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# INDORE MANAGER

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## HIT THE RESET

The pandemic has presented us the opportunity and responsibility to pursue a substantial reboot of work. It has given us ample reasons to change, act at scale, and act now. Change can be as simple as adjusting our mindsets. The reset that we need is not a revolution or a shift to some new ideology. Rather, it should be a pragmatic step towards a more resilient, cohesive, and sustainable world.

In this issue of Indore Manager, let's reflect, reimagine and reset our world to build back better.

As the gong struck on the midnight of 31.12.2020, it was time to change to a New Year @)@!. Hello! Don't get confused about the year. It is in fact 2021. The Year 2020 got us dazed to such a state of life and living style that we become victims of a simple shift, which impacted our lives in every respect and in fact drew different meanings. Hope you get me.

@)@! are the same keys on our life keyboard as 2021. ☺. The difference, however, is that when we are in a situation that virtually & practically forced us to a shift in keys, the whole print changes to a meaningless entity.

Situations arise in every walk of life when we need to press the "Reset button". When you are not achieving your personal life goals, playing a video game & your career plans are going astray. When organization goals are far from sight & nations are faced with a multitude of internal & external problems. **But the Challenge is to timely & correctly "Hit The Reset "**

The spread of COVID -19 pandemic caused global socio-economic disruption & as a result of bizarre & strange events that happened in the year 2020, it does not require much emphasis that we need to be ready on a continual basis to "Hit the Reset" & prepare ourselves for 2021 which has many challenges facing us individually, in the corporate world & also the nation due to border issues with our neighbours, internal issues & start of new strain of coronavirus.

For the next normal in the new year, governments & healthcare professionals will need to collaborate to administer vaccine doses which have challenges from storage & logistics angles besides data tracking. While key decision makers in corporates can not plan for every potential risk, they will have to position themselves for better resiliency, after having seen the effects of high consequences & low likelihood risks first hand.

While our Governments at center & state levels are busy equipping to face both external & internal challenges at hand, we in the corporate world also need to reinvent ourselves through next-normal operating models which would help us towards better ways of working, both with increased speed & productivity.

In this issue of Indore Manager let us take a step back, be calm & assess our current situation in respect of our personal life or in our work-life by visualising Financial Assessment & Security, Re-evaluate Business Plan, Create a Strong Digital Ecosystem, Develop Team-skill & capabilities, Put Crisis Management Strategies in place.

The start of a New Year is after all the best time to do it for "Hit the Reset" button.

I am reproducing the opening lines from "This Wild Life- Hit the Reset" which I liked:

**Hit the reset, I'm starting again  
I'm in the thick of it, does it hurt a little bit?  
Eyes are still red, I can't see the end  
I'm in the thick of it, does it hurt a little bit, to watch me go?**

**Wishing You & Your Families a Happy, Healthy & Prosperous New Year 2021.**

**Akhilesh Rathi**  
Managing Director,  
Savitt Universal Ltd. Indore

# PRESIDENT'S *Message*



Way back when Joseph Schumpeter popularized the term 'Creative Destruction', little did he know that there would emerge a scenario – in a world inhabited by arguably the most evolved generation of humans with the most advanced apparatus of life – when the term would rise beyond the scope of its conception and would still hold true in a context far beyond imagination of even an astute political economist.

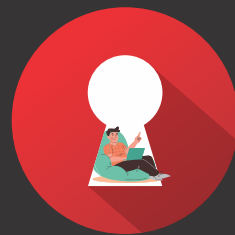
Today, when we stand at a point in time that poses an unprecedented challenge for our ingenuity and spirit, probably we need just that – the creative destruction – to weather the current crisis, utilize it for valuable realization and spot the latent opportunities for an evolved version of 'almost everything'. Yes, even if it is forced, creative destruction beckons! This issue of Indore Manager aims to remind you about this opportunity to 'hit the reset' and provide relevant ideas to mull over. We are sure you will find some thought somewhere that is made for you.

