल ट्रेनर पंकज कोठारी का। वे मंगलवार को इंदौर मैनेजमेंट एसोसिएशन की ओर से आयोजित

## वतौर मेंटर काम करना पड़ता है

उन्होंने कहा, आज सुपरवाइजर का काम सिर्फ मैनेजरियल या लीडरशिप नहीं है। मॉडर्न समय में सुपरवाइजर को अपने अंडर के स्टाफ के लिए बतौर कोच और मेंटर काम करना पड़ता है। उन्होंने कहा, सुपरवाइजर में टेक्निकल एक्सपर्टीज, सॉफ्ट स्किल्स, प्रोड्यूसिंग रिजल्ट, इफेक्टिव कम्युनिकेशन, वॉल्यूज लीडरशिप एबिलिटी, रेडी टू अडैप्ट चेंज जैसी क्वालिटी लेना चाहिए।

सुपरवाइजरी स्किल फॉर हाई प्रोडक्टिविटी विषय पर संबोधित कर रहे थे। उन्होंने कहा, ट्रेनिंग के

कारण ये अपने सीनियर और पहले से स्टैबल सुपरवाइजर को प्रॉपर तरीके से हेल्प कर पाते हैं।



Wed, 29 July 2015  
epaper.patrika.com/c/6044336

Mr. Pankaj Kothari during IMA Training@doorstep at Gajra Gears Private Ltd., Dewas.

A workshop series on  
**TAKING PEOPLE ALONG: MANAGING BY PERSUASION**  
21 August

## Training@Doorstep

(A one day workshop in Industry)



### **Taking People Along: Managing by Persuasion**

Ever found it difficult to implement changes in your workforce because of resistance from your team? Or found yourself agreeing to a plan that you know is not going to work, but could not convince your peers of the pitfalls lying ahead? These are commonplace situations, which all of us face in one form or the other, regardless of our industry, organization or function. And this is where persuasion comes in.

#### **Important questions to be considered as a Manager includes:-**

- What is Persuasion? How is it different from negotiation.
- Communication is basis of everything
- Understanding communication and persuasion process
- William McGurie's model of persuasion
- Persuasion in current organizational perspective
- Problems in Persuasion
- Art of Probing, Probing to Persuasion



#### **Faculty Details**

**Amber S. Arondekar** the founder & mentor of Powertrain Incorporation® is a seasoned corporate trainer with over 16 years of corporate and academic experience. He has spent a decade in selling at various key positions with the world's most notable corporate like British Petroleum, Monsanto Enterprises & Reliance. During course of his corporate odyssey he has won several awards & recognitions and has been instrumental in establishing training processes in startup insurance organization.

**DAY:** Friday

**DATE:** August 21, 2015

**TIME:** 8:30AM – 4:00PM

#### **Host of the Workshop**

**MAHLE**

*Driven by performance*

#### **Investments:** Per Person

IMA Members **Rs.1200**

NON Members **Rs.1800**

#### **Group Offer**

(Min 5 Nominees)

**Rs.1100**

**Rs.1600**

(Per Person)

(14% Service Tax will be additional)

#### **VENUE:**

**MAHLE Engine Components India Pvt. Ltd.**

Plot No. 9, 10, 11 - Sector-3 Kheda Industrial Area Madhya Pradesh, 454 775 Pithampur, India

#### **For Registration Contact :**

Mr. Jagwant Singh Mangat | **M** : +91- 8889996130 | **E**: marketing@imaindore.com

**Indore Management Association (IMA) has organized its Training @ Doorsteps a one-day Workshop for the corporate people on Friday, 21 August 2015 at MAHLE Engine Components India Pvt. Ltd. Pithampur, India. The module for the workshop was: "TAKING PEOPLE ALONG: MANAGING BY PERSUASION" and Speaker for the session was Mr. Amber S. Arondekar.**

One of the renowned corporate trainer in the country, Mr. Amber S. Arondekar spelled his magic again when he spoke at the podium of a one-day workshop organized by Indore Management Association on the topic 'Taking People Along: Managing by Persuasion'.

With a noteworthy experience of 16 years under his belt, Mr. Amber needs no recognition when it comes to corporate training. And keeping this fact intact, he spoke on various key issues related to the subject of workshop. Addressing the crowd present during the occasion, he presented his views on the meaning of persuasion and how it differs from negotiation, basis of everything-communication, understanding communication and persuasion process, William Mcgurie's model of persuasion, problems in persuasion and many more vital issues. Drawing huge rounds of applause from the gathering he also spoke on the problems arising in persuasion in corporate training, art of probing and probing to persuasion.

The companies that participated in the workshop were –

1. MAHLE
2. Cummins
3. Rajratan Global Wire
4. Jaideep Ispat @ Alloys Pvt.Ltd and many more.

# परसुएशन से क्रिएट कर सकते हैं बैटर बॉन्डिंग

इंदौर मैनेजमेंट एसोसिएशन की ओर से मैनेजर्स के लिए वर्कशॉप का आयोजन

इंदौर इंदौर मैनेजमेंट एसोसिएशन की ओर से शुक्रवार को मैनेजिंग बार्ड परसुएशन टॉपिक पर वर्कशॉप का आयोजन किया गया। वर्कशॉप में अंबर एस अनौडकर ने डिफरेंट कंपनी से आए मैनेजर के साथ अपने थॉट्स को शेयर किए। उन्होंने कहा, परसुएशन का मतलब ये नहीं है, सीनियर्स कंपनी के बेनीफिट्स के लिए जूनियर्स को किसी गलत पॉलिसी को दूसरे तरीके से समझाएं। परसुएशन का मतलब सही डायरेक्शन में ले जाने से है। राइट इंटेंट के साथ किया गया परसुएशन ही सबसेसफल होता है।

उन्होंने कहा, परसुएशन सिर्फ सीनियर्स टू जूनियर नहीं, बल्कि जूनियर टू सीनियर्स भी होना चाहिए। इससे जहाँ जूनियर्स के डाउट्स क्लियर होंगे और वो ज्यादा



इंफैक्टिवली और एफिशियली वर्क कर पाएंगे, जिसका फायदा कंपनी को भी होगा। परसुएशन के प्रॉपर यूज से कंपनी और एम्प्लाय के बीच में बैटर बॉन्डिंग क्रिएट की जा सकती। कंपनी में एम्प्लाय की ग्रोथ शॉर्ट टर्म परफॉर्मेंस के बेसिस पर नहीं की जाती है। ग्रोथ के लिए हमेशा लॉन्ग टर्म असेसमेंट किए जाते हैं। इसलिए मैनेजर को सस्टेनबल वर्क कसा चाहिए।



**patrika**  
epaper editions

Sat, 22 August 2015

[epaper.patrika.com/c/6283651](http://epaper.patrika.com/c/6283651)

Indore Management Association (IMA) organized its Training @ Doorsteps a one-day Workshop for the corporate people on Friday, 21 August 2015 at MAHLE Engine Components India Pvt. Ltd. Pithampur, India. The module for the workshop was: "TAKING PEOPLE ALONG: MANAGING BY PERSUASION". Faculty for the session was Mr. Amber S. Arondekar, Corporate Trainer.

Addressing the participants present during the training, he presented his views on the meaning of persuasion and how it differs from negotiation. He discussed various aspects of communication, understanding and persuasion process, William McGurie's model of persuasion, problems in persuasion and many more vital issues. He also discussed on the problems arising in persuasion in corporate training, art of probing and probing to persuasion.

