



**Indore
Management
Association**

प्रबन्धनेषु नवाचारः

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OF THE ASSOCIATION**

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- » Management Film Show
- » Management Games
- » Reader's Clique
- » Industry Visit
- » Student Forum (IMA Student Coordinators Meet)
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Energizing Workforce - Igniting the Spark

The call for adaptation at new HR practices in people management is building momentum. To accelerate with the pace of digital transformation & technology-driven HR systems, organizations have realized that people are not programmable 9-5 fleshy robots. To muster collective energy of workforce & channelize it towards productivity & profitability, businesses have to emphasize on reskilling workforce, revamping HR systems & putting the spotlight on employee's physical & mental well-being to ensure that they feel connected, engaged & energetic!

The time has come for HR Practices to press the reset button and evolve further in the new normal.

Are you ready?

President's Message



Post-COVID, business leaders are challenged to re-engage the workforce in a new working landscape - one which is more digitized, diverse and dispersed than ever before. To be successful, business leaders need to consider such traits in their workforce which fit into both the internal as well as external environment.

Company's culture plays a huge role here. My take on it is that, a company is like an automobile fitted with the most modern equipment and controls, but its culture is the fuel, its vibrant part that enables the automobile to run. Energy, enthusiasm and positivity are all infectious in the workplace - much like negativity and fear can be - and in a vibrant workplace culture, people feed off the energy of others.

What makes a workplace vibrant are the energy and the drive of the working environment and it starts with 'you', as a team looks up to you for inspiration. If you can build a good team rapport, create a harmonious workspace, and encourage a positive culture, then the workplace gets filled with the energy it requires to strive and thrive.

Akhilesh Rathi
Managing Director,
Savitt Universal Ltd. Indore

Editorial Message

You enter any place and you will immediately feel the effect of its intangible vibe – some places embrace you with their warmth, some inspire awe, some invite you to experiment, some instruct you to align, some let you be yourself, and some urge you to blend into the background. Yes, every place has an energy-space, which subliminally shapes people's attitudes, behaviours and actions.

It's this energy which, if tracked and mobilized properly, holds the secret of high performance at workplace. All an organization needs is the right way to infuse its workforce with this energy and doing so doesn't call for handiwork of motivational gurus, it requires craftsmanship of managers and leaders. It is as much an artistic act as scientific systemizing. In this issue of Indore Manager, we make a case for this all-important 'energizing' by bringing key ideas on why and how to ignite that invisible spark.

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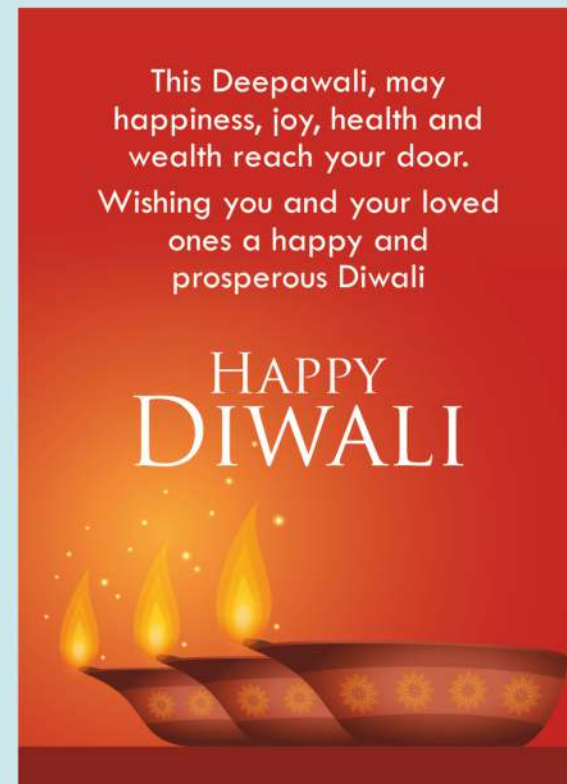
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Spinning Energies at Workplace

How energized are you at work? Do you feel upbeat and involved or depressed and not engaged? In either case, it might be because of your co-workers: You are being affected by their energy, whether it is good or bad. Our ability to function at work is impacted by the "relational energy" we "catch" through interacting with others.

Companies must energize the workplace before it energizes the staff. Workplaces ought to be exciting as well as secure and

comfortable. The workplace should be filled with positive vibes.

As a leader or boss in an organization, you serve as an example for everyone. You are looked at by others for inspiration and encouragement. To energize the team, the boss has to energize himself first.

Let us discuss ways to establish harmony at work.

Adopting the behaviours and attitudes one would want to see in his dream boss

and ideal co-workers is one of the most effective strategies to work towards fostering a pleasant work environment. We reciprocate the respect, friendliness, and encouragement we get from others.

Positive Support

Building a peaceful work atmosphere can be achieved simply and effectively by using positive reinforcement. When communicating with people in the organization, using following phrases help

I appreciate how you...

I find it impressive...

I adore working with you because...

Without you, your team wouldn't be successful...

I appreciate how you take the time to...

You're excellent at...

Celebrate Wins, Success Or Anything That Is Worth

Discuss some of the accomplishments from the previous meeting in the subsequent meetings. It may be a project milestone or a serious attempt that may have failed or a new idea which worked. Celebrate these and make it public.

Listen to Ideas

When someone disagrees with you about something, try and consider their viewpoint and try your best to reach a compromise rather than getting defensive. Arrange debate competition or group discussions and reward these.

Get Moving

Try holding meetings in novel settings like

a walk only meeting or meeting at work stations. Improve communication with employees by engaging them in activities. Give your staff challenges and a change in tasks to get them moving. They may grow more involved, multi-dimensional and supportive as a result of the variety in their duties.

