

AIMA Award Winner:

Best Management Association of  
2019-20 & 2020-21



Annual  
Newsletter  
**FY 2021-22**

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### COVID-19 Donation Drive

In the second deadlier wave of COVID, JMA organised a virtual donation drive to help the ones in need. Donations were invited from JMA members and received an overwhelming response. JMA was able to collect INR 55000/- within a week. The amount was transferred to **Tata Steel Foundation.**



### Corporate and Student Survey:

To understand the feedback and suggestions of our members/ audience, JMA conducted an online survey. The survey received over 200 responses which will be screened and implemented in the future events of JMA.

### ELS Session: Second Wave of COVID-19- What All We Need to Know?

JMA held a webinar under their Enriching Life Series on **21st May, 2021.** The topic of webinar was "Second Wave of Covid-19 - What all we need to know?" To understand the reality of COVID-19, burst the myths and give tips on "COVID appropriate behavior" Dr Harsh Vardhan Puri, Medicity and Ms. Matrushi Shetty, Director of Programs and strategy,

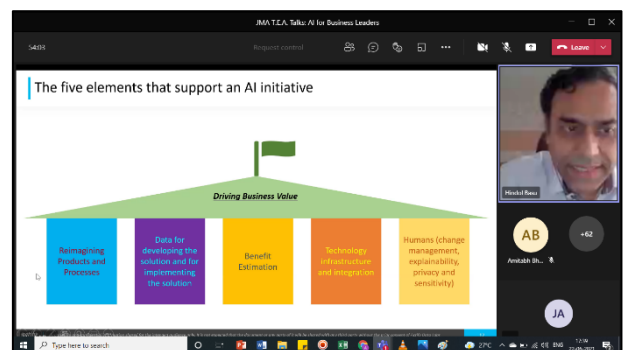
Lung Care Foundation delivered the webinar. Dr.Puri gave some important tips to enhance immunity and fight COVID. Over 105 participants attended the session from different corners of the country.



### T.E.A Talks: AI for Business Leaders

T.E.A (Transformation through Experience and Awareness) Talks have been a popular talk series started by JMA. This time the talk was organised on "AI for Business Leaders" on 22<sup>nd</sup> June, 2021. Mr. Hindol basu, founder and CEO of Actify Labs was the guest speaker. Mr. Basu explained the possibilities and limitations of AI in for business leaders. The session was attended by 67 professionals and was appreciated widely.

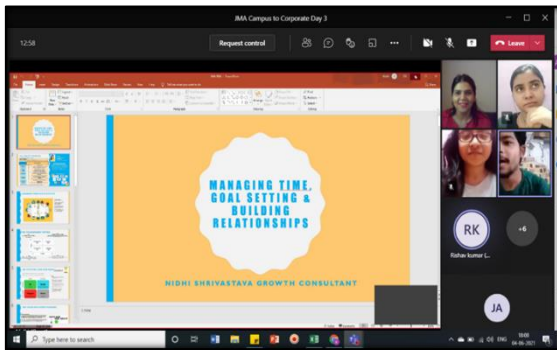
### Campus to Corporate program for Arka Jain University





JMA in collaboration with Arka Jain University organised a “Campus to corporate” program for the students of Management faculty. 17 students were nominated by the college who took part in the three days workshop. Ms. Nidhi Shri and Mr. Senthil Kumar were the facilitators for the program. The workshop provided the students many insights on workplace etiquettes, group discussion & personal interview, Time management, interpersonal skills and goal setting. The sessions were very much appreciated by all the students who were also issued online certificates.

**TOC Master class with Mr. Ravi Gilani**



JMA collaborated with Goldratt institute as a marketing partner organising a five days master class in Theory of Constraints for the

Campus to Corporate session in progress

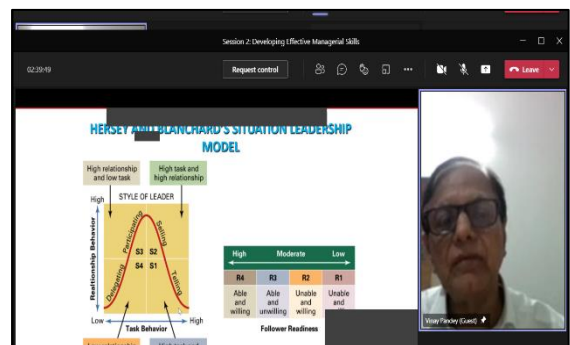
senior leadership of organisations. The facilitator for the same was Mr. Ravi Gilani, Founder & Managing Consultant, Goldratt India introduced TOC to Indian companies in 1998. He is the only Indian to receive the Lifetime Achievement Award from TOCICO for his contribution to the industry. The classes were scheduled for 5 days and distributed over the span of a month (16<sup>th</sup> June- 14<sup>th</sup> July, 2021). Two executives from Tata Tubes attended the workshop.



Event communication shared with members

**Managerial Development Program in Developing Effective Managerial Skills**

JMA organised one-day online training for the executives of TSUISL and TBSL in developing effective managerial skills on 8<sup>th</sup> July, 2021. Mr. Vinay Pandey and Prof Durga Dutt Pathak were the facilitators for the training. The session focussed on Interpersonal Relationships and Communication Skills, TQM & Customer Orientation, Time Management and Situational Leadership. 26 executives attended the training

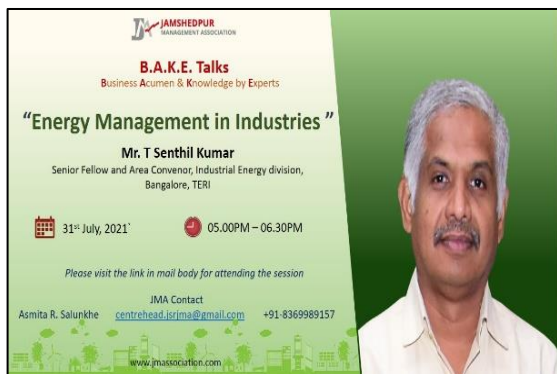


Mr. Vinay Pandey addressing the participants



## JMA BAKE Session "Energy Management in Industries"

JMA in collaboration with The Energy and Resources Institute organised a BAKE (Business Acumen and Knowledge by Experts) session on 31<sup>st</sup> July. The session was facilitated by Mr. T. Senthil Kumar, Senior fellow, TERI. The session topic was "Energy Management in Industries". It was attended by 35 executives of different organisations. The session is also available at <https://www.youtube.com/watch?v=nTXY9BV LrTk>



## Launch of TAPMI Executive Post Graduate Program

JMA became a channel partner for TAPMI's executive Post Graduate Program in Management.

**JOIN THE**

### Executive Post Graduate Program in Management:

- All courses to run on Webex/Zoom Platforms (online Learning)
- D2D: Participants can attend the sessions at home or office using their tablet or laptop or smartphone
- Mentoring by TAPMI faculty.
- Participant centered learning
- All courses are taught by TAPMI faculty or Senior Alumni
- Classes on Saturday evening and Sunday morning
- 11-month program

### PROGRAM Fee

Application registration fee: Nil  
**Fee: Total INR 1.65 Lakhs + GST**  
 Executive registering by August 15<sup>th</sup> 2021, would get one time early bird pricing discount of INR 15,000.