**Editorial Team**  
Indore Manager

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# LESSONS OF LOCKDOWN

I had asked people to share 3 good things that they did/happened to them in #2020 on Facebook, Twitter and Instagram. I was overwhelmed by the responses. Totally more than a 1000 people replied, of different ages, from different professions and from different parts of India. The responses were full of startling insights for me.

As expected, the responses were very diverse. Many people were kind enough to share personal milestones. What I loved was how life-affirming and inspiring all the responses were.

Some common things stood out. I have learnt some important lessons from the responses.



## Lesson 1 Importance Of Relationships

Most people mentioned 'spending time with the family' as one of the top positives of this year. And indeed, #WFH as well as the forced lockdown has made us all look at family togetherness in a new light. Many respondents talked about how spending extended periods of time with their families has improved their interpersonal communications and relationships and made them realize the importance of family.



## Lesson 2 Health & Wellness

Most respondents also mentioned focus on wellness and health as a key area that saw improvement. Many people shared inspiring stories of weight loss, of starting on an exercise regimen, yoga, meditation etc, practices that helped improve both physical as well as mental health.



## Lesson 3 Looking Inwards

This virus, lockdown and the resulting period of uncertainty evoked a strong desire amongst many people to go back to their roots. One of the biggest positives of 2020 is that it forced people to slow down and focus on what is really important. Many respondents talked about reading our scriptures, learning to pray mindfully, learning Sanskrit, reading/watching Ramayan/Mahabharat, learning Vedic chanting and commencing on a spiritual journey.



## Lesson 4 Distinguishing Between Needs and Wants

Almost everyone confessed to catching up on reading, improving their culinary skills and coming to the realization that it is not that difficult to manage without eating out/visiting malls/watching movies in cinema halls. A lot of people stressed on mindful eating and mentioned how eating home-cooked food has improved their physical as well as mental health.



## Lesson 5 Being #Atmanirbhar

This forced lockdown seems to have taught all of us some unforgettable lessons about being self-sufficient. #WFH liberated many people, especially in the cities from hours of dreary commuting. Many people say they spent the extra time they saved on doing home chores, gardening and teaching themselves something new from the Internet. Many confessed that they are now more appreciative of domestic help!



## Lesson 6 Gratitude

Many respondents specifically mentioned that they realized how blessed they are during this lockdown. People realized how their problems were really small compared to what other people were going through. Many also expressed a sincere desire to give back to the society/country. Some shared very inspiring stories of the efforts they had taken during the lockdown to help others.

## Conclusion

I was overwhelmed with the sheer breadth and diversity of the responses that I got. The stories were so genuine and life-affirming. I know that these responses are self-selecting and not representative of the society or the country as a whole. But these responses are an indication of the mindset of the people who follow me, and I am grateful that I have such wonderful followers!

This year seems to have given many of us profound life lessons that will help us navigate our lives in the post-Covid world.

**By: Ms. Shefali Vaidya**  
Motivational Public Speaker | Goa





This pandemic can be called a celestial gift where the world stopped and people stayed home. Many who couldn't upgrade their knowledge finally got a chance to read books, connected with their family members, ate healthy home cooked food, rested, exercised, painted, did craft work, played games and most importantly learnt new ways of being and felt stillness. We learnt to listen more intently and were able to be present to other people's world too. Many of us meditated and some danced. Some met their alter egos and shadows. And we got a one in a billion chance to think differently.

Definitely this pandemic is turning out to be a very confusing and difficult one for many people but majority of us know that we had been living in a way that is against humanity and the natural world, and still we treaded on this course seemingly powerless to stop our actions.

- **Our health is gold;** sales of food and health products have gone through the roof.

Health is something we so easily take for granted until the doctor warns us. The pandemic has made us take a turn and many are now paying more attention to nutrition intake and cleanliness. Some of us are also taking preventative health measures and steps to boost our immune system. If we have a working body with no serious physical ailments, we should be beyond grateful!

