



# IMA's Training and Development Programs

## Evolution For Excellence

IMA realizes the vital need of the industry and accordingly designs and offers a wide array of training programs on contemporary themes covering different functional areas of management. IMA 'Evolution For Excellence' series provides training and development support to individual professionals & corporate houses in and around Indore. Each program is

carefully structured to ensure that it incorporates high quality and standards. It also strives to enable the participating managers to develop a sound knowledge base, collaborative analysis and ability to appreciate varied views of a vibrant peer group.

Program	April	May	June	July	August	September
<b>Evolution for Excellence</b>	Stepping into Leadership	Project Management	Finance for Non-Finance Professionals	Revenue Management and Cost Dynamics	Effective Services & Customer Relations Management	Contracts and Documentation for Effective Executive

For Members : ₹2,200/- (Per person)

For Non members : ₹3,500/- (Per person) (Service tax will be additional)

## Training @ Doorstep

IMA facilitates more training programs to support its members in developing the human resources at minimal cost with our initiative of conducting the workshop series at different industrial sites. These workshops are hosted by different corporate houses in and around Indore.

Our training @ doorstep programs are unique and aim at equipping the participants with the evolving management concepts, practices, perspectives and approaches.

The training pedagogies in these programs are aptly aligned to their specific needs and foster a more effective comprehension through participative learning.

Program	April	May	June	July	August	September
<b>Training @ Doorstep</b>	Critical Thinking and Creative Problem Solving	Personal Skills for Professional Excellence	Coaching Essentials For Team Leadership	Conflict Management & Resolution Essentials	Assertiveness Skills: Communicating with Authority & Impact	Taking People Along: Managing by Persuasion

For Members : ₹1,200/- (Per person) ₹1,100/- (Per group member - Min 5 Nominees)

For Non members : ₹1,800/- (Per person) ₹1,600/- (Per group member - Min 5 Nominees)

### Indore Management Association

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# INDORE MANAGER

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THE BI- MONTHLY MANAGEMENT MAGAZINE

PRICE ₹50

## 24th IMA INTERNATIONAL MANAGEMENT CONCLAVE 2015- THE MAKING

## Getting ready for the new normal.

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



## Editor's Message

Dear Friends,

Burden of a legacy is a hard one to carry, and still there is hardly anything that qualifies as more fulfilling. IMA International Management Conclave has been one such bequest. Every year, a new team takes the awe-inspiring responsibility of the event that over the years has taken shape of a tradition. Yes! IMA International Management Conclave 2015 was yet another opportunity for Team-IMA to witness what gets created when the guiding presence of the experienced meets the enthusiasm of youth, with the support of luminaries, practitioners and future flag-bearers of management fraternity.

In this issue of 'Indore Manager', we bring to you the highlights of the making of this year's conclave. It would give you an opportunity to look at the event from vantage point of each of the stakeholders. We are sure that it would be an experience for you to read what all went into it, and what all came out of it.

**Sandeep Naolekar**  
Editor Indore Manager

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4



**IMA'S 24TH  
INTERNATIONAL  
MANAGEMENT  
CONCLAVE 2015**

## IMA READER'S CLIQUE

22



**INDORE  
MANAGEMENT  
ASSOCIATION (IMA)  
ORGANIZED ITS  
TRAINING @ DOORSTEP**

24



**EXPERIENCES  
OF CORPORATE  
DELEGATES**

32



**VISITOR'S DIARY**

**IS FEAR  
INEVITABLE?**

By: Sadhguru Jaggi Vasudev

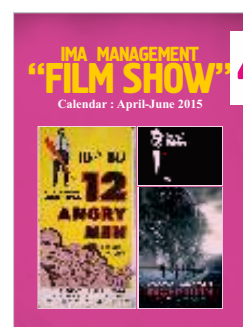
36



**SUMMER  
SKIN CARE'**

With the enhanced flow of skin's oily discharge, summer  
brings about the problem of skin's oily discharge, which is  
usually, owing to the increased susceptibility to the damaging  
UV rays of sun, there is a consequential increase in the  
formation of pores and wrinkles. In order to overcome the  
formation of wrinkles and loss of collagen, it is suggested to  
treat with suitable skin care regimen.