Promote Fun

Inject some excitement into the workplace. This will undoubtedly boost team spirit and make the job more enjoyable. Employees are motivated by fun to work harder and more effectively. Additionally, scheduled vacations, picnics, and downtime are stress relievers that boost output and productivity.

Respect Duties

The team needs to understand how important their contribution to the organization is. They play a key role in the company's accelerated growth. A consultant doctor understands how important the nursing staff's job is. It is important that they remain motivated and joyful so that they work with a smile and utmost attention..

A workplace with happiness and energy around will get the best out of the team

Dr. Vishal Jain

MS, MRCS (UK), DMAS (France)
Consultant Laparoscopic Surgeon &
Weight Loss
Specialist SNG Hospital, INDORE





Grow and Let Grow

Indore is in an enviable position today. On one side, we have a glorious past and on the other side, there awaits a wonderful future beckoning us with arms flung fully open. If the IIT, IIM, city colleges and schools have lent academic grandeur to the city, the advent of Super Corridor,

Super Specialty Hospitals, Malls, BRTS and also the massive success of Pipe Gas have all catapulted the city to great heights. Not to forget the cleanest city tag being won 5 times consecutively since beginning. So, now there is no place for disdainful questions such as, "Indore?

Which state? city, town or village?"

However, this is not the time to sit smug. Not when the Chief Minister Shri Shivraj Singh Chauhan has gone all out to say that Indore will surpass Bengaluru and Hyderabad in the next 10 years. We can't let him down most certainly.

Why only Information Technology, our city can do well in other areas too. According to the World Population Review 2022, the literacy rate of men and women here is 89.9% and 81.48% respectively, this is creditable. There is every possibility of a Jamshedji Tata or Dhirubhai Ambani being there amongst these, waiting for right the moment to come.

Now the time has arrived. Other cities having reached a saturation point where they are combating population, pollution, water-logging and heavy traffic on day to day basis.

So, let's strike the iron when it is hot! What is needed, is a very 'focused vision' and ability to steer the employees in the right direction without being overwhelmed by them. David Ogilvy, known as the 'Father of Advertising' once said, "If each of us hires people who are smaller than we are, we shall become a company of dwarfs." Thus, a team of good employees is a

must. Some academically strong, some with tremendous zest and still others with experience and rare ability to gauge a situation. By allowing the workforce to grow, the organization will grow too. "Grow and Let Grow" should be the motto. At no time should we allow mediocrity to breed mediocrity.

At the same time, it is to be ensured that organizational discipline is maintained always in the workplace such that an ill-conceived work (the controversial perfume ad) does not sneak out of the office, as that could be harmful to the society and also to the organization.

The city is proud to have Indore Management Association (IMA) which has time and again lent immense support to the newcomers and offered a healthy platform to look towards opportunities, share views, express concern and explore possibilities even in daunting situations.

And so with all this, nothing should really stop Indore from reaching great heights.

Ms. Sulabha Dhavalikar
Ex. EMRC Comm. Faculty,
Freelance Copywriter





Right Time To Hire & Energize Workforce

Nothing we do is more important than hiring and developing people. At the end of the day, you bet & rely on people, not on strategies. Acquiring the right talent is the most important key to growth. Hiring was - and still is - the most important thing which will be done."

Recruiting talented skilled and motivated

unemployed people when there is an economic crisis can be a godsend for your business. when the economic crisis is raging outside you can reap significant benefits from hiring new employees who will, in turn pay your trust with loyalty and hard work to help your company sailing through the storm.

"Alone, we can do so little; together we can do so much."
-Helen Keller

Best Head-Hunting Opportunities

You have probably tried enticing experts from competitive organizations for some time but have been unsuccessful. Well, the economic downturn is the right time to open the employee hiring season. In their eyes, your desire to hire indicates that you are firmly standing on your own feet. It is in human DNA to seek stability; therefore, employees are often willing to change their jobs even if they are sitting now.

Chances are that these recruits become your knight in shining armour to get out of the crisis, as they will come with plenty of relevant experience in your Industry and different ideas to boost your business.

Create A Sense Of Stability

Maintaining strong relationship with your human resource becomes more important during down economy. We mentioned that stability is an important factor, and the reason is because people worry about their future. In bad economic times, the possibility of them being kicked out is looming on the horizon and this undoubtedly undermines the morale of the team.

By hunting fresh talent during those times, you can convince your team as much as you like that there is no reason to be anxious, but your actions speak louder than words. Nothing reassures agitated staff better than the fact that you are recruiting people rather than laying them off.

Increase Motivation In Your Team

It is rewarding for your rookies to be hired while everyone else is firing this gives them hope for a long and prosperous

career. In return, they will bring their A-game to show their gratitude. Their motivation will go up to eleven, and when employees are motivated, they will move mountains.

An emotional upsurge will affect not only newcomers but also old-timers. Firstly, this enthusiasm becomes contagious, and can create the spark of creativity that your team will need to keep improving during the economic downturn. Secondly, recruits create competition within your team.

Reinforce Your External Image

Motivating your employees, your clients, and your suppliers is important during times of instability and uncertainty. Hiring new employees in a downturn is a great way to demonstrate you're not closing the door on your relationship. As a big thanks in return, you can benefit from the best candidates, close attention to every requirement you set forth, and dedication to making you happy.

Conclusion

Crisis won't last for long; we are in the best moment in history for technology innovation and living a super cycle of value creation. It is time to think about strengthening your HR competitive advantages now. A happy and energized workforce is proven to be the most productive. Let the action speak louder than words

Dr. Subodh Shrivastava
CEO- iNTRED Services
Private Limited.



