



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

Communication of Engagement (COE)

Period Covered by this Communication of Engagement

From: 2018

To: 2019

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 six decades, AIMA has contributed immensely to the enhancement of management capability in the country. AIMA has a broad base of 68 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 aegis 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 8 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.*



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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.

For the period of year 2018-19, AIMA has conducted a number of capacity development workshops and training programmes to harness the capabilities of managers and also organized skill trainings to the youth for their employment generation. The workshops and training programmes were organized on a wide range of topics like Advances in Research Methods and Data Analytics, Cyber Security and ethical hacking, Role of branding in enhancing competitive growth for MSMEs', Apart from these contemporary topics, AIMA has also conducted workshops on fundamental management topics like Behavioral Skills, Employability Skills, Presentation Skills, Basic IT Skills etc.

Awareness Programme on Enterprise Development for African Students

Considering the relations of India and African Nations, All India Management Association as an apex body of management profession decided to initiate "Awareness Programme on Enterprise Development" for the African students studying in India to inculcate in them the spirit of entrepreneurship as souvenir from India. The preliminary Awareness Programme was conceived under India Africa Partnership initiative. Subsequently the programme was organized at the national level.

This year also, AIMA with the support of Ministry of External Affairs organised its Awareness Programme on Enterprise Development for African students on 21st - 22nd November 2018 at Ludhiana; 20th – 21st December 2018 at Vadodra and on 29th – 30th March 2019 at Jaipur. The theme of the programme was 'Don't Hunt for the Job-Be Your Own Boss' and was led by Dr J S Juneja, Chairman, AIMA MSME Committee and Chairman, Global Projects & Services Pvt Ltd.



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The main objective of these programmes is to motivate the African students studying in India for the entrepreneurial mindset and trigger the thought process to setup their own enterprise in manufacturing and services sector upon returning home instead of looking for jobs

Pragati 2018

AIMA has been organizing its woman centric programme by the name “Pragati” to deliberate on the role of women of today in the corporate world. The programme celebrates their achievements, evaluate their challenges and present their side of the story.

The 6th edition of Pragati-Celebrating Achievements of Women was organised on 22nd March 2018 on the theme “Making Disruption your Opportunity: Navigate for Success” followed by Special Women’s Quiz.

Mr. Sunil Kant Munjal, Immediate Past-President, AIMA and Chairman, The Hero Enterprise was the Chief Guest of the occasion and the Special Address was delivered by Ms Ritu Beri, International Fashion Designer, MD & CEO, Ritu Beri Design Pvt. Ltd., Ms Veena Swarup was the Conference Chairperson. The Introductory Remarks were delivered by Ms Rekha Sethi, Director General, AIMA.

The grand finale of AIMA’s special women quiz-Pragati was also held on the occasion. Reserve Bank of India was declared as the Champion, followed by Power Grid Corporation of India as the 1st runner-up.