The composite program fee includes:

- E-Books and other course content for the program
- Alumni registration fee

To register or for more information contact  
 Asmita R. Salunkhe | [centrehead.jsrjma@gmail.com](mailto:centrehead.jsrjma@gmail.com) | 8369989157  
[www.jmassociation.com](http://www.jmassociation.com)

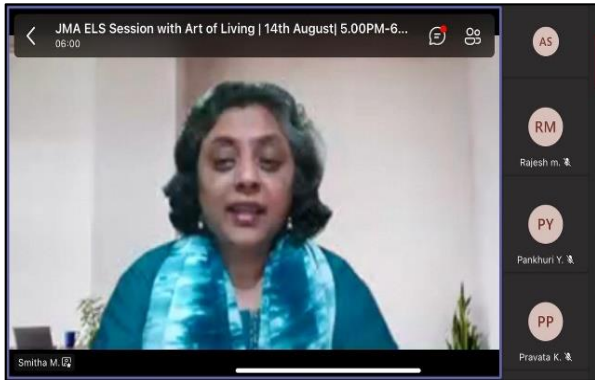
Event communication shared with members

## ELS Session on Emotional Resilience with Art of Living

JMA was excited to collaborate with "Art of Living" for our Enriching Life Series session on "Emotional Resilience" on 14<sup>th</sup> August, 2021. Miss Smitha Murthy Art of Living corporate program trainer helped the participants understand the importance and secrets of emotional well-being. Mr. Anirvachan Vasan



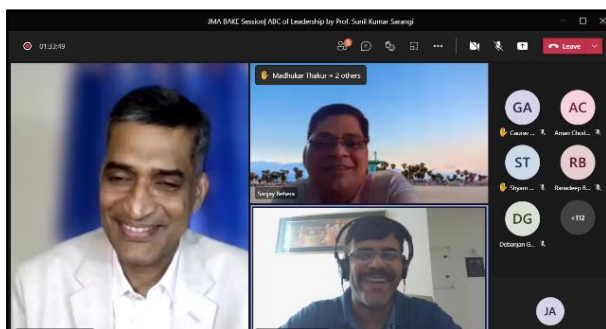
of AOL team helped JMA coordinate the session.



Ms. Smitha Murthy addressing the participants

### BAKE Session A B C of Leadership by Prof. Sunil Kumar Sarangi

JMA had a privilege to welcome Prof. Sunil Kumar Sarangi again on our BAKE Talks platform. It was an interesting session explaining the neuroscience behind the leadership qualities. The session got an overwhelming response by 133 participants which included professionals and students of various organisations.



Prof. Sarangi during Q and A session

### Shaping Young Minds Program

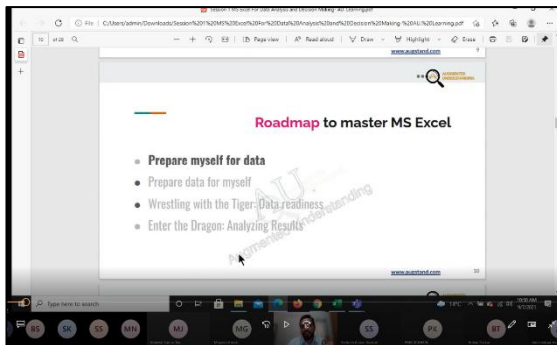
This year biggest flagship program of AIMA was organised virtually in collaboration with LMAs on a national level. The program was scheduled on 25th August and was graced by speakers like Mr. Sunil Kumar Munjal, Mr. Piyush Pandey, Mr. T V Mohandas Pai and Ustad Amjad Ali Khan. Around 1100 participants from JMA community participated in this event. This included professionals as well as students. A participation certificate was also awarded to the attendees.



Event communication shared with members

## One Day Training in Advanced Excel and Decision Making

A one-day online training in Advanced Excel and Decision Making was organised on 7th September, 2021. Mr. Prasanna Sundaram, was the trainer for the program. 32 professionals from TSLP, Tata Bluescope Steel, TSUISL, ISWP participated in the training.



Training in session

## JMA Annual General Meeting and Corporate Council Meeting

JMA held its 22nd Annual General Meeting on 16th September, 2021 at United Club Jamshedpur. The meeting was attended by the Executive Committee of JMA, JMA Managing Team, representatives from Corporates and academic institutions. Amitabh Bhattacharjee (Honorary Secretary JMA) presented the performance report for FY21 and Vivek Banka (Honorary Treasurer) presented the financial report for FY21. Those present appreciated the performance of JMA in terms of sound financials, various recognitions received from AIMA & the work that JMA is doing for the corporates, academic institutions etc.

Chanakya Chaudhary, President JMA lauded the efforts put by the team for the outstanding achievement, he stressed the

need for SME to come on board and urged the management professionals to join JMA irrespective of which organizations they work for. The board welcomed four new executive committee members which included Fr. Paul Fernandes S.J (Director XLRI), Dr Poornima Baliga (Dean, Manipal - Tata Medical College), Col. Mohit Sahai (Commanding Officer, Army Unit Jamshedpur) and Pradeep Gnana Nerayanuri (Chief Talent Management, Tata Steel). The meeting was attended by other executive committee members which included Tarun Daga, R N Murty, Neeraj Kant, Dr Jitendra Singh, Ravi Radhakrishnan, Manish Jha and Prakash Singh.



President JMA addressing the audience during AGM 2021

## JMA Became the Best LMA again!

Jamshedpur Management Association bagged the prestigious AIMA award of “Best Local Management Association – Category IV” second time in two years. The award was announced at AIMAs 48th Management Convention on 23<sup>rd</sup> September, 2021. Mr. Chanakya Choudhary, President JMA accepted the award virtually on behalf of team JMA.



President JMA Accepting the Best LMA Award 2020-21.

### JMA Young Manager Award

JMA flagship program “Young Manager Award” was scheduled on 24th September, 2021. The topic for the presentation for the participants was “Gaps in India’s approach in managing COVID & India’s back to normal strategy” 24 participants from Tata Steel, TSLP, Tata Motors, Tata Bluescope were a part of the event. Mr. Sourabh Gupta, RTX and Dr Poornima Baliga, Dean Manipal -Tata Medical College were the judges for the event. The team of Tata Motors Mr. Soumyadeep Biswas and Ms. Kumari Puja won the award and Mr Raja Shah and Mr.Ashish Sinha were the runner ups. Winners were awarded a certificate and e gift voucher.