"Teamwork is the secret that makes common people achieve uncommon results." - Ifeanyi Enoch Onuoha



Building an Effective & Inclusive Workforce

The basic rule for success is: 'Success depends on the support of other people'. A person is not pulled up to a higher-level job, instead is lifted up. This happens with the support & cooperation of those who know us well, be it - likable, admirable & personable. Being likable makes you light to be lifted. During pandemic hardship had an opportunity to undergo into deep conversation with the Top management from a few medium and large sized organisations on the employee

turnover, promotions & productivity, work culture and required managerial skills. Some interesting findings on how you climb the managerial hierarchy (apart from experience & skill which is of course prima facie requisite), these behavioural principles enhance chances for promotions & establish the effective leader in you. Besides having the qualities being another recipe for success believed by the current mid-level managers with an aspiration to grow.

Principle 1: Trade minds with whom you want to influence

You should know how to put yourself in other person's shoes. For example, when you write an advertisement you should know your prospective buyers to reach to their soul to bring magical response. A successful leader knows how to manage with different demographic minds.

Principle 2: They are not thirteen

A good Manager should empathise and give prospective opportunities to their team. Once de centralisation policy is implied then the Boss - versus - worker relation would not scream "I don't trust you" whereas responsibility brings productivity. Effective timelines and policies with mutual concern should be applied rather than childish checks like ban on social web media, networking.... you use your capitol is unwanted activity and above this loose TRUST of your team.

Principle 3: Successful people think progress, believe in progress & push for progress

Promotions everywhere work for individuals who believe in & push for progress. Real learners & optimistic people are indeed in short supply. Think improvement & high standards in everything you do. Every year many corporations that have grown sluggish & are headed downward are rebuilt. How? Shuffle in the middle & top management. Companies are successfully rebuilt from the top down, not from the bottom up. Change the thinking at the top, and you automatically change the thinking at the bottom. When you take over the leadership of a group or become a manager, the persons in that group immediately begin to adjust themselves to the standards you set. Inspiration, motivation is perishable & real manager know this. He constantly finds out ways to progress by thinking, believing & pushing for progress.

Principle 4: Successful people take time out to confer with themselves & tap their thinking power

We usually picture managers/leaders as exceptionally busy people. And they are being a manager requires being in the thick of things. But while it is usually overlooked, it is noteworthy that great managers spend considerable time alone, alone with nothing but their own thinking apparatus. The point is this: the successful person in any field takes time out to confer with himself or herself. They use solitude to put the pieces of a problem together, to workout solutions, to plan & in one phrase-to tap their super thinking power.

Principle 5: You don't install a culture

Instant Cultures are artificial cultures. They are big bangs made with mission statements, declarations & rules. Artificial culture is paint. Real culture is Patina. Great managers know culture is not installed but created being the by-product of consistent behaviours. If you encourage people to share, then sharing will be in your culture, similarly, to build trust you need to reward the same. Treat your customer right and see how this convert into culture. Culture isn't a football table, installed software, a Christmas party. Those are objects & events, an action, not words. Great managers don't worry much on culture, not adamant to upgrade. Not that they are blind and cannot see blockage. They believe in developing great culture aligned to the growth of the organisation.



CA Ishani Maheshwari
Life & Business Mentor



Start-ups: Sustaining Employment

In the summer months of May & June, the most quoted word in India's start-ups ecosystem was, 'Winter'. Everyone - pundits, investors and founders - put up advisories announcing the onset of funding winter - meaning start-ups would no longer have easy access to low-cost money to run businesses. In effect, this meant that start-ups needed to conserve the cash they had.

The people impact of this has been huge.

Across sectors, 10,000+ employees have been directly laid off. The trickle-down effect of layoffs will also be seen on

smaller firms & gig economies that service these start-ups - e.g. the Marketing & Hospitality sectors that depend on work-orders from start-ups, the Ola/Auto drivers dependant on enough people going to office, the blue collar staffing agencies that depend on companies taking huge office spaces and then requiring security and housekeeping services etc.

Those who remain have been retained at little to zero increments with many even being asked to take a paycut.

Such job insecurity and poor pay hikes will

repel talent. Today's graduate will choose a job in an MNC over high-paying start-ups. And if there are no MNC jobs, he/she will either go for higher studies or look towards the public sector and civil service exams.

India's start-ups have stumbled into their biggest challenge ever - how should they retain confidence among the jobseekers?

The first big step for start-ups is to push back on the modern concept of imagining workforce as a "cost centre". Capitalism has some great virtues but its worst vice is to commoditize humans into resources who can then be culled when required. In western nations where the social security net is high and jobs are easily available - easy fire may still be tolerated. But in India - with its overpopulation and meagre social security, one job is often the single difference between a family getting to eat or starve at the dining table. Hence, overnight & sudden layoffs should be morally unacceptable and considered shameful.

Next, the logical second step is to reduce the tendency to get bloated during happier times. Most of the start-ups have been guilty of over hiring for "future roles" based on unrealistic growth plans. Hubristic statuses like "Open for hiring" are used by founders, leaders & HR to build networks and promote brands. This needs to stop. Google, HUL, Samsung, Reliance, Infosys etc. - the best of global & Indian conglomerates "jointly own" a jobseeker's career trajectory. Once hired, they work with the employee to ensure individual's success. Our start-ups need to do the same - hire only if the

organization has a visibility of giving the jobseeker a chance to be on the growth track. Hire to keep, not to fire!

Last and the most important step is for all start-ups employees - senior, mid-level & juniors - to sensitize peers about the inherent risks of working in a start-up. By definition, a start-up means a business whose product-market-profitability fit hasn't yet been achieved. Hence, all start-ups run the risk of going bust. And so, all start-ups jobs are inherently riskier than other private or public sector jobs. A jobseeker must therefore negotiate a premium while agreeing to a salary. After joining, he/she needs to be as frugal as possible. One should plan personal expenses such that there is enough saved for a rainy day. One must also invest in themselves to ensure their skills remain updated & "in-demand" in this ever-changing world.