The companies that participated in the workshop were – MAHLE, Cummins, Rajratan Global Wire, Jaideep Ispat & Alloys Pvt. Ltd and many more.




Participants

## IMA Training @ Doorstep

16<sup>th</sup> September

“Assertiveness skills: Communicating with Authority & Impact”

**Training@Doorstep**  
(A one day workshop in Industry, Indore)



**Assertiveness Skills : Communicating with Authority & Impact**

Developing and utilizing assertive skills is an integral part of our professional life, if we are to achieve success in the business world. At times others impose unfair demands, avoidable conflicts and we also face behavioral problems from difficult employees and tough customers. Assertive skills develop our ability to act positively and achieve our goals in harmony with our self-esteem, without hurting and offending others. It is a means of gaining confidence and helps cultivate honest, powerful and effective communication.


**Outlines of the workshop :-**

- Assertiveness – A look within & Recognizing Aggressive - Non-assertive Behavior
- Power of Ancestral Voices & Conditioning
- Verbal, Non-verbal & Vocal Elements in Assertiveness
- Projecting Self Esteem & Positive Self-Image
- Art of Understanding & Use of I-Rational Statements
- Responding to Difficult Situations (OK Responses)
- Developing High performing teams through assertive leadership
- Making & Refusing Requests – Establishing Limits
- Giving & Receiving Compliments/Criticisms
- Handling Unfair Demands/Stressful Scenarios
- How to say 'No' without saying 'So'

**Faculty Details**

Dr. Vikrant Singh Tomar has a post graduation (MBA in Marketing & HR) & Doctorate in Business Management. He has crafted a multidisciplinary vision by doing formal education in Journalism (M.JMC), and Public Administration (M.A.), Philosophy (M.A.) & Yoga (PGDYEP) with first rank in university in all the above. Varied educational background has made him interdisciplinary and versatile in training & consultancy. He has also secured the position in Merit in MP Civil Services in first attempt with subjects Psychology + Public Administration that makes him an effective trainer for both Government & Private sectors executives. He addressed Bank of America & Asian Leadership Network, in New Jersey, U.S.A. on Yogic Leadership for 21st century managers. Recipient of Best Speaker Award in 'II & III International Yoga Seminar', he has been a proclaimed speaker at various national & international conferences on diverse relevant topics of management & philosophical interests.

**Host of the Workshop:**



**VENUE:** Cummins Turbo Technologies India Ltd., Plot No. M5 SEZ Phase -I, Appreal Park, Pithampur- 454 775

**DAY:** Wednesday

**DATE:** September 16, 2015

**TIME:** 8:45AM - 4:00PM

**Investments :**

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

(14 % Service Tax will be additional)

**For Registration Contact :**  
Mr. Jagwant Singh Mangat | **M :** +91- 8889996130 | **E:** marketing@imaindore.com

Indore Management Association (IMA) had organized its Training@Doorsteps series, a one-day workshop for the corporate people on **Wednesday, September 16, 2015 at Cummins Turbo Technologies India Ltd, Pithampur**. The module for the workshop was: **“Assertiveness skills: Communicating with Authority & Impact** and Speaker for the session was **Dr. Vikrant Singh Tomar**, National Trainer and management consultant.

Dr. Vikrant Singh Tomar, National Trainer and management consultant during training said that assertiveness is not only our moral, legal, professional and social right but it's our birth right also. Without being assertive for life a new born child can't survive. He said Malala Ushufjayi got noble prize because she asserted at the right time and Bhishma Patamaha invited the Mahabharata because he didn't assert at the right time.

Absence of assertiveness we experience anxiety, fear, depression, frustration, anger that leads to poor personal, professional and social performances.

Assertive skills develop our ability to act positively and achieve our goals in harmony with our self-esteem, without hurting and offending others. It is a means of gaining confidence and helps cultivate honest, powerful and effective communication. He said, Words are soldiers and speeches battalions. We try to please everybody and end up displeasing ourselves. All effective speakers may not be leaders but all leaders are effective speakers. Respond instead of reacting. Ramayana appears to be an epic of misery because everybody reacted, for instance Laxmana had cut Suparkhana's nose when she proposed him. That led to the war. He could have dealt it better. Misery is optional. We are unhappy because we choose to be unhappy. Dr. Vikrant Singh Tomar during his session gave 8 tips to be assertive:

1. Be ready to displease others, if needed.
2. Be polite but firm.
3. Love yourself.
4. Start saying 'NO' if you feel so.
5. Ask, if you need something.
6. Be aware of your rights
7. Use 'I' Statements
8. Be effective in communication.

The companies that participated in the workshop were – Jaideep Ispat & Alloys, Mahle, STI India Ltd., Erawat Group, Cummins, Man Trucks and Many more.

आईएमए के सेमिनार में मैनेजमेंट कंसल्टेंट डॉ. तोमर ने 'एसर्टिवनेस स्किल्स' पर रखे विचार

## जो पसंद नहीं उसके लिए 'ना' कहना भी सीखें

इंदौर। अपनी बातों को निडर होकर व्यक्त करें और यह आदत हमें अपनी सामाजिक, व्यक्तिगत और व्यावसायिक जीवन शैली में शामिल करनी चाहिए। जब हम अपनी बात सही ढंग से नहीं रख पाते तब हमारा व्यक्तित्व दो तरह से उभरकर आता है। एक सामाजिक और दूसरा व्यक्तिगत, लेकिन इससे हमारी परसंनल व प्रोफेशनल दोनों ही लाइफ खराब होती है। जो बात हमें पसंद नहीं आ रही उसके लिए ना कहना ही बेहतर होगा। यह बात नेशनल ट्रेनर और मैनेजमेंट कंसल्टेंट डॉ. विक्रान्तसिंह तोमर ने कही।

इंदौर मैनेजमेंट एसोसिएशन द्वारा बुधवार को 'असर्टिवनेस स्किल्स: कन्वैन्सिएंट विद अथॉरिटी एंड इंपैक्ट' विषय पर सेमिनार आयोजित किया गया। सेमिनार में डॉ. तोमर ने कहा कि हमें अपनी कन्वैन्सिएशन स्किल्स पर ध्यान देना चाहिए। हमारे शब्द सैनिक और बात बटलियन होती है। इसलिए हर शब्द सोच समझकर, बेहतर और फुज्दा तरीके से रखना चाहिए। यदि इस तरह से अपने शब्दों को उपयोग करेंगे तो आप हर जगह जीत प्राप्त कर सकते हैं।

### समझें रिस्पॉन्स और रिएक्शन में अंतर

उन्होंने कहा कि एक बात का हमें विशेष ध्यान रखना होगा कि हमें रिस्पॉन्स और रिएक्ट में अंतर करते आना चाहिए। रिस्पॉन्स विचारशील होते हैं और रिएक्शन भावनात्मक होते हैं। रिस्पॉन्स और रिएक्शन के अंतर को गमायण के माध्यम से बहुत अच्छे से समझा जा सकता है। युद्ध में पहिया निकलने पर कैवर्ज का उंगली लगाकर दशरथ की मदद करना रिस्पॉन्स था, लेकिन बिना सोचे वर देना दशरथ का रिएक्शन था। इसी तरह कई और भी उदाहरण इससे समझे जा सकते हैं।



डॉ. विक्रान्त सिंह तोमर

### नेतृत्व क्षमता के लिए कुछ टिप्स

- ईर्ष्या, घम और क्रोध में निर्णय न ले।
- हम अपने सहकर्मियों की जरूरत पर भी ध्यान दें।
- 'मे और मेरा' इस भावना से उपर उठकर सोचें।
- व्यवहार ऐसा हो कि कोई पहले से आपके व्यवहार को अनुमानित न कर सके।
- कंट्रोल् मैकेनिज्म कसेट को ध्यान में रखकर काम करें।

### Last word

## 'Assertiveness is our birth right'

IMA Training @ Doorstep workshop on 'Assertiveness skills: Communicating with authority & impact' held

OUR STAFF REPORTER  
Indore

"Assertiveness is not only our moral, legal, professional and social right but also our birth right. Without being assertive in life a new born child can't survive. We should enhance it further," said Dr Vikrant Singh Tomar, National Trainer and Management Consultant, while addressing the workshop on Wednesday.