### Young Achiever Series Session I



Winners of JMA Young Manager Award 2021

JMA is bringing a brand new talk series, celebrating the young and successful entrepreneurs of India under “Young Achiever Series” Our first speaker was Mr. Satanik Roy, Co-founder and chief product officer at HyperXchange, East India’s first Forbes 30 under 30. The interview /interaction focused on understanding how a mechanical engineer turned entrepreneur built a company with projected turnover of 100 crores, contributing to a more sustainable future. The vent was participated by 25 students and professionals. The session is available at <https://youtu.be/kQoW8624Fxs>



Mr. Satanik Roy, Co-founder HyperXchange interacting with JMA

### ELS Session on “Market Outlook and The Way Forward” with ICICI Bank

JMA in collaboration with ICICI Bank conducted a webinar on “Market Outlook and The Way Forward” on 5th October, 2021. Mr. Neeraj Kumar Senior Product Specialist, ICICI Prudential Mutual Fund was the speaker for the session. The discussion focussed on the current status





of the market and investment opportunities.



Event communication shared with members

October, 2021 at United Club Jamshedpur. The interaction was conducted to reflect upon status of current engagement with corporate houses, what are the challenges being faced and what should be the solution approach. HR executives from Tata Steel, Tata Motors, JCAPCPL, Tata Pigments, TSDPL, Tata Power, Tata Tinsplate, ISWP attended the meeting.



Mr. Amitabh Bhattcharjee, Secretary JMA interacting with the JMA corporate council

**MSME Committee Meeting:**

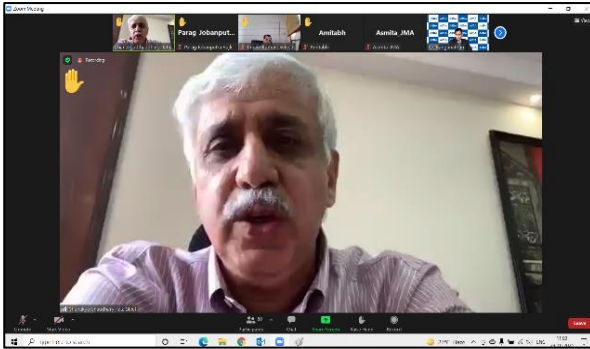
AIMA has been providing a vibrant National platform to the MSME sector building their capacity and Entrepreneurial & Managerial Skills by organizing workshops and conventions. To discuss the holding of the next AIMA MSME Convention and other activities of the MSME Committee, AIMA scheduled a meeting of the AIMA MSME Committee on 22nd October 2021 at 2.20 pm. Ms Asmita Salunkhe, Centrehead JMA represented JMA in this meeting and discussed various focus points that need attention at Jamshedpur industrial area.

**Corporate Council Ideation Session:**

JMA organised an ideation session with its corporate council members on 25<sup>th</sup>

**LMA CEOs Meet**

To understand the best practices followed and new initiatives taken by the award winning LMAs, AIMA organized a virtual CEOs Meet. Mr C K Ranganathan, President AIMA interacted with the LMA leaders and appreciated their initiatives. JMA was given the honour of presenting its best practices along with other four LMAs. Mr. Amitabh Bhattcharjee, secretary JMA delivered the presentation. Mr Chanakya Choudhary, President JMA interacted with the participants and shared his inputs and suggestions to make LMA programs more successful in future.

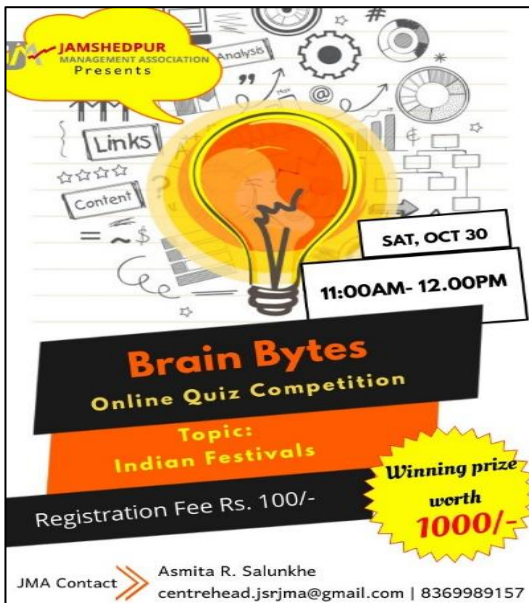


President JMA during the LMA CEOs Meet

understanding about enabling technologies for building up a digital enterprise and know how theory of conventional E commerce business models like B2B, B2C are changing. Learnings of this program shall help students for seeking better prospects in job market as well. JMA was the channel partner for Jamshedpur area. The classes commenced on 15<sup>th</sup> November, 2021.

### JMA Brain Bytes Online Quiz Competition

JMA is excited to bring back the popular online quiz “Brain Bytes”. We held our first quiz of this financial year on the theme of Indian Festivals. 27 participants enjoyed the quiz. Miss Parimita Das of Tata Motors won the quiz. The quiz is held online participants can become a part from anywhere in the country.



Program communication shared with members

### AIMA Short Term Courses

AIMA in collaboration with well-established organisations like Ernst and Young, World Bank, Sustainable Advancements introduced various short term courses. JMA was the channel partner for Jamshedpur area

### Digital Business Management

AIMA launched digital business management course to impart learning with fundamental knowledge about latest trends, building blocks of digital platforms and best practices of digital business models in different industry verticals. Participants enrolling will also get a good



**JAMSHEDPUR** MANAGEMENT ASSOCIATION

**AIMA** ALL INDIA MANAGEMENT ASSOCIATION

## AIMA Short Term Certification Courses

- 01** Certificate Course On Sustainability Management in collaboration with Sustainable Advancements  
Duration: 4 Months Fees: Rs 40,000/- plus GST
- 02** Certificate in Financial & Valuation Modelling in collaboration with E & Y  
Duration: 4 Months Fees: Rs 40,000/- plus GST
- 03** Professional Diploma In Public Procurement (PDPP) in collaboration with World Bank  
Duration: 6 Months Fees: Rs 20,000/- plus GST
- 04** Post Graduate Certificate in Business Analytics  
Duration: 12 Months Fees: Rs 75,000

For Details of the Courses and Registration Contact  
Asmita R. Salunkhe  
centrehead@jmassociation.com | 8369989157

**CLASSES STARTING SOON.  
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www.jmassociation.com

"AIMA Award Winner: Best Management Association of 2019 & 2020"

Program communication shared with members

### JMA ties up with UNext Learning for next-generation higher education

Jamshedpur Management Association (JMA) announced its collaboration with UNext Learning to enable students and working professionals of Jamshedpur to upskill and obtain an industry-relevant degree while they work.

UNext is an online learning platform focused on the higher education ecosystem that is currently offering online degrees from India's leading online MBA institution, Manipal University Jaipur, a NAAC A+ accredited university. These online degree programmes are entitled by the University Grants Commission (UGC), and are designed to enable learners to build in-demand skills and empower them to become competent professionals to succeed in the world today.