To conclude, we must remember that India is a country with a population that's bigger than the population of US and Europe combined. At such a massive scale, the government and the traditional private sector will never be able to absorb all jobseekers.

And so, start-ups will remain an important partner in retaining talent in India. The only change required is to encourage responsible entrepreneurship that sustains employment during downturns too.



Udayan Dhavalikar
IIM Ahmedabad Alumnus
Deputy Director - Categories
& Online Sales, Vedantu

IMA Activites

CENTRE OF EXCELLENCE

Indore Management Association organized Centre of Excellence session on the topic "Accelerate your Success through: Neuro Linguistic Programming on Tuesday May 3, 2022, at IMA Meeting Room, Jall Auditorium, Indore. Another session on "Neuro Linguistic Programming" was held on July 30, 2022. It was a full-day SKILL DEVELOPMENT WORKSHOP. The Facilitator of the session was Mr. Chetan Pandharkar, A Motivational Speaker & NLP Trainer, Owner - Willycherish Training Solutions, Indore.



CONTEMPORARY LEARNING SESSION

Indore Management Association organized Contemporary Learning session on the topic "Growing Business Through Digital Marketing" on Tuesday, May 10, 2022 at IMA Meeting Room, Jall Auditorium, Indore. The Facilitator for the Session was Dr. Tejas Shah Programming Chair - MBA (Family Business & Entrepreneurship) Institute of Management, Nirma University, Ahmedabad.



CENTRE OF EXCELLENCE

Indore Management Association organized Centre of Excellence session on the topic "Vedic Management". The Holistic Approach to Managerial Excellence on Friday May 6, 2022, at IMA Meeting Room, Jall Auditorium, Indore. The Facilitator of the session was Acharya Shekhar Pandey-A Corporate Mentor, Vedic & CSR Consultant, An Astrologer & Vastuvid, Indore.



TÊTE-À-TÊTE

Indore Management Association Organized Tête-à-Tête CEOs Dinner Meet with Dr. Subir Verma, Director & Dean, Institute of Management, Nirma University, Ahmedabad on Wednesday, May 11, 2022 at Hotel Marriott, Indore on the topic "Building Sustainable Competitive Edge in the Emerging Context of Business".



DIKSHA IN-HOUSE SESSION

Indore Management Association organized Diksha In-house session on the topic "Communication & Email Etiquette" on Saturday, May 7, 2022 at Indira Securities, at HDFC on Saturday, May 14, 2022 and at Kusum Healthcare Pvt. Ltd., Pithampur on Thursday, May 19, 2022. The Facilitator for the Sessions was Ms. Olivia Scharenguivel is an Aviation, Soft Skills & Grooming Trainer, Indore.



HR FORUM

Indore Management Association organized HR Forum Meet on the topic "Design your Life: Set Intentional Goals and Steps to Achieve Them" on Wednesday, May 18, 2022 at IMA Meeting Room, Jall Auditorium, Indore. The Facilitator for the session was Ms. Ravleen Tuteja, Corporate Wellness Consultant and Founder of Minimalistic Stories.



IMA Activites

BREAKFAST COUPLE MEET

Indore Management Association Organized Breakfast Couple Meet on the topic "The Ping Pong Game of Relationships" on Sunday, May 22, 2022 at IMA Meeting Room, Jall Auditorium, Indore. The facilitator for the session was Ms. Archna Sharma, Chief Trainer & Facilitator Roccia Bliss-Your Happiness Partner.



CONTEMPORARY LEARNING

Indore management Association organized Contemporary Learning on the topic "How Traditional Businesses can get Digitally Enabled to Fuel in 2022" on Wednesday, May 25, 2022 at IMA Meeting Room, Jall Auditorium, Indore. The Facilitator for the Session was Mr. Sachin Gadia, Director-Digital Experience Softude (By Systematix Infotech) Indore.



DIKSHA IN HOUSE

Indore management Association organized Diksha In-house session on the topic "Being the Master of Your Own Development" at Sapcon Instruments Pvt. Ltd. on Saturday, May 28, 2022. The Facilitator for the session was Mr. Abhishek Mishra, Corporate Trainer, Facilitator, Success is Life Coach.



IMA Activites

EXCLUSIVE SESSION

Indore Management Association organized an Exclusive Session on Developing Business Mindset series from Tuesday, June 07, 2022 to Friday, June 10, 2022 for the students of class 10th, 11th & 12th on the topics "How to be an entrepreneur", "How to build a Leadership Attitude", "Artificial Intelligence", "Share your Business Idea" at IMA Meeting Room, Jall Auditorium, Indore. The Speaker of the sessions were Mr. Rakesh Jain - Motivational Speaker, Business & Life Coach, Indore, Mr. Amber Arondekar - Sales Coach, An Entrepreneurship Trainer & Business Consultant, Indore, Mr. Mradul Kanungo - Data Scientist at Softude (by Systematix Infotech), Indore.



DIKSHA IN-HOUSE

Indore Management Association organized Diksha In-house session with Ms. Ritu Kukreja - CEO and Founder of ilearnngrow Learning Solutions Pvt. Ltd., Indore on the topic "Developing Relations with Client" on Saturday, Jun 11, 2022 at Sapcon Instruments Pvt. Ltd., Indore



IMA Activites

BREAKFAST COUPLE MEET

Indore Management Association Organized Breakfast Couple Meet with Ms. Ritu Kukreja - CEO, Founder of ilearnngrow Learning Solutions Pvt. Ltd., Indore on the topic "Power of Emotions & Expressions" on Sunday, June 19, 2022 at IMA Meeting Room, Jall Auditorium, Indore.



SKILL DEVELOPMENT PROGRAM

Indore Management Association organized three days Skill Development Program with Ms. Trilekha Pathak-Communication Skills & Language Trainer (British Council) Indore on the topic "Business Communication" from Thursday, June 23, 2022 - Saturday, June 24 2022 at IMA Meeting Room, Jall Auditorium, Indore.