Dr Tomar was addressing

Training@Doorsteps series, a one-day workshop organised by the Indore Management Association at Cummins Turbo Technologies India Ltd, Pithampur. The module for the workshop was: 'Assertiveness skills: Communicating with Authority & Impact'.

He said Malala got the Noble prize because she asserted at the right time and Bhishma Pitamah invited the Mahabharata because he didn't assert at the right time. In the absence of as-



sertiveness, we experience anxiety, fear, depression, frustration, anger that lead to poor personal, professional and social performances.

Assertive skills develop our ability to act positively and achieve our goals in harmony with our self-esteem, without hurting and offending others. It is a

means of gaining confidence and helps cultivate honest, powerful and effective communication. He said: Words are soldiers and speeches battalions. We try to please everybody and end up displeasing ourselves. All effective speakers may not be leaders but all leaders are effective speakers. Re-

spond instead of reacting. Ramayana appears to be an epic of misery because everybody reacted, for instance Laxmana had cut Suparkhana's nose when she proposed him. That led to the war. He could have dealt it better. Misery is optional. We are unhappy because we choose to be unhappy.

### 8 tips to be assertive

1. Be ready to displease others, if needed.
2. Be polite but firm.
3. Love yourself.
4. Start saying 'NO' if you feel so.
5. Ask, if you need something.
6. Be aware of your rights
7. Use 'I' Statements
8. Be effective in communication.



**IMA Training @ Doorstep**

29<sup>TH</sup> October

## “RELATION MANAGEMENT SKILLS BY EMOTIONAL INTELLIGENCE”

# Training@Doorstep

(A one day workshop)



### Relation Management skills using Emotional Intelligence

The objective is to manage self, others and handle life powerfully. Sense and understand one's own emotions, express, regulate them appropriately and use them in the process of decision-making.

Enhances the capacity to understand, feel for others and maintain quality relationships. Once the mind is free from complaining and criticizing mental state, participants will experience being resourceful, accepting and become highly responsive. This increases focus on work, in turn enhancing overall productivity and output. 'Joy', at work and in life is experienced.

#### **Outlines of the workshop :-**

- Discover what emotional intelligence is and why it matters.
- Understand emotions as they happen.
- Understanding Emotional Hijack
- Learn to handle difficult conversations and situations.
- Learn to communicate with credibility.
- Effectively manage behaviors that may be holding you back from optimal performance.
- Learn to manage the emotional aspect of conflict.

#### **Faculty Details**

##### **Mr. Shashank Kasliwal**

He 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. He is also certified by David J Linecoln on NLP and on various psychometric tools such as MBTI® and (ESAP) Emotional Skills Assessment Process.

#### **Host of the Workshop:**



For Registration Contact :

Mr. Jagwant Singh Mangat | M : +91- 8889996130 | E: marketing@imaindore.com

#### **VENUE: Cipla Ltd.**

Plot No. 9 & 10, Pharma Zone Phase-II, Sector - 3, ISEZ, Pithampur - 454775, Dist: Dhar (M.P)

**DAY :** Thursday

**DATE:** October 29, 2015

**TIME:** 8:45AM - 4:00PM

**Investments : Per Person**

IMA Members **Rs.1200**

NON Members **Rs.1800**

**Group Offer**  
(Min 5 Nominees)

**Rs.1100**

**Rs.1600**

(Per Person)

(14 % Service Tax will be additional)

Indore Management Association (IMA) has organized its Training @ Doorstep a one-day Workshop for the corporate people on Thursday, 29<sup>th</sup> October 2015, at Cipla Ltd, Pithampur. The module for the workshop was: “*Relation Management Skills by Emotional Intelligence*” and Speaker for the session was Mr. Shashank Kasliwal Founder Director of Emotional Intelligence Inc.

Relation management skills are the backbone of human life. We experience and express ourselves only with relationship. Majority of the conflict arises in the relationship because of poor communication skills, lack of understanding of language and the inability to listen beyond the words. Ordinarily People listen to the content and not to the meaning, feeling, & the context which is hidden in the words. To experience great connect with people one has to learn to relate and not get stucked in to relationship. Relating comes out of love where one understands “WHY” of the other person’s action. Whereas relationships are dead. Relationships are made out of expectations whereas Relating happens through appreciation.

**In essence:**

- Relating happens when there is attitude of giving.
- Relating happens when first, one loves himself.
- There will be time when one will feel dominated and pull down by the other, during this time one has to handle his own self. This will again restore the self confidence to again return in the relationship.

Mr. Kasliwal is a highly experienced trainer in the areas of attitude, spirituality, and coaching, counselling people and is a key note speaker of repute. He also threw light on topics like understanding different personality types by using tool rapport building, importance of communication skills and understanding others point of view. He also said the most important aspect to have a healthy relating is the ability to see people greatness and not their weaknesses.

The companies that participated in the workshop were – Cipla Limited, Cummins MAHLE, STI India Limited, Mahindra Two Wheelers, Gabriel India Limited, John Deere India and CAPCO.

# 'Relation management skills backbone of life'

## IMA Training @ Doorstep workshop held

INDORE: Relation management skills are backbone of human life. We experience and express ourselves only with relationship. Majority of conflict arises in the relationship because of poor communication skills, lack of understanding of language and inability to listen beyond the words. Ordinarily people listen to the content and not to the meaning, feeling and the context which is hidden in the words, said Shashank Kasliwal, founder director of Emotional Intelligence Inc.

He was addressing a one-day workshop under 'training @ doorstep,' organised by Indore Management Association (IMA) here on Thursday at Cipla Ltd, Pithampur.

The module for the workshop was 'Relation Management Skills by Emotional Intelligence'.

Kasliwal further said that to experience great connect with people one has to learn to relate and not get stucked in to relationship. Relating comes out of love where one understands 'WHY' of the other person's action, whereas relationships are dead. Relationships



are made out of expectations whereas Relating happens through appreciation.

Mr. Kasliwal is a highly experienced trainer in the areas of attitude, spirituality, and coaching, counselling people and is a key note speaker of repute. He also threw light on topics like understanding different personality types by using tool rapport building, importance of communication skills and understanding others point of view. He also said the most important aspect to have a healthy relating is the ability to see people greatness and not their weaknesses.