43



**IMA MANAGEMENT  
"FILM SHOW"**

Calendar : April-June 2015

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## CONCLAVE AND LEARNINGS

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

# IMA'S 24TH INTERNATIONAL MANAGEMENT CONCLAVE 2015

On February 6-7, 2015 at Abhay Prashal, Indore

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

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

**IMA Chairman, Mr. Shiv Singh Mehta** thanked the elite personalities and participants and declared the Conclave open. The whole conclave was filled with thrilling AV effects. IMA President, Mr. Vijay Goyal thanked everyone and discussed about the sessions to

The most awaited secret, the new logo of Indore Management Association was also unveiled at IMA's 24th International Management Conclave 2015. Today IMA has its "COAT OF ARMS". This year the conclave's motive was to have a deep insight & to grow at a faster pace than ever before.

be followed. He spoke of IMA's new plans about establishing a new modern media centre equipped with new technologies in the new building of IMA. The Chairperson of the Conclave, Mrs. Ritu Grover extended welcome to all and discussed the deep insights to be shared by the speakers. The most awaited secret, the new logo of Indore Management Association was also unveiled at IMA's 24th International Management Conclave 2015. Today IMA has its "COAT OF ARMS". This year the conclave's motive was to have a deep insight & to grow at a faster pace than ever before.



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



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



## CONCLAVE AND LEARNINGS



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



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



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



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



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



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



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



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

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

**Mr. H.M. Nerurkar (President AIMA)**

**Mr. H.M. Nerurkar** acknowledged Indore Management Association for its enormous

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

**Mr. Rahul Bajaj**, Chairman - Bajaj Group was

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

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

**Mr. Rana Kapoor** - Founder & CEO - YES Bank appreciated IMA's efforts for the large scale Conclave. He mentioned the shift in economy and how to cope up with it. He shared his management concepts with students and related them with thinking innovatively.



CONCLAVE AND LEARNINGS



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



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



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



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



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



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



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



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

He shared his experiences which were a combination of clear communication, contribution and understanding of requirements. He motivated all by citing success story of YES bank.

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

execution, pooling individual interest into common interest and grow further collectively.

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

**DAY 2**

The proceedings of the Day 2 started with the

National Anthem and book launch of the honored speaker Sadhguru Jaggi Vasudev "Anand Lehar-Chaho Aur Pa Lo", by Dr. Bimal Jalan, Former Governor RBI. The presence of Sadhguru Jaggi Vasudev made the whole ambience vivacious. He encouraged all by sharing his idea for a balanced life and underlining the importance of correcting inner self rather than blaming exterior forces. He discussed the various states of pleasantness by citing real life experiences of individuals. He said that "time & energy" are the most basic components of human existence. He highlighted the attributes for Inner Engineering and how they can be controlled for

creating a better place to live in. According to him Human Beings are the most 'complex gadget' in the world. He concluded his speech with a humble request "to fix ourselves" and gain more control over ourselves.

**Dr. Bimal Jalan**, Former Governor - Reserve Bank of India, shared his thoughts about the basic fundamentals of the economy, politics and governance. He also commented on anti-defection law in India. He related the theme of the conclave to his own topic and said that this will be a real challenge reclaiming 'Tryst with Destiny' and many roles in the respective fields has to be changed. He advised students for optimum utilization



## CONCLAVE AND LEARNINGS



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



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



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



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



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



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



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

of the resources of the country and thus further reclaims the 'Tryst with Destiny'. He concluded by saying that it is good to gain benefits but it is worth if the benefits can reach masses.

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

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

**Mr. Vallabh Bhansali**, Chairman and co-founder, ENAM Securities Pvt. Ltd in his valuable thoughts shared that India is a promising place. Being inspired by Honorable Prime Minister's ideas that of democracy,

demand and demography he emphasized that India is a great place for business opportunities.