Speaking on the occasion, Amitabh Bhattcharjee, Hony. Secretary, JMA, said, "We're looking forward to our partnership with UNext and making quality education accessible to learners in and around Jamshedpur. It's a great advantage for learners since they don't need to leave town or disrupt their schedules to pursue a higher education. From students and homemakers to working professionals – everyone can now obtain a

**MANIPAL UNIVERSITY JAIPUR**  
University Awarded A Grade by the UGC Act

**JAMSHEDPUR** MANAGEMENT ASSOCIATION

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A special Amazon gift voucher worth ₹5000 for members signing up through JMA

Register & book your seat before  
**November 30, 2021**

Sr. No.	Course Name	Fees	Duration
1	Master of Business Administration (MBA)	₹1,50,000 (all inclusive)	24 months
2	Master of Commerce (MCom)	₹1,00,000 (all inclusive)	24 months
3	Master of Computer Applications (MCA)	₹1,50,000 (all inclusive)	24 months
4	Master of Arts in Journalism & Mass Communication (MA JMC)	₹1,30,000 (all inclusive)	24 months
5	Bachelor of Commerce (BCom)	₹80,000 (all inclusive)	36 months
6	Bachelor of Business Administration (BBA)	₹1,20,000 (all inclusive)	36 months
7	Bachelor of Computer Applications (BCA)	₹1,20,000 (all inclusive)	36 months

To know more – Apply here  
Asmita R. Salunkhe | centrehead@jmassociation.com | +91 836 998 9157

college degree from the safety and comfort of home." JMA is offering exclusive deals to candidates applying to Manipal University Jaipur's online degree programmes.

### Webinar on Managing Retail Assets with ICICI Bank

JMA in collaboration with ICICI Bank organised an exclusive webinar on retail assets on 23<sup>rd</sup> November, 2021.



Mr. Bhaskar Rao Pandala (Regional Head-Unsecured), Mr. Rahul Kumar (Regional Head-Sales & Auto) & Mr. Rajeev Gupta (Regional Head, Mortgage) were the speakers for the session. The talk focussed on home loan, auto loan and credit card facilities. 30 professionals and students attended the event and clarified many doubts during the Q & A session.



Event communication shared with members

64 participants from different corners of the country attended the session and found it very informative. Ms. Asmita Salunkhe, Centre Head JMA was the MC for the talk.



Air Marshal Dr. Rajan Chaudhry presenting his expertise

**JMA Virtual MDP in Quality 4.0:**

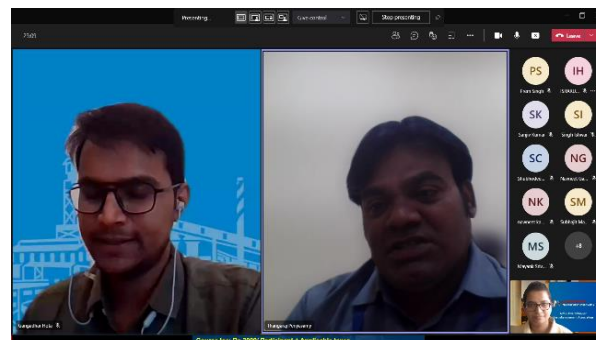
JMA in association with Tata Steel Management Development Centre organised one-day training in Quality 4.0 on 7<sup>th</sup> Dec, 2021. 20 participants from different organisations in Jamshedpur joined the training which was conducted in virtual mode. Mr. Gangadhar Hota was the trainer for the program.

**Enriching Life Series: Third Wave of COVID-19**

First event of AIMA Eastern Region Coordination Group was organised by JMA on 6<sup>th</sup> December, 2021.

Air Marshal Dr. Rajan Chaudhry AVSM, VSM (Retd) Advisor, Medical Services, Former General Manager, Medical Services, Tata Steel delivered a very relevant session on “Third Wave COVID-19”

This was the first talk session organized by JMA under AIMA Eastern India Regional Council. The context of the session was set by Mr. Chanakya Choudhary, President JMA and Mr. Amitabh Bhattcharjee, Secretary JMA introduced the speaker to the audience.



Mr. Gangadhar Hota interacting with participants



## AIMA 10th Innovation Practitioner Case Study Contest & Summit

To acknowledge, recognise and in turn encourage best innovation practices during the pandemic, AIMA organised the 10th edition of Innovation Practitioner’s Case Study Contest and Summit 2020 on 16th December 2021. The summit was based on a Case Study Contest in the areas of digital & technological innovation; people management & development innovation and ESG based innovation. JMA received 10 team registrations for this event. The winner in each category was chosen from shortlisted case studies by a neutral Jury Panel consisting of topic experts from industry and academia. The winning organisations presented and showcased their case studies at the summit. The winners of the 3 Innovation categories were Tata Steel & Titan Company in the Digital & Technological category, Tech Mahindra in People Management & Development category & Tata Steel in ESG based category. The summit also attracted industry leaders who shared their views and insights on the leading innovation trends and challenges. The speakers who addressed the summit included Mr Ravi Arora, Vice President,



Innovation (Group Technology & Innovation Office), Tata Sons; Mr Mario Schmidt, CEO, Lingel Windows; Ms Shreyas Bakshi, Innovation Wor(k)shipper, Founder & MD, DWM Innovations Pvt Ltd; Mr Rajeev Bhadauria, Founder, Ebullient; Dr Payal Kumar, Dean, Indian School of Hospitality and Raju Sharma, Director CSR, IndiGo. The virtual summit was attended by close to 200 delegates from across the country.

## Design Thinking Proficient Program

JMA conducted a premium training program in Design thinking on 15<sup>th</sup> and 16<sup>th</sup> December, 2021. 18 senior executives from Tata Steel, JCAPCPL, Tata Power, Tata Pigments, ISWP, Tata Tinsplate attended the program. Mr. Ajay Aggarwal of Humane Design, Mumbai conducted the 2 days training program. The con



The participants at the training venue

appreciated. The training is being followed by two weeks of project work.

## BAKE Talk: “ How Ethical Leadership can Propel Organization’s Growth”

“Management is Doing Things Right, Leadership is Doing the Right Things” - Peter Drucker (Management consultant, Educator, and Author, The man who invented management). On this note JMA organised a lecture session on “How Ethical Leadership can Propel Organization’s Growth” on 17<sup>th</sup> December, 2021. The expert for the session was Cdr. Sanjeev Raman retired Indian navy commander. 35 participants joined the session.



Session in progress



### T.E.A. Talk session on "Society 5.0".

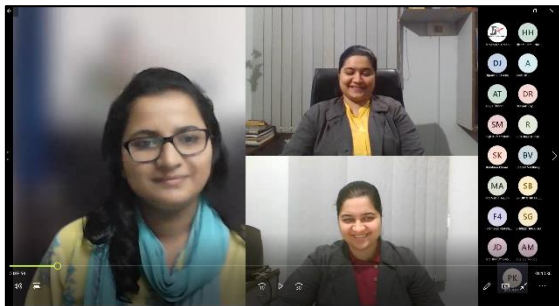
What is Society 5.0? A human-centered society that balances **economic advancement** with the resolution of social problems by a system that highly integrates **cyberspace** and **physical space**. Dr. Bhimraya Metri, director IIM Nagpur delivered a very informative session on this interesting topic of Society 5.0 on 21<sup>st</sup> December, 2021. Mr. Chanakya Choudhary, Hony. president JMA set the context of the session. Mr. Amitabh Bhattcharjee, Hony. Secretary JMA introduced the speaker. The session was attended by 43 participants and widely appreciated.