The companies that participated in the workshop were Cipla Limited, Cummins MAHLE, STI India Limited, Mahindra Two Wheelers, Gabriel India Limited, John Deere India and CAPCO.

THE  
**FREE PRESS**  
JOURNAL SINCE 1998

Fri, 30 October 2015

[epaper.freepressjournal.in/c/7065060](http://epaper.freepressjournal.in/c/7065060)

## एटिच्यूड ऑफ गिविंग से मैटैन करें रिलेशनशिप

इंदौर मैनेजमेंट एसोसिएशन की ओर से रिलेशन मैनेजमेंट पर वर्कशॉप का आयोजन

इंदौर कोई भी रिलेशन तभी सबसेसफल हो सकता है जब उसमें एटिच्यूड ऑफ गिविंग हो। ये कहना है ट्रेनर शशांक कासलीवाल का। वे गुरुवार को इंदौर मैनेजमेंट एसोसिएशन की ओर से पीथमपुर में आयोजित रिलेशन मैनेजमेंट स्किल बाई इमोशनल इंटेलिजेंस विषय पर वर्कशॉप को सम्बोधित कर रहे थे। शशांक ने कार्पोरेट्स को रिलेशनशिप को मैटैन करने की स्किल सिखाई। उन्होंने कहा रिलेशन मैनेजमेंट



स्किल ह्यूमन लाइफ का बैकबोन है। हम खुदको रिलेशनशिप के आधार पर एक्सप्रेस करते हैं। रिलेशनशिप में आने वाले ज्यादातर विवाद प्रॉपर कम्युनिकेशन ना होने के कारण होते हैं। आमतौर पर लोग कंटेंट को सुनते हैं, शब्दों में छिपे मतलब, फीलिंग, या कॉन्टेक्ट को नहीं समझ पाते। उन्होंने कहा हम दूसरों के एक्शन के कारण को समझने की कोशिश करेंगे तो हम रिलेशनशिप को ज्यादा अच्छे तरीके से मैनेज कर पाएंगे।

**patrika**  
e-paper editions

Fri, 30 October 2015

[epaper.patrika.com/c/7064859](http://epaper.patrika.com/c/7064859)



26<sup>th</sup> November

## “Confronting With Difficult People”



# Training@Doorstep

(A one day workshop)



## Confronting With Difficult People

For leaders managing constant change, conflict is built into the very fabric of their organizations. When conflict is not dealt with well, it can create strained relationships and grow to sap the time, energy, and productivity of even the best teams. That's why in this workshop we will learn to confronting with most difficult people.

### Outcomes of the workshop :-

- ❑ Adapt your approach to different people through understanding human profiling.
- ❑ Learn how to respond tactfully when faced with tension or disagreement.
- ❑ Use appropriate language that will calm difficult situations and people.
- ❑ Know the difference between dangerous words and dependable words.
- ❑ Develop your people skills to create concord instead of conflict.
- ❑ Increase co-operation and collaboration.
- ❑ Practice assertive behavior that will help control and defuse difficult situations
- ❑ Build relationships that will improve workplace harmony, morale and motivation.

### Contents :-

- ❑ Understanding the science of being grueling
- ❑ Managing the tough person
- ❑ The art of attitude realignment
- ❑ The role of a leader
- ❑ Rs. 1500 theory
- ❑ Snapshot Quadrant

### Faculty Details

#### Mr. Pratik Uppal

Mr. Uppal has Conducted Session for Bankers, IIM Indore, Institute of Chartered Accountants of India and many more. He is also Director - JJM Hospitality & Security Ltd.

**DAY:** Thursday

**DATE:** November 26, 2015

**TIME:** 8:45 AM – 4:00 PM

### Host of the Workshop:

**MAHLE**

*Driven by performance*

#### Venue:

MAHLE Engine Components India Pvt. Ltd.  
Plot No. 9, 10, 11 - Sector-3  
Kheda Industrial Area, Pithampur  
Madhya Pradesh, 454 775, India

#### Investments : Per Person      Group Offer

(Min 5 Nominees)

IMA Members    **Rs.1200**      **Rs.1100**

NON Members   **Rs.1800**      **Rs.1600**

(Per Person)

(14 % Service Tax will be additional)

For Registration Contact :

Mr. Jagwant Singh Mangat | M : +91- 8889996130 | E: marketing@imaindore.com

**Indore Management Association (IMA) had organized its Training @ Doorsteps a one-day Workshop for the corporate people on Thursday 26th November, 2015 at MAHLE Engine Components India Pvt. Ltd. Pithampur, India. The module for the workshop was: “Confronting with Difficult People” and Speaker for the session was Mr. Pratik Singh Uppal.**

On the 26th Nov, Mr. Uppal - Director JJM Security & Hospitality Care Pvt Ltd delivered a one day session on ‘How to handle difficult people’. The workshop was attended by professionals but the focus of the workshop was both on workplace & home front.

Mr. Uppal firstly made the audience realize of the fact who are difficult people and what makes them difficult. He enlisted 17 reasons that make people difficult at all the situations. Different categories of difficult people were also discussed, with a special category of Positive & Negative Difficult people.

Emphasis was laid on the concept of empathy and how to understand the problems which make people difficult from the point of view of others. Analogies were drawn from Indian mythology, to explain the concept of argument and its ill impact. Activities related to management of situations related to heated argument were discussed by drawing examples from Hollywood movies. Stress was laid on the usage of correct words during an argument; i.e Dependable words.

A number of theories were also discussed with the participants like the briefcase theory, cockroach theory and Rs 1500 theory. One of the parts of the session was dedicated to building co-operation among the team members. When to be assertive & when not to be was discussed through analogies from The Mahabharata.

The ending part of the session was dedicated towards building harmonious relationship at workplace and how to keep the employees motivated. Real life examples drawn from his father’s life Capt S.S Uppal who had been a part of Operation Pavan in the year 1987. The Rs 1500 theory was drawn from his experiences.

Overall the session aimed to recognize the difficult people in the workplace and how to tackle them; the members felt motivated and fulfilled by attending the workshop.

The companies that participated in the workshop were – **Mahle, STI India Ltd., Erawat Group, Cummins, Diaspark, Gajra differential, Rajratan Global Wire, Piramal, Mahindra 2 Wheelers, Vippy Industries and Many more.**

आईएमए की वर्कशॉप में प्रतीक सिंह उप्पल ने ग्रेट पर्सनलिटीज की मिसालें देते हुए कहा

# डिफिकल्ट होना अच्छा लेकिन सकारात्मकता के साथ

## WORKSHOP

सिटी रिपोर्टर • डिफिकल्ट लोग, ऐसे शख्स होते हैं जिनका सामना हर किसी को लाइफ में कहीं न कहीं करना ही पड़ता है। डिफिकल्ट लोग भी दो तरह के होते हैं, पॉजिटिव डिफिकल्ट और निगेटिव डिफिकल्ट लोग। डिफिकल्ट होना बुरा नहीं है लेकिन तभी तक जब तक आप पॉजिटिव डिफिकल्ट हो।

डिफिकल्ट लोगों की ये डेफिनेशन बताई एक निजी कंपनी के डायरेक्टर प्रतीक सिंह उप्पल ने। वे इंदौर मैनेजमेंट असोसिएशन द्वारा कन्फ्रंटिंग विथ डिफिकल्ट पीपल विषय पर आयोजित एक दिवसीय वर्कशॉप में बतौर स्पीकर मौजूद थे। वर्कशॉप में कई बड़ी कॉर्पोरेट कंपनियों के लोग शामिल हुए।