- **Material goods mean nothing;** sales of clothes, makeup, cars, etc, (the things we don't really need but feel we need to be happy) have crashed down.
- **Stillness; from speed to slowing down.** Our lives were put on pause, many were forced to work from home, and we avoided travel unless necessary. So heal, remove emotional blockages, meditate, and do yoga. Take this opportunity to do the inner work that you previously had no time for.
- **Friends and family mean everything.** Connection is something that is so critical for our emotional and mental well-being, yet it is something we often take for granted.
- **Importance of Nature;** whether we spend time in our garden, walk through a park, do gardening, grow food (not everyone has been able to enjoy these luxuries), or simply poke our head out of our window for some fresh air and sunlight, the serenity of nature has been something we can rely on.

And of course, this doesn't mean that I am done with buying beautiful clothes or things to make my life more enjoyable, but it has cast a light on how little I actually need and what truly makes me happy.

**By: Mr. Shashank Kasliwal**  
Corporate Trainer

# HIT THE RESET





## IMA ACTIVITES & KEY TAKEAWAYS

**H.E. Mr. Rahul Shrivastava**

Ambassador of India to Romania

Contemporary Learning | September 9, 2020

### Role Of Indian Foreign Service

**The functions of an Indian diplomat may be summarized as:**

- Representing India in its Embassies, High Commissions, Consulates, and Permanent Missions to multilateral organizations like UN;
- Protecting India's national interests in the country of his/her posting;
- Promoting friendly relations with the receiving state as also its people, including NRI / PIOs;
- Reporting accurately on developments in the country of posting which are likely to influence the formulation of India's policies;
- Negotiating agreements on various issues with the authorities of the receiving state; and
- Extending consular facilities to foreigners and Indian nationals abroad.



## IMA ACTIVITES & KEY TAKEAWAYS

**CA Mrinalini Biyani**

Corporate Consultant

Readers Clique | September 26, 2020

### IKIGAI: The Japanese Secret to a Long and Happy Life

- In Japanese, ikigai is written by combining the symbols that mean "life" with "to be worthwhile."
- "Translates roughly as 'the happiness of always being busy.'
- "There is a passion inside you, a unique talent that gives meaning to your days and drives you to share the best of yourself until the very end. If you don't know what your ikigai is yet, as Viktor Frankl says, your mission is to discover it."
- "Our ikigai is different for all of us, but one thing we have in common is that we are all searching for meaning. When we spend our days feeling connected to what is meaningful to us, we live more fully; when we lose the connection, we feel despair."
- "Our ikigai is hidden deep inside each of us, and finding it requires a patient search. According to those born on Okinawa, the island with the most centenarians in the world, our ikigai is the reason we get up in the morning."
- "Once you discover your ikigai, pursuing it and nurturing it every day will bring meaning to your life."
- "They have an important purpose in life, or several. They have an ikigai, but they don't take it too seriously. They are relaxed and enjoy all that they do."
- "One thing that everyone with a clearly defined ikigai has in common is that they pursue their passion no matter what."



## IMA ACTIVITES & KEY TAKEAWAYS

### Mr. Indrajit Ghosh

Chairman, MSME

Student Chapter – Open House  
September 10, 2020

#### Start Up Ideas in this Pandemic

Necessity is the mother of invention, and we've rarely needed great ideas as much as we need them now.

- Follow the three R : No. I'm not talking about reduce, reuse, and recycle; this is something different: It's actually a rapid-recover-revenue.
- Start-up mindset. Instead of extensive research, take action. action.
- Human at the core. "Companies will need to rethink their operating model based on how their people work best
- Acceleration of digital, tech, and analytics. It's to just make the shift to digital. You need to go further by enhancing and expanding your digital channels.
- Purpose-driven customer playbook. "Companies need to understand what customers will value, post-COVID-19, and develop new use cases and tailored experiences based on those insights."
- Ecosystems and adaptability. There's a good chance that your supply chain has been disrupted. As such, you will probably have to change your ecosystem and think outside the box.
- Update how people and processes work



## IMA ACTIVITES & KEY TAKEAWAYS

### Mr. Gijs Spoor

Social Change maker at Auroville

Student Chapter – Centre Of Excellence  
September 12, 2020

#### Nature Based Social Entrepreneurship

Connection with nature should be easy, because it is all around us-even in the city. But there are constraints: time, money, awareness.