Dr. Bhimraya Metri interacting with the audience

### JMA Management Challenge Quiz

Jamshedpur Management Association conducted its flagship program Management Challenge Quiz on 23<sup>rd</sup> December, 2021. The Theme of the quiz this year was "Business". Due to the pandemic scenes the quiz was conducted virtually. Total 20 teams from Tata Steel, Tata Motors, ISWP, Tata Bluescope Steel, JCAPCPL, TATA Steel Long Products, TSUISL,



TATA Power, TCS, Capgemini India, IIM

Ahmedabad, Bhilai Steel Plant, Barclays Bank, Ernst & Young, IIM Ahmedabad participated in the competition. After the preliminary round six teams were selected for the finals. After an extensive four rounds of the finals final results were declared. Mr. Naveen Kumar (Sai Mitra Construction) and Mr. Jayakanthan R. (Tata Consultancy Services) won the quiz with a top score. Mr. Ayush Awasthi (Ernst & Young) and Mr. Shantanu Sharma (IIM Ahmedabad) were the first runner up. Mr. Ajay Poonia, a famous personality in the quizzing world, was the quizmaster and Mr. Vinay Kumar, Manager JMA conducted the event.



### JMA Young Achiever Series: Session 2: Nexus Power

"Entrepreneurship is about emotional strength. It is about having the same enthusiasm throughout, believing in yourself and your team. And most importantly it is a journey that has no particular destination."- Nikita & Nishita Baliarsingh.

This dynamic duo is the founder of Nexus Power, a venture working on bioorganic batteries and Odisha's first Forbes Thirty under Thirty honourees. JMA is hosted them on our "Young Achiever Series" platform on 7th January, 2022 at 5.30 PM. The interview was conducted by JMA centrehead Ms. Asmita Salunkhe. The talk was attended by 25 participants which included students and professionals.

The recording is available at <https://www.youtube.com/watch?v=CBg9myqVImA>

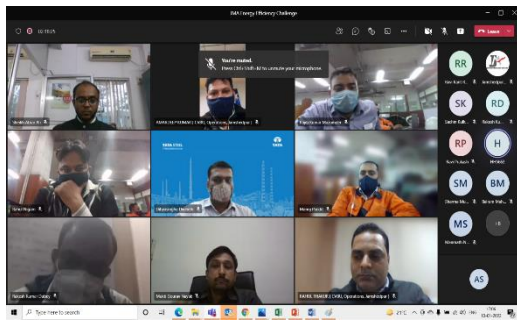
### JMA Virtual Energy Efficiency Award 2021-22



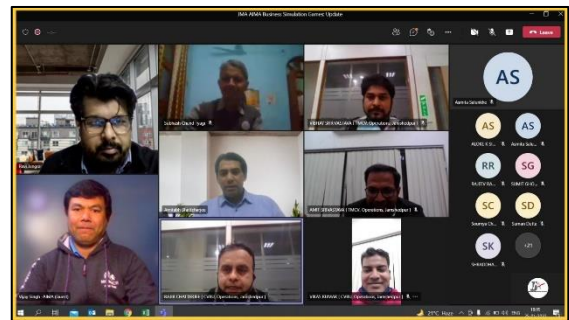
Jamshedpur Management Association organised its annual flagship program “Energy Efficiency Award” on 10th January, 2022. This competition gives a platform to recognize young and emerging leaders in the field of energy. This year 7 teams from Tata Steel Long Products, Tata Steel, Tata Steel Mining, Tata Motors, TSUISL, ISWP, Tata Power participated in the event. Dr. Atul Kumar JNU, New Delhi and Dr. Prosanto Pal, TERI, New Delhi were the jury members for the competition. Team of Tata Steel Long products won the Award.

- Ability to think like executive management
- Planning and strategizing business moves futuristically

This is a unique opportunity for participants to exhibit their skills, expertise and challenge their inner “Chanakya”. This year the event was participated by 12 teams from Tata Power, Tata Motors, TSLP, TSUISL, Tata Steel, Tata Cummins. Team Tata Motors (Vibhay Shrivastava, Rajib Chatterjee, Vikas Kumar, Amit Srivastava) won the competition. Team Tata Cummins (Deepak Gupta, Sanjiv Kumar, Aloke Singha) was the runner up. Mr. Vijay Bisht and Mr. Tyagi from AIMA conducted the event and Ms Asmita Salunkhe was the



Participants waiting for the results to be declared



JMA coordinator.

**JMA AIMA Virtual Business Simulation Games**

AIMA and JMA together conducted Virtual Business Simulation Games on 25th January, 2022.

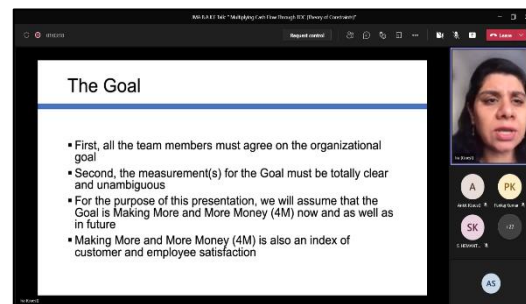
Business Management Simulation exposes participants to real economic, environmental and business issues related to finance, operations and marketing. Participants are empowered to develop strategy, execute tactics and analyze competitors. They go through the pains and gains of running a company in a hypothetical environment and see the impact of their decisions on business.

It challenges the participants on the following:

- Business acumen
- Decision-making skills

In conversation with the Baliarsingh

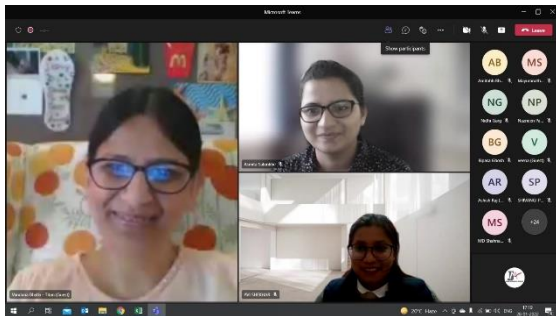
- Understanding intrinsic organizational strengths and external competition



JMA B.A.K.E. Session on New Product Development in Lifestyle Category by Ms. Vandana Bhalla



JMA was excited to bring Ms Vandana Bhalla, Marketing & Digital Head - Titan & Tanishq International Markets, on our B.A.K.E. (Business Acumen and Knowledge by Experts) series platform. It was scheduled on 28<sup>th</sup> January, 2022. The talk focussed on marketing strategies in “New product development in lifestyle category”. This indeed was a unique opportunity to listen to and interact with an expert of this stature. 55 students and professionals attended the session from different corners in the country. Mr. Amitabh Bhattcharjee, secretary JMA welcomed the speaker and Ms Avi Shekhar presented the vote of thanks.