## स्टीव जॉन्स थे निगेटिव डिफिकल्ट

प्रतीक सिंह उप्पल ने बताया- कई बार ऑफिस में आपको महसूस होता है कि बॉस आप पर काम का जवाब बोझ लाद रहे हैं। कई बार इम्कान कारण होता है कि बॉस आपके कैलीबर को देखते हुए आपको पुश देना चाहते हैं ताकि आप इसमें भी बेहतर परफॉर्म कर सकें। इस तरह की डिफिकल्टी को पॉजिटिव डिफिकल्टी कहा जाएगा। एम्पल के स्टीव जॉन्स कई बार अपनी हलकों से निगेटिव डिफिकल्ट बन जाते थे क्योंकि वे अपने एम्प्लॉइज को बर्बर मोड में, नौकरी से निकल दिया करते थे।



आईएमए की वर्कशॉप में प्रतीक सिंह उप्पल संबोधित करते हुए

## अपनाएं एचएसएल तकनीक

निगेटिव डिफिकल्ट लोगों से बचने के लिए उन्होंने एचएसएल तकनीक अपनाए की सलाह दी। इसके अनुसार डिफिकल्ट सिचुएशन या ऑब्जेक्ट को हैंडल करें, एक्टिव करें या छोड़ दें। प्रतीक ने बताया कि सिर्फ पेटली इल इमान की डिफिकल्टी को हैंडल नहीं किया जा सकता। इसके अलावा हर डिफिकल्ट शख्स को हैंडल करने के तरीके हैं।

## ज्ञान देने तक के लिए तैयार

स्पीकर प्रतीक उप्पल ने अपने फादर कैप्टन एस.एम. उप्पल का किस्सा सुनाया कि- वे पाब इंडियन पीन क्रीमिंग फोर्स के साथ शामिल हुए तो जवानों की खाना पकाने की समझना ब्यो देखते हुए उन्होंने कुकर खरीदकर दिया। जवानों के मन में उन्मुख ऐसी शक्ति बनी कि कई बार अपेक्षाएं पर कैप्टन उप्पल को जरूरत होने पर ही जवान उन्हें जाने से मना कर देते थे।

## Last word

# A workshop on 'Confronting with difficult people' held

• OUR STAFF REPORTER  
Indore

The Indore Management Association (IMA) organized its training @ Doorsteps, a one-day workshop for corporate people, on Thursday at MAHLE Engine Components India Pvt. Ltd. Pithampur.

The module for workshop was "Confronting with difficult people" and Speaker for the session was Pratik Singh Uppal.

Uppal, Director JIM Security and Hospitality Care Pvt. Ltd de-

livered on 'How to handle difficult people'. The workshop was attended by professionals but the focus of the workshop was both on workplace and home front.

Uppal first made the audience realise of the fact who are difficult people and what makes them difficult. He enlisted 17 reasons that make people difficult at all situations. Different categories of difficult people were also discussed, with a special category of positive and negative difficult people.

Emphasis was laid on concept

of empathy and how to understand the problems which make people difficult from the point of view of others. Analogies were drawn from Indian mythology, to explain the concept of argument and its ill impact. Activities related to management of situations related to heated argument were discussed by drawing examples from Hollywood movies. Stress was laid on the usage of correct words during an argument; i.e. Dependable words.

A number of theories were also discussed with the participants

like the briefcase theory, cockroach theory and Rs 1500 theory. One of the parts of the session was dedicated to building co-operation among the team members. When to be assertive & when not to be was discussed through analogies from The Mahabharata.

The ending part of the session was dedicated towards building harmonious relationship at workplace and how to keep the employees motivated. Real life examples drawn from his father's life Capt S.S Uppal who had been

a part of Operation Pavan in the year 1987. The Rs 1500 theory was drawn from his experiences.

Overall the session aimed to recognize the difficult people in the workplace and how to tackle them; the members felt motivated and fulfilled by attending the workshop.

The companies that participated in the workshop were: Mahle, STI India Ltd., Erawat Group, Cummins, Diaspark, Gajra differential, Rajraton Global Wire, Piramal, Mahindra 2 Wheelers, Vip-ry Industries and many more.

## पत्रिका



# आवर्गुमेंट के दौरान यूज करें डिपेंडेबल वर्ड्स

आईएमए की ओर से कॉर्पोरेट्स के लिए हुई वर्कशॉप

plus सिटी  
mp.patrika.com

इंदौर डिफिकल्ट पीपल भी निगेटिव और पॉजिटिव होते हैं। सबसे जरूरी है, किसी से भी आवर्गुमेंट करते समय क्लैरिटी वर्ड्स का यूज करें। मतलब डिपेंडेबल वर्ड्स का यूज करना चाहिए जिससे सिचुएशन कंट्रोल में रहे। इससे सिचुएशन को हैंडल किया जा सकता है। यह कहना है जेजेएम सिस्तेमिटी एंड होस्पिटैलिटी के वर प्रा.लि. के डायरेक्टर प्रतीक सिंह उप्पल का। वे कन्फ्रंटिंग विथ डिफिकल्ट पीपल मॉड्यूल पर बोल रहे थे। इंदौर मैनेजमेंट एसोसिएशन की ओर से मुखबार को कॉर्पोरेट लोगों के लिए ट्रेनिंग डोर स्टैप्स बन डे वर्कशॉप गारंटी इनिन कम्प्युनेटस इंडिया प्रा.लि. पीथम्पूर में हुई।



टीम मेंबर्स के बीच को-ऑपरेशन

उन्होंने बताया, वर्कशॉप खेती चाहिए रिट को-ऑपरेशन सिचुएशन को टीम मेंबर्स के बीच उदरगत दिया जाय। इसके साथ उल्लेख है कि कई वॉल पर हमें सिचुएशन में क्लैरिटी को क्लैरिटी उल्लेख एचएसएल को मॉड्यूल तक जाने दें।



22<sup>nd</sup> December

“Developing the High Performance Team”

## Training@Doorstep

(A one day workshop in Industry, Indore)



### Developing The High Performance Team

The High performance team is a one step ahead of just a Team, one can be driven by a High Performance Team or can lead as a Coach for making a transformation from Team to High Performance TEAM. Three key characteristics of High Performance Team building involve **trust, respect, and support**. Team members need to be coached in the need to trust and support each other. Support involves actively keeping an eye on the other team members and demonstrating a willingness to help each other out when help is needed—even when it might not be requested.

#### Outlines of the workshop :-

- A vision of ideal team.
- How company use teams to drive performance.
- Four stages of Team.
- Understanding Team cohesiveness.
- Principles and behaviours to guide team performance.
- Individual differences and roles within the team.
- Characteristics of Effective Teams.
- Collaborative Communication.
- From intention to action.
- How to Stretch your limits and Transformation from ordinary to extraordinary.

#### Faculty Details

Mr. Rakesh Jain has an active interest in behavior dynamics. His vast experience in the management & 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 decade. His specialty lies in using the outdoors as a medium to communicate complex and difficult ideas making them fun while improving the learning curve.