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

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



## BEHIND THE SCENES:



## MAKING OF THE CONCLAVE



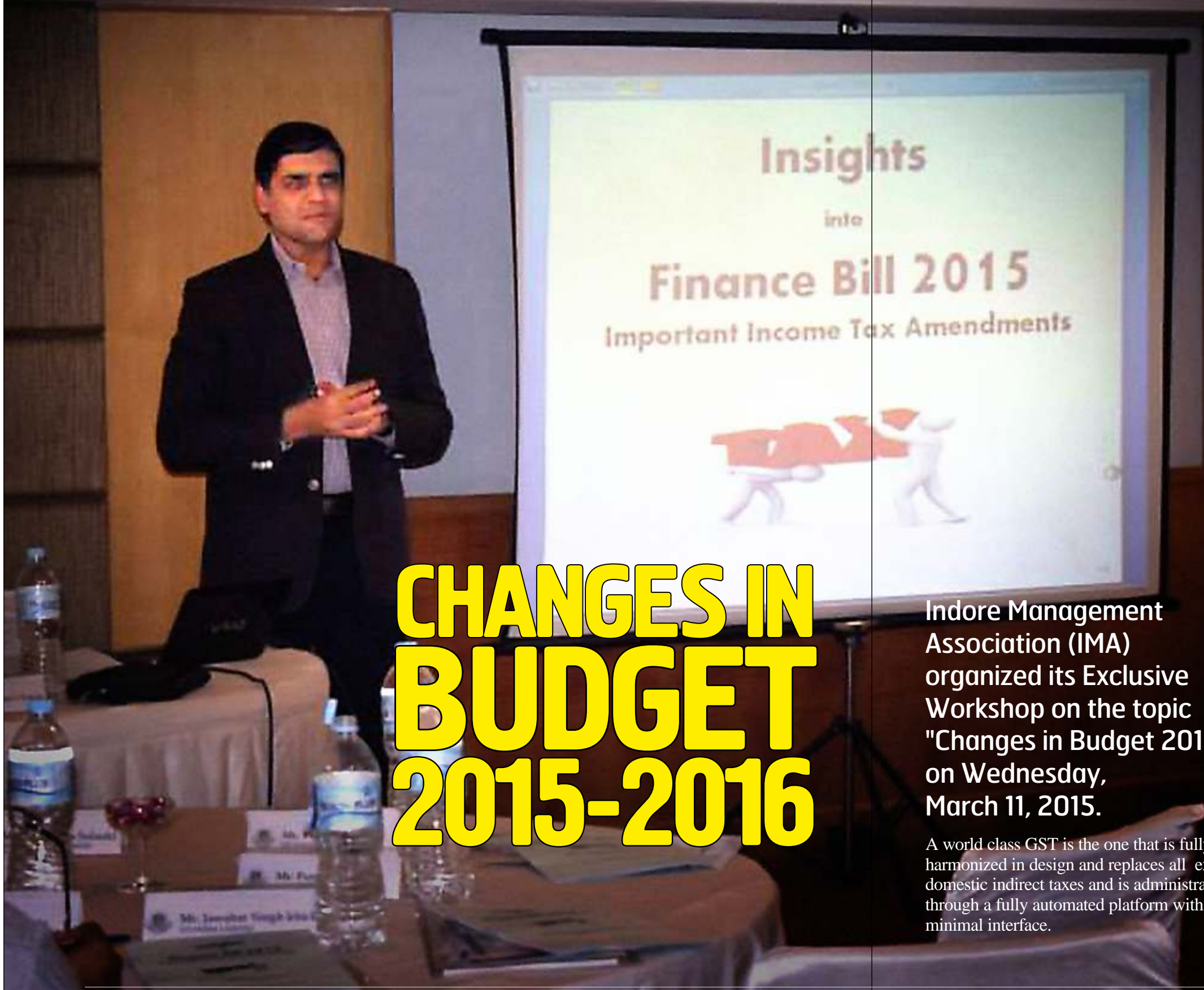


# IMA READER'S CLIQUE

Indore Management Association  
Organised A Book Discussion on Sir  
Richard Branson's Autobiography- Losing  
My Virginity on March 18, 2015 At IMA  
Meeting Room.







# CHANGES IN BUDGET 2015-2016

Indore Management Association (IMA) organized its Exclusive Workshop on the topic "Changes in Budget 2015-16", on Wednesday, March 11, 2015.

A world class GST is the one that is fully harmonized in design and replaces all existing domestic indirect taxes and is administrated through a fully automated platform with minimal interface.





# PLANNING AND EXECUTION SKILLS

Indore Management Association (IMA) organized its Evolution for Excellence on Planning and Execution Skills, a one-day Workshop on Thursday March 12, 2015.

## Planning and Execution Skills

Without execution, strategy is a theory. Your model for execution should include huge allocations for exigencies. One should have passion, determination, understanding of human nature, responsibility & accountability.





# A FILM SHOW ON "THE PURSUIT OF HAPPINESS"

Indore Management Association organized a Film Show based on famous hollywood movie "The Pursuit of Happiness" on Tuesday, February 24th, 2015 at IMA meeting room.



# STUDENT'S CHAPTER

IMA inaugurated its Student's Chapter at IPS ACADEMY, Indore on March 17, 2015.





# INDORE MANAGEMENT ASSOCIATION (IMA) ORGANIZED ITS TRAINING @ DOORSTEP

Indore Management Association (IMA) organized its Training @ Doorstep series, a one-day Workshop on Friday 27th February 2015, at MAHLE Engine Components India Private Ltd., Pithampur. The module for the workshop was: "Professional Skills for Supervisors"





# EXPERIENCES OF CORPORATE DELEGATES

“

IMA organized India 2.0: Reclaiming tryst with destiny. It was an international experience with respect to venue, visual aspect, introduction, music, topic etc. I think there are great learning opportunities for self-development, networking with key speakers & raising the bar for industry. To me all objectives of participating have been achieved. Thanks a lot for this wonderful experience.