JMA Managing team in conversation with Ms. Vandana Bhalla

### B.A.K.E Talk On “Multiplying Cash Flow Through TOC (Theory of Constraints)”

JMA organised another B.A.K.E Talk on “**Multiplying Cash Flow Through TOC (Theory of Constraints)**” with Ms Ira Gilani, Director, Goldratt India on 10<sup>th</sup> February, 2022. The talk was attended by 35 participants which included professionals of Tata Steel, Tata Motors, TSLP, TSUISL, JCAPCPL etc.

The recording is available at <https://www.youtube.com/watch?v=uE1m9NeZtUc>

### ELS Talk: The Dark Side of Entrepreneurship

“Entrepreneurship” is the new buzz word of today. Is it really the rosy picture that we see? The other side of the coin was explained at JMA Enriching Life Series Session on “**The Dark Side of Entrepreneurship**” with Prof. S.Ram Kumar,

Ms. Gilani delivering the session

Chief Provocateur, Last Resort, MBA IIM –A, Nuclear Physicist . The talk was attended by 55 participants on 18<sup>th</sup> February, 2022.

The recording is available at <https://www.youtube.com/watch?v=a14KH6g3jrw&t=9s>



Prof Ram Kumar in the Q&A session

### 6<sup>th</sup> National Competition for Managers

AIMA 6<sup>th</sup> National competition for managers was conducted on the theme of ‘New Uncertain world – Transform and succeed’. The two regional rounds were held online on 10-11 February and 18-19 February 2022. The grand finale was held on 22 February 2022.

The Grand Finale was judged by Mr Rama Shankar Pandey, Managing Director, Hella India Lighting, Mr Vivek Mehra, Managing Director & CEO, Sage Publications and Mr KS Shetty, Executive Director, Hindustan Petroleum Corporation Limited. In the PSU category, Indian oil corporation emerged as both Champions and Runners-up I and NTPC was Runners-up II.

Ashok Leyland emerged as the Champions team, V-Guard and Bosch Limited were I and II Runners-up in the Private category.





This year more than 50 companies like Robert Bosch, NTPC, Ashok Leyland, Indian Oil Corporation, V Guard, GAIL, Engineers India, Danfoss, Maya Care Foundation, Prism Johnson, Transport corporation of India and Hindustan Aeronautics participated. Winners of JMA Young Manager Competition were nominated for this program.



Judges of the event: From Top - Mr Vivek Mehra, Managing Director & CEO, Sage Publications; Mr KS Shetty, Executive Director, Hindustan Petroleum Corporation Limited and Mr Rama Shankar Pandey, Managing Director, Hella India Lighting

**ELS Session: Personal Financial Management with ICICI Bank**



JMA in collaboration with ICICI Bank organised a Enriching Life Series session on

Asset Class	Risk	Return	Liquidity	Investment Time Horizon
Bank FD	Low	Medium	Medium	1 - 5 Years
Debt MF (Long Term)	Low to Medium	Medium (Better than Bank FD)	Moderate	3 - 5 Years
Debt MF (Short to Medium-term)	Low	Medium	High	1 Day to 3 Years
Equity MF	High	High	Medium	Min 5 Years
FMS (Equity)	High	High	Low	Min 5 Years
AIF	High	High	Very Low	Min 5 Years

Personal Financial Management. The talk was specifically targeted for the high net-worth individuals. It was scheduled on 25<sup>th</sup> February, 2022. Mr. Kumarr Ranjit, Key Relationship Head, ICICI bank introduced the speaker. The expert for the session was Mr. Vikas Sharma, Head Wealth Select, ICICI Bank Ltd. The talk was well received by the audience of 34 professionals.

Mr. Vikas Mishra explaining the suitability of Investment Products

**Management Day Celebration:**

JMA celebrated the 16<sup>th</sup> National Management Day on 26<sup>th</sup> February, 2022. After a long time we organised a physical event with a panel discussion competition. The topic for panel discussion was “ It Is Cool to Join a Start Up” JMA has invited entries from B- Schools and organisations. Best 6 entries were chosen for the final debate. The program was conducted at Tribal Culture Centre, Sonari. Top 6 participants joined the debate in physical as well as virtual mode. Mr. Gaurav Marwah, Director of a Valour Wires Private Limited was the moderator and jury for the competition. Mr. Aditya Pruthi, Student XLRI was the winner and Mr. Priyaj Nabar, student XLRI was declared the runner up. The event was attended by 40 people which included JMA executive board members, participants and JMA team members. The winners of JMA AIMA Business Simulation Games were also felicitated at the event.



### Launch of Business Analytics Course in collaboration with ISI Kolkata

In its continuing endeavour to provide high quality learning opportunities to its members, associates and other connected entities, Jamshedpur Management Association launched a six-month Comprehensive Course

Prize Distribution at JMA Management Day Celebration

in Business Analytics for working professionals and aspiring students in partnership with the Centre for Artificial Intelligence and Machine Learning (CAIML), ISI Kolkata. The CAIML, ISI will offer the course with a perfect blend of theory, techniques, and projects. The course will primarily be offered online and attempt will be made to conduct a few F2F sessions to ensure better understanding. The course was launched by Mr. Chanakya Choudhary President JMA and VP Corporate Services Tata Steel and Professor Nikhil R Pal, Head, CAIML, ISI Kolkata in the presence of Professors Utpal Garain, Amitava Bandhopadhyay and Malay Bhattacharyya of ISI Kolkata and, Amitabh Bhattacharjee Hon. Secretary, Satish Agarwal member JMA Managing Committee and other JMA board members and JMA Managing Team. On this occasion the President said that it is a unique opportunity. He stressed upon the fact that analytics is going to be important for every business function, and for many different managerial and executive roles and welcomed the idea of inviting a premier body like CAIML, ISI to conduct this program. He urged the people of Jamshedpur and beyond, members and associates of JMA, and aspiring working professionals and students to grab this unique opportunity and get benefitted professionally. Professor Nikhil R. Pal said that The Centre for AI and Machine Learning (CAIML), ISI is striving to become the AI hub in India. The centre is committed to development of methodology, solving problems of national interest and developing talent in the areas of AI and Machine Learning. The centre,

therefore, welcomes such collaborations and look forward to deepening such associations. He also highlighted that the course is designed to develop skills not only to meet today's business needs but also to keep abreast in this rapidly changing field. He hoped that as the course is being offered online, many participants beyond Jamshedpur would be able to benefit from the same. He thanked the host, JMA, for such a timely attempt and wished the course all success.