#### Host of the Workshop:



**VENUE:** Cummins Turbo Technologies India Ltd., Plot No. M5 SEZ Phase -I, Appreal Park, Pithampur- 454 775

**DAY:** Tuesday

**DATE:** December 22, 2015

**TIME:** 8:45 AM – 4:00PM

**Investments :** Per Person      Group Offer  
(Min 5 Nominees)

IMA Members      Rs.1200      Rs.1100

NON Members      Rs.1800      Rs.1600

(Per Person)

(14 % Service Tax will be additional)

#### **For Registration Contact :**

Mr. Jagwant Singh Mangat | **M :** +91- 8889996130 | **E:** marketing@imaindore.com

**Indore Management Association (IMA) had organized its Training @ Doorstep a one-day Workshop for the corporate people on Tuesday 22nd December, 2015 at Cummins Turbo Technologies India Ltd, Pithampur, India. The module for the workshop was: “Developing the High Performance Team” and Speaker for the session was Mr. Rakesh Jain (Director “Outdoor Learning Resources”).**

Mr. Rakesh Jain specialty lies in using the outdoors as a medium to communicate complex and difficult ideas making them fun while improving the learning curve. Managers today able to gain productive skills from different activities and learn following as under:

### *HIGH PERFORMANCE TEAMS*

A team is more than a group of people who work together. A high performing team is a group of people who share a common vision, goals, metrics and who collaborate, challenge and hold each other accountable to achieve outstanding results. You know a high performing team because the members:

- Have a clear and vision of where they are headed and what they want to accomplish
- Are excited about that vision because they took part in creating it
- Act from clearly defined priorities
- Have clear measures of success and receive feedback about how they’re doing
- Maintain open communication and positive relationships with each other
- Identify and solve problems
- Make decisions when and where they occur
- Successfully manage conflict
- Share leadership responsibilities
- Participate in productive meetings
- Have clearly defined roles and work procedures
- Cooperate cross-functionally

The companies that participated in the workshop were – **Mahle, STI India Ltd., Cummins, Piramal, and Many more.**



## QFL and YMC

**Indore Management Association (IMA)** successfully organized **17<sup>th</sup> Quest for Leaders Competition** on **January 16th, 2016** at **State Bank of India**.

The prestigious competition in the students from various institutes participated. The competition was on this year's conclave theme— **India Inc. - Reinventing Growth**.

Indore Management Association (IMA) annually conducts this Competition for the dynamic student base i.e. **“Quest for Leader Competition (QFL)”**. 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. The competition aims to cultivate conceptual thinking, organization of thoughts and presentation skills, among the students of graduate and postgraduate level.

Quest for Leadership is also intended to make out and sharpen leadership qualities, QFL results in efficient team output. 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

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 by the Judges and other dignitaries. The opening remarks and introductory speech was delivered by addressed the participants and the audience by giving an insightful thought on the theme **India Inc. - Reinventing Growth**. She emphasized on the students attitude, leadership quality, interpersonal effectiveness and way of presentation.

The judges' panel for QFL included

Different Teams gave their insights on the topic.

- They emphasized that every day do something that will inch you closer to a better tomorrow. Reinvention refers to marching of the edge our maps. Our country India is looking forward for constructive change and exploring beyond the boundaries which will make the era in history. India is developing which is showing the growth ladder in various sectors.
- To reinvent its growth are sustainable developments or effective city management plan, reforming green growth, reinventing education reforms, privatisation of defence policy.
- The success of an economy depends upon the number of political and economic conditions prevalent in the country. We can retain growth by, FDI, Education, Skill Development, Women Empowerment.
- Focusing on the infrastructure and innovative agriculture. And we should create MAKE IN INDIA project successful. India has a strong potential of young population new entrepreneurship drives should be encourage.

## **21<sup>st</sup> Young Managers Competition 2016**

**(Final Round)**

**On**

**January 15, 2016**

**At**

**State Bank Foundation Institute Chetana Indore branch Scheme No.78**

**Indore Management Association (IMA)** successfully organized its 21<sup>st</sup> Young Managers Competition - Final Round. The prestigious competition wherein the young managers from leading organizations participated was on the theme, **India Inc.- Reinventing Growth**. There were **10 teams** who were a part of the competition, like VECV, Cummins, Acropolis, Bridgestone, AVTEC Ltd. **Mr. Madhusudan Goyal along with his team** from **VE Commercial Vehicles Limited, Pithampur Commercial** had won the final held on January 15, 2016 at **(SBI) State Bank Foundation Institute Chetana Indore branch Scheme No.78, Vijay Nagar, Indore**.

The panel of judges for YMC Final Round included, **Mr. Ujjesh Sinha, Director**, State Bank Foundation Institute Chetana Indore, **Mr. Basavaraj Kolku**, Sr. manager (HR) Gabriel India Limited Dewas and **Mr. Vikrant Singh Tomar**, National Trainer & Management Consultant, Director, UMS INDIA.

The program started with lightning of the lamp by the Judges and **Chief Guest Mr. Rajendra Joshi, Vice President, John Deere India Pvt. Ltd.** The opening remarks and Speech was delivered by **N. Mohan Conclave Chairman- IMC'16** and Global Head-Leather Products Tata International Ltd. He addressed the participants and the audience by giving an insightful thought on the theme **India Inc.- Reinventing Growth**. Chief Guest **Mr. Rajendra Joshi** in his speech emphasized on the Managers attitude, leadership quality, interpersonal effectiveness and way of presentation.

**Mr. Madhusudan Goyal** from **VE Commercial Vehicles Limited, Pithampur** along with Mr. Gaurav Aggarwal and Mr. Utsav Trivedi **had won the finals** and Mr. Sumit Awasthi, Mr. Aniket Patanage and Mr. Tushar P. Borade from **Bridgestone India Private Limited, Pithampur** were runners up.

The winners will receive the trophy and the prize money of Rs. 21,000 at our 25<sup>th</sup> IMA International Management Conclave 2016 by our Chief Guest.

The 25<sup>th</sup> IMA International Management Conclave is on Friday and Saturday, February 5 & 6, 2016.

### **Points showcased by Young Managers for Reinventing Growth:-**

1. Supply chain transformation.
2. Achieving inclusive growth in education, agriculture and energy sector through technology.
3. Transforming the skill landscape.
4. Education is at the root of reinvention – changes are needed from school level.
5. Strengthening SME's through global mind set and government support to reduce unemployment.
6. Make compulsory investment in R&D to being in new innovative spirit.
7. Connecting India: The Smart Way.
8. Sustainability and growth is important.
9. Precision farming, adaptive learning, smart metering are some of the new age technologies.
10. "Make in India" is already under focus, but need of the hour also says "Make clean in India".

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

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.



INVITATION AT INAGURAL SESSION

5<sup>TH</sup> **ANIMASTER**  
IMA'S ANIMATION MAESTRO!

Chief Guest

**Mr. Sourangshu Sen | General Manager | State Bank of India**

Program Detail

**Day & Date : Monday, November 30, 2015 | Venue : Pritam Lal Dua Sabhagrah**

**Time: 9:30 AM to 10:30 AM**

*Note :- Your punctuality is requested .*

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

Indore Management Association (IMA) organized 5th Animation Maestro Contest on Monday, November 30, 2015 at Pritamlal Dua Sabhagrah, Indore. This competition was conducted on the theme - "INDIA INC. – REINVENTING GROWTH".