**Mr. Vijay Tuli**  
Vice President -  
operations, Mahindra 2  
Whellers Ltd.



”

“

24th IMA Conclave was an enrichment session having a wonderful theme, perfect mix of inspiring and spiritual speeches and the concept of revolving stage was great. It was an invigorating experience to participate in such a dynamic event which enriched my knowledge and understanding on business, as well as the ideal way of leading a fruitful life.

I especially liked the speech of Sadhguru "One can be happy within" with the concept stated that your biggest strength and biggest obstacle is belief. It was indeed my privilege to be a part of this historic event and I heartily thank IMA for such a great contribution for organizing such a great event in Indore.

**Ms. Shilpy Singh**  
Manager -Regulatory Affairs  
Piramal Enterprises Limited,  
Pithampur



”



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the best events that I have attended in a long time. Very nicely managed, extremely

I M A  
Concl  
ave  
2015  
was  
one of

professional and the best part - it started and ended on time. We got to meet people from all walks of life. The combination of management principles along with Sadhguru's session will be extremely valuable in a high stress business environment.

**Mr. Siddharth Sethi**  
CEO- Infobeans

”

“

This year's IMA International Management conclave was an excellent example of use of green energy.

The two days International conclave was powered by solar energy. It was an excellent combination of culture, technology, knowledge and experience. The 24th IMA conclave had a theme INDIA 2.0: RECLAMING THE TRYST WITH DESTINY was truly an opportunity for academicians, professionals, students to listen to rainbow of eminent personalities with variety of background and rich experiences. It was pleasure to hear their views on the conclave theme along with their suggestions for the future INDIA.

The personalities like Mr.Rahul Bajaj, Dr.Radhakrishnan, Mr.Bimal Jalan, Mr.Rana Kapoor, Sadhguru Jaggi Vasudev, Mr. Vivek Kaul, Major General Bhupesh Jain, these are just to name a few who make their mark on the topics like Leadership, Dicipline, Self Governance, Entrepreneurship, Individual, Corporate and social Responsibilities. Every distinguished speaker also focused on the numerous stumbling stones that India have to come over and thus to manage to take every step forward towards a better tomorrow focusing upon the destined path of progress.

Thus, it was a privileged opportunity to define and discuss the challenges, their solutions and actions to be taken for nurturing the comprehensive growth for one and all. The conclave was a rare opportunity to witness the galaxy of thoughts by dignitaries.

**Dr. Vivek S Kushwaha**  
Director  
IBMR, IPS Academy

”



“

Piramal has a long history of attachment with IMA, and being with Piramal for over two decades, I have been a witness of this

Rise and Rise of IMA as an institution. Of all the events conducted by IMA, this yearly conclave is the real hallmark event, a jewel in the crown endeavour. The themes are chosen creatively and this year was also no exception. The ambience is fantastic and the revolving stage concept was also great. The way each speaker is introduced through some wonderful introductory presentation with a booming voice supporting the visuals was really wonderful. The effort of IMA in getting the Indore business fraternity face to face with some living legends of India is laudable.

It is this connection through IMA which provides a platform for having Indore positioned strongly within the Indian, and global business map. The event we had this year, like any other years before, is not lesser than any global business meet, which I have happened to attend in the past. I urge IMA to bring on some global speakers on the theme selected for a year, those who are experts on it.

**Mr. Debashish Chakravorty**  
Site Head Piramal Enterprises  
Ltd., Pithampur

”





# EXPERIENCES OF VOLUNTEERS



**EKTA SUDAN**  
Acropolis Institute of  
Technology & Research

With every new session at IMA we learnt the essence of life.. Finally the day arrived and all the learning was put to test. Receiving, greeting, interacting with such prestigious corporate speakers made us learn where we stand and where we need to head.

As John Heywood said "Rome was not built in a day". To shape such a huge conclave, bringing so many mind and soul under one roof was not a toddler's task. This tedious yet enthusiastic task was successful which was not possible without the support of IMA members, mentors, member team leaders and other fellow student volunteers. Concluding the entire experience and learning, only a word comes to my mind and that is 'Edification' which means intellectual, moral, spiritual enlightenment and improvement.



**OSHIN GUPTA**  
Prestige Institute of  
Management  
and Research, Indore

There are some journeys in your life which are just unforgettable. And for me, one such journey is the "IMA Journey". This journey was special, because of the kind of learning, exposure & experience it provided. All the volunteers, were lucky to have a team of expert mentors who constantly guided & supported us to make the IMA Conclave successful in an effective manner. They trained us on how to enrich communication skills, team-work, leadership qualities etc. and also gave us an insight into the corporate culture. I got a chance to interact with renowned personalities of their respective fields during the main event and even got the golden opportunity of being the volunteer for Padma Bhushan Dr. K Radhakrishnan, Chairman ISRO.