Social entrepreneurship consists of improvising systems, devising new approaches, grasping opportunities others miss and generating solutions to change society for the better.

Strategy- In social entrepreneurship, strategy followed is cooperative rather than competitive owing to the social mission of entrepreneurs, poor working capital and market orientation.

Financing- Funding for business enterprises is accomplished through issuance of ownership shares - stocks or incurrence of long term debts - bonds or short term debt - loans.

Market- Business entrepreneurs function in a marketing environment where the supply and demand indirectly influence the price and quantity of the product sold or service rendered. On the other hand, a social entrepreneur marketing environment usually implies that the costs are not fully covered by the revenue.

Governance- Business entrepreneurship is administered by a Board of Directors accountable to the owners and the stakeholders. Non-profit social entrepreneurship ventures have the possibility of a different governance structure. They can form a subsidiary organization managed by a business enterprise board if they want to run a part of their enterprise for profit.

Mission- The essential purpose of social entrepreneurship is creating social value for the greater public good whereas commercial entrepreneurship targets at creating profitable operations resulting in private gain.



## IMA ACTIVITES & KEY TAKEAWAYS

### Mr. Yatish Mathur

Former Vice President, Force Motor

Student Chapter – Centre Of Excellence  
September 16, 2020

### Resilience in Times of Pandemic

Like building a muscle, increasing your resilience requires time and dedication. If you don't put in the work, it might atrophy. With intention and practice, you can become more resilient, no matter your age.

There isn't one specific strategy to use to build resilience. It's a process of establishing connections, coping with stress, adjusting your thought process, and fostering physical wellness.

#### Step 1: Build Your Connections

We all need support in life, not just in a crisis. Building a support network of empathetic and compassionate people helps you feel less alone in times of need.

#### Step 2: Learn Coping Skills

We all need to hone our coping skills during this crisis so that we can work through the emotional shifts we are likely to experience in an adaptive way.

Deep breathing helps calm the central nervous system and works whether you're experiencing symptoms of panic or general discomfort.

Meditation: A number of apps can assist with getting into the habit of clearing your mind of stress and visualizing positive outcomes.

Daily exercise is a natural stress reliever. Get out for walks or try a live stream exercise class.

#### Step 3: Adjust Your Thought Process

It's difficult to maintain an optimistic outlook when the future feels so uncertain, but positive thinking will help you focus on hope and visualize better times ahead.

#### Step 4: Focus on Physical Wellness

Stress can hobble your immune system and make you more susceptible to illness. This can, in turn, negatively affect your emotional state. Maintaining your physical wellness plays an important role in building resilience.

**Prioritize sleep:** Be sure to maintain a consistent sleep schedule during this time.

**Focus on healthy eating:** Plan ahead for a steady rotation of nutritious meals.

Maintain hydration Believe it or not, dehydration can exacerbate symptoms of stress. Be sure to drink plenty of water throughout the day.

Remain active In addition to daily exercise, do fun or mentally stimulating activities to enrich your mind and spirit.



## IMA ACTIVITES & KEY TAKEAWAYS

### Ms. Deepti Somani

Founder of Divine Yogarpana, Indore

Exclusive Session – Staff Development Program  
September 25, 2020

### Happier Employee = Productive Employee

- Happiness and high productivity go hand in hand..
- Happy employees handle challenges better and contribute more to their organizations.
- Happiness increases employees' level of satisfaction in their jobs, and even their capabilities, in multiple ways.
- Happy employees are more engaged in their work. In turn, their high levels of engagement mean they bring more energy, passion, and innovation to their jobs.
- Retention rates increase dramatically for happy employees, those workers often know their jobs extremely well.
- They can train and coach others who are learning the ropes, which maximizes their value to their company.