This competition provides a unique opportunity for young participants to test and demonstrate their knowledge, experience and professional expertise in the field of creativity. In a nutshell, they aim at developing innovativeness, creativity, oratory skill, team work, professionalism and competitiveness in young managers. IMA also aims at improving the Animation scenario in Central India and also motivate the animation institutes so that they strive to be the best and compete with themselves and work on self-improvisation.



**ARENA**  
ANIMATION

GEETA BHAWAN SQ.  
www.indorearena.com

**frameboxx**  
animation | visual effects

INDORE MANAGEMENT ASSOCIATION

INDORE MANAGEMENT ASSOCIATION

INDORE MANAGEMENT ASSOCIATION  
Since 1963  
INDORE MANAGEMENT ASSOCIATION  
प्रत्यक्षं ज्ञानमिदं  
PRESENTS  
The Search  
For  
Central India's  
**ANIMASTER**  
IMA'S ANIMATION MAESTRO!  
2015  
MONDAY  
30 TH NOVEMBER, 2015

INDORE MANAGEMENT ASSOCIATION  
**ANIMASTER**  
IMA'S ANIMATION MAESTRO!  
2015  
INDORE MANAGEMENT ASSOCIATION  
**ANIMASTER**  
IMA'S ANIMATION MAESTRO!  
2015  
INDORE MANAGEMENT ASSOCIATION  
**ANIMASTER**  
IMA'S ANIMATION MAESTRO!  
2015  
INDORE MANAGEMENT ASSOCIATION  
**ANIMASTER**  
IMA'S ANIMATION MAESTRO!  
2015

AGE  
MEDIA  
VT  
TE  
ART  
Gaming



# एनिमास्टर्स ने दिखाई क्रिएटिविटी

इंदौर मैनेजमेंट एसोसिएशन ने शहर के एनिमेटर्स के लिए ऑर्गनाइज़ की कॉम्पीटिशन

## COMPETITION

सिटी रिपोर्टर • शहर के यंग एनिमेटर्स को एक बड़ा प्लेटफॉर्म देने के लिए इंदौर मैनेजमेंट एसोसिएशन द्वारा सोमवार को एनिमेशन मेस्ट्रो कॉम्पीटिशन ऑर्गनाइज़ की गई। इसके विनर्स 2016 की शुरुआत में होने वाले आईएमए के इंटरनेशनल मैनेजमेंट कॉन्क्लेव के क्रिएटिव पार्ट पर काम करेंगे। तीन अलग-अलग कैटेगरी में हुई कॉम्पीटिशन में कुल पांच टीमों ने हिस्सा लिया।

## मोदी और विज्ञान 2020 भी दिखा

एनिमेशन मेस्ट्रो की थीम इस वर्ष इंडिया इंक- रिइवेंटिंग ग्रोथ रखी गई थी। टीमों को वीएफएक्स, 3डी और स्क्रिप्ट राइटिंग कैटेगरी में अपनी क्रिएटिविटी दर्शानी थी। वीएफएक्स कैटेगरी में गो ग्रीन, इंडियन स्पेस रिसर्च ऑर्गनाइजेशन और डॉ. एपीजे अब्दुल कलाम के बारे में स्टूडेंट्स को वीडियोज़ और एक्जामपल्स दिए गए थे। इसके बाद स्टूडेंट्स को 3डी एनिमेशन, 3डी मॉडलिंग और आईएमए के लोगो, व्हील एनिमेशन और प्रैक्टिकल एनिमेशन पर क्रिएटिविटी दिखानी थी। स्क्रिप्ट राइटिंग कॉम्पीटिशन में नरेंद्र मोदी, ओला कैब्स, सुभाष चंद्रा और विज्ञान 2020 जैसे विषयों के साथ थीम बेस्ट कंटेन्ट जनरेट करना था।



## ये रहे विनर

3डी राउंड में इब्राहिम जेनुदीन, विक्रम काग और रिया जैन की टीम विजेता रही। स्नरअप टीम में गुरप्रीत सिंह, यश जैन और वैष्णवी धुक्ला शामिल थे। सेमीन अली, अभिषेक चौरसिया और रितिका बोस की टीम सेकंड स्नरअप रही। वीएफएक्स राउंड के विनर्स रहे वसीम अंसारी, कुलदीप और रघुवीर सिंह। विकास शर्मा, निलेश पाटीदार और अनमोल अक्स्थी स्नरअप रहे। स्क्रिप्ट राइटिंग की विनर तनु जैन और स्नरअप साक्षी बंसल रहीं। इन्वॉशेन सेरेमनी में एसबीआई, मिड कॉर्पोरेट रीजनल ऑफिस के जनरल मैनेजर सौरांगधु सेन चीफ गेस्ट के रूप में मौजूद थे।



# मेट्रो

एक्टिविटी

## टीम जिका बनी 3डी कॉम्पटिशन की विजेता आईएमए का 'एनिमेशन मेस्ट्रो' कॉन्टेस्ट



### दबंग रिपोर्टर • इंदौर

इंदौर मैनेजमेंट एसोसिएशन (आईएमए) द्वारा सोमवार को प्रीतमलाल दुआ सभागृह में 'एनिमेशन मेस्ट्रो' कॉन्टेस्ट का आयोजन 'इंडिया आईएनसी-रीइन्वेंटिंग ग्रोथ' थीम पर किया गया। इसमें शहर की विभिन्न संस्थाओं की एनिमेशन से जुड़ी 22 टीमों के 55 स्टूडेंट्स ने हिस्सा लिया।

कॉन्टेस्ट का आयोजन एरीना एनिमेशन, जिका, चर्चुअल वायज और मास एंड फ्रेम बॉक्स के सहयोग से किया गया। ग्रीन ऊर्जा, इसरो और डॉ. एपीजे अब्दुल कलाम पर आधारित वीडियो भी

दिखाया गया। छात्रों ने 3डी एनिमेशन और आईएमए लोगो, व्हील एनिमेशन, व्यावहारिक एनिमेशन और 3डी मॉडलिंग पर आधारित वीडियो का प्रदर्शन किया।

भारत के विकास पर आधारित विषय पर केंद्रित पटकथा लेखन स्पर्धा भी हुई। इसमें प्रधानमंत्री नरेंद्र मोदी, ओला कैब्स, सुभाष चंद्रा और विजन-2020 पर आधारित विषयों को भी शामिल किया गया। मुख्य अतिथि भारतीय स्टेट बैंक के महाप्रबंधक सारंग सुषेन, आईएमए के मानद सचिव नवीन खंडेलवाल, शमित दवे, रितु ग्रोवर, संजय खिमेसरा, अनुज सिंह, अभिषेक नांदेडकर ने दीप जलाकर उद्घाटन किया।

### ये रहे विजेता

3डी में इब्राहिम जैनुद्दीन, विक्रम काग और रिया जैन टीम जिका, रनरअप गुरमीत सिंह, यश जैन वैरानवी शुक्ला टीम मैक, 2 धावक प्रतियोगिता में सैमीन अली, अभिषेक चौरसिया और रितिका बोस टीम फ्रेम बॉक्स, बीएफएक्स में वसीम अंसारी, कुलदीप और रघुवीर सिंह, फ्रेम बॉक्स, रनरअप विकास शर्मा, नीलेश पाटीदार, अनमोल अवरस्थी टीम मैक। स्क्रिप्ट राइटिंग में तुन जैन टीम जिका, रनरअप साक्षी बंसल टीम जिका।

## **20. IMA & Other Institutions & Government Bodies**

### **IMA Corporate Social Responsibility Initiative**

**IMA has taken responsibility of following issues:**

- **Swach Bharat Abhiyaa.**
- **Plantation**
- **Solar Energy International Management Conclave 2016**
- **Computer System for Staff children**

**Swach Bharat Abhiyaa: Indore Management Association** has taken an initiative to motivate its members to participate and contribute towards Corporate Social Responsibility (CSR) on Tuesday, June 30, 2015 at Conference Room, Collector Office, Indore. This initiative is taken under Clean India Initiative Prime Minister Shri Narendra Modi has declared that by next 15 August all girl schools in entire India shall have toilets.