Looking back at my IMA days, I feel very fortunate to be a part of this wonderful association which has transformed me into a more confident person.



**SIMRAN SINGH  
CHHABRA**  
Institute of  
Management Studies

The journey continued which passed through the well-known IMA IMC 2015 which gave me an opportunity to take the feel of the real corporate world.

And I was fortunate enough that my seniors and mentors found me capable enough. I have learnt to manage things, people and time. But most importantly, I learnt that "Great works are performed not by strength but by perseverance". It was a pleasure to be a part of it.



**SHREYA DUBEY**  
Prestige Institute of  
Management and  
Research, Indore

It was an immense pleasure to work with IMA, it was not just international conclave but it was life changing opportunity to every individual. The reason behind is the step by step guidance I got from all the senior members of IMA. Every activity was so clearly defined to me and I was crystal clear with the course of action I was expected to perform. The learning I got can never be forgotten. Being the member of IMA itself is a feel of triumph.



**JUHI AGRAWAL**  
CA Student

When opportunity knocks at the door, don't wait just grab it. Listening to such great personalities at the conclave was like cherry on the cake for us. Working with enthusiastic, dedicated and experienced mentors was a great experience. I feel privileged to work under the guidance of professionals and mentors. Whatever I have learnt here definitely will help me in future...

**It was an immense  
pleasure to work with  
IMA, it was not just  
international conclave  
but a life changing  
opportunity to every  
individual. It was a  
pleasure to be a part  
of it.**



# CELEBRATIONS- VOLUNTEER PARTY









# VISITOR'S DIARY

I am greatly honored to be with IMA and the great team. I wish you the very best in your new endeavor. Going to the next level of excellence after a journey of 5 decades - be a role model for any professional organization in the world.



**Dr. K. Radhakrishnan**

I am thankful to IMA for inviting me in celebrating 50 year of their existence and to witness the wonderful conclave. I am particularly happy & impressed to see the active participation of student and also of very happy and enthusiastic IMA office bearers.



**Mr. Hemant Nerurkar**

I loved every moment of it. IMA rocks.



**Mr. Vivek Kaul**

Great opportunity for soilders like us to be able to put across our views.



**Major General Bhupesh Kumar Jain**

Excellentlly orga nized conclave and thanks to IMA for giving me this opportunity. With best wishes.



**Dr. Bimal Jalan**

Great platform for creating, designing and innovation to idea, decision making - key facts for future success. My best wishes.



**Mr. Rana Kapoor**

I am honored and privileged to come and share my experience. IMA is doing unparalleled and phenomenal job. Keep rocking.



**Mr. Murugavel Janakiraman**

It has been an exhilarating experience just being here. The quality of event, the technology, the application and the thoughts are truly outstanding.



**Mr. Bhaskar Bhat**

IMA is doing outstanding work for business and management education. I am grateful to them for their invitation to the International Management Conclave. My sincere thanks.



**Mr. Rahul Bajaj**

This conclave is a great idea and brings together students, business leaders, economists and thinkers at one platform. Congratulations and keep it up. Continue to build and promote the management culture in Indore and in the region.



**Mr. Sunil Kant Munjal**

IMA has taken a great initiative for Indore. I am sure it will help the students, academicians and industrialist of Indore to set high aspirations for themselves and also achieve them.



**Ms. Renuka Ramnath**



# IS FEAR INEVITABLE?

By: Sadhguru Jaggi Vasudev

You just take a piece of the past, apply make-up on it and think it is future. You can plan your tomorrow but you cannot live in your tomorrow. But right now people are living in tomorrow and that is why there is fear. The only thing you can do about this is, come down to reality.

## You are living in your mind

Fear is simply because you are not living with life, you are living in your mind. Your fear is always about what's going to happen next. That means your fear is always about that which does not exist. If your fear is about the non-existent, your fear is hundred percent imaginary. If you are suffering the non-existential, we call that insanity. So, people may be in just socially accepted levels of insanity, but if you're afraid or if you're suffering anything which does not exist, it amounts to insanity, isn't it?