DIKSHA IN HOUSE

Indore Management Association organized Diksha In-house session with Mr. Deepak Kumar Sharma - Certified Six Sigma Expert, Indore on the topic "Root Cause Analysis" for Sapcon Instruments Pvt. Ltd. on Sunday, 26 June 2022 at IMA Meeting Room, Jall Auditorium, Indore.



IMA Activites

READER'S CLIQUE

Indore Management Association organized Reader's Clique a book review session on the book "Rework: Change the way you work forever" with CA Ishani Maheshwari- Life & Mindset Trainer, Public Influencer on Wednesday, June 29, 2022 at IMA Meeting Room, Jall Auditorium, Indore.



LEARNINGS FROM THE LIFE OF LEGEND

Indore Management Association Organized Learnings from the Life of Legend with Mr. Surjeet Singh Tuteja - Motivational Speaker, Indore. The session featured a discussion on the First Maharaja of the Sikh Empire "Maharaja Ranjit Singh" on Tuesday, July 12, 2022 at IMA Meeting Room, Jall Auditorium, Indore.

EVOLUTION FOR EXCELLENCE

Indore Management Association Organized Evolution for Excellence with Mr. Jitesh Manwani - Business Coach & Consultant, Indore on the topic on "What is Not Taught in B-School?" on Friday, July 15, 2022 at Hotel Marriott, Indore.



IMA Activites

DIKSHA IN HOUSE

Indore Management Association organized Diksha In-house session on the topic "7 QC Tools for Industrial Experts" for Innovative Clad Solution Pvt. Ltd. on Sunday, July 17, 2022 at IMA Meeting Room, Jall Auditorium, Indore with Mr. Yogesh Jain - Director and Chief Consultant, Niche Quality Solutions Private Limited, Indore.



IMA Activites

DIKSHA IN HOUSE

Indore Management Association organized Diksha In-house session with Mr. Piyush Nagar, Training Consultant, Ahmedabad at Jaideep Ispat & Alloys Pvt. Ltd. Pithampur on the topic "DISC profile for Manager" on Monday, July 25, 2022 and HR Forum Meet on the topic "EFFECTIVE FEEDBACK" Learning session for the HRs" Tuesday, July 26, 2022.



DIKSHA IN HOUSE

Indore Management Association organized Diksha In-house session "POSH-Background and Historical Perspective" with Ms. Aroona Acharya Founder and HR Consultant at Abheda Human Capital Solutions, Indore on Wednesday, July 20, 2022 at Rajratan Global Wires, Pithampur .



READER'S CLIQUE

Indore Management Association organized Reader's Clique a book review session on the book "Atomic Habits" with Mr. Divyaditya Kothari Director Renaissance University, Founder Renaicon Advisory & Research LLP, Indore on Wednesday, July 27, 2022 IMA Meeting Room, Jall Auditorium, Indore.



SKILL DEVELOPMENT PROGRAM

Indore Management Association organized two days Skill Development Program with Mr. Yash Bajaj Motivational Trainer & Sales Mentor, Indore on the topic "Brush up Your Sales Skills" on Friday, July 22, 2022 & Saturday 23, 2022 at IMA Meeting Room, Jall Auditorium, Indore.



DIKSHA IN HOUSE

Indore Management Association organized Diksha In-house session on the topic "Corporate Development Program" at Baerlocher India Additives Ltd. Dewas on Friday, July 29, 2022. The Facilitator for the Session was Capt. Jaison Thomas Executive Director Corporate Genius Temple MD, Traineeds & Motivational Speaker, Indore.



IMA Activites

DIKSHA IN HOUSE

Indore Management Association organized Diksha In-house session on the topic "Business Communications & General Etiquette" on Saturday, July 30, 2022 at Dewas Metal Sections Limited. The Facilitator for the session was Ms. Trilekha Pathak -Communication Skills & Language Trainer (British Council) Indore.



IMA Student Chapter

INDUSTRIAL VISIT

Indore Management Association Student Chapter organized Industrial Visit at TATA International Limited, Dewas on Friday, May 13, 2022 for the students of GSIMR College.



MANAGEMENT FILM SHOW

Indore Management Association Student Chapter organized Management Film Show with Mr. Abhishek Mishra, Corporate Trainer, Life Coach on the movie "ROCKET SINGH - Salesman of The Year" on Tuesday, May 17, 2022 at PIMR, Indore and Management Film Show on the movie "Kaun Pravin Tambe?" on Thursday, May 26 2022 for the students at Idyllic Institute of Management, Indore



INDUSTRIAL VISIT

Indore Management Association Student Chapter organized Industrial Visit at TATA International Limited, Dewas on Wednesday, 1 June 2022 for the students of IBMR, IPS Academy, Indore and the second batch of same college on Thursday, 2 June 2022.



IMA Student Chapter

EXCLUSIVE SESSION

Indore Management Association Student Chapter organized an Exclusive Session with Mr. Rakesh Jain, Chairman at Youth Entrepreneurship & Skilling (YES) Cell - MSME & Start-up Forum - Bharat on the topic "Start-up Success Formula" on Saturday, June 11, 2022 for the students of DAVV, Institute of Management Studies.



EXCLUSIVE SESSION

An Exclusive Session on 10th Foundation Day & Alumni Meet of SGITS college in association with Indore Management Association on Saturday, July 09, 2022, Indore. The Chief Guest & Guest of Honour delivered a talk. Chief Guest on the occasion was Mr. Akhilesh Rathi - President, IMA and Guest of Honour was Mr. Manoj Jain - Board Member IMA, Indore.