**Prof. Sanjeev Tripathi**  
IIM, Indore

Evolution for Excellence | October 17-18, 2020



# IMA ACTIVITES & KEY TAKEAWAYS

**Prof. Manoj Motiani**  
IIM, Indore

Evolution for Excellence | October 17 - 18, 2020

## Marketing Strategy and Sales & Distribution Implications in the Current Scenario

- Listen. Now more than ever, it's important to know what customers feel and do, and why.
- Balance your response. Marketers must support customers and protect customer relationships while staying honest about what the firm can and cannot deliver at this time. Be careful about taking actions that provide short-term stability (or gain) for the firm at the expense of customer trust.
- Marketers must adapt their messages to reflect the on-the-ground realities while staying true to the brand's values. Some steps to take include:
- Manage your promises. Set realistic expectations about service levels, product launch dates, product availability, and so on.
- Evaluate current policies and consider rational changes — for example, allowing cancellations or extending payment terms.
- Ramp up digital delivery. Promote apps and other mobile tools and services. Ramp up capacity for online transactions and digital interactions. Innovate ways to deliver your product or aspects of it online.
- Optimize the marketing budget.



**Mr. Syamal Gupta**

Former Chairman, Tata International Ltd.

57th Foundation Day | September 14, 2020



# IMA ACTIVITIES & KEY TAKEAWAYS

**Mr. R Gopalakrishnan**

Author & Corporate Advisor, The Mindworks

57th Foundation Day | September 14, 2020

## Quintessentially Tata: My Journey over 55 Years

- This book is a must-read for all those simply curious or actively interested to know about the Tata visionaries and the working of Bombay house, the head Office of the Tata group in Mumbai, that touches lives world over.
- The authors experiences over 55 years in one of the biggest business houses in India reflects the Tata's pioneering spirit of entrepreneurship and its culture of nation-building, led by Tata founder Jamsetji Tata, and stalwarts like JRD Tata.
- Sumant Moolgaokar, Naval Tata, Nani Palkhivala and Ratan Tata, known for their humility, generosity and forward thinking. In fact, JRD's assiduous observation of the small things or even Moolgaokar's advise to the author to 'pay major attention to minor details,' reflects the meticulous work culture prevalent within the group that emanates more out of awe and reverence than retribution.
- As one of the bricklayer of the Tata group, the author narrates the story of how this business enterprise spread its wings in the world.
- This book vividly chronicles the authors varied work experiences, ranging from the challenges of setting up Tata precision industries in Singapore in the 1970s to the difficulties of widening the group's trade horizons in Africa and around the globe.
- Full of personal anecdotes, this account reflects the Tata's philosophy of trust, its culture of innovation and the growth of the group into new geographies, products and services, by staying committed, focusing on the big picture and building relationships to surmount difficulties



## IMA ACTIVITES & KEY TAKEAWAYS

### Ms. Swatantra

Associate Professor - Communication,  
Indian Institute of Management, Indore.

Staff Development Program | September 4, 2020

### Nonverbal Communication in Interpersonal Success

Nonverbal communication can play five roles:

- **Repetition:** It repeats and often strengthens the message you're making verbally.
- **Contradiction:** It can contradict the message you're trying to convey, thus indicating to your listener that you may not be telling the truth.
- **Substitution:** It can substitute for a verbal message. For example, your facial expression often conveys a far more vivid message than words ever can.
- **Complementing:** It may add to or complement your verbal message. As a boss, if you pat an employee on the back in addition to giving praise, it can increase the impact of your message.
- **Accenting:** It may accent or underline a verbal message. Pounding the table, for example, can underline the importance of your message.



## IMA ACTIVITES & KEY TAKEAWAYS

### Mr. Ram Sareen

Founder & Chairman, Tukatech,  
TUKAweb, and TUKAcenters.