## You suffer about that which does not exist

People are always suffering either because of what happened yesterday or what may happen tomorrow. So your suffering is always about that which does not exist, simply because you're not rooted in reality, you're always rooted in your mind. Mind is - one part of it is memory, another part of it is imagination. Both of them are in one way imagination, because both of them don't exist right now. You're lost in your imagination, that's the basis of your fear. If you were rooted in reality, there would be no fear. What fear does is it puts boundaries around you. It is because of fear that you build boundaries all the time. If you put boundaries and restrict the area of your life, you may be safe but the problem is you are safe even from life. You are protected from life itself. That's real protection.

## You need intensity in life

You must decide whether you have come here to experience life or to avoid life. If you have come to experience life, one thing that is needed is intensity. If you do not have intensity you will experience a meager life. The moment you use fear as a tool to protect yourself, your intensity will go down. Once it goes down, your ability to experience life is gone. You become a psychological case. What happens in your mind is all there will be. You will never experience anything fantastic and ecstatic because when you are fearful, you will not have a sense of abandon. You can't sing, you can't dance, you can't laugh, you can't cry, you can't do anything that is life. You can only sit here and grieve about life and all the risks of life.

## You fear about that which has not happened

If you look at it carefully, what is fear about? Your fear is never about what has happened. It is always about what may happen. It is always about the future. The future is yet to happen. It has not yet happened. That means, it is not in existence. So, being fearful means you are suffering from something that does not exist. If you suffer of something which does not exist, should we call you sane or insane? Your only comfort is

"everybody is like me." You have the majority with you! But that still doesn't make it right because you are suffering from something which does not exist.

## Fear is not a product of life

Fear is not a product of life. Fear is a product of a hallucinatory mind. You suffer from something which does not exist because you are rooted not in reality but in your mind which is constantly eating up on the past and excreting into the future. You don't actually know anything about future. You just take a piece of the past, apply make-up on it and think it is future. You can plan your tomorrow but you cannot live in your tomorrow. But right now people are living in tomorrow and that is why there is fear. The only thing you can do about this is, come down to reality. If you just respond to what is there right now and not imagine something that does not exist, there is no room for fear. Once the hallucination is gone, where is fear? You will not imagine something that does not exist, you will respond to what exists right now.

## Live before you die

Please look at it and see, what the hell can happen after all? At the most you will die, nothing more. At least live before you die because anyway you will die. We are not wishing it upon ourselves. We are planning to live for many years, but it can happen. There is really no security with life. It is just a question of how gracefully and with how much freedom you lived this life. If you have lived, it will be worth dying. Otherwise life will be a regret, death will be a regret.

Source: <http://www.speakingtree.in/spiritual-slideshow/masters/self-improvement/is-fear-inevitable>

**Your fear is never about what has happened. It is always about what may happen. It is always about the future. The future is yet to happen. It has not yet happened. That means, it is not in existence.**



# SUMMER 'SKIN CARE'

With the enhanced flow of skin's oily discharge, epidermal layer may be prone to dullness, loss of luster and blemishes. Secondly, owing to the increased susceptibility to the damaging UV rays of sun, there is a consequential increase in the formation of patches and wrinkles. In order to overcome the seasonal blemishes and loss of collagen, it is important to comply with certain skin care regimen.



- Drink at least 15-20 glasses of water to keep yourself hydrated. Other than providing the necessary moisture, it will help flush the toxic content.
- Make sure that the sunscreen used is applied at least fifteen to thirty minutes before stepping out in the sun.
- According to dermatologists and skin care specialists sun protective formula meant for summer should have a higher SPF content. SPF-30 should be used during summer.
- Similarly special care should be taken to have it applied twice or thrice during summer, other than using the same prior to stepping out in the sun.
- For those choosing to swim and bask in sun, sun protective formula should be applied every hour and twenty minutes to overcome the damaging impacts of sun burn, rashes and blister formation.
- Use of moisturizer watery in base is necessary during summer. Rose water which happens to be an effective toner cum moisturizer may be used as part of toning and moisturizing.
- Juice extracted from cucumber or watermelon may be similarly used for moisturizing facial skin.
- Application of moisturizer containing aloe extracts or for that matter application of aloe gel serves to be an effective summer healing option.
- As far as caring of feet and hands are concerned, soaking hands and feet in water enriched with a pinch of salt will help boost blood circulation.
- Make it a point to resort to the same at least once in a week.
- Avoid wearing closed shoes that block free circulation of air, in its place go for flats and sandals that make for necessary circulation.
- Other than avoiding moisturizer with oily base, it is also necessary that one avoids using synthetics and silk during winter.
- For excessively dry skin types, olive oil may be used as an alternative to oily based moisturizers and toners.
- In order to have healthy breathing and free circulation of the epidermal layer, tight fitting clothes blocking circulation should be avoided.
- Exfoliating the facial skin by means of a homemade scrub prepared out of half a cup yogurt, five table spoons of gram flour, a dash of turmeric and six drops of rose water can prove to be an effective option.