MANAGEMENT FILM SHOW

Indore Management Association organized Movie review session on the movie "The Ghost and The Darkness" on Thursday, June 30, 2022, at SKITM, Indore and another movie review on the movie "The Founder" on Wednesday, July 13, 2022 for the students of GSIMR, Indore. The facilitator for both the session was Dr. Subodh Shrivastava, CEO - INTRED Services Pvt. Ltd., Indore.



INDUSTRIAL VISIT

Indore Management Association Student Chapter organized Industrial Visit on Saturday, July 23, 2022 for the Students of Idyllic Institute of Management, Indore at CAPCO Industries Pvt. Ltd., Pithampur.



INDUSTRIAL VISIT

Indore Management Association Student Chapter organized Industrial Visit on Tuesday, June 12, 2022 at Flexituff Ventures International Limited Pithampur for the students of SAGE University, Indore.



EXCLUSIVE SESSION

Indore Management Association Student Chapter organized Exclusive session on the topic "Handling Conflicts" with Mr. Piyush Nagar, Training Consultant Ahmedabad on Tuesday, July 26, 2022, for the students of NMIMS, Indore.



Care-Less Mistakes or Care-Less Adults?

Success seems distant to most of us. Yet the science of achievement appears to be common across the world, across professions and across ages. We work closely with scientists who study characteristics that make people achievers and with achievers across the world: student achievers, entrepreneurs and inspiring leaders across industries. Repeatedly, the one element that emerges strongly is only 2 out of 10 individual, are successful.

For example - As parents your primary need is the outcome. "I want my child to get better grades, I want my child to be a great public speaker, all performance related. What most parents fail to understand is that the outcome is like the outer crust of the tree, it is the bark of the tree, the part that you can see. What creates that thick, strong bark on the outside are the finer rings that are inside it, which you cannot see. Inside that thick bark lies your child's motivations, emotions, will power & desire to demonstrate curiosity, conflicts, values, commitments, her latent desires, her innate strengths and her weaknesses. Unless these characteristics are explored and improved, you won't see the desired outcome in your child, and even if you do see it, it wouldn't be a sustainable one.

When you focus on those aspects which are not so visible but form the core of success, you will begin seeing your employee making marginal improvements every day. Such improvements would be sustainable and long-lasting. Let us say, your employee works very hard, yet is unable to show productivity as much as she/he should.

How can you help your team? The most obvious actions you would take perhaps is to attribute the errors in her/his actions to carelessness.

Our work with thousands of humans across the

globe has revealed that carelessness is just an outcome of an underlying deeper issue.

Referring to: Strength's finder 2.0 by Gallup by Don Clifton

Some of these issues may be:

- If your employee is an overly sensitive one, there is a possibility her mind is overridden by her/his heart and if anything bothers her positively or negatively, her/his monkey mind dwells on it far longer than necessary. This eats into her /his time when working, consequently while her/his physical presence is there but mentally absent apparently working robotic, she/he may not be involved and absorbed in the job appropriately.
- The same outcome can happen if your team worries too much. She/he would then make mountains out of mole hills and create monsters in her/his head instead of spending time more productively at the task at hand.
- Your team may be high responsibly on responsibility, they may begin to feel that that they are not doing justice to your expectations. In an endeavour to ensure they don't disappoint you; anxiety would make them see a number 6 as number 9, or misunderstand a situation in a crucial decision making process.
- Your team maybe in a hurry, buried under the load of performance where her /his brain works faster than machines and so she/he tends to make errors while doing team works.

Each of these causes have the same effect, low on productivity, poor quality. However, each one needs to be tackled differently to ensure that the employee begins to incrementally increase their performance. If you continue to give them more practice and teaching, in all probability they would continue making the same mistakes, because the deeper challenge remains unresolved.

High achievers: Noble Laureates, Grammy Award winners, Winners of International Spelling Bee, winners of International Olympiad winners, love what they do. They have developed the grit to beat the lows and make it to the top, that's the reason that there are so few of them as compared to the masses.

Grit is a consequence of regular practice of different processes that would enable the employee to bridge the gaps they face and achieve success. These practices are based on their core strengths, weaknesses, their emotions, their commitments. The actions that need to be taken to develop grit in different people are thereby unique to them, and one size doesn't fit all.

The author works with students of grade 9 through grade 12 across the world and builds them so they get admitted into the best universities in the world, and get scholarships.



Ms. Nikhla Gupta
GM - Aries Multidimension
Travel, Events & Human Branding



Effective Recruitment Strategies

Hiring the right talent is a tedious yet interesting role. It feels great with a sense of achievement when you choose the round peg for the round hole, and disgusted when exactly opposite happens. Wrong recruitments cost companies very high as it not only money, time spent and reputation which takes a hit but also lower efficiency due to suboptimal output of the misfit recruits. So, let us discuss the right strategies to find the right talent.

Right recruiters: A very essential step for right hiring is to have competitive, creative and core recruitment team in place. The recruiter team should know the company business and the job requirements. Recruiters are the first point contact to the candidates; they are the company's brand ambassadors – should know what they are selling and sell it right! A good recruiter must be trained well to make him an experienced recruiter. Well trained recruiters will never get a square peg for the round hole!

Job Description: Job description is the most important and powerful tool of the recruitment process but sometimes not

complete and detailed. Job description is the window for the candidate to know what he/ she is applying for and is expected to do. This sets the tone and expectations right from the word go. If the job description is not carefully drafted, then expected output from the new employee will never come.

Compensation: Needless to say, that this is a very important component in the whole "talent attraction" structure. Even a big brand offering great profile will not get the right talent if it does not offer a proper compensation matching the market and the candidate's experience. The word explains itself – it is a compensation to an employee in lieu of his knowledge and time through which he is going to contribute the firm's business. Compensation plays a key role in decision making for a candidate to accept the offer! Make it tight, make it right!