Mentoring from CEOs | October 8, 2020

### Is virtual the new reality?

- **Home is now going to be the new virtual workplace** for a while, as well as a virtual educational institution.
- **Workforce composition:** There will be no essential craving for full-time employment. Employees would choose an employer matching their needs, full-time or part-time with staggered and mutually agreed upon working hours. Beyond full-time and part-time roles, individuals will also explore freelancing opportunities. All the above in tandem with their household responsibilities and chores.
- **Work-life balance for a better life:** Specific to employees in metro cities, and those traveling to cities for work from the outskirts, the commute time will reduce drastically, down to nothing, given the remote working model will continue to ensure safety of employees until a definite eradication or containment of COVID-19 has been achieved. This gives back employees close to 2-3 hours every day which they can redirect towards personal growth and family time.
- **Managers and leaders will need to level up:** With digital, rather a virtual workplace here to stay for time unknown, managers and leaders will need to put in greater efforts to connect and engage with their people. There is a need to build trust, but how do you do that in a virtual setup? How do you develop greater flexibility in comparison to the flexibility that exists today? These questions will need to be answered.





## IMA ACTIVITIES & KEY TAKEAWAYS

### Mr. Amit Agrawal

Vice President – Emirates Integrated telecommunication Company, Dubai.

Centre of Excellence | October 15, 2020

### Corporate Ladder: Shaping your Journey (Challenges and Opportunities)

- **Appoint your mentors.** We often hear about the importance of mentors and sponsors, and this cannot be understated. Throughout your career, you will need to have people who are your champions. These are the folks that inspire you, that challenge you, that treat you with respect and give you honest feedback about your strengths and weaknesses. Building an active community will help guide you towards reaching your career goals.
- **Don't be motivated by title; be motivated by opportunity.** It's easy to get caught up in the hierarchy of the corporate ladder, especially after investing so much time and money in your education. My advice is to focus on the opportunity itself, the skills you bring to the role, and the skills you will gain from it. Experience is a currency, and the more you have, the more you will earn. Upward mobility is only achievable if you're continually learning and growing as an employee. Build your skill set, and a great title and rewards will follow.
- **Always declare what you want.** Entering the workforce can be intimidating for new graduates. While managers play an essential part in your career path, your success and growth are ultimately up to you, so declare your career goals and objectives early and often. It's also important to note that those career goals and objectives will change with time. Keep feedback ongoing with your manager and get comfortable with being vocal in the workplace. Moreover, remember, how you choose to be vocal is just as important as what you choose to be vocal in.
- **Work/Life Balance is a myth. Work/Life Integration is a reality.** People are always striving to blend their personal lives and professional lives, but the truth is, you will continuously be at odds with this. For everything, there is a season. You will go through moments in life where driving your career is paramount, and other moments where friends, family, hobbies, and interests are of more importance. Bringing these priorities together is the key. It is essential early on in a career to embrace how your work is a big part of your life, and the more you get joy from your work—it can genuinely radiate positivity on other parts of your life.
- **Embrace your unique self.** No one in this world has precisely the same qualities, experience, knowledge, or perspective as you. You as an individual have so much to offer and what makes you unique is your superpower. The current business environment needs a diverse set of opinions and ideas. Embracing what makes us unique is what will drive us forward. Amplify your special something that makes you unique—don't diminish it.



## IMA ACTIVITIES & KEY TAKEAWAYS

### Mr. Manish Jain

HR Leader, Cummins Turbo Technologies, India

Contemporary Learning | October 28, 2020

### Women in Leadership

#### Some of the features that determine female leadership are:

- **People-oriented:** They are sociable, expressive, and establish close ties, strengthening the possibility of achieving commitments, whether company objectives or a particular project.
- **Tendency to cooperate:** Making teamwork more natural through actively including and containing people. They also see to it that procedures are carried out in an orderly and sound fashion.
- **Capacity to operate in different directions:** They possess the innate capacity to think and operate in different directions at the same time. This offers an advantage when making decisions and facing crises.
- **Horizontal leadership:** Female leadership is inclusive, encourages participation and shares information and power with those she leads. She tends to create and strengthen group identities.
- **Emotional prevalence:** They are generally capable of considering the “human” side of individuals and generate high levels of empathy
- **More prone to change:** Their style is innovative and has strong sense of quality that is people-oriented, flexible, communicative and persuasive



## IMA ACTIVITES & KEY TAKEAWAYS

### Dr. Nitin Merh

Associate Professor – IT, SVKM'S NMIMS, Indore

Student Chapter – Centre Of Excellence  
October 22, 2020

### Business Analytics: Scope and Trends

Business analytics has become a significant part of an organisation's daily functions, and thus, job opportunities in this domain are on the rise.

