



Management House, 14, Institutional Area, Lodhi Road, New Delhi

Communication of Engagement (COE)

Period Covered by this Communication of Engagement

From: 2016

To: 2017

All India Management Association (AIMA) is an apex body of the management profession which was created with active support of the Government of India and Industry in 1957. The association is registered under the **Societies Registration Act XXI 1860** as a non-profit organization (Certification of Registration is attached as Annexure I). Over the last five decades, AIMA has contributed immensely to the enhancement of management capability in the country. AIMA has a broad base of 66 Local Management Associations including two cooperating LMAs abroad, with a membership crossing 30,000 in number. AIMA is a non-lobbying organization, working closely with Industry, Government, Academia and students to further the cause of the management profession in India.

Under its ageis AIMA takes numbers of initiatives in the area of Education, Skill Development Training, Workshops, development of underprivileged students and other related areas to strengthen the country's management resource pool.

Projects Undertaken by AIMA

AIMA in Skill Development & Training:

AIMA offers a number of training and skills development programme through its specialized pool of resources, not only high level capacity building and training programs to PSU's, government organizations and big corporate houses, AIMA also offers training to the weaker section of the society through Government funded projects. *From last 7 years AIMA is actively involved and has made sincere efforts to provide the Skill development Training to the weaker section of the society to ensure their growth and self-sustenance in the society.*

The efforts are being made to impart outcome based skill training to the individuals and create job opportunities for them. The focus is been given to women empowerment and entrepreneurship as well.

AIMA as a national apex body has also aligned its activities with the vision of Government of India and to promote the schemes like Skill India and Start-up India.



Management House, 14, Institutional Area, Lodhi Road, New Delhi

Pradhan Mantri Kaushal Vikas Yojana (PMKVY):

To further support the Prime Minister's vision of "Skilled India" AIMA has participated in the Pradhan Mantri Kaushal Vikas Yojna, the flagship scheme of Ministry of Skill Development & Entrepreneurship Development, Govt. of India, launched in July 2016.

AIMA, under this scheme has offered best in class skill training through its Skill Centres present all across the country. IT and ITeS Sector has been chosen to impart high class training to the growing buds of the nation. The focus has remained on the underprivileged and weaker section of the society.

AIMA has trained more than 400 candidates across the country under this scheme.

Training under CSR:

Today, women entrepreneurship is gaining importance in India in the wake of economic liberalization and globalization. The policy and institutional framework for developing entrepreneurial skills, providing vocational education and training has widened the horizon for economic empowerment of women. In addition, the big corporates and other stakeholders are also shouldering this responsibility by offering various activities under CSR. AIMA has also contributed in the CSR activities by implementing CSR project.

AIMA has conducted a 3 months Certificate program in Entrepreneurship Management to the individuals who have brilliant ideas of being an Entrepreneur but unable to pursue their dreams because of the lack of knowledge and hand-holding.

The emphasis was given on women entrepreneurs (existing or planning to start a venture) to provide access to practical knowledge, relevant skills for every stage, and access to resources that will be crucial for ensuring the success of their venture. The Program aimed to harness the capabilities of the young woman minds who want to contribute in the sustainable economic growth of the country by setting-up her own venture; Women having an idea to establish the business but needs holistic understanding and knowledge to live her dreams. The main objectives of the program were:

- To provide skill based training to the women candidates of underprivileged section of the society
- To focus upon the outcome based learning
- To enhance the possibilities of employability for the trainees.



Management House, 14, Institutional Area, Lodhi Road, New Delhi

- To give hands-on experience to the trainees so that they can understand the nuances of entrepreneurship
- To provide mentoring and hand holding to the participants in a phase wise manner.

AIMA conducted the training program for 40 female candidates from underprivileged and weaker section of the society. Extensive training of 160 Hrs. was conducted including the home assignments, case study, experiential learning and on-site visit to these candidates to achieve the training objective. While conducting the training program, focus was given on various aspects of entrepreneurship development like Government Schemes available for entrepreneurs, Financial Management, Management of Resources, Marketing of the product and services and many more. The candidates were also given opportunity to interact with successful women entrepreneur. They shared the success mantra with the candidates and motivated them for their work.

All the trainees were given the reference material so that they can go through and connect themselves quickly. A CD with lots of business ideas and other related topics on the entrepreneurship development was given by NIESBUD (National Institute for Entrepreneurship and Small Business Development), Ministry of Skill and Entrepreneurship Development, Govt. of India to all the female candidates.

The training was well received and the candidates enjoyed learning new things and tools.