Interview Process: All in the race love to reach to the end of the process at the earliest. No one likes long queues, waiting period or multiple hurdles to cross. Reasons could be many, candidate looking out for jobs could be in desperate need, maybe

running out of time of the notice period, could be available immediately to join and the delay can cost the company a right candidate. The interview process should be short, simple and straightforward. A tedious interview process not only exhausts the candidate but also flushes the enthusiasm out of the interviewer and in no time, it becomes a mundane task for everyone involved!

Candidate Experience: During the interview, the candidate's experience of the process of the interview is very important. If the candidate is comfortable and unstressed during the interview, he will come out happy then he will spread good word about the company even if not selected or does not join for any reason. Word of mouth is a great tool in today's world.

Employee Referrals: Employees are a big source of information about the talent and candidates available. Explore their network and make the most of it. Create an extensive referral program which will encourage employees to refer their friends and family. An employee referral is kind of half recruitment done as employees will check the cultural fitment of the candidate, invariably before referring.

Social Media: Social media cannot and should not be ignored. It is right there in our face and should be taken advantage of. Everyone has uses social media platforms to voice their opinions. The trick is to use this tool to our advantage rather than running away from it. Make it your strength, go out in open and publicize company's good work, post employees' testimonials and achievements, use this platform to advertise about the firm to the audience. Social Media is a cost effective, powerful, and a handy tool to showcase what your organization stands for! Candidates today

do all the background verification before applying for a job in a company – make it easy and quick for them to know and understand the company.

Fresh Graduates: Go to campuses! There's nothing like hiring fresh graduates and baking them as per your company's values and vision. They don't bring in any baggage, are high on enthusiasm and since this could be their first job, they'll go over and beyond and strive for excellence! Fresh grads are gold mines! Our country has plethora of great talent, and we must tap it – this not only benefits the company but also increases employment opportunities for the youth of the country and helps prepare a trained pool of employees. Ideal is to run a program for the fresh grads and make them productive in 3 -6 months. This is a cost-effective tool to hire and retain. Hire fresh, retain best!

Rubric: Rubric is a scoring tool, which defines the expectations by which each candidate will be evaluated. This provides tangible and intangible information which creates a powerful data matrix for decision making. This avoids the human errors and prejudices. Utilize the power of data matrix, it is unbelievably strong and underutilized.

Nurture Employees: The recruitment process is complete only when the companies focus on their existing employees. A happy employee is the company's brand ambassador, recruiter, and the social media soldier. A happy and contented employee play greater roles beyond the job descriptions.



Ms. Nupur Phatak
Vice President, HR
Potomac Technologies, Indore



Know Your Traits

The word personality stems from the Latin word *persona*, which refers to a theatrical mask worn by performers to either project different roles or disguise their identities.

Personality is the characteristic patterns of thoughts, feelings, and behaviors that make a person unique. It is believed that personality arises from within the individual and remains fairly consistent throughout life.

What Makes Up An Individual's Personality?

Consistency: There is generally a recognizable order and regularity to behaviors. Essentially, people act in the same or similar ways in various situations.

Psychological and physiological: Personality is a psychological construct, but research suggests it is also influenced by biological processes and needs.

Behaviors and actions: Personality not only influences how we move and respond in our environment, but it also causes us to act in certain ways.

Multiple expressions: Personality is displayed in more than just behavior. It can also be seen in our thoughts, feelings, close relationships, and other social interactions. Now complete this short test to find out how

you are going to direct your efforts to change your relations with other people.

1. In a group:

- a) You often lead the conversation
- b) You prefer listening to others

2. Which pastime do you prefer?

- a) Dancing
- b) Reading

3. Do you prefer to spend an evening in the company of?

- a) One person
- b) A group of friends

4. Where would you choose to go on vacation?

- a) A beach resort
- b) A desert

5. If someone says something that hurts, you:

- a) You close up like a clam
- b) You exhibit your pain, disappointment, or anger immediately

6. When you have to make a decision:

- a) You trust your intuition and decide quickly
- b) You procrastinate

7. Your relation to money can be described as follows:

- a) You never know how much you have in your pocket
- b) You always check your bills to make sure there hasn't been a mistake

8. Do you get the impression that other people extend invitations?

- a) Out of politeness
- b) To make their parties more interesting

9. Whenever some happy occasion occurs in

your life:

- a) You immediately tell everyone about it
- b) You say nothing because you think it doesn't concern or interest anyone but yourself

10. To be happy you need:

- a) A lot of people around you
- b) Your books and records

RESULTS: Question Answer Points

Qts	1	2	3	4	5	6	7	8	9	10
A	3	3	1	3	1	3	3	1	3	3
B	1	1	3	1	3	1	1	3	1	1

If you scored between-10 and 15 points: you are an introvert

You are rarely comfortable in a group, and you don't like meeting people. Social events seem superficial and a waste of time to you. You're probably very shy, preferring intellectual or physical activities which require no contact with other people. Obviously, you won't be able to influence people by running away from them.

16 to 20 points: you have a balanced personality

You're well on your way towards obtaining a magnetic personality. You take pleasure in the company of others, but this doesn't prevent you from appreciating your quiet, intimate moments. You are liked by introverts as well as extroverts. Your relations with the people around you are bound to be relaxed and mutually enriching.

21 to 30 points: you're an extrovert

You're overflowing with energy, and you're probably very ambitious. You constantly need to have people around you. It's possible that other people find you a little tiring, overbearing, and even aggressive. You don't spend enough time with yourself, and it's likely that you need other people around all the time because you're insecure and lack self-confidence. Therefore a method that shows you how to overcome your timidity and acquire a measured dose of assertiveness will be just as important for you as for someone who is introverted.



Ms. Ritu Kukreja
CEO & Founder,
iLearnGrow Learning Solution
Pvt. Ltd.