Business Skills for Business Analysts-

- **Analytical Problem-Solving:** Large amount of data needs to be analyzed on a daily basis, and thus analytical problem-solving skills are essential.
- **Effective Communication:** Laymen might not be able to understand technical and complicated reports and presentations. Thus, this data needs to be presented in a manner such that it can be understood and there is effective communication.
- **Creative Thinking:** Traditional methods might not continue to work, as there are new technological advancements coming up every day. Brainstorming sessions are essential for coming up with creative ideas.
- **Industry Knowledge:** Certain degree of industry knowledge is also required



## IMA ACTIVITES & KEY TAKEAWAYS

### Mr. Amber S. Arondekar

Founder & Mentor – The Impact Learning

Student Chapter – Centre Of Excellence  
October 28, 2020

### The Inflection Point

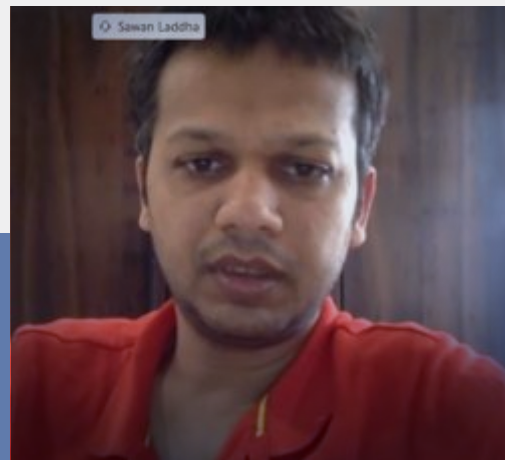
- Be willing to say yes.
- Be willing to abandon personal comfort and security.
- Be willing to push your heart and mind to see different perspectives and love different types of people.
- Be willing to learn from suffering.
- Suffering is always an inflection point, a point of no return. Learning and growing from these points always adds depth, beauty and meaning to your life's portrait.
- Look For Inflection-Point Opportunities
- Your life's portrait isn't complete, in other words. There are dots left to fill, inflection points yet to come.
- The past is always for learning, never for living.
- May your life's dots connect to form something beautiful.



# IMA ACTIVITIES & KEY TAKEAWAYS

**Economic Conundrum: Think more Change more**

## JUDGES



**Mr. Sawan Laddha**  
MD, Splash India Private Limited  
Founder, Workie

Student Chapter  
One Minute Idea Contest  
September 26, 2020



**Ms. Shonali Paul**  
Chief Operating Officer, CloudLIMS.com

Student Chapter  
One Minute Idea Contest  
September 26, 2020



**Mr. D L Sunder**  
Dean (Planning & Development), IIM Indore

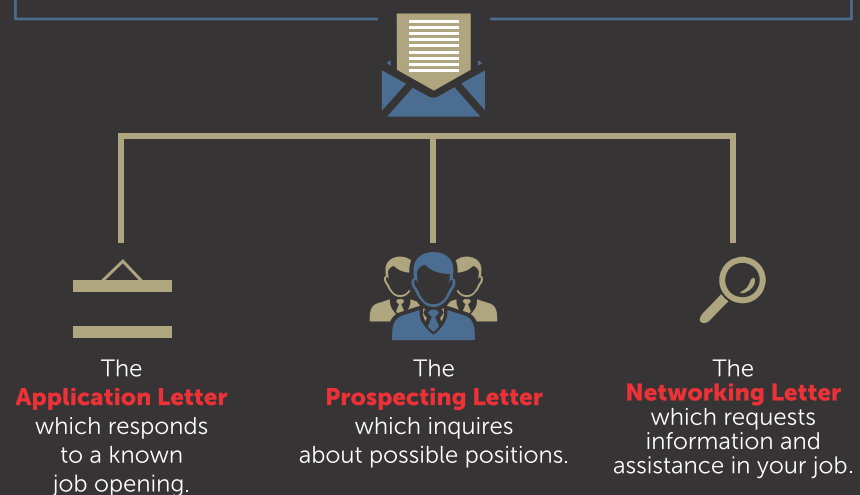
Student Chapter  
One Minute Idea Contest  
September 26, 2020