Indore Management Association donated 8 toilets to Girls school in 2015-16 in and around Indore.

**Green India – Plantation:** IMA has supported in Green India and made contribution of plant 1000 plants. Plantation was done on behalf of Speakers visited in International Management Conclave 2016.

**Solar Energy International Management Conclave 2016:** IMA Conclave was certified as solar Conclave by Energy & Coal Minister Mr. Piyush Goyal. Ujaas Energy sponsored IMA Conclave as Solar Energy Conclave

**Computers System to Staff Children:** IMA supported staff children education by providing Computer system 2 of the staff members.

### **IMA Corporate Social Responsibility Initiative**

**Indore Management Association** has taken an initiative to motivate its members to participate and contribute towards **Corporate Social Responsibility (CSR)** on Tuesday, **June 30, 2015** at **Conference Room, Collector Office, Indore.** Under Clean India Initiative

Prime Minister Shri Narendra Modi has declared that by next 15 August all girl schools in entire India shall have toilets.

Swachh Bharat Abhiyaan (Clean India Mission) is a national campaign by the Government of India, covering 4041 statutory towns, to clean the streets, roads and infrastructure of the country.

**Indore Management Association** and Infobeans Technologies Ltd. Contributed to its part in keeping the nation clean by donating “23” Prefabricated Toilets” for girl schools of Indore.

### **Tree Plantation**

Indore Management Association took an initiative under its CSR Initiative for the plantation of trees by the honoured speakers who graced IMA 25<sup>th</sup> International Management Conclave on 5-6 February 2016 at Indore. The initiative was to plant 25 saplings by each speaker at Ahilya Bai Goshala, Indore.







5 और 6 फरवरी को होगा आईएमए का 25वां कॉन्क्लेव, दो दिन में आएंगे 16 स्पीकर्स

## हर स्पीकर के नाम पर लगाए जाएंगे 25 पौधे, शहर को 400 पेड़ देना है मकसद



### IMA CONCLAVE 2016

सिटी रिपोर्टर • इंदौर मैनेजमेंट एसोसिएशन का मैनेजमेंट कॉन्क्लेव 5 और 6 फरवरी को होगा। खेल प्रशाल में होनेवाले मैनेजमेंट के इस दो दिनी महाकुंभ में 16 स्पीकर्स आएंगे और आईएमए हरेक स्पीकर के नाम पर शहर में 25 पौधे लगाएगा। इस तरह कुल 400 पौधे लगाए जाएंगे। एसोसिएशन का मकसद शहर को 400 पेड़ देना है। पौधरोपण अहिल्या गोशाला में किया जाएगा।

### ऑर्नामेंटल प्लांट्स नहीं, देसी दरख्त लगाए जाएंगे

आईएमए के वाइस प्रेसीडेंट संतोष मुछाल ने बताया कि हम ऑर्नामेंटल प्लांट्स नहीं बल्कि नीम, बरगद, पीपल, पीलहन जैसे देसी दरख्त लगाएंगे जो वातावरण को शुद्ध करते हैं और आयुर्वेदिक महत्व के भी हैं। अहिल्या गोशाला में इन्हें

इसलिए लगाया जा रहा है क्योंकि वहां जगह भी है और यहां उनकी देखभाल होती रहेगी।

### इस बार भी सोलर पावर पर होगा कॉन्क्लेव

मुछाल ने बताया कि यह पश्चिमी देशों से आया ट्रेंड है। अगर हम कोई आयोजन सोलर पावर्ड करना चाह रहे हैं तो इसके दो तरीके हैं। या तो हम इतना सोलर पावर जनरेट कर लें या फिर देश के पावर एक्सचेंज से सोलर आरईसी (रीन्यूएबल एनर्जी सर्टिफिकेट) खरीद सकते हैं। जनरेशन हर जगह मुमकिन नहीं है इसलिए केंद्र सरकार ने 2010 में यह व्यवस्था की जिसके मुताबिक जितनी वैल्यू की बिजली आप जलाएंगे उतनी ही वैल्यू के सोलर आरईसी खरीद कर सोलर एनर्जी प्रोडक्शन के लिए कॉन्ट्रिब्यूट करें और पर्यावरण के प्रति जिम्मेदारी निभाएं।

## Green Energy Certificate

Honourable Minister Mr. Piyush Goyal presented Solar Energy Certificate to IMA International Management Conclave for make it a Zero Carbon Footprint Conclave. An Initiative of Ujaas Energy Limited.



# IMA कॉन्क्लेव में होगा सोलर एनर्जी का फुल यूज

5 और 6 फरवरी को होने वाले इंटरनेशनल मैनेजमेंट कॉन्क्लेव में  
इलेक्ट्रिकल इक्विपमेंट्स सोलर एनर्जी से चलेंगे

## plus रिपोर्ट

mp.patrika.com

इंदौर. इंदौर मैनेजमेंट एसोसिएशन की ओर से होने वाले 25वें इंटरनेशनल मैनेजमेंट कॉन्क्लेव में सोलर एनर्जी का फुल यूज किया जाएगा। दो दिन 5 और 6 फरवरी को अभय प्रशाल में रखे गए इस मेगा इवेंट में करीब पांच हजार यूनिट इलेक्ट्रिसिटी की खपत होगी। इसकी

## आरईसी मैकेनिज्म

कंपनी के जॉइंट मैनेजिंग डायरेक्टर अनुराग मूददा ने बताया, उज्जैन देश की पहली कंपनी है जो आरईसी (रिन्यूएबल एनर्जी सर्टिफिकेट) मैकेनिज्म पर वर्क कर रही है। उन्होंने बताया, आरईसी भारत सरकार की योजना है सोलर एनर्जी के यूज के लिए। इसके तहत पॉवर एक्सचेंज से सर्टिफिकेट मिलता है। शरीता मूददा ने कहा, फोर्ब्स एशिया द्वारा पिछले साल भारत की प्रमुख कंपनियों में उज्जैन को भी शुमार किया था।

पूर्ति सिर्फ और सिर्फ सोलर एनर्जी से की जाएगी। इंदौर की कंपनी

उज्जैन एनर्जी लिमिटेड सोलर एनर्जी के जरिये इस पूरे इवेंट को रन करेगी।

## **Annexures:**

Annexure 1: Copies of Indore Manager

Annexure 2: Accounts & Audited Balance Sheet

Annexure 3: Directors Report 2015-16

Annexure 4: Marketing Research Project

**Note: IMA International Management Conclave 2016 (IMC'16) was covered as regular feature in all leading Newspaper for 20 days. And 2 days IMC'16 was covered as main story. Separate copies cannot be attached but can be produced if desired.**