Word Puzzle

Search words (L→R & T↓B) and write short story using searched words

Story should be related to your work place.

Do's – Story can be Funny, Positive, Real Incidence

Don't – Story should not be Negative, Targeting any Colleague, No Criticism, No Negative Sentence



L	E	A	D	D	I	N	S	I	D	E	R	R	R	I	B	I
O	C	O	M	P	E	T	E	N	T	N	N	N	N	N	A	N
T	T	T	T	T	T	T	T	T	T	T	E	A	M	F	L	C
A	P	P	R	A	I	S	A	L	M	T	T	T	T	O	A	O
Y	Y	Y	Y	A	Y	B	U	M	A	K	K	K	K	R	N	M
F	R	I	E	N	D	O	T	E	P	Y	P	P	M	M	C	P
R	T	A	A	A	F	S	H	E	P	Y	R	P	A	A	E	E
R	A	A	A	A	I	S	O	T	I	C	O	S	T	T	S	T
R	R	A	A	A	N	K	R	I	N	Y	C	P	R	I	H	E
R	G	A	A	A	A	K	I	N	G	Y	E	P	I	O	E	N
R	E	A	H	R	N	K	T	G	P	Y	S	P	X	N	E	T
R	T	P	P	P	C	K	Y	P	P	Y	S	P	P	P	T	P
P	P	A	S	S	E	M	B	L	Y	L	I	N	E	P	P	P
A	S	S	E	T	S	P	P	P	P	C	E	O	P	P	P	P

Later story can be shared in the department or organization with due approval.



DR. Nitin Merh
Associate Professor, Business Analytics & Life Coach, Indore

"Big results require big ambitions." - Heraclitus

Power Dressing

Dress up to exert an influence, create an aura to convey and mark your identity. Your appearance is a statement of who you are.

Understand your industry's dressing trend

Dress in line with the trend that your industry follows

Men

Neatly combed hair for a professional look
Short hair looks best in offices. neatly brushed, trimmed, and manageable

Carry a trimmed beard
Clean-shaven-for-work rule works in the corporate very well. If beard keep it trimmed to be more acceptable

Crisp, wrinkle free clothes
Formals: Wear crisp, wrinkle free shirts preferably in subtle colours and well fit trousers in blacks, blues or greys.

Casuals: Plain denims with collar T shirts / cotton check shirts

Smell fresh
Wear a fragrance to radiate happiness

Accessories
Belt, socks and shoes should match carry clean handkerchief

Wear polished shoes
Boost up your confidence with nice shiny & clean pair of shoes

Formals	Casuals
Oxford	Loafers
Derby	Chelsea Boots
Blucher	Stan Smith Shoes
Loafer	Camden Loafers
Monk	Capri Onyx Sneaker

Women

Neatly combed hair for a professional look
Tie hair in a neat hairstyle with hair pulled back from face Hair, if longer than jaw line. Hair holding devices should be plain and of natural colours

Nails
Wear nails short and cute with light toned colours

Crisp, wrinkle free clothes
Formals: Wear crisp, wrinkle free clothes, sari, salwar leggings, pantsuits and skirt suits are ideal

Casuals: Plain Denims with collar T shirts / cotton check shirts & tops

Smell fresh
Wear a fragrance to radiate happiness

Accessories
Elegant jewellery, skinny belts, plain hair pints & ties, officials handbags

Wear polished shoes
Boost up your confidence with nice shiny & clean pair of shoes

Formals	Casuals
Plain Flats	Loafers
Black Pumps	Camden Loafers
Formal Boots	Capri Onyx Sneaker



Dr. Subodh Shrivastava
CEO- iNTRED Services Private Limited.

"Teamwork is the ability to work together toward a common vision." - Andrew Carnegie



Health at Workplace

Let's understand the importance and effects of healthy nutritious food on our body before its implementation in lifestyle. Health is wealth, being a fundamental aspect for a healthy. Balanced nutritious meal is the key to

energetic human enhancing concentration along with weight management which helps prevent and manage chronic diseases and health issues.

Corporate wellness programs majorly focus on physical activities where in nutrition part of the program gets neglected.

What we eat in 23 hours in our plate matters a lot rather than one hour of physical activity. If we will not focus on a nutrition or exercise of that one hour is waste of time and a loss of our muscle.

Indian diet is rich in Carbohydrate and Fibre. On the contrary in today's scenario, we need to balance our meal with right portions of Protein, Fat, Carbohydrate and Fibre.

I suggest one should enhance the knowledge on balanced diet. Generally due to hunger pains you tend to eat as per availability which should be avoided and planned well in advance understanding the purpose and time of the day to avoid junk eating. Unfortunately, the quick delivery facilities like Zomato, Swiggy etc. has ruined the situation from bad to worse. An

average individual avoids cooking and planning their diet.

So, this is how we balance our meal considering the nutrition value while working in the profile of 9 am to 5 pm office timing.

Include protein rich food in your meals for example curd yoghurt, paneer, nuts, lentils.

Including good fat in your diet or day to day meal helps a person feel full and not crave every now and then. Best options are paneer, tofu, cheese, ghee.

Eggs and other options, including salads in your diet helps you have more fibre in your food it is in low calories and have many minerals and nutrients.



Ms. Garima Goyal
Certified Nutritionist,
Fat Loss Coach



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Coal is at the heart of everything we do. From end-to-end solutions in coal management to building deeper, more sustainable insights to power the industry, the Swastik Group has played a significant role in fuelling growth in this sector.

Established in the year 1976, the group specialises in coal trading, logistics, liasoning & Handling (Road, Rakes & RCR) both in the import as well as domestic markets. Our deep understanding of coal and its derivatives extends from Lignite coal to Petcoke and beyond.

We work hard and let our results speak for themselves. Needless to say, our results have been spectacular and have consolidated the company's competitive position in this sector, year on year.

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