**With the enhanced flow of skin's oily discharge, epidermal layer may be prone to dullness, loss of luster and blemishes. Secondly, owing to the increased susceptibility to the damaging UV rays of sun, there is a consequential increase in the formation of patches and wrinkles.**

- Exfoliation followed by the application of facial pack consisting of three table spoons of mashed papaya, one table spoon of honey or lemon juice and white of an egg will serve to revive radiance and glow lost during summer.
- In case you want to avoid the use of egg white, the resulting blend of cucumber, honey and yogurt may be used to provide cooling touch to the skin.
- In order to get rid of the uneven summer tanning, go for a blend of gram flour, yogurt and squeezed juice of half a lemon, and apply it on the parts affected.
- Mixture consisting of honey and potato juice serves to be as a good option for overcoming tan.
- Honey is really effective in overcoming conditions of scars and rashes.
- Avoid carbonated drinks containing soda and high doses of sugar. Instead go for juices extracted out of fresh fruits like lemonade and fruits like unripe green mango.
- In cases of bites and stings during summer, soothing the affected part by means of an ice pack will prove to be healthy.

Source:  
<http://www.prokerala.com/health/skin-care/summer-skin-care.htm>





# RECRUITMENT 'DILEMMA'

By : Mr. Devdutt Pattanaik

**When Arjuna got Krishna, did he know what he was getting? Or was he just smitten by his friend, and cousin? Did he know he would have a nervous breakdown on the brink of the war? Did he know that Krishna would sing the Bhagavad Gita?**

The Pandavas and the Kauravas were about to go for the war. Both approached Krishna for help. 'Me unarmed or my fully equipped army? Narayana or Narayani-sena?' asked Krishna. 'You,' said Arjuna, the Pandava, much to the relief of Duryodhana, the Kaurava, who was happy to get the army. What do we seek when we hire people to work for us: Narayana or Narayani Sena? Do we see who they are or do we focus only on qualifications and experience they possess? Are we the Pandavas or Kauravas?

We would like to associate ourselves with the 'good' Pandavas and not the 'bad' Kauravas but everyone knows that management is about measurement. We cannot measure Narayana, what a person is. We can only measure Narayani, what a person has with his experience and qualifications. We hope to figure out the Narayana side during interview process. But that remains highly subjective.

We may hear stories of great entrepreneurs who dropped out of school, who did not complete their degrees, but when it comes to recruitment, we know we want our people to be from IIT or IIM. There are at least two major FMCG firms that are very clear that marketing has to be hired from Grade 1 B-schools and sales from Grade 2 B-schools. Many consulting firms will select consultants from a set of engineering colleges and analysts from another set of engineering colleges, the assumption being that the filter used by the colleges for admission matches the filter they use for recruitment.

The primary reason for this is that measurable Narayana is objective and justifies itself in the audit examination. Large-scale organisations are suspicious of subjectivity, howsoever brilliant it may be. And so Narayana is always nudged out, with greater reliance on tests and measurements. The HR team focuses on the Narayani side; the boss, who can take accountability, focuses on the Narayana side.

But recruitment needs vary for small startups and large steady-state organizations. The start-up needs more Narayana than Narayani as the job is unpredictable and you need people who are adaptable and highly flexible. Qualification and experience are poor indicators of the

same. The steady-state organisation is in a more predictable phase and so needs people who will fit into the system that is rather rigid. Here Narayani is a good enough marker.

Why would someone in a comfortable steady-state organisation want to enter an unpredictable volatile environment of a start-up? Money? Passion? If a person joins a start-up for money, embracing the risks, he also needs to submit to the disorder that is an inevitable part of something that is being established. He also needs to have great interpersonal skills, be a leader in some situations and a follower in others, and display passion, even if he may not share the entrepreneur's passion. If a person joins for passion, he also needs inter-personal skills, and the ability to either handle lack of structure, or create structure for the benefit of others. Do interviews reveal if a person has great inter-personal skills? Are we not trained to pretend by the corporate world - use the right jargon like 'team work' and 'collaboration', say what the interviewer wants to hear?

When Arjuna got Krishna, did he know what he was getting? Or was he just smitten by his friend, and cousin? Did he know he would have a nervous breakdown on the brink of the war? Did he know that Krishna would sing the Bhagavad Gita? We don't know what challenges we face in the future and we only hope that those who we recruit will have the potential to help us during unplanned unpredicted crises. The fully equipped army of Krishna would have been of no help had Duryodhana had a nervous breakdown.