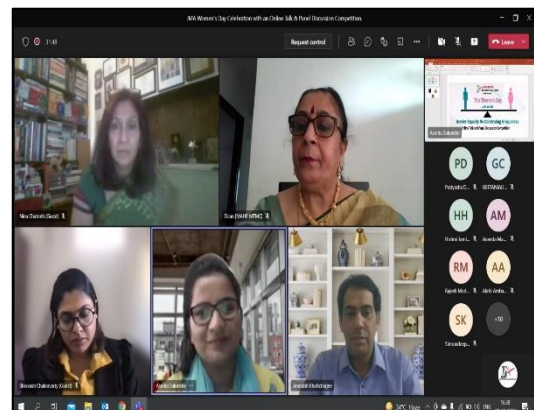
Details are available on Jamshedpur Management Association and ISI website and social media handle of JMA.



JMA Executive board members launching the Business Analytics Course

### JMA: Educational Partner at XLRI Ensemble Valhalla

JMA was the educational partner at Ensemble Valhalla, biggest cultural fest of XLRI Jamshedpur. We conducted a webinar in their flagship event, Circus Maximus. Please join us





for the webinar by Mr. Prashant Tandon CEO, Tata 1mg, 6th March 1PM. Mr. Prashant Tandon, co-founder and CEO of TATA 1mg, India's largest digital health platform was the speaker for JMA webinar at XLRI EV. 85 participants from management schools all over India attended the session.

The recording is available at <https://www.youtube.com/watch?v=1AHjKOqy4Ic>



Dignitaries attending the virtual session

### Women's Day Celebration

JMA had a wonderful Women's Day celebration with a Panel Discussion Competition and webinar on Gender Equality vs Celebrating Uniqueness. We were honoured to have Ms Nina Chatrath, Founder & CEO Enhance Consulting as the main speaker and jury for the event. Dr poornima baliga - Dean, Manipal Tata Medical College as the chief guest and Dr. Shravasti Chakravarty, PhD - Asst. Professor, XLRI Delhi as the moderator. It turned into an intellectual celebration because of our brilliant debate enthusiasts. Ms. Pratyasha Dash - Tata Steel, Ananda Mandal -Tata Steel, Moushami Bhakat - JCAPCPL, Shreedhara Goswami - ISWP, Priyanka Kumari Tata Power, M.Siddiqur Rahman Tata Power. Ms Simrandeep Kaur won the competition and Mr. Sarbajit Chatterjee - Tata Steel & Moushami Bhakat - JCAPCPL were the runner ups.

The winners received attractive Westside gift vouchers and certificates.

### Speakers at JMA Women's Day Celebration

#### MDP in Use of Statistical Process Control in Business with ISI Calcutta

JMA in association with ISI Calcutta organised a one-day training in "Statistical process Control" on 9<sup>th</sup> March, 2022. The training focussed on

1. Solutions of practical problems in areas like manufacturing, service delivery, procurement, marketing, QC, finance, HR, sales etc. using real data
2. Debunking myths related to quality, inspection, customer satisfaction and dissatisfaction, quality control and improvement using real life examples and data.
3. Concepts of "hidden factory" and its economic impact using real data and examples. Establishing the fact that 10 - 20 % or more of the total operating expenses are due to preventable waste.
4. Practical tips to set up data based SPC and other systems to improve quality and reduce costs of all activities.

This MDP was attended by 63 middle and senior level executives of different corporates in Jamshedpur. It was conducted at the auditorium on Centre for Excellence.





## Online Workshop in Business Strategies to Drive Growth in the New World

AIMA conducted a premium workshop in “Business Strategies to Drive the Growth in the New World” on 15<sup>th</sup> March, 2022.

Emerging from the pandemic is a challenging process. There is no bright line to indicate when business gets back to "normal" and nor is there a single survival strategy that business leaders can rely on to address the unique challenges continuously being put forth since the start of the pandemic. However, there are lessons to learn, models to follow and guidance from the leaders who have guided their companies through these uncertain times

This programme focussed on business strategies to help drive growth in the New World. The programme aimed to provide a platform to the participants to learn from a diverse set of seasoned and accomplished leaders and improve their ability to navigate change, uncertainty and disruption.

3 senior executives from TSLP were nominated for this program.

Speakers for the session were

Saurabh Mukherjea Founder & Chief Investment Officer, Marcellus Investment Managers

Ashish Chauhan CEO, BSE

Yashish Dahiya Chairman & CEO, PB Fintech Limited

Ashu Shinghal, Executive Director - Corporate Strategy Planning & Advocacy, TQM and Chief Risk Officer at GAIL (India) Limited.

**AIMA**  
AN ASSOCIATION OF AMBA

Online Workshop in  
**BUSINESS STRATEGIES TO DRIVE GROWTH IN THE NEW WORLD**  
1:30 PM-7 PM, Tuesday, 15th March, 2022

Emerging from the pandemic is a challenging process. There is no bright line to indicate when business gets back to "normal" and nor is there a single survival strategy that business leaders can rely on to address the unique challenges continuously being put forth since the start of the pandemic. However, there are lessons to learn, models to follow and guidance from the leaders who have guided their companies through these uncertain times

This programme will focus on business strategies to help drive growth in the New World. The programme aims to provide a platform to the participants to learn from a diverse set of seasoned and accomplished leaders and improve their ability to navigate change, uncertainty and disruption.

**Speakers**

- Saurabh Mukherjea**  
Founder & Chief Investment Officer, Marcellus Investment Managers
- Ashish Chauhan**  
CEO, BSE
- Yashish Dahiya**  
Chairman & CEO, PB Fintech Limited
- Shashik Sharma**  
Founder & Chief Editor, Youstory
- Ashu Shinghal**  
Executive Director - Corporate Strategy Planning & Advocacy, TQM and Chief Risk Officer at GAIL (India) Limited

\* Participants joining the programme will be awarded the "Certificate of Participation" from AIMA after the programme

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MANAGEMENT ASSOCIATION

Contact:  
Asmita Subudde  
Centre Head  
Jamshedpur Management Association  
+91-936998157  
www.jmassoc.org

Communication for the event

## JMA Management Olympiad

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flagship  
program

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Transform & Enhance employability

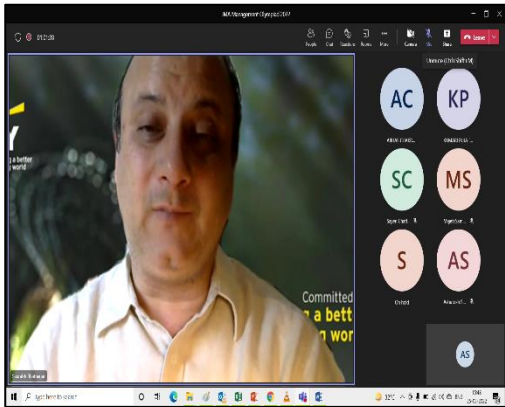
Date	Topic	Time
28th March, 2022	CV Writing	6.00PM-7.30PM
29th March, 2022	Assertive Communication & Tips for facing interviews	6.00PM-7.30PM
30th March, 2022	Etiquettes & Corporate Readiness	6.00PM-7.30PM

