



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

Communication of Engagement (COE)

Period Covered by this Communication of Engagement

From: 2022

To: 2023

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. Over the last six decades, AIMA has contributed immensely to enhance the management capabilities in the country. AIMA has a broad base of 68 Local Management Associations including two cooperating LMAs abroad, with a membership crossing 38,000 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 & Professional Training:

AIMA offers several 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 10 years AIMA is actively involved and has made concerted 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 being 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 2022-23, AIMA has conducted several 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.

Currently a Skill Development Project under "Recognition of Prior Learning (RPL)" funded by the Ministry of Skill Development and Entrepreneurship, Government of India is going on. Under this project, AIMA is training the on-the-job Office Executives for the next NSQF level.

Women Speak Programme

AIMA Aspire, AIMA's exclusive women's forum, hosted a series of inspiring WomenSpeak sessions, featuring accomplished women achievers and leaders from various fields. These sessions provided a platform for sharing insights, opinions, and experiences on crucial themes. The WomenSpeak sessions covered many useful topics viz. "Leading Women: Taking gender out of the game", 'The impact of technology on society with a focus on children & young adults, Adaptable Leadership: Adjusting to Changing Responsibilities', 'Environment & Entrepreneurship: Saving the world, one product at a time, 'Public Interest Petitions'.



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All WomenSpeak sessions garnered an overwhelming response, with close to 700 enthusiastic participants joining each session via Zoom and actively engaging across all AIMA social media platforms. These sessions provided invaluable insights spanning diverse themes, effectively broadening horizons, and inspiring participants by presenting unique viewpoints from various professions.

Women Leadership Workshop

Throughout the year, AIMA has orchestrated a series of impactful events, most notably the Women Leadership Workshops conducted virtually on four different occasions: 16th September 2022, 9th December 2022, 24th February 2023, and 16th June 2023. These workshops have been purposefully designed to empower women professionals by addressing and overcoming corporate challenges.

Pragati – Celebrating the Achievements of Women

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, evaluates their challenges, and present their side of the story.

AIMA organised its next edition of Pragati - Celebrating Achievements of Women virtually on the theme 'Embrace Equity: Challenge stereotype through Innovation, Inclusiveness & Inspiration' on 23rd & 24th March 2023. Ms Rama Kirloskar, Joint MD, Kirloskar Brothers Ltd delivered the special address for the conference and the introductory remarks were delivered by Ms Rekha Sethi, Director General, AIMA. Ms. Veena Swarup, Former Director - HR, EIL was the Conference Chairperson.

Some of the other prominent speakers who addressed the conference included Ms. Payal Kumar, Principal Academic Advisor, Indian School of Hospitality; Ms. Maneesh Sharma, COO and Board Member; Ms. Pooja Malik, Group Head – HR, DMI Finance Pvt Ltd; Ms Sangeeta Kaushik, CGM & HOD (Corporate Planning



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and BD), NTPC Ltd; Ms Amandeep Kaur, GM, Welcome Hotel, ITC Group; Ms Jyoti Dua, CGM (IA), GAIL; Ms. Anjali UthupKurien, Radio Jockey, Radio Mango; Ms Nina Chatrath, Leadership & Business Consultant; Ms. Caroline Edwards, Managing Partner, Hong Kong APAC DHR Global; Ms Shikha Sharma, Founder and MD, Nutriwel Health (India) Pvt Ltd; Ms. Monisha Chowla, Director, Media Monks amongst others.

Shaping Young Mind Programme

AIMA has been running a unique programme for young people called the “Shaping Young Minds Programme” (SYMP). The programme provides a platform for young professionals and management students to interact with iconic leaders from various fields, where these leaders talk about their lives, their successes, and more importantly – their failures. There are no speeches – just stories and anecdotes from life! This helps young people synchronize personal and career goals through exposure to the experience and wisdom of successful people. The idea is to facilitate students getting an opportunity to interact with achievers whom they would not have otherwise got an opportunity to interact with, learn from the experiences of those who have been there and done that.

AIMA organised the 77th Shaping Young Minds Programme (SYMP) in collaboration with Goa Management Association on 16th February 2023 in Goa. Another edition of SYMP was organised at Kolkata in collaboration with Calcutta Management Association on 25th August 2023.

These programmes had good participation from students and were very well received.

AIMA’s Courses on Sustainability Management

AIMA constantly upgrades and updates its course content, while introducing new areas of specializations in contemporary fields. Recently, AIMA added to its management education portfolio following new courses in Sustainability Management.



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1. **Certificate Course in Sustainability Management** – 30 Hrs Course of 3 Months duration offered during the weekends in Online Live Mode. Currently sessions for 6th batch of the programme are being engaged.
2. **Advanced Certificate Course in Sustainability Management** – 60 Hrs Course of 6 Months duration offered during the weekends in Online Live Mode. Currently sessions for 2nd batch of the programme are being engaged.
3. **ESG for Decision Makers** – 2 Days Programme in physical mode to be offered in Workshop Format (Programmes proposed to be held at multi locations pan India)
4. **ESG Compliance & Reporting** - 2 Days Programme in physical mode to be offered in Workshop Format (Programmes proposed to be held at multi locations pan India)

These courses on Sustainability Management have been designed to provide an in-depth knowledge of various techniques and practices required for sustainable development. Its primary aim is to provide the necessary expertise and skills for maintaining a balanced harmony among the people, planet, and profit.

A wide range of topics focusing upon concepts of Corporate Sustainability, Sustainable Business, Social Enterprise, Climate Change, Climate Action, Responsible Leadership, Integrating Sustainability in Vision, Mission Statement and Policies, Creating a Sustainable Business Model, Role of Innovation, Role of Technology, Managing Sustainable Production and Consumption, Managing Sustainable Finance, Managing Supply Chain Sustainability, Managing Sustainability in other Functional Areas (Operations, Human Resource, Marketing etc), Sustainability Communication, Creating an Ecosystem for Change, Stakeholder Mobilisation, Environmental Impact Assessment study and Outcome Measurement are covered to build a strong foundation of learning in the area.

These courses are being offered by AIMA in collaboration with 'Sustainable Advancements', an organisation founded by Dr. Nayan Mitra who is an international authority in the area of Sustainability, CSR and Responsible Leadership. Her Company Sustainable Advancements Private Limited is a woman-



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led company that broadly aims to promote the Sustainable Development Goals (SDGs) through advocacy and implementation (www.sustainableadvancements.com).

Workshop on “ESG Compliance & Reporting – Empowering Professionals to Drive a Sustainable Change.”

All India Management Association - Centre for Management Education (AIMA CME) successfully organized 3-Day workshop on “ESG Compliance & Reporting – Empowering Professionals to Drive a Sustainable Change.”

The workshop was held in physical mode from 13th – 15th September 2023 at AIMA, 15 Link Road, Lajpat Nagar – 3, New Delhi.

The workshop covered the following topics:

- Decoding ESG
- The Environmental Impact of Business
- The Social Impact of Business
- The Governance Impact of Business
- Sustainable business model innovation
- Assessments and operations
- Recognizing the different types of ESG compliance requirements and reporting tools
- Categorizing key performance indicators (KPIs) that are relevant to different ESG reporting tools
- Deciding on the most suitable KPIs for a given assessment
- GRI Reporting
- Integrated Reporting
- BRSR
- Learning hands on – how to do ESG reporting.
- Gaining know-how on how to communicate an organization's ESG performance to internal and external stakeholders, including decision-makers.
- Analysing real-life case studies and applying their knowledge in a practical context