# HOW TO WRITE A COVER LETTER

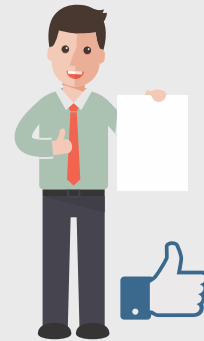
A **cover letter** is a document sent with your resume to provide additional information on your skills and experience.

A cover letter should complement, **Not duplicate** your resume.

## THE DIFFERENT TYPES OF COVER LETTERS



## WHAT TO INCLUDE IN COVER LETTER



- ✓ Try to **limit** your letter to a single page.
- ✓ **Match the employer's needs and your skills** that will appeal to the employer's self interest.
- ✓ Write in a style that is **mature but clear, avoid long and intricate** sentences and paragraphs.
- ✓ Use **actions verbs** and the **active voice**, convey **confidence, optimism** and enthusiasm coupled with respect and professionalism.
- ✓ **Show some personality.** Start fast; attract interest immediately.
- ✓ **Arrange the points in a logical sequence;** organize each paragraph around a main point.

## WHAT TO LEAVE OFF YOUR COVER LETTER



- ✗ There is **no need to share any personal information** about yourself or your family.
- ✗ If you **don't have all the qualifications** the employer is seeking, **don't mention it.**

## HOW TO ORGANIZE A COVER LETTER



### Opening paragraph

Find out **to whom** you're writing.

"Dear **Sir** or **madame?** " or "**To whom** it may concern? "

State **why** you are writing.

Begin by **telling the employer the position** you are applying for and **how you learned about the opportunity.**

**Establish** a point of contact.

**Advertisement in a specific place** for a specific position, a particular **person's suggestion** that you write.

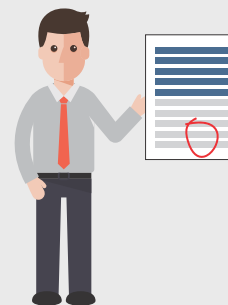
**Give some brief idea** of who you are.

### PARAGRAPHS 2-3

Highlight a few of the most salient points from your enclosed resume.

Describe how your previous job experiences, skills and abilities will allow you to meet the company's needs.

Thank You



### CLOSING PARAGRAPH

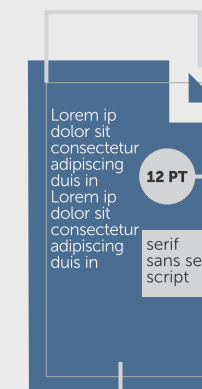
**Stress action.** Politely **request an interview** at the employer's convenience.

**Indicate what supplementary material is being sent** under separate cover and offer to provide additional information and explain how it can be obtained.

a **portfolio** , a **writing sample**, a **sample publication**, a **dossier**, an **audition tape**

**Thank the reader for his/ her consideration** and indicate that you are looking forward to hearing from him/her.

### PAGE FORMAT GUIDE: 4 STEPS



**1" - 1.5" margins are always a safe bet.** Be careful not to make the content look crammed together.

**Don't go below a 12-point font.** Anything below 12 can strain the eyes.

**Font style is really a matter of preference.** Try to choose one that looks professional or that matches what the employer uses on their website.

**Maintain a uniform alignment throughout.** Keep all paragraphs left-aligned.