**To Register Contact**  
Vinay Kumar | jma.jsr@gmail.com | 8228803370  
Asmita R. Salunkhe | centrehead@jmassociation.com | 8369989157

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www.jmassociation.com "AIMA Award Winner Best Management Association of 2019 & 2020"

Management Olympiad was organised on 25<sup>th</sup> and 26<sup>th</sup> March, 2022. This two-day program was conducted in virtual mode. There were different competitions as Case study competition, start-up idea presentation, quiz competition which further had different subcategories. Each category had its own winners. Mr. Abhas Chakraborty of Tata Motors won Mr. Young Leader title and Ms. Kumari Puja of Tata Motors was Ms Young Leader. The overall champion of the Olympiad was awarded to Tata Motors for winning most medals in all the categories. JMA was privileged to host Dr Jittu Singh, Mr. Saurabh Bhatnagar (EY India), Mr. Sourabh Gupta, Mr. Gaurav Marwah as the judges for the competition. The quiz competition was conducted by Tackon solutions.



Mr. Saurabh Bhatnagar sharing his remarks as the judge for Management Olympiad Case Study Competition

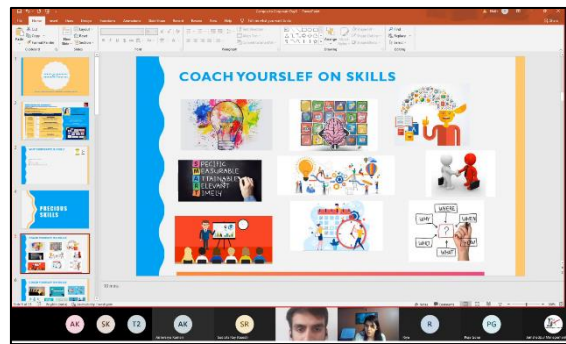
**JMA Campus to Corporate Program:**

Due to the COVID policies of different corporates physical industrial visits were not possible this year. Hence JMA organised a 3 day online “Campus to Corporate” workshop for students. The sessions focussed on CV Writing, Assertive Communication & Tips for Facing Interviews & Etiquettes & Corporate Readiness. Management and engineering students from institutes like NIT Jsr, XISS Ranchi, IIM Ranchi, NSU Jsr, Arka Jain University, BACET Jsr joined the workshop.

JMA Team at the Annual Meet

**JMA Annual Meet**

JMA celebrated its second Annual Meet on 29<sup>th</sup> March, 2022. The evening full of knowledge and entertainment was organised in the banquet hall of Hotel Ramada, Jamshedpur. Ambassador Arun K. Singh, former ambassador to US, France and Israel was the chief guest of the evening. He talked about Impact of Russia Ukraine war on India. JMA past President Mr. Suresh Tripathi also shared his experiences as



the new CHRO at Air India. This time JMA also started “JMA Awards” to recognise and appreciate the team members who performed well this year. The awards were also extended educational institutes and corporates. The formal program was followed by a fun Bollywood quiz and a musical program. Where the singers JMA had chosen from Jamshedpur, performed evergreen songs of the Legend Lata Mangeshkar. The evening was attended by JMA executive board members, JMA Managing team, JMA Corporate council members and their families. The hosts of the evening were Ms. Shreedhara Goswami and Ms. Asmita Salunkhe.





## Outdoor Leadership Program

JMA in association with TSAF (Tata Steel Adventure Foundation) organised an “Outdoor Leadership Program” on 30th and 31st March, 2022. Outdoor Leadership is more than technical skills training. It’s a liberal arts discipline that combines the outdoor skills (like backpacking, canoeing, kayaking, and rock climbing) with theory and practice in interpersonal communication, behavioural science, counselling, and being a leader.

- The learning/ activities focussed on
- Moral and ethical responsibilities of leadership
- Shaping attitudes toward the environment
- Group process/ team building activities
- Conflict resolution

The overnight program was conducted at Dimna Lake camping site.

The training was customized for 20 senior executives and a coordinator from Tata Power.



Executives boarding the bus to the training camp



## JMA Executive Committee Members



**President**  
**Mr. Chanakya Chaudhary**  
Vice President  
(Corporate Services)  
Tata Steel Limited



**Vice President**  
**Mr. Tarun Daga**  
MD, JUSCO



**Secretary**  
**Mr. Amitabh Bhattcharjee**  
Chief Technical Services Business  
Tata Metaliks Ltd (On Deputation  
from Tata Steel)



**Treasurer**  
**Mr. Vivek Banka**  
Head Corporate Audit –  
Procurement and Supply  
Chain, Tata Steel



**Dr. Jitendra Singh**  
Professor, XLRI



**Mr. B. Bodhanwalla**  
Chief Executive Tarapore &Co.  
Tata Steel



**Mr. R. N. Murthy**  
MD, TCIL



**Mr. Neeraj Kant**  
MD, ISWP Ltd.



**Mr. Vishal Badshah**  
Head- Auto Manufacturing,  
Tata Motors



**Mr. Amitava Baksi**  
Chief Proc. Officer, Tata Steel



**Mr. Ravi  
Radhakrishnan**  
Chief Aviation, TATA  
Steel



**Fr. Paul Fernandes S.J**  
Director, XLRI



**Mr. Vishal Agarwalla**  
Director, CTC India



**Dr. Pradeep Nerayanuri**  
Chief Talent Management,  
Tata Steel



**Dr. Poornima Baliga.B**  
Dean, TATA Manipal



**Col. Mohit Sahai**  
Colonel, Indian Army



**Mr. Manish Jha**  
Director Operations  
and Supply Chain  
Engine Business Unit,  
Tata Cummins



**Prof. Rajiv Mishra**  
Professor, Operations  
Management Area, XLRI



**Mr. Sanjay Sabherwal**  
MD, Metaldyne Industries  
Limited Continental  
Device India Ltd



**JMA Managing Committee Members**



**Ms Asmita Salunkhe**  
Centre Head, JMA  
(Full Time)



**Mr. Vinay Kumar**  
Manager, JMA  
(Full Time)



**Mr. Satish Agarwal**  
Principal Analytics  
Consultant, Affine



**Mr. Sameer Mishra**  
Sr. CAM IT Shared Services,  
OneIT, Tata Steel



**Mr. Vinamara Singh**  
Senior Manager, Corporate  
Communications, Tata Steel



**Mr. Asutosh**  
Senior Manager, BPE  
Operations Tata Steel



**Dr. Hishmi Jamil Husain**  
Head Biodiversity,  
Tata Steel



**Ms. Shreedhara  
Goswami**  
Deputy Manager,  
Sales & Marketing, ISWP



**Ms Avi Shekhar**  
Deputy Manager, ISWPL



**Mr. Arif Iqbal**  
Junior Engineer, Tata  
Motors



**Mr. Rishav Singh**  
Manager, TSLP