Source: <http://devdutt.com/articles/indian-mythology/recruitment-dilemma.html>

Published on 20th February, 2015, in The Economic Times

**We would like to associate ourselves with the 'good' Pandavas and not the 'bad' Kauravas but everyone knows that management is about measurement.**





# EMAIL ETIQUETTES

Many people who use email for business communications fail to realize there is a big difference between using it in that context and to communicate with friends and family. Correspondence of this type should be professional in nature. This leaves a bad impression on recipients which may include your boss, colleagues, clients or prospective employers. Here are some basic rules of email etiquette.

1

What three words have a total of only 14 letters yet carry a great deal of meaning? People may not notice these words when they're there, but if you forget to use them, you'll come across looking disrespectful and ungrateful. Give Up? These very powerful words are "Please" and "Thank You." Please take my advice. You'll thank me later.

2

Many people are offended if strangers address them by their first names. When in doubt, use Mr., Mrs., or Dr. (if appropriate). When you are replying to an email and the sender of the original message has used his or her first name only, then you could safely assume it's okay to use that person's first name as well.

## TOP TEN

3

If you're writing to someone you've communicated with before, you might want to begin by saying "I hope you are well." Email writers often use emoticons or emoji to convey a certain feeling: happy, sad, confuse or excited. If, you're writing to a prospective employer, stick to words only.

4

Avoid writing your message using all upper case letters. It looks like you're shouting. Don't use all lower case letters either. Some people say it will make it seem like you're mumbling.

5

When composing an email, you should be as brief as possible while still making sure to include all pertinent information. Most people don't have a lot of time to spend on email. If you want your recipient to pay attention to your message, make sure you get to your point as quickly as possible. However, don't leave out important details. If providing a lot of background information will help the recipient answer your query, by all means, include it.

6

Many of us, especially those who spend a lot of time texting, have gotten accustomed to using abbreviations for any word two or more letters long. We use U instead of you, UR instead of your, 2 instead of to or too, plz instead of please, and thx instead of thanks. That's fine if your recipient is a friend. Business email should be more formal. Of course, commonly used abbreviations such as Mr. and Mrs., FYI (for your information), inc., and etc. are fine.

7

Take a look at your email address. What does it say about you? Consider getting a more formal address. Perhaps your first initial and last name would be good. If you're really attached to your address and don't want to change it, consider adding a second one for professional use only. Never use a company email account for job hunting purposes.

8

Make sure your spelling is correct. Use your spell checker but be careful about relying on it too heavily. If you are using the wrong spelling for a particular use of a word, for example two vs. to vs. too, the spell checker won't pick up your mistake. Don't try to guess the spelling of a word. Look it up in a dictionary.

9

Good grammar is important. Contractions are okay if you want to convey a more conversational tone. Slang is not and under no circumstances acceptable.

10

It's much less intrusive than a phone call and faster than a letter. It may be your introduction to someone you've never met before. Take your time putting together a well-written message. Once you hit the send button you won't have another chance.

Source : [http://careerplanning.about.com/od/communication/a/email\\_etiquette.htm](http://careerplanning.about.com/od/communication/a/email_etiquette.htm)



# IMA READER'S CLIQUE

Knowledge is power, and power is the best shared among readers. A dedicated forum for book lovers with a vision of supporting and promoting book reading habit with the thrill of sharing ideas and opinions with other readers. If you are, or know, someone who loves to read and discuss books with his or her friend, please join. Come, explore a whole new territory, gather information and expand your mind.

We invite Indore management Association members to be a part of The IMA Reader's Clique!

## CALENDAR: April-June 2015

**Eat, Pray, Love**  
• Elizabeth M. Gilbert

Wednesday, April 15, 2015

**The Monk Who Sold His Ferrari**  
• Robin S Sharma

Wednesday, May 20, 2015

**The Difficulty of Being Good**  
• Gurcharan Das

Wednesday, June 17, 2015

Forum Coordinator:  
Ms. Harshita Tiwari | M: 8889996133  
Email : mail@imaindore.com



# IMA MANAGEMENT “FILM SHOW”

Calendar : April-June 2015

The field of management education for decades recommended training, plays & films illustrating the concepts of management and to foster a new way of understanding. Indore Management Association every month organizes "Film Shows" for a better understanding of the management concepts. The movies are carefully selected to reify and expound upon various concepts presented for management and business administration

Movie of the Month	Scheduled Date
WALLSTREET 1987	Friday, April 10, 2015
12 ANGRY MEN	Friday, May 08, 2015
INSIDE JOB	Friday, June 12, 2015

Coordinator: Mr. Jaspreet Jeet Singh | M: 8889996138 | Email : info@imaindore.com

